



Olena VARTANOVA, professor of the Department, Doctor of Science in Economics, Professor.

She has been working at the Department since 2021.

Research interests: HR-management, personnel marketing; key competencies and capabilities of enterprises; innovative development of the company; economic psychology, behavioral economics and consumer behavior; competitiveness management of the company; hybrid war and the impact on public consciousness.

Educational components: public and social communications, administrative and regional management.

Professional compliance with the implementation of LT points: 1, 3, 4, 5, 6, 7, 8, 10, 12, 13, 19.

Citation indices: Google Scholar – 10, Scopus – 1, Web of Science – 1.

Education: 1995 – Volodymyr Dahl East Ukrainian National University, specialty “Economics and Management in Mechanical Engineering”; 2021 – Vadym Hetman Kyiv National Economic University, specialty “Practical Psychology”.

Scientific qualifications: 1999 – completed the postgraduate course at Volodymyr Dahl East Ukrainian National University. Her thesis for the PhD degree in Economics in the specialty 08.06.02 – “Entrepreneurship, Management and Marketing” on the topic: “Strategic investment management in entrepreneurship” was defended in 2000. The academic title of Associate Professor at the Department of International Economics was received in 2001. The thesis for the degree of Doctor of Science in Economics in the specialty 08.00.04 – “Economics and Enterprise Management (by type of economic activity)” on the topic: “Formation of enterprise competence in the strategic knowledge management” was defended in 2013. The academic title of Professor at the Department of International Economic Relations was received in 2015. The total work experience in the system of medical treatment is 26 years.

Scientific and publishing activities:

Citation index: Google Scholar – 12, Scopus – 1, Web of Science – 1. In total, the author of more than 150 scientific and scientific-methodical works including 3 publications in the International Scientometric Databases Scopus and Web of Science journals, posted in the period of 2018-2021.

Experience in the field of attestation of highly qualified scientific personnel: a Scientific Secretary of the Academic Council D29.051.01 at Volodymyr Dahl East Ukrainian National University (2013-2018), a member of the Academic Council D73.052.02 at Cherkasy State Technological University.

Membership of the editorial board of the professional scientific journal “Annals of Economic Reforms” (Volodymyr Dahl East Ukrainian National University), membership of the

editorial committee of the international committee of FATER Academy of India, membership of the Journal of Information and Organizational Sciences (Zagreb, Croatia) as a reviewer.

Participation in the implementation of research state budget topics: “Formation of the national brand of Ukraine in the international environment” (Kyiv National Trade and Economic University), “Conceptual foundations of global partnership for local sustainable development”, “Marketing support for the development of the market of agri-food enterprises in the region” (Cherkasy State Technological University).

Professional development and international internship: professional development – Vadym Hetman Kyiv National Economic University (Kyiv), topic: “Formation of 21st century competencies of students”, International internship at the University of Liege, Belgium for an international scientific project TEMPUS/TACIS, 2005-2006.

Practicing psychologist, trainer in economic education, business trainer. Co-founder of the “PSY.VIBE Educational Platform”, developer of training programs, certification courses, webinars, coach.