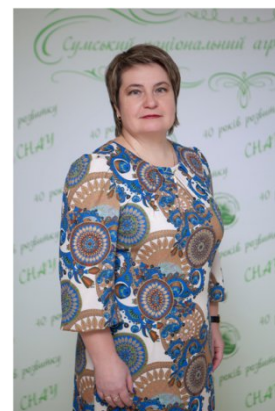


Olena Shumkova



PERSONAL INFORMATION

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

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

Orcid ID: <https://orcid.org/0000-0002-5971-3561>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57815369500>

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
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, 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)
2020-2021	Course: "Media literacy for educators". The platform of mass open online courses Prometheus

Curriculum vitae

2020	International advanced training "The cloud storage service for the online studying on the example of the Zoom platform"
2021	International advanced training "Innovative forms of modern education with using Google meet and Google classroom platforms"
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
2024	Participant of the project on the development of cooperation between business and universities "Uni-biz bridge" from UGEN: Education in conditions of uncertainty
2024	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	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
- intercultural communication
- academic and professional presentation skills

Organisational / managerial skills

- creating and keeping deadlines
- goal setting and meeting goals
- problem solving
- productivity
- team leadership
- multitasking
- strategic thinking
- implementing strategy

Job-related skills

- project coordination and monitoring
- mentoring skills
- keeping up-to-date with changes in the industry
- curriculum and training programme development
- stakeholder engagement
- application of EU policies and sustainability principles in practice

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

Membership

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

In total 180 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

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. Shumkova O., Musiienko V.. 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. Shumkova Olena, Mushtay Valentina Determination of potential opportunities for the food provision with grain production: a Ukrainian and European viewpoint / Olena Shumkova, Valentina Mushtay // Baltic Journal of Economic Studies. – Vol. 3 (2017) no. 5 December . – C. 334 – 343 (0,75).
2. Vyacheslav MAKEDON, Hanna ZAIKINA, Liudmyla SLIUSAREVA, Olena SHUMKOVA and Olga ZHMAYLOVA Rebranding in the Enterprise Market Policy. 34th International Business Information Management Association Conference (IBIMA)(13-14 November 2019) Madrid, Spain 2019. P. 9472-94772.
3. Vyacheslav Makedon, Hanna Zaikina, Liudmyla Slusareva, Olena Shumkova, Olga Zhmaylova. Use of Rebranding in Marketing Sphere of International Entrepreneurship. International Journal of Entrepreneurship Volume 24, 2020. Special Issue: Entrepreneurship, Innovation Management and Sustainability.
4. Borisova V., Samohkina I., Rybina L., Shumkova O. Financial Mechanism for Managing the Environmental Innovation Development of the Economy in Ukraine. Journal of Environmental Management and Tourism. Vol 11 No 7 (2020): JEMT Volume XI Issue 7(47) Winter 2020 P. 1617-1633.
5. Shumkova V., Shumkova O. Shock Advertising of Online Insurance Services: Features and Analysis. Proceedings of the 38th International Business Information Management Association (IBIMA) (23-24 November 2021) Seville, Spain 2021. P. 166-175.
6. Hryhoriv Y., Nechyporenko V., Butenko A., Lyshenko M., Kozak M., Onopriienko I., Shumkova O., Shumkova V., Kriuchko L. Economic Efficiency of Sweet Corn Growing with Nutrition Optimization. Agraarteadus. 2022. vol. 33(1). pp. 81–87. DOI:10.15159/jas.22.07
7. 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. Agraarteadus. 2022. vol. 33(2). pp. 404–409.
8. Shumkova, O., Liulchak, Z., Naboka, R., Voskresenska, O. and Petrychuk, S. The Value of Marketing Research for the Creation and Successful Implementation of Effective Strategies in the Field of Marketing. Economic Affairs. 2023. Vol. 68, no. 3.P. 1629-1642.
9. 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.
10. 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.
11. Kolisnyk, O., Mazur, V., Butenko, S., Shumkova, O., Nechyporenko, V., Bahorka, M., Musiienko, V., Yurchenko, N., Kolodiazna, V., and Selezen, 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.
12. 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. (Стале вирощування гречки: агротехнічна та економічна оцінка ролі мінеральних добрив) Agriculture and Forestry. 2025. 71 (1). 49-59.

Articles:

1. Shumkova O.V. Features of Consumer Segmentation in the Medical Services Market. *Pryazovskyi Economic Bulletin*. 2020. Issue 4 (21). pp. 76–80. Electronic scientific professional publication of the Classical Private University. URL: http://pev.kpu.zp.ua/journals/2020/4_21_ukr/15.pdf
2. Shumkova O.V., Shumkov I.V. Determination of the Main Elements of the Quality Management System of Medical Services. *Pryazovskyi Economic Bulletin*. 2020. Issue 4 (21). pp. 71–75. Electronic scientific professional publication of the Classical Private University.

URL: <http://pev.kpu.zp.ua/vyusk-4-21>

3. Shumkova O.V., Plakhtyria A.A. Features of Organizing the Personnel Development Management System of a Medical Institution. *Market Infrastructure*. 2020. Issue 46. pp. 77–82. Electronic scientific and practical professional publication. URL: <http://www.market-infr.od.ua/uk/46-2020>
4. Shumkova O.V., Shvets Ye.M. Features of the Mechanism for Managing the Marketing Activities of a Defense Industry Enterprise. *Market Infrastructure*. 2021. Issue 51. pp. 237–242. URL: <http://www.market-infr.od.ua/uk/51-2021>
5. Lyshenko M.O., Mushtai V.A., Nechyporenko V.V., Shumkova O.V. Innovative, Methodological, and Scientific Foundations for Evaluating the Product Assortment in Enterprise Marketing Management. *Bulletin of Kharkiv National Agrarian University named after V. V. Dokuchaiev. Series "Economic Sciences"*. 2021. No. 2, Vol. 2. pp. 269–280. URL: <https://visen.knau.kharkov.ua/visn2021t2.html>
6. Onoprienko I.M., 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). pp. 155–161. URL: <http://www.easterneurope-ebm.in.ua/index.php/vipusk-33-2021>
7. Shumkova O.V., Onoprienko I.M. Planning of International Marketing Activities of an Enterprise. Professional journal *BUSINESS NAVIGATOR*. 2021. Issue 6 (67). pp. 116–120. URL: http://www.business-navigator.ks.ua/journals/2021/67_2021/23.pdf
8. Shumkova O.V., Nechyporenko V.V. Improving Communication Effectiveness as a Measure to Enhance the International Marketing Activities of an Enterprise. *Economy and Society*. 2021. Issue No. 32. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/802>
9. Shumkova O.V., Shumkova V.I. Features of International Marketing Certification of Services. *Economic Space*. Collection of scientific papers. 2022. No. 179. pp. 86–90. URL: <http://www.prostir.pdaba.dp.ua/index.php/journal/article/view/1086>
10. Shumkova O.V., Shumkova V.I., Kolodnenko N.V. The Relationship between Innovative and Social-Ethical Marketing as a Source of Competitive Advantage Formation. *Pryazovskyi Economic Bulletin*. Electronic scientific journal. 2023. Issue 1 (33). pp. 42–47. DOI: <https://doi.org/10.32782/2522-4263/2023-1-7>
11. Shumkova O.V. Integrated Marketing Communications System in International Marketing. *State and Regions. Series: Economics and Entrepreneurship*. 2023. No. 1 (127). pp. 93–97. URL: http://www.econom.stateandregions.zp.ua/journal/2023/1_2023/15.pdf
12. Shumkova O.V. Principles of Implementing International Marketing in the Activities of Innovation-Oriented Enterprises. *Scientific View: Economics and Management*. 2023. Issue No. 3 (83). pp. 146–151. URL: http://scientificview.umsf.in.ua/archive/2023/3_83_2023/22.pdf
13. Shumkova O.V., Nechyporenko V.V., Shumkova V.I. Management of Forming the Social-Innovative Image of a Service Sector Enterprise. *Tavriian Scientific Bulletin. Series: Economics*. 2024. Issue 19. pp. 266–273. Odesa: Helvetika Publishing House. URL: <http://tnv-econom.ksauniv.ks.ua/index.php/journal/issue/view/19>
14. Nechyporenko V.V., Shumkova O.V., Shumkova V.I. Innovative Marketing Management of Product Competitiveness of a Socially Responsible Enterprise. *Eastern Europe: Economy, Business and Management*. 2024. Issue 1 (42). pp. 120–125. URL: http://www.easterneurope-ebm.in.ua/journal/42_2024/20.pdf
15. Shumkova O.V., Shumkova V.I., Onoprienko I.M. Analysis of Information Prerequisites for Consumers' Choice of Banking Services in Ukraine. *Market Infrastructure*. 2024. Issue No. 80. pp. 157–163.
16. Shumkova O.V. Mastery of Assortment Management as a Tool of Marketing Product Policy. *Scientific Notes of Tavria National University named after V. I. Vernadsky. Series: Economics and Management*. 2025. Vol. 36 (75). No. 1. pp. 144–149.
17. Nechyporenko V.V., Shumkova O.V., Musiienko V.I. Information Support for Studying the Impact of Consumer Psychology on Marketing Management of Product Policy. *Black Sea Economic Studies*. 2025. Issue 91. pp. 215–220. URL: http://bses.in.ua/journals/2025/91_2025/38.pdf
18. Shumkova O.V. Pricing in the Service Sector as a Factor Influencing Demand. *Market Infrastructure*. 2026. Issue 88. P. 149–154. URL: <https://www.market-infr.od.ua/uk/archive>
19. Musiienko 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).