



**PERSONAL INFORMATION**

**Iryna Onopriienko**

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📍 Sex Female | Date of birth 20/03/1972 | Nationality Ukrainian

**WORK EXPERIENCE**

- 01.1994 – 12.1998      Economist control and audit of enterprises activity  
Office of Control and Audit Service in the Sumy region
- 12. 1998-12.2000      Economist servicing corporate clients  
Sumy Branch of Commercial Bank Privatbank
- 10.2001 – 05.2004      Assistant at Department of Statistic, AEA and Marketing  
Sumy National Agrarian University, Sumy (Ukraine)
- 04.2004-2019          Associate Professor at Department of Statistic, AEA and Marketing  
Sumy National Agrarian University, Sumy (Ukraine)
- 2019 - Present          Associate Professor at Department of Marketing and Logistics  
Sumy National Agrarian University, Sumy (Ukraine)  
Lecturer of such subjects as: Statistics, Statistics in English, Marketing, Marketing Audit, Marketing Planning and Enterprise Control

**EDUCATION AND TRAINING**

- 1989-1994              Economist and Organiser of Agribusiness Complex  
Sumy Agricultural Institute (Sumy National Agrarian University), Sumy (Ukraine)
- 13/10/2004              Diploma of Candidate of Science (PhD), economy and management  
Sumy National Agrarian University, Sumy (Ukraine)
- 19/10/2006              Diploma of Associate Professor of Department of Statistic, AEA and Marketing  
Sumy National Agrarian University, Sumy (Ukraine)
- 2013                      Education under the program "Development of distance courses in the system of Moodle"  
Sumy National Agrarian University, Sumy (Ukraine)
- 2015                      Course: "Innovative Orientation of Pedagogical Activity"  
National University of Bio resources and Nature Management of Ukraine,

Curriculum vitae

Kyiv (Ukraine)

- 2019 Certificate of Attendance "Improvement of the Quality of the Scientific Research and Publications for the Young Researchers and Doctoral Students; the Basic of Scientific Work and the Principles of Scientometry".  
Sumy National Agrarian University, Sumy (Ukraine)
- 2019 Certificate of Attendance "Project Management Training – Preparation of the EU Projects"  
Sumy National Agrarian University, Sumy (Ukraine)  
Czech University of Life Sciences Prague, Prague. Czech Republic
- 2019 Certificate in advanced training in the course "Methods of enterprise activity planning"  
Sumy National Agrarian University, Sumy (Ukraine)
- 2019 Certificate in advanced training in the course " Marketing and Public Management in the Context of the European Integration"  
Academy of Management and Administration, Opole (Poland)
- 2019 Course: "Innovative Orientation of Pedagogical Activity"  
National University of Bio resources and Nature Management of Ukraine, Kyiv (Ukraine)
- 2020 Master Degree Program Subject Area "Marketing" Educational Program "Marketing"  
Sumy National Agrarian University, Sumy (Ukraine)
- 2023 Certificate in advanced training in the course "Psychological and physiological stability of educators". Kyiv. (Ukraine)
- 2024 Certificate in advanced training in the course " Digital transformation of higher education" "European University" Kyiv. (Ukraine)
- 2024 Certificate in advanced training in the course "Information technologies as a tool for optimizing teaching activities in the field of agricultural sciences and food"  
Kuyavian University in Wloclawek. Wloclawek (Poland)

PERSONAL SKILLS

Mother tongue(s) Ukrainian

Foreign language(s) Russian. English

Understanding			Speaking				Writing	
Listening	Reading		Spoken interaction		Spoken production			
English Independent User	B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User
Russian. Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user

Communication skills - excellent written and verbal communication skills  
 - speaking in public  
 - good teamwork skills

Organisational /managerial skills - creating and keeping deadlines  
 - goal setting and meeting goals  
 - problem solving  
 - productivity  
 - team leadership

### Curriculum vitae

- multitasking
- strategic thinking
- implementing strategy

### Job-related skills

- mentoring skills
- keep up-to-date with change in the industry

### Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Independent user	Independent user

Digital skills - Self-assessment grid

## ADDITIONAL INFORMATION

### Area of research

Marketing analysis of enterprises and development of competitive advantages

### Main works

In total 152 scientific publications and 36 methodical editions, distance courses for studying and methodical complexes of disciplines Statistics, Marketing, Marketing Audit, Marketing Planning and Enterprise Control. Logistics

#### Main publications

1. Iryna Onopriienko, Volodymyr Onopriienko. Food security – ways of internationalization of economic priorities and the ecological imperative. *Proceedings of the International scientific conference «Society. Integration. Education»*. 24-25 May 2019. Rezekne Academy of Technologies/ Rezekne. Latvia P.641-653. <https://journals.rta.lv/index.php/SIE> (**Web of Science**.)
2. U.M.Karbivska, A.O.Butenko, I.M.Masyk, V.I.Dubovyk, Kriuchko, V.P.Onopriienko, I.M. Onopriienko, L.M.Khomenko. Influence of agrotechnical measures on the quality of feed of legume-grass mixtures. *Ukrainian journal of Ecology*. 2019.9(4). 547-551. (**Web of Science**.)
3. O.M.Kolisnyk, V.P.Onopriienko, I.V. Onopriienko, N.M.Kandyba, L.M. Khomenko, T.O.Kyrychenko, D.S.Tymchuk. Study of correlations between yield inheritance and resistance of corn self-pollinating lines and hybrids to pathogens. *Ukrainian journal of Ecology*. 2020. 10(1).220-225. Doi.1015421.2020\_35 (**Web of Science**.)
4. Alla Lysachok, Iryna Onopriienko, Iryna Koval, Liudmyla Rudenko, Valentyna Chaikovska. Innovative development in IT Sphere in the Context of the Industry 4.0 Concept: the Case of Ukraine. *International Journal of Advanced Trends in Computer science and Engineering*. 2020, Volume 9, No.1.2., P. 188-197 (**Scopus**)
5. K.Onopriienko, V. Onopriienko, Y. Petrusenko, Iryna Onopriienko. Environmental education for youth and adults: a bibliometric analysis of research. *The International Conference on Innovation, Modern Applied Science & Environmental Studies (ICIES2020)* Volume 234 (2021). Kenitra, Morocco, December 25-27, 2020. Published. 02 February 2021 URL. [https://www.e3s-conferences.org/articles/e3sconf/abs/2021/10/e3sconf\\_icies2020\\_00002/e3sconf\\_icies2020\\_00002.html](https://www.e3s-conferences.org/articles/e3sconf/abs/2021/10/e3sconf_icies2020_00002/e3sconf_icies2020_00002.html) (**Scopus**)
6. Petrusenko Y., Onopriienko K., Onopriienko V., Onopriienko I. (2021) Digital Learning for Adults in the Context of Education Market Development. *The 11th International Conference on Advanced Computer Information Technologies, ACIT 2021* P. 465 – 468. 15 September 2021 Code 172173. P. 465 – 468. URL. <https://www.scopus.com/record/display.uri?eid=2-s2.0-85116708553&origin=resultslist> (**Scopus**)
7. Yaroslava Hryhoriv, Valentyna Nechyporenko, Iryna Onopriienko. (2022) Economic efficiency of sweet corn growing with nutrition optimization. *Journal of Agricultural Science*. 1. XXXIII/2022. Xx-yy/ P.1-7. URL [https://agrt.emu.ee/pdf/2022\\_1\\_hryhoriv\\_inpress.pdf](https://agrt.emu.ee/pdf/2022_1_hryhoriv_inpress.pdf) (**Scopus**)
8. Aleksandra Kuzior, Dariusz Krawczyk, Kateryna Onopriienko, Yuriy Petrusenko, Iryna Onopriienko, Volodymyr Onopriienko. Lifelong Learning as a Factor in the Country's Competitiveness and Innovative Potential within the Framework of Sustainable Development. *Sustainability* 2023, 15. URL: [www.mdpi.com/journal/sustainability](http://www.mdpi.com/journal/sustainability) (**Scopus**)
9. Bbutenko, A., Mischenko, Y., Bahorka, M., Masyk, I., Yurchenko, N., Skydan, M., Onopriienko, I., Hotvianska, A., Tokman, V., & Ryzhenko, A. (2024). Justification of organic agriculture parameters in potato growing with economic and marketing evaluation. *AgroLife*

*Scientific Journal*, 13(1), 139–146. Retrieved from

<https://agrolifejournal.usamv.ro/index.php/agrolife/article/view/993>(Scopus)

10. I.M. Onoprienko The modern concept of marketing management in the system of economic theory. *Eastern Europe: economy, business and management*. 2019. No. 4(21). P. 11-16. URL: <http://www.easterneurope-ebm.in.ua|16-2018-ukr>
11. Onoprienko I.M. Marketing as a tool for activation of insurance services. *Eastern Europe: Economy, Business and Management*. 2019. No. 6(23). P. 121-126. URL: <http://www.easterneurope-ebm.in.ua|16-2018-ukr>
12. I.M. Onoprienko Human resource management of Henan Province agricultural enterprises based on SWOT analysis. A collection of scientific articles by young scientists, post-graduate students and students of SNAU. SNAU. April. 2020. P. 28-30.
13. I.M. Onoprienko, Shumkova O.V. Strategic planning of new products in the marketing activities of an industrial enterprise. *Eastern Europe: economy, business and management*. 2021. No. 6(33). P. 121-127. URL: [http://www.easterneurope-ebm.in.ua/journal/33\\_2021/24.pdf](http://www.easterneurope-ebm.in.ua/journal/33_2021/24.pdf)
14. Shumkova O.V., Onoprienko I.M. Planning of international marketing activities of the enterprise. Professional magazine BUSINESS-NAVIGATOR. Issue 6 (67) 2021. C. 116-120. URL: [http://www.business-navigator.ks.ua/journals/2021/67\\_2021/23.pdf](http://www.business-navigator.ks.ua/journals/2021/67_2021/23.pdf)
15. Onoprienko I.M., Onoprienko K.V. Modern trends of Internet marketing in the field of adult education. *Eastern Europe: Economy, Business and Management*. 2022.-№1(34). P.181-185. URL: <http://www.easterneurope-ebm.in.ua/index.php/vipusk-34-2022>
16. Makarenko N.O., Onoprienko I.M. Statistical methods in marketing audit and control of an agrarian enterprise. *Economy and society*. 2022. No. 43. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/1710>
17. Onopriienko, I., Onopriienko, K., & Bourekkadi, S. (2023). Immersive Technologies in Adult Learning as an Innovative Marketing Tool in the Educational Market. *Business Ethics and Leadership*, 7(2), 63-72. [http://doi.org/10.21272/bel.7\(2\).63-72.2023](http://doi.org/10.21272/bel.7(2).63-72.2023).

#### Scientific developments

Participation in work on a research problem on the topics "Assessment of the level of insurance protection of agricultural enterprises" (the state registration number 0115u001052, the term of implementation 2015-2017), performed by the Department of statistics, AEA and marketing of the SNAU; "Organizational and economic support for the development of the agricultural food market" (the state registration number 0116U002755, the term of implementation 2016-2020), Performed by GDT «Calculation of the forecast of socio-economic development of Sumy region (by cities and districts by 2022. 2019. Performed by the Department of Marketing and Logistics.

Participation in international conferences in Ukraine, Latvia, Poland, Morocco, Germany, Netherlands.