

Alla V. Riabchyk

Candidate of Economic Sciences (PhD in Economics) (2007)

Associate professor of the Department of Marketing and International Trade (2010)

Education:

2004–2007 Candidate of Economic Science (PhD in Economics), National Agricultural University, Kyiv

2002–2003 Master of Economics of Enterprise, National Agricultural University, Kyiv

2002–2003 Master in International Economics, Ukrainian Academy of Foreign Trade, Kyiv

2002–2003 Specialist in Economics (Marketing), European University of Finance, Information Systems, Management and Business, Kyiv

1998–2002 Bachelor of Economics of Enterprise, National Agricultural University, Kyiv

Work Experience:

2009–Present Associate Professor, department of marketing and international trade, National University of Life and Environmental Science of Ukraine, Kyiv

2009–2012 Associate Professor, department of Accounting and Audit, Marketing and Management (part time), Kyiv University of Tourism, Economics and Law, Kyiv (Ukraine)

2008–2010 Associate Professor, department of marketing (part time), International Solomon's University, Kyiv (Ukraine)

2007–2010 Associate Professor, department of marketing (part time), European University, Kyiv (Ukraine)

2003–2009 Assistant Professor, department of marketing and international trade, National Agriculture University (currently National University of Life and Environmental Science of Ukraine), Kyiv (Ukraine)

Course of study:

Basics of digital marketing

Internet-marketing

Internet-communications

Content marketing

Techniques of presentations and speechwriting with the basics of web design

Commercial and intermediary activity

Marketing communications

Scientific and professional interests:

Peculiarities of implementation, development of Internet marketing and Digital marketing in Ukraine; technologies for using marketing communications and Internet communications; international marketing activities of domestic enterprises; organization of commercial and intermediary activities; improvement of marketing technologies of agricultural sector enterprises; content marketing; speechwriting.

Publications:

1. A. Riabchyk, O. Babicheva, O. Nahorna, O. Korchynska, T. Bilousko. Ensuring the Marketing Activities of Agricultural Enterprises: Strategic and Tactical Decisions. *International Journal of Agricultural Extension*. 2021. Int. J. Agr. Ext. 71-79. (SCOPUS) URL:

<https://esciencepress.net/journals/index.php/IJAE/article/view/3723>

2. Рябчик А. В. Конкурентний аналіз електронних торговельних майданчиків системи публічних закупівель в мережі інтернет (стаття). *Ефективна економіка*. 2021. № 12. – URL: <http://www.economy.nayka.com.ua/?op=1&z=9712>

3. Рябчик А.В. Організація маркетингової діяльності на молокопереробних підприємствах (стаття). *Електронний науково-практичний журнал «Східна Європа: економіка, бізнес та управління»*. 2019. № 5 (22). С. 136-142. URL: http://www.easterneurope-ebm.in.ua/journal/22_2019/20.pdf

4. Рябчик А.В. Методи психологічного впливу в рекламі (стаття). *Електронний журнал «Ефективна економіка»*. 2018. № 11. URL:

<http://www.economy.nayka.com.ua/?op=1&z=6695>

5. Рябчик А.В., Сліпуха Т.І. Теоретичні засади формування інтегрованих маркетингових комунікацій підприємств агропромислового комплексу (стаття). *Науковий вісник Національного університету біоресурсів і природокористування України. Серія «Економіка, аграрний менеджмент, бізнес»*. 2017. Вип. 260. С. 306-315.

Other information:

- Member of the Public Organization "Union of Marketers of Ukraine" (since 2021);
- Member of the Ukrainian public organization "Ukrainian Logistics Association" (since 2021);
- Speaker at the conference-exhibition "Farm Entrepreneurship. Business strategies of 2018" ("Infoindustry" company) (2017);
- Head of the scientific group "Marketing" (2016);
- Coordinator of the group of managers for the information campaign of the Program "Energy Efficient StudCampuses" of the USAID Project "Urban Heat Supply Reform in Ukraine" (1st place) (2011-2012);
- Mentor of academic groups of students (since 2004).