

**Europass  
Curriculum Vitae**



**Personal information**

First name(s) / Surname(s) **Lyshenko Marharyta**  
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 E-mail [lm\\_1980@ukr.net](mailto:lm_1980@ukr.net)  
 Nationality Ukrainian  
 Date of birth 17.03.1980  
 Gender Female

**Current employment / Occupational field** Doctor of Economics, Professor, Dean of the Faculty of Economics and Management SNAU, Sumy National Agrarian University

**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;  
 01.09. 2008 - 01.09.2017 - Associate Professor of the Department of Statistics, Business Analysis and Marketing, SNAU;  
 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** teaching and scientific activity in the sphere of economic, 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 2017 and till  
 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  
 1. 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 skills covered Economics, organization and management of enterprises

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 (\*)

**English**

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

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 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)

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%B4%D0%B0%D1%82%D0%BE%D0%BA-%D0%B4%D0%BE-%D1%80%D0%B5%D1%94%D1%81%D1%82%D1%80%D1%83-%D0%9D%D0%9F%D0%9F-%D1%802601\\_2.pdf](https://naqa.gov.ua/wp-content/uploads/2021/01/%D0%94%D0%BE%D0%B4%D0%B0%D1%82%D0%BE%D0%BA-%D0%B4%D0%BE-%D1%80%D0%B5%D1%94%D1%81%D1%82%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, 1 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



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](https://doi.org/10.31891/2307-5740-2022-312-6(1)-25)
13. Mushtai V.A., Lyshenko M.O., Makarenko N.O., Makarova 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 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](http://ujae.org.ua/wp-content/uploads/2023/04/ujae_2023_r01_a5.pdf)