

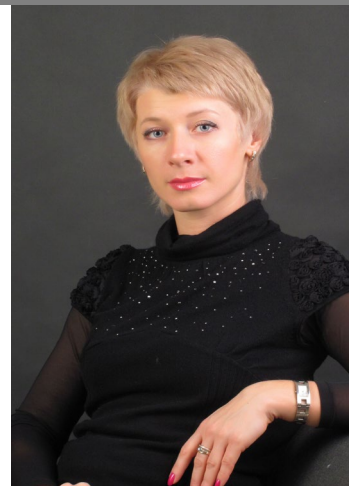
Name **Natalya Iershova**

Address
Position Professor of the Accounting and Finance
Department of the Educational and Scientific
Institute of Economics, Management and
International Business of the National Technical
University "Kharkiv Polytechnic Institute"

Phone number

Nationality **Ukrainian (Ukraine)**

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Scientific degree: Doctor of Economic Sciences, Specialty 08.00.09 Accounting, Analysis and Audit (by types of economic activity) (2019).

Academic title: Professor

Links to profiles:

Scopus Author ID: 57222509335

Web of Science ResearcherID E-9642-2019

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Google Scholar profile: <https://scholar.google.ru/citations?user=QWnldoIAAAAJ&hl=ru>

EDUCATION:

National Technical University "Kharkiv Polytechnic Institute", specialty "Accounting and Audit" (2003).

Kharkiv University of Humanities "People's Ukrainian Academy", Kharkiv, Ukraine

Specialty: Philology. Germanic languages and literature (including translation), primary - English (2021).

COURSES TAUGHT

- Economic analysis
- Analysis of economic activity
- Basics of the scientific research
- Investment analysis.
- Analytical Methods and Models in Management of International Business Structures

SCOPE OF SCIENTIFIC INTERESTS:

- Accounting and analytical support for management decision-making
- Analysis and forecasting of the development of economic entities
- Strategic management and analysis

SCIENTIFIC ACHIEVEMENTS

The number of publications is more than 170 works of a scientific, educational and methodological nature, of which 12 articles in scientific journals are included in the international scientific and metric databases Web of Science and Scopus and 30 works of an educational and methodological nature.

<http://repository.kpi.kharkov.ua/simple->

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1. Iershova, N.Y., Portna, O.V., Davydov, D., Krivokapic, R., Delibasic, M. (2024) Financial Stability of Small and Medium-Sized Businesses in a Crisis Economy: The Determinants of Management. *Montenegrin Journal of Economics*, Vol. 20, No. 2, pp. 155-168. <https://mnje.com/sites/mnje.com/files/currentissue/Komplet%20MNJE%20Vol.%2020,%20No.%202.pdf> (Web of Science).
2. Portna, O., Iershova, N. & Grytsenko, A. (2024). Social Responsibility of the Financial Sector in the Information and Network Economy: The Example of Systemically Important Banks in Ukraine and Comparison With Banks in Other Countries of the World. *Journal of Central Banking Theory and Practice*, 13(2) 229-258. <https://doi.org/10.2478/jcbtp-2024-0020> (Scopus)
3. Portna O.V., Iershova N.Y., Tereshchenko D.A., Kryvytska O.R. Economic business partnerships within industry 4.0: New technologies in management. *Montenegrin Journal of Economics*. 2021. 17(1). PP. 151–163. <https://doi.org/10.14254/1800-5845/2021.17-1.11> (Web of Science, Scopus)
4. Portna O.V., Iershova N.Y., Grytsenko A.A., Chaika T.Yu., Delibasic M.V. New configurations of social and labour relations in a crisis economy. *Montenegrin Journal of Economics*. 2021. 17(2). PP. 157–172. <https://doi.org/10.14254/1800-5845/2021.17-2.13> (Web of Science, Scopus)
5. Iershova N., Portna, O., Tretyak V., Moskalenko JI., Vasyliiev O. Crisis Management: Innovative Financial and Accounting Technologies. *TEM Journal*. 2021. 10(2). <https://doi.org/10.18421/TEM102-34> PP. 766-776. (Scopus)
6. Iershova N., Kryvytska O., Kharchuk Yu. Accounting and analytical information formation by business entities under conditions of sustainable development concept realization. *Financial and Credit Activity-Problems of Theory and Practice*. 2021. Vol. 2 No. 37. <https://doi.org/10.18371/fcaptp.v2i37.229931> (Web of Science).
7. Bondar M., Portna O., Iershova N. Strategic responses in corporate tax planning using opportunity areas. *Acta Innovations*. 2021. 40. PP. 31–43 <https://doi.org/10.32933/ActaInnovations.40.3> (Scopus)
8. Iershova N.Yu. The development of accounting in the conditions of the transition to the digital economy. *Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences)*. 2020. No. 2. P. 75-80. DOI: <https://doi.org/10.20998/%25x>
9. Iershova N., Kryvytska O., Kharchuk Yu. Accounting and analytical information formation by business entities under conditions of sustainable development concept realization. *Financial and Credit Activity-Problems of Theory and Practice*. 2021. Vol. 2 No. 37. DOI: <https://doi.org/10.18371/fcaptp.v2i37.229931> (Web of Science, Ukraine)

Author's Certificates: No. 63285; No. 67453; No. 67452; No. 67451

CERTIFICATION TRAINING:

Course on working with the computer program "M.E.Dos" (registration number of the certificate of KhNU/SLH 023, dated 04/25/2024), "Academic integrity: online course for teachers": Certificate <https://certs.prometheus.org.ua/cert/cefd51decf3ed4de194194196218f8abd0>, "How to start your own business in times of uncertain D9C44435E94F5), "Fundamentals of Testology and Development of test tasks" (Certificate from the Ministry of Education and Science of Ukraine, Scientific and Methodological Center of Higher and Vocational Pre-Higher Education), "Teaching and Writing Didactics (Frankfurt, Certificate, PC Order No. 715 C dated 05/24/2023), "Technologies of Distance

Course Development (PC Certificate No. 346, 2020), "Google Digital Tools for Institutions of Higher, Professional Pre-Higher Education" (Certificate No. 5GW-0051, 2021), "Research Methods (Introduction) Course" (Certificate XV-16-293849248 -22, 2022), "Introduction to Systematic Review and Meta-Analysis Course" (Certificate XV-16-293849248-22, 2022), "On being a scientist" (Certificate XI-12-190293846-20, 2022), "Peculiarities of the development and content of educational programs of selective disciplines, which ensure the formation of intercultural awareness and competences of students of higher education" (Certificate SS 38282994/5216-22, 2022).

PARTICIPATION IN INTERNATIONAL PROJECTS:

- Jean Monnet Module "European integration of Ukraine in Industry 4.0" (611674-EPP-1-2019-1-UA-EPPJMO-MODULE. (Certificate No. 15/2021)
- Jean Monnet Chair "Social and Cultural Aspects of European Studies" (SCAES) - 620635-EPP-1-2020-1-UA-EPPJMO-CHAIR and Jean Monnet Center of Excellence "European Studies of Social Innovation in Education" (ESSIE) - 101085552 - ERASMUS-JMO-2022-COE
- Cultural Studies and Cultural Dialogue in an Intercultural Environment for Community Involvement" within the framework of the Jean Monnet Center of Excellence "Research on Social Innovation in Education in the EU" (ESSIE) - 101085552 - ERASMUS-JMO-2022-COE and in synergy with the Erasmus+ project KA2 UNICOM - University-Community: Strengthening cooperation" 101083077 — UNICOM — ERASMUS-EDU-2022-CBHE, Jean Monnet Chair "Social Cultural Aspects of European Studies" (SCAES) - 620635-EPP-1-2020-1-UA-EPPJMO-CHAIR, Certificate No. LS2023-0000088.
- Transparency, accountability and sustainable development of business on the way to European integration within the framework of the implementation of the Jean Monnet Erasmus+ project (Certificate https://examenarium.sumdu.edu.ua/free_study/join/453), 2024

MORE INFORMATION

Expert in the group of developers of the regional program "Development Strategy of the Kharkiv region for the period until 2020".

The winner of the II round of the regional competition "Higher School of the Kharkiv region - the best names" in 2020 in the nomination "The best teacher of professionally oriented disciplines".

Academic supervisor of students of the third level of higher education.

Expert of the National Agency for Quality Assurance of Higher Education.