

Name	Olena Sychova
Position	Candidate of Economic Sciences, Associate Professor of Management Department, National Technical University “Kharkiv polytechnic institute”
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PROFESSIONAL AND ACADEMIC POSITIONS:

2022 up to the present day	Associate professor of the Department of Management of Institute of Education and Science in Economics, Management and International Business, National Technical University “Kharkiv polytechnic institute”
2015-2022	Associate professor of the Department of Management and Public Administration, Kharkiv National University of Civil Engineering and Architecture
1999-2015	Associate professor of the Department of Management, Kharkiv State Technical University of Construction and Architecture
1996-1999	Assistant of the Department of Management, Kharkiv State Technical University of Construction and Architecture

EDUCATION:

Associate professor of the Department of Management (June, 2004) Kharkiv State Technical University of Construction and Architecture, Kharkiv, Ukraine

Associate professor's certificate 02/III № 002170 dated 17.06.2004.

Candidate of Economic Sciences (December, 1996) Kharkiv State Technical University of Construction and Architecture, Kharkiv, Ukraine. Specialization: 08.06.02- Management.

Candidate of Sciences Diploma KH № 012861 dated 26.12.1996.

Specialist Degree (Economics and organization of road transport, 5 years, Honors Diploma) (June, 1992)

Kharkiv Automobile and Road Institute, Kharkiv, Ukraine

Engineer-economist Diploma PB №828703 dated 17.06.1992.

COURSES TAUGHT:

Extensive teaching at university levels: Bachelor/Master:

- Basics of international marketing (in Ukrainian),
- Modern problems of international business (in Ukrainian),
- Entrepreneurship (in English),

FIELDS OF RESEARCH INTEREST:

- Communication in management
- International business
- Strategic management and planning

- Economic activity of enterprises
- Innovation activity
- Pricing

SUMMARY OF CAREER ACHIEVEMENTS:

- Prepared and published more than 90 scientific publications (Google Scholar: <https://scholar.google.com.ua/citations?user=Aa6M9S4AAAAJ&hl=uk>)
 - ORCID ID 0000-0002-2924-2084
 - Researcher ID X-9621-2018

PROFESSIONAL MEMBERSHIPS:

- Member of the Ukrainian Association of Management and Business Education Development (2023 to present)

RELATED PUBLICATIONS:

Books , Papers, Articles (min 5 for the last 5 years)

1. Yilmaz Itindag, Iryna Androshchuk, Andriy Krap, Olena Sychova, Maryana Matveyeva (2022). Leadership in the context of the information state/ *AD ALTA. Journal of interdisciplinary research (WOS) SPECIAL ISSUE NO.: 12/02/XXXI. (VOL. 12, ISSUE 2, SPECIAL ISSUE XXXI.)* P.211-216.(in English)
http://www.magnanimitas.cz/ADALTA/120231/papers/A_37.pdf
2. Sychova O.E. (2022) The formation of a scientific approach to the implementation of management of the organization's communication activities in the domestic and foreign markets using elements of marketing planning and FVA / *Innovative approaches to the development of management: a collective monograph* / General editor Dr. Econ. Sciences, Professor N.E. Avanesova. Kharkiv: FOP Mezina V.V., 2022. 652 p., P.454-489. ISBN 978-617-8113-19-3 (in Ukrainian)
https://kmpa.kh.ua/files/monographies/2022/Innovatsiyni_pidkhody_do_rozvytku_upravlinnya.pdf
3. Sychova O., Sahno I. (2022). Using of functional cost analysis with a goal of improving the management of the organization's communication activities. *Modern Economics*, 34(2022), 97-103. (in Ukrainian)
[https://doi.org/10.31521/modecon.V34\(2022\)-14](https://doi.org/10.31521/modecon.V34(2022)-14)
4. Sychova O. (2021). Substantiation of Strategic Management Decisions when Choosing a Management Methodology for an Effective Communication System of the Enterprise. *Modern Economics*, 27(2021), 181-187. (in Ukrainian)
DOI: [https://doi.org/10.31521/modecon.V27\(2021\)-25](https://doi.org/10.31521/modecon.V27(2021)-25).
5. Sychova O.E., Chupyr O.M. (2021). Development of a methodological approach to the formation of a construction cluster using price-forming marketing tools./ *Modern management: risks, challenges, security, perspective of use and problems of implementation in the public and private sectors of the economy: collective monograph* / General editor Dr. Econ. Sciences, Professor N.E. Avanesova Kharkiv: FOP Panov A.M., 2021. P.516-532. (in Ukrainian)
<http://surl.li/vjox>
6. Sychova O., Sheenko A., Kashcheev V. (2021). Using Marketing Planning to Improve the Corporate Culture of the Organization. *Modern Economics*, 29(2021), 170-175. (in Ukrainian)
[https://doi.org/10.31521/modecon.V29\(2021\)-26](https://doi.org/10.31521/modecon.V29(2021)-26).
7. Chupyr O., Kalinichenko L., Sychova O., Burlaka Ye. (2019). Optimization of planning as a means of improving efficiency of development management of resource potential of rail transport

enterprises. *SHS Web Conf. (WOS) Fifteenth Scientific and Practical International Conference "International Transport Infrastructure, Industrial Centers and Corporate Logistics"* (NTI-UkrSURT 2019). 2019. Vol 67. (in English)

https://www.shs-conferences.org/articles/shsconf/abs/2019/08/shsconf_NTI-UkrSURT2019_04003/shsconf_NTI-UkrSURT2019_04003.html

<https://doi.org/10.1051/shsconf/20196704003>

8. Sychova O. E. (2020) Analysis of foreign experience and its using for pricing for engineering services enterprises of the construction industry of Ukraine. *Modern engineering and innovative technologies*. 2020. Issue №13 Part 4 September . P.26-36. ISSN 2567-5273.(in Ukrainian)

<https://www.moderntechno.de/index.php/meit/issue2020>

9. Butenko O.P., Chupyr O.M., Kalinichenko L.L., Sychova O.E., Opikunova N.V. (2019) *Management of innovations: educational manual*. Kharkiv: FOP Panov A.M., 2019.113 p., ISBN 978-617-7771-44-8. (in Ukrainian)

10. Sychova O.E., Opikunova N.V., Chupyr O.M. (2019) The concept of teaching the discipline "marketing" with the use of modern methodical tools in the training of managers in universities of Ukraine. *Materials of the 2nd International scientific and methodological conference "Development of the educational system: the European vector"*. Kharkiv. HNUBA FOP Panov A.M., 2019. P.170-172. (in Ukrainian)

<http://econ2016.krasalex.com/2019/03/22/%D0%BC%D0%B0%D1%82%D0%B5%D1%80%D0%B8%D0%B0%D0%BB%D0%B8-%D1%96%D1%96-%D0%BC%D1%96%D0%B6%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D0%BE%D1%97-%D0%BD%D0%B0%D1%83%D0%BA%D0%BE%D0%B2%D0%BE-%D0%BC%D0%B5%D1%82/>

<http://econ2016.krasalex.com/2019/03/22/%D0%BC%D0%B0%D1%82%D0%B5%D1%80%D0%B8%D0%B0%D0%BB%D0%B8-%D1%96%D1%96-%D0%BC%D1%96%D0%B6%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D0%BE%D1%97-%D0%BD%D0%B0%D1%83%D0%BA%D0%BE%D0%B2%D0%BE-%D0%BC%D0%B5%D1%82/>

11. Sychova O.E. (2018) Formation of modern marketing strategies for an enterprise on the domestic market of goods and services. *Herald of the economy of transport and industry (a collection of scientific and practical articles)*. 2018. No. 63. P. 234-240. (in Ukrainian)

<https://doi.org/10.18664/338.47:338.45.v0i63.146138>