

Viktoriia Musiienko



PERSONAL INFORMATION

 flat 114, 144/2 Herasym Kondratiev st., 40021 Sumy (Ukraine)

 +380666091381

 v.shumkova@snau.edu.ua

Sex Female | Date of birth 21/11/1992 | Nationality Ukrainian

Google scholar: <https://scholar.google.com.ua/citations?user=WVVJh4kAAAAJ&hl=ua>

Orcid ID: <https://orcid.org/0000-0003-4640-6359>

Scopus: <https://www.scopus.com/authid/detail.uri?authorid=57208036711>

WORK EXPERIENCE

Current employment Candidate of Economic Science (PhD in Economics)
Associate professor at the Department of Marketing and Logistics
Faculty of Economics and Management Sumy National Agrarian University

18/07/2011–31/08/2012 **technician at Center of Information Technology**
Sumy National Agrarian University, Sumy(Ukraine)

03/09/2012–31/08/2023 **teacher of economics subjects**
college of Sumy National Agrarian University, Sumy (Ukraine)
Lecturer of financial subjects, namely: "Banking System", "Budget System", "Tax System",
"Accounting and Reporting in Banks"

01/09/2017–30/06/2018 **assistant of professor (external worker) at Department of Statistic, AEA and Marketing**
Sumy National Agrarian University, Sumy (Ukraine)
Assistant of professor of such subjects as "Analysis of Economic Activity" and "Marketing"

01/09/2018–2019 **senior lecturer (external worker) at Department of Statistic, AEA and Marketing**
of Sumy National Agrarian University, Sumy (Ukraine)

2019-2023 **senior lecturer (external worker) at Department Marketing and Logistics**
of Sumy National Agrarian University, Sumy (Ukraine)

2023 - Present **Associate Professor at Department of Marketing and Logistics**
Sumy National Agrarian University, Sumy (Ukraine)
Lecturer of such subjects as Social-ethical marketing, International marketing, Information systems and technologies of applied and scientific research, Professional information technologies, Psychology of Marketing and Advertising

EDUCATION AND TRAINING

01/09/2008–24/06/2011 **Junior Specialist in Finance and Credit (honors degree)**
College of Sumy National Agrarian University, Sumy (Ukraine)

14/10/2010–16/12/2011 **Certificate in Practical Psychology**
European School of Correspondence Education, Kharkov (Ukraine)

01/09/2011–31/05/2012	Bachelor in Finance and Credit (honorsdegree) Sumy National Agrarian University, Sumy (Ukraine)
01/09/2012–21/06/2013	Master in Finance and Credit (honorsdegree) Sumy National Agrarian University, Sumy (Ukraine)
01/02/2018	Diploma of Candidate of Science (PhD), specialty 08.00.04 - economics and management of enterprises (by economicactivity) Kharkiv Petro Vasylenko National Technical University of Agriculture, Kharkiv (Ukraine)
12/10/2018	Attestation on possession of the national language (certificate of fluency in the nationallanguage) Sumy National Agrarian University, Sumy (Ukraine)
26/04/2019	Certificate of Attainment in Modern Languages – English level B2 ECL Authorised Exam Center (Ukraine)
2020	Course: "Media Literacy for Educators" Platform of mass open online courses Prometheus (Ukraine)
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)
2020-2021	Master degree in Ecology (honors degree) Sumy National Agrarian University, Sumy (Ukraine)
2021	Webinar, educational online conference on cooperation between business and universities "Uni-biz bridge 7", dedicated to the creation of cases and their implementation in the educational process
2021	Course "Academic Integrity: An Online Course for Teachers" (Prometheus Massive Open Online Course Platform)
2021	"Digital Marketing" course (Platform of massive open online courses Prometheus)
2021	International advanced training on the topic: "Innovative forms of modern education with using Google meet and Google classroom platforms"
2021	Lifecell Digital Academy training cycle. Courses for teachers and members of the Ukrainian Marketing Association
2021	International internship "Fundraising and basics of project activity in educational institutions: European experience"
2022	"Internet Marketing" course (Campster - an interactive online learning platform)
2022	Seminar "Academic Integrity in Higher Education: Current Challenges and Best Practices" (SNAU within 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 teacher soft skills

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 European Union and Ukraine" the Countries of the European Union and Ukraine"
2024	International scientific and pedagogical internship on the topic "Innovative Educational Technologies: European Experience and Its Implementation in the Training of Specialists in Economics and Management"
2024	Participant of the project on the development of cooperation between business and universities "Uni-biz bridge" from UGEN: Education in conditions of uncertainty
2025	Participant of the project on the development of cooperation between business and universities "Uni-biz bridge" from UGEN: Skills in focus
2025	Training course "Marketing PRO: a practical approach through cases" from the Ukrainian Marketing Association

PERSONAL SKILLS

Mother tongue(s) Ukrainian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2
Polish	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 communicationskills
- speaking in public
- good teamwork skills

Organisational / managerial skills

- creating and keepingdeadlines
- goal setting and meetinggoals
- problem solving
- productivity
- team leadership
- multitasking
- 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 Social and ethical aspects of marketing activities of enterprises

Membership Ukrainian Marketing Association
Public scientific organization "International Center for the Development of Science and Technology"
Public organization "International Foundation of Scientists and Educators"

Main works In total 80 scientific publications and 17 methodical editions, distance courses for studying and methodical complexes of disciplines "Strategies of International Agricultural Marketing", "Marketing research and investment project management", "Organization of logistic activities", "Logistics", "Social-ethical marketing", "International marketing", "Information systems and technologies of applied and scientific research", "Professional information technologies".

Chapters in collective monographs:

1. Shumkova O., Shumkova V. Assessment of management decisions on the implementation of innovative measures for the environmentalization of the enterprise. Traditions and new scientific strategies in the context of global transformation of society: scientific monograph. Part 2. Riga, Latvia: Baltija Publishing, 2024. P. 407- 431 (436 p.)
2. Olena Shumkova, Viktorii Musiienko. Development of the enterprise's marketing product policy based on analytical information systems. Innovations in science: current research and advanced technologies: Scientific monograph. Part 2. Riga, Latvia: Baltija Publishing, 2025. P. 309-343 (664 p.)

Scopus:

1. Borisova V., Samohkina I., Rybina L., Shumkova V. Motivational Management of the Environmentally Sound Development of Agricultural Enterprise in Ukraine. *International Journal of Ecology & Development*: Volume 35, Year 2020, Issue 2. pp. 102-120. URL: <http://www.ceserp.com/cp-jour/index.php/ijed/issue/view/492>
2. Hryhoriv Y., Nechyporenko V., Butenko A., Lyshenko M., Kozak M., Onoprienko I., Shumkova O., Shumkova V., Kriuchko L. Economic Efficiency of Sweet Corn Growing with Nutrition Optimization. (Економічна ефективність вирощування цукрової кукурудзи за умови оптимізації живлення). *Journal of Agricultural Science: Agraarteatus*. 2022. vol. 33(1). pp. 81–87. DOI:10.15159/jas.22.07 URL: https://agrt.emu.ee/en/?J_Agr_Sci_2022/2022_0_XXXIII_0_1
3. Karbivska, U., Butenko, Y., Nechyporenko, V., Shumkova, O., Shumkova, V., Tymchuk, D.S., Tymchuk, N., Litvinov, D., Hotvianska, A., Toryanik, V. 2022. Ecological and economic efficiency of growing on dark gray soils of bean-cereal grasses. (Еколого-економічна ефективність вирощування на темно-сірих ґрунтах бобово-злакових трав). *Journal of Agricultural Science: Agraarteatus*. 2022. vol. 33(2). pp. 404–409. URL: https://agrt.emu.ee/en/?J_Agr_Sci_2022/2022_0_XXXIII_0_2 Scopus
4. Buryk, Z., Kozhyna, A., Doroshenko, H., Shumkova, V., Vlasniuk, Y. Measuring indicators of a circular economy and sustainable development in European Union countries. *E3S Web of Conferences*. 2023. Vol. 408. P. 01017. URL: https://www.e3s-conferences.org/articles/e3sconf/abs/2023/45/e3sconf_iscmee2023_01017/e3sconf_iscmee2023_01017.html
5. Shumkova O., Shumkova V., Krasnik A., Tymchenko I., Loboda O. Harnessing information systems for crafting and enhancing marketing strategies in promoting products and services effectively. *Multidisciplinary Science Journal*. 2024. Vol. 6. P. 2024ss0731. URL: <https://doi.org/10.31893/multiscience.2024ss0731>
6. Butenko, A., Datsko, O., Shumkova, O., Bahorka, M., Musiienko, V., Yurchenko, N., Nechyporenko, V., Zavorodnia, S., Mikulina, M. (2025). Sustainable buckwheat growing: agrotechnical and economic assessment of the mineral fertilizers' role, *Agriculture and Forestry*, 71 (1). 49-59. <https://doi:10.17707/AgricultForest.71.1.04>
7. Kolisnyk, O., Mazur, V., Butenko, S., Shumkova, O., Nechyporenko, V., Bahorka, M., Musiienko, V., Yurchenko, N., Kolodiazna, V., and Selezhen, O. Agroecological assessment of the impact of harmful organisms on the bioenergy productivity of sunflower and sustainable marketing to reduce harmful impact on the environment. *Ecological Engineering & Environmental Technology*. 2025. Vol. 26, no. 6. P. 139–145. URL: <https://doi.org/10.12912/27197050/204083>
8. Butenko, A., Datsko, O., Shumkova, O., Bahorka, M., Musiienko, V., Yurchenko, N., Nechyporenko, V., Zavorodnia, S., Mikulina, M. Sustainable buckwheat growing: agrotechnical and economic assessment of the mineral fertilizers' role. *Agriculture and Forestry*. 2025. 71 (1). 49-59. URL: <https://doi:10.17707/AgricultForest.71.1.04>

Articles:

1. Shumkova O.V., Shumkov I.V. Determination of the main elements of the quality management system for medical services. *Azov Economic Bulletin*. 2020. Issue 4 (21). P.71-75 Electronic scientific professional publication of the Classical Private University. URL: <http://pev.kpu.zp.ua/vyusk-4-21>
2. Shumkova V.I., Ponomarenko I.V., Ponomarenko O.V. Management of information support for licensing and control of the activities of a health care institution. *Market infrastructure*. 2020. Issue 47. P.137-142. URL: <http://www.market-infr.od.ua/uk/47-2020>
3. Shumkova V.I., Tretyakova Yu.V. Determinants of management of elements of the ecological marketing complex. *Azov Economic Bulletin*. 2020. Issue 5 (22). P. 116-120. Electronic scientific professional publication of the Classical Private University. URL: <http://pev.kpu.zp.ua/vyusk-5-22>
4. Shumkova O.V., Shumkova V.I. Features of international marketing certification of services. *Economic space. Collection of scientific papers*. 2022. No. 179 P.86-90. URL: <http://www.prostir.pdaba.dp.ua/index.php/journal/article/view/1086>
5. Shumkova O.V., Shumkova V.I., Kolodnenko N.V. The relationship between innovative and socially-ethical marketing as sources of competitive advantage. *Azov Economic Bulletin. Electronic Scientific Journal* 2023. Issue 1 (33). P.42-47 URL: http://pev.kpu.zp.ua/journals/2023/1_33_ukr/9.pdf
6. Shumkova V.I. Personnel management as a tool of social and ethical marketing. *State and regions. Series: Economy and entrepreneurship*. 2023. No. 1 (127). P.87-92. URL:http://www.econom.stateandregions.zp.ua/journal/2023/1_2023/14.pdf
7. Shumkova O.V., Nechiporenko V.V., Shumkova V.I. Management of forming a social and innovative image of a service enterprise. *Tavria Scientific Bulletin. Series: Economy*. 2024. Issue 19. P. 266-273 – Odesa: Helvetica Publishing House URL: <http://tnv-econom.ksauniv.ks.ua/index.php/journal/issue/view/19>
8. Shumkova V.I., Babenko O.P. Principles of information management of social marketing of a small enterprise during the war. *Problems of a systemic approach in economics. Collection of scientific papers*. 2024. Issue 1(94). P.120-125 URL: <http://www.psae-jml.nau.in.ua/94-2024>
9. Nechiporenko V.V., Shumkova O.V., Shumkova V.I. Innovative marketing management of the competitiveness of products of a socially responsible enterprise. *Eastern Europe: economics, business and management*. 2024. Issue 1 (42). P.120-125 URL: http://www.easterneurope-ebm.in.ua/journal/42_2024/20.pdf
10. Shumkova O.V., Shumkova V.I., Onoprienko I.M. Analysis of informational prerequisites for choosing banking services by consumers in Ukraine. *Market Infrastructure*. 2024. Issue No. 80. P.157-163. URL: http://market-infr.od.ua/journals/2024/80_2024/29.pdf
11. Musiienko Viktoriia. Information solutions for risk minimization in international real estate market. *Scientific notes of the V. I. Vernadsky Tavrichesky National University. Series: Economics and Management*. 2025. Volume 36 (75). No. 1. P. 134-138. URL: https://www.econ.vernadskyjournals.in.ua/journals/2025/36_75_1/22.pdf
12. Nechiporenko V.V., Shumkova O.V., Musienko V.I. Information support for the study of the

influence of consumer psychology on the marketing management of product policy. Black Sea Economic Studies. 2025. Issue 91. P.215-220 URL: http://bses.in.ua/journals/2025/91_2025/38.pdf
13. Musiiienko V.I. Psychology of Persuasion in Socially Responsible Marketing Influence. Market Infrastructure. 2026. Issue 88. P. 134–140. URL: <https://www.market-infr.od.ua/uk/archive>.
14. Musiiienko Viktoriia, Shumkova Olena. Psychological Mechanisms of International Marketing Decision-Making in the Management System of Educational Services. *Entrepreneurship and Innovation*. 2026. Issue 39. P. 156–162. URL: <https://www.ei-journal.in.ua/index.php/journal/issue/view/57>

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).

Honours and awards Gratitude of the Scientific-Methodical Center for Information and Analytical Support of the Activities of Higher Educational Establishments "Agro-science" for its significant personal contribution to the training of highly skilled specialists