



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) Kateryna Prokopenko

Address(es) Prospekt Svobody Street, 16/4 95f, 40016, Sumy, Ukraine

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E-mail Wonlex.ua@gmail.com

Nationality Ukrainian

Date of birth 10.03.1988

Gender Female

Current employment / Occupational field Doctor of Philosophy, Asistent of Department Marketing and Logistics Sumy National Agrarian University

Work experience

Dates 02.2020 till now

Occupation or position held

25.02.2020 – junior research of Department of Marketing and Logistics SNAU
From 01.09.2023 – Assistant 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 2020 year and till

Occupation or position held Assistant 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 2005- 2010

Title of qualification awarded Finances

Principal subjects/occupational skills covered Enterprise economist

Name and type of organisation providing education and training Ukrainian Academy of Banking

Dates 2024

Title of qualification awarded PhD

Principal subjects/occupational skills covered	Strategic brand management of an agricultural enterprise																																																		
Name and type of organisation providing education and training	Summy National Agrarian University, Ukraine																																																		
Level in national or international classification	Doctor of Philosophy																																																		
Personal skills and competences	Stress-resistant, creative, sociability, energy, purposefulness																																																		
Mother tongue(s)	Ukrainian																																																		
Other language(s)	English, Russian, Chinese, Germany																																																		
Self-assessment	<table><tr><th colspan="4">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><th colspan="2"></th></tr><tr><td rowspan="2">Chinese</td><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>										Understanding				Speaking				Writing		Listening		Reading		Spoken interaction		Spoken production				Chinese	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user										
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Chinese	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user																																									
European level (*)																																																			
Social skills and competences	I have the skills to organize and conduct various types of events.																																																		
Organisational skills and competences	I have experience of participating in international exhibitions, conferences in the field of marketing and psychology																																																		
Computer skills and competences	Confident user of computer technology and modern software																																																		
Additional information: Scientific Research Topic and Publications	<p>The research work: Research into the latest problems in the development of marketing and psychology</p> <p>Main publications:</p> <p>1. Prokopenko K., Liang R., Bliumska-Danko K., Artyukhov A., Dluhopolskyi O. Products brand marketing strategy based on environmental friendliness agricultural innovation: China-Ukraine’s case. IOP Conference Series:Earth and Environmental (Scopus)</p> <p>Articles for the last 5 years in journals and collections of scientific papers that are included in the list of professional editions of Ukraine:</p> <p>1. Liang Rui, Prokopenko, K., Vovchok, S. (2020). Application of competitive marketing strategies in brand management. Management, 2(32): 137–146. https://doi.org/10.30857/2415-3206.2020.2.11.</p> <p>2. Research Agricultural Products Brand Marketing Strategy Based on Modern Agricultural Innovation Kateryna Prokopenko 1 , LiangRui 2 , Kseniia Blumska 3</p> <p>3. Prokopenko, K. G. Theoretical and methodological generalization of existing approaches to defining the concept of “brand” [Text] / Kateryna Gennadiyivna Prokopenko // Ukrainian Journal of Applied Economics. – 2018. – Volume 3. – No. 4. – P. 350-356. – ISSN 2415-8453.</p> <p>4. Entepreneurship and Trade. No. 31, 2021 UDC 38:43:316 Analysis of marketing management of agricultural enterprises and its impact on the profitability of activities</p>																																																		

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