





Personal information

First name(s) / Surname(s)

Lyshenko Marharyta

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Nationality

Ukrainian

Date of birth

17.03.1980

University

Gender

Current employment / Occupational field

Work experience Dates

10.2002 till now

Occupation or position held

11.06.2002 p. - 03.01.2006 p. - Assistant of Statistics, analysis and marketing SNAU;

2002 - 2006r.r.- post-graduate studies in the specialty 08.06.01 - Economics, organization and management of enterprises. 03.01.2006 p. - 01.09.2008. - Senior Lecturer, Statistics, analysis and marketing SNAU;

Doctor of Economics, Professor, Dean of the Faculty of Economics and Management SNAU, Sumy National Agrarian

01.09. 2008 - 01.09.2017 - Associate Professor of the Department of Statistics, Business Analysis and Marketing,

SNAU;

2017 and till

from 1.09.2017 - associate professor, Head Department of Statistics, Analysis of Economic Activity and Marketing of the SNAU:

November 2018 - Doctor of Economics, associate professor, Head department of statistics, analysis of economic activity and marketing of SNAU.

September 2019 - September 2022 - Head of Department Marketing and Logistics of SNAU.

From 01.09.2022 - Dean of the Faculty of Economics and Management SNAU

From 01.09.2024 - Vice-Rector for Scientific-Pedagogical and Educational Work SNAU

Main activities and responsibilities

Name and address of employer

teaching and scientific activity in the sphere of economic, analysis and marketing Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine

Type of business or sector

Higher Educational Institution (Agricultural Sector)

Dates

Occupation or position held

Dean of the Faculty of Economics and Management SNAU, Doctor of Economics, professor of the Department marketing and logistics

Main activities and responsibilities

research of the agricultural markets of the region and Ukraine, marketing of the agrarian market, mechanisms of efficient functioning of agricultural enterprises in the agrarian market, marketing research of the agrarian market, sustainable development of agrarian business and communities.

Name and address of employer

Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine

Education and training

Dates

Ukrainian Academy of Banking 1997-2002/ Sumy National Agrarian University 2019-2021

Title of qualification awarded

Finance /Marketing

Principal subjects/occupational skills covered Economics and Finance /

Marketing

Name and type of organisation providing education and training

Ukrainian Academy of Banking, Ukraine 2. Sumy National Agrarian University, Ukraine

Level in national or international classification

diploma

Dates

2002 - 2006

Title of qualification awarded

specialty 08.06.01 - Economics, organization and management of enterprises

Principal subjects/occupational

Economics, organization and management of enterprises

skills covered Name and type of organisation providing education and training

Sumy National Agrarian University, Ukraine

Dates

2018

Title of qualification awarded

Doctor of Economic Sciences

Principal subjects/occupational skills covered Mechanisms of Agricultural Enterprises Effective Operating on Grain-Market: the Theory, Methodology and Practice

Name and type of organisation providing education and training

Kharkiv national technical university of agricultural house named after Petro Vasylenko, Ukraine

Level in national or international classification Doctor of Economic Sciences (2018), professor (2019)

Personal skills and competences

Reliability, loyalty, sociability, energy, purposefulness

Mother tongue(s)

Ukrainian

Other language(s)

English

Self-assessment European level (*)

Understanding **Speaking** Writing Listening Reading Spoken interaction Spoken production B2 Independent user B2 Independent user B2 Independent user B2 Independent user B1 Independent user

English

Social skills and competences

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 20 years working in charge of practical training students majoring in Marketing Department. Participated in conferences, symposiums, doing research report on the grain market in Ukraine. Was reviewer for defense of theses.

Computer skills and competences

Competent with most Microsoft Office programmers

Microsoft PowerPoint Microsoft Word Google Drive Microsoft Excel Microsoft Office Google Docs Social Media Zoom Facebook Skype Power Point Internet user Organizational and planning skills Written and Verbal skills Motivated Analytical skills Decision-making Presenting Gmail Critical thinking Strategic Planning Responsibility Team-work oriented

Research and analytical skills

Driving licence Category B (car)

Since 2019, academic secretary of the Sumy National Agrarian University.

Expert of the National Agency for Quality Assurance of Higher Education since January 2021. https://naqa.gov.ua/wp-content/uploads/2021/01/%D0%94%D0%BE%D0%BE%D0%BA-%D0%BE%D0%BA-%D0%BE-%D1%80%D0%BE%D0%BA-%D0%BA-%D0%BE%D0%BA-%D0%BE-%D1%80%D1%80%D1%83_-%D0%9D%D0%9F%D0%9F-%D1%802601_2.pdf

Guarantor of the educational program in the specialty "Marketing" (Master's degree) at the Sumy National Agrarian University.

Member of the project group for the specialty 072 "Finance, banking and insurance" (ONS Doctor of Philosophy).

Jury member of the All-Ukrainian competition of student research papers: Business Economics (Poliski National University - 2021-2023, Zhytomyr), Economics of Agriculture and Agricultural Industry (SNAU 2021-2024).

He is a member of the Public Organization "Association of Marketers of Ukraine", the Public Organization "All-Ukrainian Congress of Agricultural Economists" (certificate No. 0057 dated November 14, 2018).

Member of the coordinating council for the implementation of the brand of the city of Sumy. Took part in the discussion of the tourist information post of the city of Sumy and the pages of the KU Promotion Agency "Sumy". He is a participant and consultant in the development of the marketing strategy of Sumy City TG (tourism).

Member of the specialized council for dissertation defense at Sumy National Agrarian University since 2019 and Sumy State University since 2020.

He is a member of the editorial board of the scientific journal "Bulletin of the Sumy National University", "Bulletin of the Kharkiv National Agrarian University named after Dokuchaev", "Journal of Accounting and Finance".

Manages the training of graduate students, including one from the People's Republic of China. Under her supervision, I candidate's thesis was defended.

Grant, state budget, farm contract topics.

Participant of the GDR:

"Mechanisms of regulation of social, ecological and economic development of enterprises in the regional and branch dimension" (state registration number 0114U001562),

"Organizational and economic support of the agro-food market" (state registration number 0116U002755)

"Development of the system for ensuring the competitiveness of agricultural enterprises in the conditions of globalization" (state registration number 0116U002754).

"Marketing support of the agro-industrial market in conditions of development" (implementation period 2021-2024).

Head of the scientific topic: "Marketing support of the agri-food market in conditions of sustainable development (state registration number 0121U113070, 2021-2025)

Head and participant of the regional economic and contractual topic commissioned by the Department of Culture of the Sumy State Administration "Marketing research of the market of tourist services" (performance period - December 2021 - January 2022).

Executor of the Erasmus+ project: KA2 CBHE - "UNICOM" - UNIVERSITIES - COMMUNITIES: STRENGTHENING COOPERATION.

Organizer of the round table "University and sustainable development of communities". (UNICOM). November 28, 2023, SNAU.

On October 16-19, 2023, the seminar "THIRD Mission in Germany from national policy to University experience" was held at the University of Applied Sciences Fachhochschule des Mittelstands (FHM) in the city of Bielefeld, located in Germany (seminar participant).

On October 2-6, 2023, the seminar "Experience Sharing - Third mission of universities & University Community cooperation" was held at the Czech University of Life Sciences Prague. (seminar participant).

Scientific consulting:

She participated in international conferences in Ukraine, Belarus, Hungary and Poland, was an analyst at the research center for strategic studies, which was established at the Sumy National Agrarian University; made reports at round tables on the research of agricultural product markets.

Scientific consulting of the enterprise: scientific consulting of employees (merchandisers) for the entire corporation of LLC "Globynsky meat processing plant", 2017.

Scientific consulting of village heads, individual peasant farms, entrepreneurs, farmers: Educational and practical seminar "Modern technologies in vegetable growing", where cooperation was established with the farms of the Sumy region and the Sumy National University.

Participated in the development of the project of the Program of the agro-industrial complex and rural areas of the Sumy region for the period until 2020, the results of the research were taken into account when forming the Concept of the development of farms and agricultural cooperation for 2018-2020; individual research results were used in the process of monitoring and making changes and clarifications to the Strategy of Regional Development of the Sumy Region for the period until 2020. (reference Department of Agro-Industrial Development)

Internship:

- 1. Sumy NAU (August 28, 2016 September 13, 2016) under the Diamond FMS software training program (certificate).
- 2. International internship: training course "Marketing and Management" in the Academy of Management and Administration in Opole (Poland). The content of the training was: "International Economic Relations and European Integration. European Experience of Management and Marketing in the Context of the European Integration". The total training period is three months: from 1st of December 2018 to 1st of March 2019. Total 150 hours.
- 3. NUBIP of Ukraine NNI of postgraduate education under the program: "Innovative orientation of pedagogical activity". (certificate SS 00493706/010250-19 dated October 2, 2019)
- 4. Training on modern interactive teaching methods Implemented within the framework of the DAAD Digital Modernization of Lecturing in Ukrainian Agricultural Universities training program September 6-8, 2021. (participant certificate).
- 5. Participant of the virtual summer school within the framework of DAAD Digital Modernization of Lecturing in Ukrainian Agricultural Universities on the topic: "European Best Practices in digital instruments using" (07/05/2022-07/14/2022). international internship.
- 6. International internship (Academic mobility) under the program Erasmus + KA 171 Afyon Kosatepe University (Turkey, Afyon) from 05/08/2023 05/12/2023 (off-line) in the amount of 6 credits (including Staff Teaching 8 hours). Direction: Marketing, logistics and trade. Preparation of grant applications (certificate). 180 hours

The research work: Research agricultural markets of the region and Ukraine

Manuals, monographs.

- 1. Lyshenko M., Makarenko N.. Development of innovation and marketing measures to improve the management of the range and range of products. COMPLETE NUTRITION: trends in energy efficient production, storage and marketing: a collective monograph / ed. prof. VV Yevlash, prof. VO Potapova, prof. NL Savitskaya, Assoc. L. F. Tovma. H.: NANGU, 2020. 663 p. 2. Lyshenko M. Marketing management of product distribution policy of a commercial enterprise. Development of management systems of competitiveness of agrarian enterprises: monograph / ed .. O.B. Mandic. Kharkiv: Stylish Printing House Publishing House, 2020. P. 116-154.
- 3. Mushtai VA, Lyshenko M Consumer behavior: Textbook. manual. Buryn: PE "Buryn District Printing House", 2020. 240 p. (10.0 da).
- 4. Mushtai V, Lyshenko M .Marketing researches. Tutorial. Sumy National Agrarian University. Sumy: SNAU, 2021.231
- 5. Lyshenko M, Zhmaylova O. Analysis of economic activity. Sumy National Agrarian University. Sumy: SNAU, 2021. 231 p. 6. Lyshenko M.O., Danko Yu.I., Mushtai V.A. Methodology of scientific research and maintaining the principles of academic integrity. Tutorial. Sumy National Agrarian University. Incl.: Lyshenko M.O., Danko Yu.I., Mushtai V.A. Sumy: SNAU, 2022. 170 p. (10.6 printed sheets).
- 7. Mandych O., Mykytas A., Lyshenko M. Strategic marketing management in the context of business process reengineering. Mechanisms for ensuring innovative development of entrepreneurship: monograph. Tallinn: Teadmus OÜ, 2022. P. 180-194. (0.5 d.a.))
- 8. Lyshenko M.O., Makarenko N.O. Makarova V.V., Mushtai V.A. Marketing research of the tourist services market: monograph. Sumy: University Book, 2023. 121 p.

Main publications

- 1. Lyshenko M. O., Mykhailova L. I., Ustik T. V., Makhmydov H. Z., Polityakina L. I., Mykhailova O. S. (2019). Contemporary marketing concept as a component of sustainable development of the region and rural areas of Ukraine. *International Journal of Ecological Economics and Statistics*. Volume 40, Issue № 2. P.81-91. (Web of Science)
- 2. Viktoriya Medvid', Tetiana Ustik, Margarita Lyshenko. Criteria Measurement and Evaluation System of Functioning Efficiency of Ukraine's Regional Landscape. Journal of Advanced Research in Law and Economics, Volume IX, Issue 8(38), Winter 2018 C.2653-2663. https://journals.aserspublishing.eu/jarle/article/view/4119 Scopus
- **3.** Lyshenko M.A., Ustik T.V., Pisarenko V.V., Maslak N.G., & Koliadenko D.L. (2020). Economic and marketing aspects of the functioning of small enterprises. *Financial and credit activity: problems of theory and practice*, №2 (33) 2020.C. 185-193. (**WoS**)
- 4. Liubov Mykhailova, Viktoriia Hrytsenko, Andrii Mykhailov, Margarita Lyshenko, Liudmyla Mohylna. Ecological-Economic Aspects of Supply of Qualitative Honey from Ukraine to the Global Markets. International Journal of Ecological Economics and Statistics. Volume. 41, Issue No. 1; Year 2020; P. 99-108. 2020, Volume: 41, Issue Number: 1(WoS)
- **5.** M. Lyshenko¹, N. Makarenko², V. Mushtai³, V. Makarova⁴, I. Kharchenko⁶ (2021). Formation of Ecological-Economic and Marketing Food Potential of Ukraine as a Component of Sustainable Development of Regions *International Journal of Ecological Economics and Statistics. Volume 42, Issue № 1, 2021. P.37- 50. (WoS)*
- 6. Y. Hryhoriv, A. Butenko, V.Necnyporenko, M. Lyshenko, T. Ustik, V.Zubko, N. Makarenko, V. Mushtai. Economic efficiency camelina growing winh nutrition optimization under conditions of precarpathians of Ukraine. *Journal of Agricultural Science 2* ◆ XXXII ◆ 2021. C.232-238. (Scopus +Web of Science)
- 7. Yaroslava Hryhoriv, Valentyna Nechyporenko, Andrii Butenko, **Margarita Lyshenko**, Maksym Kozak, Iryna Onopriienko, Olena Shumkova, Viktoriia Shumkova, Lyudmyla Kriuchko. Economic efficiency of sweet corn growing with nutrition optimization. Journal of Agricultural Science. XXXIII. 2022. C. 1-7. (**Scopus +Web of Science**)
- **8.** Lyshenko, M., Oriekhova, A., Polyatykina, L., Khromushyna, L., & Poliatykin, V. (2023). Mathematical approach to the formation of a methodological basis of economic rationality of interaction of elements of the system of logistics management in agriculture. *Financial and Credit Activity Problems of Theory and Practice*, 3(50), 185–201. https://doi.org/10.55643/fcaptp.3.50.2023.4048
- **9.** Reznik Nadiia, Lyshenko Marharyta, Makarenko Nataliia, Makarova Viktoriia. Socioeconomic Factors Influencing Women's Participation in Agrarian Activities: A Global Perspective. (Соціально-економічні чинники, що впливають на участь жінок в аграрній діяльності: глобальна перспектива). *Springer Nature*, (Switzerland). 2024. Vol. 40, pp. 312-319. (**Scopus**)

Articles for the last 5 years in journals and collections of scientific papers that are included in the list of professional editions of Ukraine

- 1. Lyshenko M.O., Ustik T.V. Peculiarities of marketing risk management at the enterprise as a means of improving marketing innovation policy. Bulletin of Kharkiv National Agrarian University named after Dokuchaeva No. 1, 2019. P. 3-12. http://visen.knau.kharkov.ua/20191_3.html
- 2. Ustik T.V., Lyshenko M.O. The concept of sustainable ("green") marketing and its influence on the sustainable development of agricultural enterprises. Bulletin of the Kharkiv National Technical University of Agriculture: Economic Sciences. Kharkiv: KhNTUSG, 2019. Issue 200. P. 72-83. http://dspace.khntusg.com.ua/bitstream/123456789/8696/1/10.pdf
- 3. Lyshenko M.O., Gulyaeva V.V., Vasylchenko O.V. The system of organization and management of marketing at the enterprise. [Electronic resource]. Eastern Europe: Economy, Business and Management. 2019. No. 4(21). P. 258-265. http://www.easterneurope-ebm.in.ua/journal/21_2019/42.pdf
- 4. Lyshenko M.O. Marketing toolkit of strategic alternatives of enterprise management as a component of applied research methodology in marketing. Bulletin of Kharkiv National Agrarian University named after V.V. Dokuchaeva Series "Economic Sciences", No. 2, 2021. http://visen.knau.kharkov.ua/
- 5. Lyshenko M.O., Mushtai V.A., Nechyporenko V.V., Shumkova O.V. Innovative methodical and scientific bases for evaluating the product range in the marketing management of the enterprise. Bulletin of Kharkiv National Agrarian University named after VV Dokuchaeva. Series "Economic Sciences", 2021. No. 2, Volume 2. P. 269-280. http://visen.knau.kharkov.ua/
- 6. Mushtai V.A., Lyshenko M.O., Makarova V.V. Methodological foundations of scientific research of strategic areas of enterprise activity based on the concept of relationship marketing. Economy and society. 2022. No. 35. P. 273 279. URL: https://economyandsociety.in.ua/index.php/journal/article/view/1127
- 7. Lyshenko M.O., Ovcharenko E.I., Huk O.V., Mohonko G.A. The formation of competitive advantages based on the improvement of the company's product quality management system in the context of ensuring financial and economic security. Formation of market relations in Ukraine: Collection of scientific papers. Vol. 2 (249). K., 2022. P. 170-176.
- 8. Lyshenko M.O., Ovcharenko E.I., Huk O.V., Mohonko G.A. The formation of competitive advantages based on the improvement of the company's product quality management system in the context of ensuring financial and economic security. Formation of market relations in Ukraine: Collection of scientific papers. Vol. 2 (249). K., 2022. P. 170-176.
- 9. Lyshenko M., Kolodnenko N. Efficiency of application of the concept of intensification of commercial efforts (sales concept of marketing) at the enterprise. *Ukrainian Journal of Applied Economics and Technology*. 2022. Volume 7. № 3, pp. 31 37. *URL*: http://ujae.org.ua/wp-content/uploads/2022/12/ujae_2022_r03_a4.pdf DOI: https://doi.org/10.36887/2415-8453-2022-3-4
- 10. Zapsha H.M., Pysarenko V.V., Lyshenko M.O., & Kuksa I.M. (2022). Modeling of the financial and logistics management system of the capitalization of an innovative and safe business under marketing changes in the competitive international environment in conditions of digitalization. *Market relations development in Ukraine*. №4 (251) 2022, 117, 91–98. https://doi.org/10.5281/zenodo.6957308

- 11. Mandych O.V., Babko N.M., Lysenko M.O., Kharchevnikova L.S. Digital transformation and the latest communications as a platform for sustainable business development. Modeling the development of economic systems. 2022, No. 4. P. 15-17. URL: https://mdes.khmnu.edu.ua/index.php/mdes/article/view/104
- 12. Mandych O.V., Babko N.M., Lysenko M.O., Kharchevnikova L.S. Peculiarities of international technology transfer in the modern realities of development of the management system. Bulletin of the Khmelnytskyi National University 2022, No. 6, Volume 1. P. 173-176. https://doi.org/10.31891/2307-5740-2022-312-6(1)-25
- 13. Mushtai V.A., Lyshenko M.O., Makarenko N.O., Makarenko V.V. Relationship marketing within the concept of sustainable development and global digitalization of the tourism industry. Modern Economics. 2023. No. 38. P. 95-105. https://modecon.mnau.edu.ua/en/relationship-marketing-within-the-concept/
- 14. Lyshenko M.O. Brand management as a tool of marketing activities of enterprises. Economy and society. 2023. No. 48. URL: https://economyandsociety.in.ua/index.php/journal/article/view/2289
 15. Lyshenko M.O., Makarenko N.O., Kulyk A.A., Palivoda V.V. Management of the economic security of an innovatively oriented enterprise
- 15. Lyshenko M.O., Makarenko N.O., Kulyk A.A., Palivoda V.V. Management of the economic security of an innovatively oriented enterprise under the conditions of digitalization, globalization and activation of the adaptive marketing system. Formation of market relations in Ukraine. No. 1 (260). 2023. P. 105-112.
- 16. Lyshenko M.O., Makarenko N.O. Theoretical foundations of the marketing concept of management and formation of the enterprise development strategy in conditions of sustainability. Ukrainian Journal of Applied Economics and Technology. 2023. Volume 8. No. 1. Pages 33-40. http://ujae.org.ua/wp-content/uploads/2023/04/ujae_2023_r01_a5.pdf