

Barylovykh Olena M.

Education:

1997-2002 – National Agricultural University, specialty “Agrarian Management”, qualification “Manager of Foreign Economic Activity”, student
2004-2008 - National Agricultural University, postgraduate student

The PhD thesis topic:

“Benchmarking in increasing of dairy processing enterprises competitiveness”, specialty “Economy and management of enterprises” (2008)

The academic rank:

Associate professor of the marketing and international trade department (2013)

The qualification rising:

Education and Research Institute of Continuing Education of National University of Life and Environmental Sciences of Ukraine

Courses:

Introduction to profession
Marketing
Marketing price policy
Digital marketing basics

Scientific interests:

Competitiveness of enterprises
Pricing
Development of agricultural markets
Peculiarities of digital marketing

Publications:

More than 25 scientific papers, including textbooks and manuals "Marketing" (approved by the Ministry of Education and Science of Ukraine), "Marketing commodity policy" (approved by the Ministry of Education and Science of Ukraine), "Marketing price policy" (approved by the Ministry of education and Science of Ukraine), “Newest marketing” (approved by the Ministry of Education and Science of Ukraine), " International marketing " (approved by the Ministry of education, youth and sports of Ukraine and monographs.

Scientific papers:

including:

“The use of internet marketing in communication activities of dairy enterprises” (Bioeconomy and agrarian business. 2020. Vol. 11. №4)

“Managing quality and safety of production on enterprises of the dairy sub-complex” ((Bioeconomy and agrarian business. 2019. Vol. 10. №1)

“Trends of integration processes development in the dairy products subcomplex of Ukraine” ((Scientific Journal of NULES of Ukraine. Series: economics, agricultural management and business. 2018. Vol. 284)

“Features of pricing on agricultural produce” (Scientific Journal of NULES of Ukraine. Series: economics, agricultural management and business. 2017. Vol. 261);

“State and problems of agriculture development in Ukraine ” (Young scientist. 2015. № 8);

“A role of marketing in agrarian enterprise activity” (Young scientist”. 2015. № 12);

“Using of formal methods in comparative analysis of enterprises” (Young scientist. 2014. № 5).