

## Europass Curriculum Vitae



### Personal information

**First name(s) / Surname(s)** **Mushtai Valentyna**  
**Address(es)** Prokof'eva Street, 26, 40016, Sumy, Ukraine  
**Telephone(s)** Mobile + 380661820232  
**E-mail** Mushtai Valentyna@snau.edu.ua  
**Nationality** Ukrainian  
**Date of birth** 15.12.1973  
**Gender** Female

**Current employment / Occupational field** Candidate of Economic Sciences, Associate Professor, Department of Statistics, AGD and Marketing Sumy National Agrarian University

### Work experience

**Dates** 1.08.1996 till now  
**Occupation or position held**

- 1998-2001 y. - Naval studies in the field of Sumy National Agrarian University, specialty 08.06.02 "Company, management and marketing".
- 1996.- Assistant of the Department of Public Sums of Sumy, Sylpskogo Spozdarskogo Institute.
- 2002 - 2003 y. – Instructor of statistics, AGD and marketing of Sumy DAU.
- 2004y. – 2019 y.- Associate Professor of Statistics, AGD and Marketing of SNAU.
- 2019y. – to this very day - Assistant Professor of Department Marketing and Logistics of Sumy NAU.

**Main activities and responsibilities** teaching and scientific activity in the field of economics, analysis and marketing

**Name and address of employer** Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine

**Type of business or sector** Higher Educational Institution (Agricultural Sector)

**Dates** 2018 and till

**Occupation or position held** Associate Professor of Statistics, analysis and marketing

Main activities and responsibilities	Marketing analysis of corporate partnerships: methods of further analysis of corporate competencies using the method of economic potential for food security in the region.																																																	
Name and address of employer	Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine																																																	
<b>Education and training</b>																																																		
Dates	1991- 1996																																																	
Title of qualification awarded	Accounting and Audit																																																	
Principal subjects/occupational skills covered	Economics and Accounting and Audit																																																	
Name and type of organisation providing education and training	Sumy Agrarian Institute, Ukraine																																																	
Level in national or international classification	diploma Institute																																																	
Dates	1998 – 2001 y																																																	
Title of qualification awarded	08.07.02- Economy of Rural Economy and Agricultural Complex																																																	
Principal subjects/occupational skills covered	Economics, organization and management of enterprises																																																	
Name and type of organisation providing education and training	Sumy National Agrarian University, Ukraine																																																	
<b>Personal skills and competences</b>																																																		
Mother tongue(s)	Ukrainian																																																	
Other language(s)	English, Russian																																																	
Self-assessment	<table border="1"> <thead> <tr> <th colspan="4">Understanding</th> <th colspan="4">Speaking</th> <th colspan="2">Writing</th> </tr> <tr> <th colspan="2">Listening</th> <th colspan="2">Reading</th> <th colspan="2">Spoken interaction</th> <th colspan="2">Spoken production</th> <th colspan="2"></th> </tr> </thead> <tbody> <tr> <td><b>English</b></td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> <td>A1 Elementary/Beginner</td> </tr> <tr> <td><b>Russian</b></td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> <td>C2 Proficient user</td> </tr> </tbody> </table>										Understanding				Speaking				Writing		Listening		Reading		Spoken interaction		Spoken production				<b>English</b>	A1 Elementary/Beginner	A1 Elementary/Beginner	A1 Elementary/Beginner	A1 Elementary/Beginner	A1 Elementary/Beginner	A1 Elementary/Beginner	A1 Elementary/Beginner	A1 Elementary/Beginner	A1 Elementary/Beginner	<b>Russian</b>	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user
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Social skills and competences	I can and used to work as a team in the practical training of students engaged in scientific activity in the economy																																																	
Organisational skills and competences	Over the past 22 years working as a teacher in practical training students majoring in the Marketing Department. Participated at conferences, symposiums, doing research report on the food potential of Sumy region and Ukraine as a whole.																																																	
Computer skills and competences	Competent with most Microsoft Office programmes																																																	
Artistic skills and competences																																																		
Driving licence																																																		
<b>Additional information:</b>																																																		

1. Mushtai V., Shrmkova O. (2017). Determination of the potential opportunities for the food provision with grain production: Ukrainian and European viewpoint. «*Baltic Journal of Economic Studies*». December. Vol. 3 - No. 5, pp.334 – 342. (Web of Science)
2. Mushtai V.A. (2017). Approaches to the evaluation of the planning of marketing activities of the enterprise. *Economics and Society*. 2017. No.9. - Access mode: <http://economyandsociety.in.ua>
3. Lyshenko M.O., Makarenko N.O., Makarova V.V., Mushtay V.A. (2018). Orhanizatsiyne ta ekonomichne rehulyuvannya rynku zerna v umovakh staloho rozvytku [Organizational and Economic Regulation of the Grain Market in Conditions of Sustainable Development]. *Journal of Environmental Management and Tourism*. SPRING. Volume IX. Issue 1(25). pp. 95-104. (Scopus)
4. Mushtai Valentina, Lyshenko Margarita, Makarenko Natalia (2018). Zabezpechennya vyrobnytstva zerna v umovakh staloho rozvytku. [Provision of grain production in conditions of sustainable development]. *Monograph*. - LAP LAMBERT Academic Publishing. 57 sites.
5. Mushtai V. (2018). Manufacture of milk and dairy products in a region: state and prospects. *International periodic scientific journal "Modern engineering and innovative technologies"*. March 2018. Vol. 1. Issue № 3. pp. 93-98. Access mode: <https://www.moderntechno.de/index.php/meit/issue/view/meit03-01/meit03-01>
6. Mustai V.A., Ivanitsky O.C. (2018). Individualization of products as a direction of product innovation strategy of the bank. *Electronic scientific and practical magazine "Market Infrastructure"*. 2018. №23. pp. 124 - 131. Access mode: [www.market-infr.od.ua](http://www.market-infr.od.ua)
7. Mustai V.A., Goryan Ya.S. (2018). Organization of a rational system of distribution of agricultural products. *Electronic scientific and practical magazine "Market Infrastructure"*. 2018. №23. pp.117 - 123. Access mode: [www.market-infr.od.ua](http://www.market-infr.od.ua)
8. Mushtai V. (2019). Planning marketing activities of the enterprise. *International periodic scientific journal "Modern Scientific Researches"*. 2019. Part 1. Issue № 7. pp. 89 – 94 ( Published by: Yolnat PE, Minsk, Belarus). Access mode: <https://www.modscires.pro/index.php/msr/issue/view/msr07-01/msr07-01>
9. Mushtai V. (2019). Public – private partnership as an activity of activation of innovative activity in the agricultural sector of Ukraine. *International periodic scientific journal "Modern engineering and innovative technologies"*. 2019. Part 5. Issue № 7. pp. 20 – 26 ( Published by: Sergeieva&Co Karlsruhe, Germany) Access mode: <https://www.moderntechno.de/index.php/meit/issue/view/meit07-05/meit07-05>
10. Mushtai V.A., Vovk V. I. (2019). Forming the marketing approach in management agricultural enterprise. *Azov Economic Bulletin*. 2019. №1(12). pp. 103 -109. Access mode: <http://pev.kpu.zp.ua/vypusk-12>
11. Mushtai V.A., Berestok B.P. (2019). Formation and evaluation of the efficient system of management of marketing activity of the services sector company. *Eastern Europe: Economics, Business and Management*. 2019. №2(19). pp. 183-189. Access mode: <http://www.easterneurope-ebm.in.ua/index.php/vipusk-19-2019>
12. Margarita Lyshenko, Nataliia Makarenko, Valentina Mushtai, Victoria Makarova, Inna Kharchenko. (2020). Formation of Environmental Food Potential of Sumy Region of Ukraine Based on Logistic Management. *International Journal of Advanced Science and Technology*, 2020. 29(04), pp.10287–10301 (Scopus).

13. Mushtai V.A. (2020). Evaluation of marketing information and its transformation into a marketing program of the enterprise. *Market infrastructure*. 2020. №40. pp.264 -270. Access mode: [http://www.market-infr.od.ua/journals/2020/40\\_2020\\_ukr/49.pdf](http://www.market-infr.od.ua/journals/2020/40_2020_ukr/49.pdf)
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17. Mushtai V.A. (2021). Buhaienko V.A. Strategic significance of the introduction of amotivational mechanism in healthcare facilities. *International periodic scientific journal «Modern engineering and innovative technologies»*. (Published by: Sergeieva & Co Karlsruhe, Germany). 2021. Issue № 16 Part 4. pp. 106 - 111. Access mode: <https://www.moderntechno.de/index.php/meit/issue/view/meit16-04/meit16-04>
18. Mushtai V.A.( 2021). Application of strategic marketing tools in justification of choice of direction of enterprise activity. *International periodic scientific journal «Modern engineering and innovative technologies»* Karlsruhe, Germany. Issue 2021. № 17.Part. Pp. 82 – 87. URL: <http://www.moderntechno.de/index.php/meit/article/view/meit17-03-023>
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20. Lyshenko M.O., Mushtai V.A., Necnyporenko V.V., Shrmkova O.V. (2021) Innovative-methodical and scientific bases for evaluating the product range in the marketing management of the enterprise. *Bulletin of Kharkiv National Agrar University named after V.V. Dokuchaev. Economic Sciences Series*.2021. № 2. Part 2. Pp. 269-280.ULR: <https://visen.knau.kharkov.ua/visn2021t2.html>
21. Makarova V.V., Mushtai V.A.(2022) Insight technology in the formation of consumer buying behavior in the introduction of marketing relationships. *Agrosvit*. 2022. № 1. Pp. 20–26. ULR:[http://www.agrosvit.info/pdf/1\\_2022/4.pdf](http://www.agrosvit.info/pdf/1_2022/4.pdf)
22. Mushtai V.A., Lyshenko M.O., Makarova V.V. (2022). Methodological bases of scientific research of strategic directions of activity of enterprises according to the concept of relationship marketing. *Economy and society*. 2022. № 35. ULR:<https://economyandsociety.in.ua/index.php/journal/article/view/1127>
23. Mushtai V.A., Makarova V.V. (2022). Strategic guidelines for the formation and distribution of the tourist product based on the assessment of consumer attitudes. *Modern Economics*. 2022. № 36. ULR: <https://modecon.mnau.edu.ua/arhiv/>
24. Mushtai V.A., Lyshenko M.O., Makarenko N.O., Makarova V.V. (2023). Relationship marketing within the concept of sustainable development and global digitalization of the tourism industry *Modern Economics*. 2023. № 38. C. 99 -105. ULR: <https://modecon.mnau.edu.ua/issue/38-2023/mushtai.pdf>
25. Mushtai V.A., Makarova V.V. (2023). Implementation of the concept of social - etnical marketing in the activities of tourist enterprises. *International periodic scientific journal «Scientific World Journal»*. *SWorld &D.A. Tsenov Academy of Economics, Svishtov, Bulgaria*. 2023. Issue №18 Part 2. P. 139 – 145. ULR: [https://www.sworldjournal.com/index.php/swj/issue/view/swj18\\_02/swj18\\_02](https://www.sworldjournal.com/index.php/swj/issue/view/swj18_02/swj18_02)

