

## PERSONAL INFORMATION

## Olena Shumkova

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Sex Female | Date of birth 26/03/1971 | Nationality Ukrainian

## WORK EXPERIENCE

- 01.1994 – 12.1998 **Senior Lecturer at Department of Finance**  
Sumy Agricultural Institute (Sumy National Agrarian University), Ukraine
- 12.1998 – 04.2001 **Senior Lecturer at Department of Statistic, AEA and Marketing**  
Sumy National Agrarian University, Sumy (Ukraine)
- 04.2001 - 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 Marketing Product Policy, Commodity Innovation Policy, Marketing Services, International Marketing, Innovative Marketing

## EDUCATION AND TRAINING

- 1988-1993 **Economist on accounting and finance (honors degree)**  
Sumy Agricultural Institute (Sumy National Agrarian University), Sumy (Ukraine)
- 09/12/1998 **Diploma of Candidate of Science (PhD), specialty finance, money turnover and credit**  
Ukrainian Academy of Banking of the Ministry of Education of Ukraine, Sumy (Ukraine)
- 20/04/2001 **Diploma of Associate Professor of Department of Statistic, AEA and Marketing**  
Sumy National Agrarian University, Sumy (Ukraine)
- 2010 **Department of Agriculture and Food of Sumy Region State Administration**
- 2020-2021 **Master degree in Marketing (honors degree)**  
Sumy National Agrarian University, Sumy (Ukraine)
- 2020 **Course: "Media literacy for educators". The platform of mass open online courses Prometheus**
- 2020 **International advanced training "The cloud storage service for the online studying on the example of the Zoom platform". International Foundation of Educators and Scholars, Kyiv (Ukraine), Lublin (Republic of Poland)**
- 2021 **International advanced training "Innovative forms of modern education with using Google meet and Google classroom platforms". International Foundation of**

- 2021 Series of trainings “Lifecell Digital Academy”. Ukrainian Marketing Association and Lifecell
- 2022 Course “Internet Marketing” (Campster – an interactive online learning platform)
- 2022 Seminar “Academic Integrity in Higher Education: Current Challenges and Best Practices” (SNAU within the framework of the Erasmus project)
- 2022 Participant of the Uni-biz bridge project on the development of cooperation between business and universities, dedicated to the development of soft-skills of the teacher
- 2022 International scientific and pedagogical internship “Innovative educational technologies: European experience and its application in training in economics and management” in specialty 075 “Marketing”
- 2023 Participant of the project on the development of business and university cooperation "Uni-biz bridge" from UGEN: Adaptability and flexibility of the teacher
- 2023 International advanced training: "Non-formal Education in the Training of Masters and Doctors of Philosophy (PhD) Students in the Countries of the European Union and Ukraine" for the disciplines "International Marketing", "Innovative Marketing", "Commodity innovation policy"
- 2024 Production internship at Moloko Vitchyzny LLC, Konotop, Sumy Region
- 2020 Participant of the project on the development of cooperation between business and universities "Uni-biz bridge" from UGEN: Education in conditions of uncertainty

PERSONAL SKILLS

Mother tongue(s) Ukrainian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	A2	A2	A2	A2	A2

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

Common European Framework of Reference for Languages

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
- multitasking

**Curriculum vitae**

- strategic thinking
- implementing strategy

**Job-related skills**

- mentoring skills
- keep up-to-date with changes 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**

**Areas of research**

Marketing analysis of enterprises and development of competitive advantages

**Main works**

In total 160 scientific publications and 70 methodical editions, distance courses for studying and methodical complexes of disciplines Marketing Product Policy, Commodity Innovation Policy, Marketing Services, International Marketing, Innovative Marketing

**Scientific developments**

Participation in work on a research problem on the topics: "Organizational and economic support for the development of the agro-food market" (state registration number 0116U002755, implementation period 2016-2020), "Managing the competitiveness of enterprises on the basis of innovative marketing" (state registration number 0119U100250, implementation period 2019-2021 .), "Marketing support for the market of agro-food products in conditions of sustainable development" (implementation period 2021-2024).