

**Europass
Curriculum Vitae**



Personal information

First name(s) / Surname(s) Nataliia Makarenko
 Address(es) H.Kondratiieva Street, 158/3/9, 40021, Sumy, Ukraine
 Telephone(s) Cell Phone + 38 066 421 4790
 E-mail nmakar165@ukr.net
 Nationality Ukrainian
 Date of birth 30.10.1977
 Gender Female

Current employment / Occupational field Doctor of Economics, Professor, Head of Department Marketing and Logistics, Faculty of Economics and Management, Sumy National Agrarian University

Work experience

Dates 10.2022 till now
 Occupation or position held 1999 - 2002 years - the head of the day department of the specialty «Business Economics» at the college SNAU.
 01.09.2002 - 31.08.2003 years - Assistant of Department of Statistics, analysis and marketing SNAU.
 01.09.2003 - 31.01.2016 years - Senior Lecturer of Department of Statistics, analysis and marketing SNAU.
 1.02.2016 – 31.08.2019 years - Associate professor of Department of Statistics, Analysis of Economic Activity and Marketing SNAU
 1.09.2019 – 31.08.2021 years – Associate professor of Department of Marketing and Logistics SNAU
 1.09.2021 – 01.10.2022 years – Professor of Department of Marketing and Logistics SNAU
 From 02.10.2022 – Head of Department of Marketing and Logistics SNAU

Main activities and responsibilities teaching and scientific activity in the sphere of marketing and logistics

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 2002 year and till

Occupation or position held Head of Department of Marketing and Logistics SNAU

Main activities and responsibilities Current trends in marketing and logistic, a system of logistic-oriented strategic management of the activity of agricultural enterprises in competitive ambushes

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

Education and training

Dates 1994- 1999

Title of qualification awarded Management of Organizations

Principal subjects/occupational skills covered	Economist - organizer																														
Name and type of organisation providing education and training	Sumy State Agrarian University, Ukraine																														
Level in national or international classification	diploma University																														
Dates	2000 – 2004																														
Title of qualification awarded	specialty 08.00.03 – Economy and management of national economy																														
Principal subjects/occupational skills covered	Economy and management of national economy																														
Name and type of organisation providing education and training	Sumy National Agrarian University, Ukraine																														
Dates	2015																														
Title of qualification awarded	PhD																														
Principal subjects/occupational skills covered	Organizational and economic regulation of sustainable agricultural production																														
Name and type of organisation providing education and training	Poltava State Agrarian Academy, Ukraine																														
Level in national or international classification	Candidate of economic Sciences																														
Personal skills and competences	Reliability, loyalty, sociability, energy, purposefulness																														
Dates	2021																														
Title of qualification awarded	D.Sc.																														
Principal subjects/occupational skills covered	Competitive strategies for managing the logistics activities of agricultural enterprises: theory, methodology, practice																														
Name and type of organisation providing education and training	Sumy National Agrarian University, Ukraine																														
Level in national or international classification	Doctor in Economic Sciences																														
Personal skills and competences	Reliability, loyalty, sociability, energy, purposefulness																														
Mother tongue(s)	Ukrainian																														
Other language(s)	English, Russian																														
Self-assessment <i>European level (*)</i>	<table border="1"> <thead> <tr> <th colspan="2">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> </tr> </thead> <tbody> <tr> <td>English</td> <td>B2 Independent user</td> <td>B2 Independent user</td> <td>B2 Independent user</td> <td>B2 Independent user</td> <td>B2 Independent user</td> <td>B2 Independent user</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Understanding		Speaking				Writing		Listening		Reading		Spoken interaction		Spoken production		English	B2 Independent user	B2 Independent user	B2 Independent user	B2 Independent user	B2 Independent user	B2 Independent user							
Understanding		Speaking				Writing																									
Listening		Reading		Spoken interaction		Spoken production																									
English	B2 Independent user	B2 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	Participated in conferences, symposiums, doing research report of the sustainable development of agro production, logistics and marketing problems in Ukraine.																														
Computer skills and competences	Competent with most Microsoft Office programmes, statistical and marketing software																														

Manuals, monographs:

1. Makarenko N.O., Lyshenko M.O. Marketing pricing. Theoretical foundations: teach. - method. tool. Buryń: PE «Buryń District Printing House», 2020. 124 p.
2. Makarenko NO Sustainable development of agricultural production: theoretical and practical aspects: monograph. Buryń: PE «Buryń District Printing House», 2018, 221 p.
3. Makarenko N.O., Lishenko M.O. Organizational and economic regulation of the grain market in terms of sustainable development. Market adaptation and economic security of agricultural enterprises: monograph / for science. ed. V.M. Zhmaylova, Y.I. Danka, O.V. Shumkova. Sumy: SNAU, 2018. P.101-124.
4. Mushtai Valentina, Lyshenko Margarita, Makarenko Natalia. Provision of grain production in conditions of sustainable development: monograph. LAP LAMBERT Academic Publishing, 2018. 57 p.
5. Lishenko M.O., Makarenko N.O. 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: count. monograph / ed. prof. V.V. Yevlash, prof. V.O. Potapova, prof. N.L. Savitskaya, Assoc. L. F. Tovma. Kharkiv: NANGU, 2020. P.567-597.
6. Makarova V.V., Makarenko N.O. Distribution marketing policy. Textbook for students majoring in 075 «Marketing» degree «Master» full-time and part-time education. Sumy, 2019. 160 p.
7. Makarenko N.O. Increasing the competitiveness of the enterprise on the basis of improving its innovation policy. Development of management systems of competitiveness of agrarian enterprises: monograph / ed. O.B. Mandic. Kharkiv: Stylish Printing House Publishing House, 2020. P.36-56.
8. Makarenko N.O. Strategic management of logistic activity of agrarian enterprises on a competitive basis. Monograph. Sumy: University Book, 2020. 266 p.
9. Makarenko NO, Lishenko MO Formation of agro-logistical hubs in wartime as a means of improving the management of agricultural enterprises. Russian-Ukrainian War (2014 - 2022): historical, political, cultural, educational, religious, economic and legal aspects: a collective monograph. Riga: Izdevnieciba «Baltija Publishing», 2022. 663 p.
10. Lishenko M.O., Makarenko N.O. Makarova V.V., Mushtai V. A. Marketing research of the tourist services market: monograph. Sumy: University Book, 2023. 121 c.
11. Makarenko N.O., Hutsal T.I. Logistics. Study guide for applicants of the first (bachelor) level of higher education in the field of knowledge 07 «Management and administration». Sumy: «University book», 2024. 209 p.

Main publications:

1. 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)**
2. Lyshenko M.O., Makarenko N.O., Mushtai V.A., Makarova V.V., Kharchenko I.I., Kovalova O.M. Formation of Ecological-Economic and Marketing Food Potential of Ukraine as a Component of Sustainable Development of Regions. *International Journal of Environmental Economics and Statistics*. 2021, 42(1), pp.37-50. **(Web of Science)**.
3. Hryhoriv Y., Butenko A., Necyporenko V., Lyshenko M., Ustik T., Zubko V., Makarenko N., Mushtai V. Economic efficiency Camelina sativa growing with nutrition optimization under conditions of Precarpathians of Ukraine. *Agraarteadus: Journal of Agricultural Science*. 2021. vol.32. №2. pp. 232-238. **(Scopus + Web of Science)**.
4. Viktor Dubishchev, Nataliia Makarenko, Olena Lozhachevska, Tamara Navrotska, Olga Melnyk, Olena Naholiuk, Oleksii Prokopenko, Larysa Kapinus. Assessment of the efficiency of the implementation of the competitive strategy of logistic activity management of agricultural enterprises in the conditions of the online market. *Journal of Hygienic Engineering and Design*, 2022. Vol. 40, pp. 312-319. **(Scopus)**
5. Nagadeepa C., Zablodska I., Lyshenko M., Makarenko N., Makarova V. Socioeconomic Factors Influencing Women's Participation in Agrarian Activities: A Global Perspective. In: El Khoury, R. (eds). *Technology-Driven Business Innovation: Unleashing the Digital Advantage. Studies in Systems, Decision and Control*, Springer, Cham. (Switzerland). 2024. Vol. 540, pp. 147-159. © European Communities, 2003 20060628

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. Makarenko N.O., Lishenko M.O., Savostyanova A.V. Methodological bases of formation of competitive strategies of management of logistic activity of the enterprises. Bulletin of Kharkiv National University named after V.V. Dokuchaeva. Ser. Economic sciences. 2020. №2. pp. 78-91.
2. Makarenko N.O. Optimization of logistics processes management in agricultural enterprises on the basis of introduction of the newest information technologies. Bulletin of Cherkasy National University. B. Khmelnytsky. Ser. Economic sciences. 2020. №4. pp.143-150.
3. Makarenko N.O., Ribeiro Ramos O.O. Features of personnel flow management in logistics systems of agricultural enterprises. Actual problems of innovative economy. 2020. №4. Vol.5. pp.25-31.
4. Makarenko N.O., Lishenko M.O. Logistic approach to rational management and coordination of flow processes in agricultural enterprises. Bulletin of Kharkiv National University named after V.V. Dokuchaeva. Ser. Economic sciences. 2020. №3. pp. 121-132.
5. Makarenko N.O., Danko Y.I. Theoretical and methodological basis for managing the logistics activities of enterprises. Bulletin of Kharkiv National University named after V.V. Dokuchaeva. Ser. Economic sciences. 2020. №4. pp. 66-79.
6. Makarenko N.O., Vovchok S.V. Optimization of logistics solutions to ensure strategic management of agricultural enterprises. Bulletin of SSU. Ser. Economy. 2020. № 4. pp. 65-75.
7. Makarenko N.O., Danko Y.I. Modeling of scenarios for the development of logistics systems of agricultural enterprises. Bulletin of Sumy National Agrarian University. Ser. Economics and management. 2020. №3. pp. 237-345.
8. Makarenko N.O. Logistics cost management in the context of assessing the reliability of the logistics system of an agricultural enterprise. Modern scientific researches, March 2020. Issue №11, Part 3. S. 109-116.
9. Makarenko N.O. Optimization of stock management processes at the enterprises of the agrarian sphere. Bulletin of Sumy National Agrarian University. Ser. Economics and management. 2020. №4. pp. 178-186.
10. Makarenko N.O. Risk assessment of strategic management of logistics activities of agricultural enterprises. Ukrainian Journal of Applied Economics. 2020. №4. pp. 140-149.
11. Makarenko N.O. Formation of agrologistic centers as a way to increase the efficiency of strategic management of agricultural enterprises. Bulletin of KNUTD. Ser. «Economic Sciences». 2020. №6 (153). pp. 211-221.
12. Makarenko N.O. Logistic integration as a means of ensuring the competitiveness of agricultural enterprises. Black Sea Economic Studies. 2021. №61. pp. 56-60.
13. Makarenko N.O. Methodological problems and principles of formation of competitive strategies of management of logistic activity of the enterprises in agrarian sphere. State and regions. Ser. Economics and entrepreneurship. 2021. №2 (119). pp. 32-36.
14. Lozhachevskaya O.M., Orlova-Kurylova O.V., Makarenko N.O., Rubezhanskaya V.O. Modeling of adaptive management of innovative enterprises in the transformation of logistics and marketing strategies of interaction between the state and business, digitalization and sustainable development. Economy and state. 2021. №11. pp. 9-13.
15. Makarenko N.O., Makarova V.V. Modeling of price strategies in the conditions of adaptation of agricultural producers to market variability. Bulletin of Cherkasy National University. B. Khmelnytsky. Economic sciences. 2022. №1-2. pp. 143-150.
16. Makarova V.V., Makarenko N.O. Features of customer loyalty management in small businesses. Bulletin of Uzhhorod National University. International economic relations and the world economy. №42. 2022. pp. 90-94.
17. Makarenko N.O., Onoprienko I.M. Statistical methods in marketing audit and control of an agricultural enterprise. Economy and society. 2022. № 43.
18. 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. №1(5). Part 8. pp. 33-40.

19. Lyshenko M. O., Makarenko N. O., Kulyk A. A., Polyvoda V. V. Management of economic security of an innovatively oriented enterprise under the conditions of sustainable development, digitalization, globalization and activation of the adaptive marketing system. Formation of market relations in Ukraine. №1(260). pp. 105-112.

20. Makarenko N.O., Humennyi M.O., Ivchenko A.V. Management technologies in the formation of competitive advantages of logistics systems of agricultural enterprises. Formation of market relations in Ukraine. 2023. №6. pp. 58-66.

21. 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. №38. P. 99-105.

22. 11. Makarenko N.O., Orlova-Kurilova O.V., Martyn O.M., Zavada O.P. Logistic security management of information flows of innovatively oriented enterprises in the conditions of the activation of educational tourism and the development of state and regional administration. Efficient economy. 2023. №11. URL:<https://www.nayka.com.ua/index.php/ee/article/view/2475>

23. Makarenko N.O., Hutsal T.I., Belogubets O.V. Integrated logistics management of supply chains in the process of selling finished products of agrarian enterprises. Efficient economy. 2024. №2 URL: <https://www.nayka.com.ua/index.php/ee/article/view/3083/3119>

24. Makarenko N.O., Lyshenko M.O., Moiseyenko V.S., Zhuk R.I. Peculiarities of the use of information marketing systems in the marketing activities of agrarian enterprises. Podilsky Visnyk: agriculture, technology, economy. 2024. №1 (42). P. 137-143.

25. Makarenko N.O., Hutsal T.I. Competitive strategies and their place in the supply chain logistics management system. Journal of management, economics and technology. 2024. №2. P. 103-110.

Projects Experience:

12.2021-02.2022

Execution of research work (provision of services for the development of scientific and technical products) at the expense of the Department of Culture of the Sumy Regional State Administration on the topic: Marketing research of the market of tourist services

Administration on the topic: Marketing research of the market of tourist services

Section 1. Research of Tourist Infrastructure by Types

Section 3. Research of Price Levels

12.02.2022 - 20.03.2022

International internship under the in-service training program «Fundraising and organization of project activities in educational institutions: European experience». For pedagogical and scientific-pedagogical lawyers. Poland.

Administration on the topic: Mechanism of Strategic Logistical Management of Relations of Agro-food Market Subjects

25.08.2024 - 30.09.2024

University of Foggia, Italy, educational training within the implementation of the INTERADIS project «Integration and adaptation of foreign students in higher education institutions».