



Olena Nifatova

Nationality: Ukrainian **Date of birth:** 04/12/1982

Phone number: (+380) 932458021

Email address: helen.bykhova@gmail.com

Website: <https://www.facebook.com/helen.bykhova>

Work: Herasym Kondratiev str., 160, 40021 Sumy (Ukraine), 40021 Sumy (Ukraine)

EDUCATION AND TRAINING

training Basic skills and tools to teach content subjects in English

Institute for Advanced Studies of the University of Barcelona [07/06/2023 – 19/06/2023]

City: Barcelona

Country: Spain

Website: <https://www.ub.edu/csv/csv.php?id=37E3B106BB6261DAA0AE9719D3ECDCE5>

Master of Sustainable Agriculture and Food Security

Royal Agricultura University and Sumy National Agrarian University [Current]

training The innovative methods and technologies of teaching: the Newest in the European education practice

Akademia Warsaw Business School (Dabrova Górnicza, Poland) [26/09/2019 – 26/03/2020]

Professor

Ministry of Education and Science of Ukraine [24/09/2020]

Technology transfer training program

University of Georgia USA, US-Ukraine Foundation Biotech Initiative [14/12/2019 – 21/12/2019]

Doctor in Economics

Ministry of Education and Science of Ukraine [23/04/2019]

Associate professor

Ministry of Education and Science of Ukraine [26/02/2015]

PhD in Economics

Ministry of Education and Science of Ukraine [22/12/2011]

Master of Economic Statistics

Kharkiv National University of Economics [01/09/2000 – 30/06/2005]

WORK EXPERIENCE

Professor of the Department of Marketing and Logistics

Sumy National Agrarian University [15/01/2023 – Current]

City: Sumy

Country: Ukraine

research activity, work in project teams, teaching courses: "Branding", "Marketing of Organic Products", "Global Sustainability" (University of Barcelona, Spain)

Visiting professor

Universitat de Barcelona [01/05/2022 – Current]

City: Barcelona

Country: Spain

research activity, teaching (course Global Sustainable Goals: Green Marketing)

Head of Research Department

Kyiv National University of Technologies and Design [01/03/2019 – 01/09/2022]

City: Kyiv

Country: Ukraine

organization and coordination of scientific work

Professor of the Department of Entrepreneurship and Business

Kyiv National University of Technologies and Design [01/06/2019 – 01/09/2022]

City: Kyiv

Country: Ukraine

teaching courses: Corporate Social Responsibility, Entrepreneurship and Business Culture, Technology Transfer and Innovative Activity

Associate professor of the Department of Entrepreneurship and Business

Kyiv National University of Technologies and Design [13/10/2016 – 01/06/2019]

City: Kyiv

Country: Ukraine

teaching courses: Innovative Entrepreneurship, Entrepreneurship and Business Culture

Associate Professor of the Department of Economics and Marketing

Simyon Kuznets Kharkiv National University of Economics [16/10/2013 – 13/10/2016]

teaching courses: Marketing, International Marketing, Brand Management

Teacher of the Department of Economics and Marketing

Simyon Kuznets Kharkiv National University of Economics [01/11/2010 – 16/10/2013]

City: Kharkiv

Country: Ukraine

teaching courses: Marketing, International Marketing, Brand Management

LANGUAGE SKILLS

Mother tongue(s): **Ukrainian**

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Spanish

LISTENING A2 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Office / Microsoft Excel / Social Media / Zoom / Google Drive / Microsoft Powerpoint / Skype / Organizational and planning skills

PUBLICATIONS

[Agricultural education in times of war: Strategic visions, leadership practices and post-war reconstruction](#)

[2023]

[The Impact of the State of the Ecosystem on the Quality of Produced Organic Products in a Sustainable Development](#)

[2022]

Management Theory and Studies for Rural Business and Infrastructure Development, 44(1), 20–30.

[Agro-sphere determinants of green branding: eco-consumption, loyalty, and price premium](#)

[2022]

Humanit Soc Sci Commun 9, 77 (2022)

Research of Factors of Development of Agriculture In Ukraine: Methodical Approach on The Basis of Econometric Modeling

[2022]

Review of Economics and Finance, 2022, 20, 581-587

The Use of University Biosystem Environmental Protection Platform to Prevent a New Outbreak of the COVID-19 Pandemic

[2022]

Acta Technologica Agriculturae, 25(1), 47-52

Using a sharing-platform to prevent a new outbreak of COVID-19 pandemic in rural areas

[2021]

Global Journal of Environmental Science and Management, 7(2), 155-170

Use of key indicators to monitor sustainable development of rural areas

[2020]

Global Journal of Environmental Science and Management, 6(2), 175-190

Assessing the effects of socially responsible strategic partnerships on building brand equity of integrated business structures in Ukraine

[2018]

Oeconomia Copernicana, 9(4), 715-730.

PROJECTS

ERASMUS Jean Monnet: «Enhancing the organic farming educational content in Ukraine according to the EU Action plan»

[2023 – 2025]

Joint Ukrainian-Turkish research project Marketing development of the university eco-territory for recreation of post-COVID people (project manager)

[01/01/2023 – 31/12/2023]

Management of the enterprises competitiveness on the basis of innovative marketing (project executor)

[2019 – 2021]

Creation of the youth social integration hackathon ecosystem to strengthen national security in the context of preventing the outbreak of the COVID-19 pandemic GDR: 0121U109621 (project executor)

[2021 – 2022]

Joint Ukrainian-Lithuanian research project Creating an educational platform for demobilized soldiers and displaced persons: an educational road map "step to entrepreneurship" (project executor)

[2018 – 2019]

HONOURS AND AWARDS

Prize of the Verkhovna Rada of Ukraine for young scientists Decree of the Verkhovna Rada of Ukraine

Verkhovna Rada of Ukraine [01/12/2021]

Scholarship of the Cabinet of Ministers of Ukraine for young scientists

Cabinet of Ministers of Ukraine [2021]