

**Name**                      **YuliiaTataryntseva**

**Position**                      **Associated Professor of International Business  
and Finance Department, National Technical  
University “Kharkiv polytechnic institute”**

**E-mail**                      [Yulia.Tataryntseva@khpi.edu.ua](mailto:Yulia.Tataryntseva@khpi.edu.ua)



### **PROFESSIONAL AND ACADEMIC POSITIONS:**

2018to current	Associated Professor of International Business and Finance Department, National Technical University “Kharkiv polytechnic institute”
2015-2016	Senior Lecturer of Managementforeign economic activity and financial, National Technical University “Kharkiv polytechnic institute”
2008-2015	Assistant of Finance, Controlling and Foreign Economic ActivityDepartment, National Technical University “Kharkiv polytechnic institute”.

### **EDUCATION:**

PhD (Economic, 2014) Specialization08.00.04 Economics and Industrial Management  
Specialist Degree (Economics, 5 years, Honors Diploma) (June, 2005 National Technical University  
“Kharkiv polytechnic institute”, Kharkiv, Ukraine  
Specialization:Management of international economic activity

### **COURSES TAUGHT**

Extensive teaching at all university levels: Bachelor/Master/PhD:

- Fundamentals of financial management (in Ukrainian),
- International Marketing (in Ukrainian& English),
- Supply chain management (in Ukrainian),
- Investment and innovation activities (in Ukrainian& English).

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

- Experience marketing
- Behavioural economics
- Supply chain management

### **SUMMARY OF CAREER ACHIEVEMENTS**

- Prepared and published more than 37 research papers, textbooks (6) and monographs (2) in  
Economics and Management (h-index = 2 in Google Scholar -  
<https://scholar.google.com/citations?user=e3Ne1-0AAAAJ>
- Took a leading role in research projects (in the field of mechanisms to increase the efficiency of  
economic activity of machine-buildingenterprises, 2014, state registration number 0113U008407).
- Encouraged students to reveal their potential (e.g., prepared students to participate in conferences  
(5), to publish abstracts in scientific publications (6).

### **PROFESSIONAL MEMBERSHIPS:**

- Member of the Ukrainian Association of Management and Business Education Development (2021 to present)

### **RELATED PUBLICATIONS**

1. Pushkar O., Kurbatova Y., Druhova E. (2017). Innovative methods of managing consumer behavior in the economy of impressions. *Economic Annals –XXI*, (165 (5-6)), 114-118.
2. Kurbatova Yu.L., Iotova D.K., Pushkar A.I. (2017). Analysis of the factors of attracting and retaining the attention of users in the Internet environment. *Eastern Europe: Economics, Business and Management*, (5 (10)), 28-33.
3. Pushkar O. I. Kurbatova Y. (2017). Methodical approach to updating the parcels at the ambushes of the economy of impressions (for applied services in the field of health). *Ukrainian Social*, (4 (63)), 133-144.
4. Pushkar O.I. Kurbatova Y.L. Formation of the model multimedia product at the stage of onvergence in face-to-face screen-to-screen. *Journal of the European Economy*. (1(17)), 138-150.
5. Pushkar O., Tataryntseva Y., Druhova O. (2020). Socially Responsible Digital Marketing in the Experience Economy. *Journal of corporate responsibility and leadership*(7), 19-32
6. Pushkar O.I., Tatarintseva Y.L. (2020). *Socio-labor relations: problems of science and practice: monograph*, Poltava
7. Pushkar O.I., Tatarintseva Y.L. (2021). *Formation of content of impressions in the digital environment as a basis of maintenance of its development. Modern industrial revolutions and perfection of mechanisms of sustainable social and economic development (EU experience and practice of Ukraine): monograph*. Sumy: University Book
8. Druhova E., Tatarintseva Y., Klepikova S. (2021). *Methodical instructions for practical classes in the discipline "International Financial Reporting Standards": for students den. and correspondence. forms of training with special. 072 "Finance, Banking and Insurance" and 073 "Management"*, Kharkiv
9. Druhova E., Tatarintseva Y., Klepikova S. (2021). *International standards of financial reporting [Electronic resource]: text of lectures for students of training with special. 072 "Finance, Banking and Insurance" and 073 "Management"*, Kharkiv
10. Druhova E., Tatarintseva Y., Mishenko V. (2021). *Methodical instructions for practical classes in the discipline "Financial Controlling" for full-time and part-time students majoring in 072 "Finance, Banking and Insurance"*, Kharkiv
11. Tataryntseva Y.L., Pushkar O.I., Nazarova T.Yu., Osypova S.K. (2022). *Innovative products of the financial market in the conditions of the digital economy*. Review of the economy and transport management. 8(24) p.103-108
12. Makarenko A., Tataryntseva Y., Kochetova T. (2022). Trends and features of FINTECH management processes evolution during the global pandemic. *Economy: realities of time*. 1(59) c.50-55