



## Olena Nifatova

**Nationality:** Ukrainian **Date of birth:** 04/12/1982 **Gender:** Female

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**Work:** Herasym Kondratiev str., 160, 40021 Sumy (Ukraine), 40021 Sumy (Ukraine)

### WORK EXPERIENCE

#### **Researcher of the research department**

*Sumy National Agrarian University* [ 15/01/2023 – Current ]

City: Sumy

Country: Ukraine

research activity, work in project teams

#### **Visiting professor**

*Universitat de Barcelona* [ 01/05/2022 – Current ]

City: Barcelona

Country: Spain

research activity, teaching (course Global Sustainable Goals: Green Marketing)

#### **Head of Research Department**

*Kyiv National University of Technologies and Design* [ 01/03/2019 – 01/09/2022 ]

City: Kyiv

Country: Ukraine

organization and coordination of scientific work

#### **Professor of the Department of Entrepreneurship and Business**

*Kyiv National University of Technologies and Design* [ 01/06/2019 – 01/09/2022 ]

City: Kyiv

Country: Ukraine

teaching courses: Corporate Social Responsibility, Entrepreneurship and Business Culture, Technology Transfer and Innovative Activity

#### **Associate professor of the Department of Entrepreneurship and Business**

*Kyiv National University of Technologies and Design* [ 13/10/2016 – 01/06/2019 ]

City: Kyiv

Country: Ukraine

teaching courses: Innovative Entrepreneurship, Entrepreneurship and Business Culture

#### **Associate Professor of the Department of Economics and Marketing**

*Simyon Kuznets Kharkiv National University of Economics* [ 16/10/2013 – 13/10/2016 ]

teaching courses: Marketing, International Marketing, Brand Management

#### **Teacher of the Department of Economics and Marketing**

*Simyon Kuznets Kharkiv National University of Economics* [ 01/11/2010 – 16/10/2013 ]

City: Kharkiv

Country: Ukraine

teaching courses: Marketing, International Marketing, Brand Management



## EDUCATION AND TRAINING

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**training The innovative methods and technologies of teaching: the Newest in the European education practice**  
*Akademia Warsaw Business School (Dabrova Górnicza, Poland)* [ 26/09/2019 – 26/03/2020 ]

**Professor**  
*Ministry of Education and Science of Ukraine* [ 24/09/2020 ]

**Technology transfer training program**  
*University of Georgia USA, US-Ukraine Foundation Biotech Initiative* [ 14/12/2019 – 21/12/2019 ]

**Doctor in Economics**  
*Ministry of Education and Science of Ukraine* [ 23/04/2019 ]

**Associate professor**  
*Ministry of Education and Science of Ukraine* [ 26/02/2015 ]

**PhD in Economics**  
*Ministry of Education and Science of Ukraine* [ 22/12/2011 ]

**Master of Economic Statistics**  
*Kharkiv National University of Economics* [ 01/09/2000 – 30/06/2005 ]

## PROJECTS

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**Joint Ukrainian-Turkish research project Marketing development of the university eco-territory for recreation of post-COVID people (project manager)**  
[ 01/01/2023 – 31/12/2023 ]

**Management of the enterprises competitiveness on the basis of innovative marketing (project executor)**  
[ 2019 – 2021 ]

**Creation of the youth social integration hackathon ecosystem to strengthen national security in the context of preventing the outbreak of the COVID-19 pandemic GDR: 0121U109621 (project executor)**  
[ 2021 – 2022 ]

**Joint Ukrainian-Lithuanian research project Creating an educational platform for demobilized soldiers and displaced persons: an educational road map "step to entrepreneurship" (project executor)**  
[ 2018 – 2019 ]

## PUBLICATIONS

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**[Agro-sphere determinants of green branding: eco-consumption, loyalty, and price premium](#)**  
[2022]

Humanit Soc Sci Commun 9, 77 (2022)

**[The Impact of the State of the Ecosystem on the Quality of Produced Organic Products in a Sustainable Development](#)**  
[2022]

Management Theory and Studies for Rural Business and Infrastructure Development, 44(1), 20–30.

**[Research of Factors of Development of Agriculture In Ukraine: Methodical Approach on The Basis of Econometric Modeling](#)**  
[2022]

Review of Economics and Finance, 2022, 20, 581-587



**The Use of University Biosystem Environmental Protection Platform to Prevent a New Outbreak of the COVID-19 Pandemic**

[2022]

Acta Technologica Agriculturae, 25(1), 47-52

**Using a sharing-platform to prevent a new outbreak of COVID-19 pandemic in rural areas**

[2021]

Global Journal of Environmental Science and Management, 7(2), 155-170

**Use of key indicators to monitor sustainable development of rural areas**

[2020]

Global Journal of Environmental Science and Management, 6(2), 175-190

**Assessing the effects of socially responsible strategic partnerships on building brand equity of integrated business structures in Ukraine**

[2018]

Oeconomia Copernicana, 9(4), 715–730.

**LANGUAGE SKILLS**

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Mother tongue(s): **Ukrainian**

**Other language(s):**

**English**

**LISTENING B2 READING B2 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

**Spanish**

**LISTENING A2 READING A2 WRITING A2**

**SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1**

**DIGITAL SKILLS**

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Microsoft Office / Microsoft Excel / Social Media / Zoom / Google Drive / Microsoft Powerpoint / Skype / Organizational and planning skills

**HONOURS AND AWARDS**

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**Prize of the Verkhovna Rada of Ukraine for young scientists Decree of the Verkhovna Rada of Ukraine**

Verkhovna Rada of Ukraine [ 01/12/2021 ]

**Scholarship of the Cabinet of Ministers of Ukraine for young scientists**

Cabinet of Ministers of Ukraine [ 2020 ]