

## Personal information

**Name**                      **Nataliia Mechenkova**

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## **PROFESSIONAL AND ACADEMIC POSITIONS:**

- 2022                      PhD student at Sociology and Public Management department, National Technical University "Kharkiv Polytechnic Institute"
- 2020                      Senior lecturer at Cross Cultural communication department, National Technical University "Kharkiv Polytechnic Institute"
- 2019-2020 -      Lecturer at Cross Cultural communication department, National Technical University "Kharkiv Polytechnic Institute"
- 2012-2019 – Independent Public relations consultant, Kyiv, Ukraine
- 2008-2012 – Head of Public Relations and International Communication department, Cascade Development, Kyiv, Ukraine
- 2006-2008 – Head of advertising and public relations department, Ukrainian Trade Guild, Kyiv< Ukraine
- 2004-2006 - Public Relations manager, joint venture book club “Family leisure Club”, Kharkiv, Ukraine
- 2002-2003 – Public Relations manager, Nebosvod, Medical center, Kharkiv, Ukraine
- 1996-2001 – Manager-editor, Information Agency ITAR TASS, Saint-Petersburg, Russia

## **EDUCATION:**

Master of Arts: June 1999

**Major:** Journalism

PhD student (from 2022)      Sociology and Public Management department, National Technical University "Kharkiv Polytechnic Institute"

Specialization:                      sociology                      and                      communication                      practices

Specialist Degree (1995-1999) at Saint-Petersburg State University, Saint-Petersburg, Russia

Specialization: Foreign Journalism

## **COURSES TAUGHT**

Extensive teaching at the bachelor's university levels: Bachelor/Master/PhD:

- English and Business English, English for IT students,
- Extensive teaching at the Bachelor/Master's university levels:

- International Communication Management ((in English and Ukrainian),
- Public Relations and Advertising Communications (in English and Ukrainian)

### **FIELDS OF RESEARCH INTEREST:**

- Public relations in business and politics
- Social and Communications practices
- Marketing and international communication,
- Philology and pedagogy

### **SUMMARY OF CAREER ACHIEVEMENTS**

- Prepared and published more than 12 research papers, 1 textbook, 1 multi-authored monograph. (articles, proceedings, textbook for students and multi-authored monograph in Brand management) <https://scholar.google.com/citations?user=suQDEK0AAAAJ&hl=uk>
- Experience in Public relations and business field is more than 15 years.

### **PROFESSIONAL MEMBERSHIPS**

- Member of the Ukrainian Association of Management and Business Education Development (2020 to present)

### **RELATED PUBLICATIONS**

1. Brin P., Grivovets A., Mechenkova N. (2020) Organization features of Public Relations support for company diversification, Bulletin of NTU KHPI, Series: "Actual problems of development of Ukrainian society", №1, Kharkiv.
2. Brin P., Mechenkova N. (2020) Public Relations as the necessary element of Corporate Social Responsibility, Economy today: actual questions and innovative aspects: Collection of proceedings of III International scientific practical conference, Zaporizhzhia, 148 p.
3. Netetska T., Mechenkova N. (2020) The aspects of public relations in the structure of corporate social responsibility, Ukrainian Journal of Applied Economics, Volume 5, № 2, P. 181 – 187., ed. E. R. Omat et al
4. Brin P., Mechenkova N. (2021) Peculiarities of Peculiarities of international communication during brand globalization, Marketing and Advertising, № 7-8 (298-299), C. 22-27.
5. Brin P., Mechenkova N. (2021) High media skills of Ukrainian economics journalist, Journalism and advertising: vectors of interaction: proceedings add. III International scientific and practice conference, March, 24, ed. A. Mazaraki, Kyiv, National trade and economic university KNTEU, P.27-29.
6. Brin P., Mechenkova N. (2021) Global brand in the international communication, Brand management: dimension is global, choice is local, monograph, ed. E. R. Omat, Kyiv, Institute of Journalism, Kyiv National University named after T. Shevchenko, Kyiv, Studcentr, p. 138-146.
7. Netetska T., Mechenkova N. (2021) To the question of teaching the international communication management for business audience, Innovative solutions in the economy, business and social communications: a collection of proceedings of the Scientific

conference of All-Ukrainian Scientific and practical conference, Odesa, June, 5, NGO, Center for Economic Research and development, P.96.

8. Goroshko O., Mechenkova N. (2022) Tendencies of development of Public Relation in Ukraine: Practical experience and new challenges 2021-2022, Scientific-theoretical almanac "Grani", Vol.25, #5, P. 62-73.