Anastasiya Makarenko Name

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Position Senior Lecturer, Accounting and Finance

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PROFESSIONAL AND ACADEMIC POSITIONS:

| 2022- | Senior Lecturer, Department of Accounting and Finance, National Technical |
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| current | University "Kharkiv Polytechnic Institute" |
| 2018 - 2022 | Senior Lecturer, Department of International Business and Finance, National |
| | Technical University "Kharkiv Polytechnic Institute" |
| 2006-2018 | Senior Lecturer, Department of Business and Controlling, Kharkiv State Polytechnic |
| | Institute |
| 2002 - | Consultant in Finance, USAID projects, Kharkiv |
| present | |
| 1999 -2006 | Teaching Assistant, Department of Business and Controlling, Kharkiv State |
| | Polytechnic Institute |
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1998-International Project Manager, NTU "KhPI", NGOs, USAID, USIA, Tempus

present projects, Kharkiv

EDUCATION:

Certificate (07/01). Central European University (CEU), Budapest, Hungary, Summer University.

Major: Politics of Finance in Emerging Markets course

Internship (10/01-11/01). Otto-von-Guericke Universität, Magdeburg, Germany

Major: Finance

Internship (01/00-03/00). Iowa State University (ISU), Ames, USA

Major: Training of trainers

Certificate (08/99). Wirtschftsuniversitat Wien (WUW), Vienna, Austria, Summer University

Major: International Finance and Accounting

Master Degree (Business Administration, Honors Diploma) (February, 1999) Kharkiv State Polytechnic

Institute, Kharkiv, Ukraine

Major: Management of Information Systems

COURSES TAUGHT

Teaching at Bachelor level:

- Financial Reports and Financial analysis (in English, Ukrainian)
- Fundamentals of Financial Management (in English, Ukrainian)
- Investment Management (in English, Ukrainian)
- Business Statistics (in English, Ukrainian)

FIELDS OF RESEARCH INTEREST:

- Financial Management
- Strategic Investing

- Capital Budgeting

SUMMARY OF CAREER ACHIEVEMENTS

- Published 51 academic, including 450 academic and 6 methodological ones. (h-index = 2, i 10-index = 1 in Google Scholar https://scholar.google.com/citations?pli=1&authuser=1&user=eBi24MIAAAAJ;
- Workgroup member at American-Ukrainian Business Center, PM at International University Partnership Projects with Iowa State University (USA), researcher at Otto von Guericke University Magdeburg (Germany)
- Managed ERASMUS/TEMPUS projects (Leadership in Higher Education, Change Management, 2013-2017), USAID projects (Competitiveness, Economic Development, Training of Trainers, Retraining of Women-Scientists). Ensured planned results, set KPIs, target performance indicators.
- Completed a research internship at Otto von Guericke University Magdeburg (Germany, 2001)
- Introduced gamification in learning process for Financial Management, Investment Management, Training courses.
- Participated in "Management of Financial Results of Industrial Enterprises (applied research)" (DR 0118U002403) academic research project.

PROFESSIONAL MEMBERSHIPS:

Member of the Ukrainian Association of Management and Business Education Development (2018 - present)

RELATED PUBLICATIONS

Books & Papers

- 1. Pushkar O.I., Tataryntseva Y., Makarenko A., Pastushenko O. Model of Innovation Project Financing in High-Tech business (Gaming Industry) //Інноваційна економіка № 5-6, 2021, с.117-122 (0,57)
- 2. Makarenko A., Tataryntseva Y., Zubkova A., Pylypenko S., Parkhuts I. (2021). Financial Technologies in the Context of Current Management Processes at Domestic and International Markets. Економічні горизонти, (4(19), 27–42.
- 3. Tataryntseva Y., Pushkar O., Drugova O., Osypova S., Makarenko A., Mordovtsev O. Economic Evaluation of Digital Marketing Management at the Enterprise / Yu. Tataryntseva [et al.] // Східно-Європейський журнал передових технологій = Eastern-European Journal of Enterprise Technologies. 2022. Т. 2, № 13 (116). С. 24-30.
- 4. Tataryntseva Y., Pushkar O.I., Makarenko A., Drugova O. (2022). Managing Monetization in Digital Marketing in the Context of Business Capitalization. Маркетинг і цифрові технології. 1(6). р. 32-44
- 5. Makarenko A., Tataryntseva Y., Kochetova T. (2022). Trends and features of FINTECH management processes evolution during the global pandemic. Економіка: реалії часу. 1(59) с.50-55