

The experience of scientific and pedagogical work in the universities of the III-IV levels of accreditation for more than 30 years. Highly qualified specialist of marketing, economics and advertising.

Awarded a sign «Excellence in Education of Ukraine» by the Ministry of Education and Science of Ukraine, gratitude of the Prime Minister of Ukraine «For a significant personal contribution to the development of agrarian education and high professionalism», gratitude of the Kyiv City Mayor «For a significant personal contribution to the development of national science». Also has a lot number of awards and certificates of the Ministry of Education and Science of Ukraine.

2004-2008 - Member of the Expert Council of Economy and Entrepreneurship of the State Tax Administration of the Ministry of Education and Science of Ukraine.

Under scientific supervision of Professor Lutsiy O.P., 15 candidates of PhD in Economics sciences were trained, three of whom have become Doctors of Economics sciences. Also repeatedly had got internships in leading universities of Great Britain, Germany and France.

Teaches the disciplines: «Advertising management»; «Marketing»; «Commodity innovation policy»; «Marketing commodity policy».

Main scientific works: is the author of more than 150 printed scientific and teaching works, including:

- Marketing: textbook / [O.P. Lutsiy, S.I. Chobotar, Ya.S. Larin et al.]. - K.: «Nash chas », 2007. - 504 p.

- Marketing commodity policy: Textbook / [O.P. Lutsiy, S.I. Chobotar, C.M. Bonyar et al.] - K.: Press of Ukraine, 2007. - 263 p.

- Advertising management: textbook / [O.P. Lutsiy, L.V. Zaburanna, IO Kovshova et al.] - K.: Publishing house of European University, 2014 - 328 p.

- Lutsiy O.P. The complex of international marketing of dairy processing enterprises of Ukraine on the Russian Federation market. Monograph / O.P. Lutsiy, A.V. Ryabchik, A.S. Blyzniuk. - K.: View «Publishing Center of NUBIP», 2009 - 306 p.

- Lutsiy O.P. Competitiveness of enterprises: research and formation of promotion strategies. Monograph / O.P. Lutsiy, S.Z. Vesperis, O.O. Topilin - K.: Publishing house of European University, 2010. - 296 p.

Sphere of scientific interests: marketing, management, economics, advertising.