



## Iuliia Galchynska

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### ABOUT ME

Competitive advantages: Reporter at international and Ukrainian conferences, congresses and round tables, seminars on Sustainable Marketing, Marketing strategy, B2B, B2C, Marketing Research, Bioenergy; Lecturer at UN Global Compact (UNGC), NUBIP (Ukraine), Sustainable Strategies Institute (Ukraine), SGGW, WSEIZ (Poland, Warsaw), CSU (USA), ISA LILLE (France); University of Haifa (Israel); ATU (Azerbaijan); Marketing expert (USAID-2017, 2021, 2022).

### WORK EXPERIENCE

**D.SC. (ECONOMICS), PHD, PROFESSOR DEPARTMENT OF ENERGY SAVING TECHNOLOGIES AND ENERGY MANAGEMENT – HIGHER EDUCATIONAL INSTITUTION «PODILLIA STATE UNIVERSITY»** – 03/02/2025 – Current – KAMIANETS-PODILSKYI, UKRAINE

- Leading teacher of Sustainable Marketing; Renewable Energy Sources
- Providing guidance for students degree theses, course papers and reports on practical work
- Marketing assistant at LLC "Step-Agro" (providing consultancy on market environment and bioenergy crops cultivation and biogas)

**D.SC. (ECONOMICS), PHD, PROFESSOR, DEPARTMENT OF MARKETING AND INTERNATIONAL TRADE – NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCE OF UKRAINE, HEROYIV OBOHONY ST., 11, KIEV** – 01/09/2011 – 01/11/2024 – KIEV, UKRAINE

- Leading teacher of Sustainable Marketing; Marketing research; Marketing strategy;
- Providing guidance for students degree theses, course papers and reports on practical work
- Educational-Scientific Marketing Club coordinator
- Business Institute counsel (training and methodological works of business institute organizer)
- Marketing assistant at LLC "Step-Agro" (providing consultancy on market environment and bioenergy crops cultivation)

**SUSTAINABLE MARKETING LECTURER – SUSTAINABLE STRATEGIES INSTITUTE** – 03/01/2021 – Current – KYIV, UKRAINE

**MARKETING STRATEGY CONSULTANT – PU "UKRAINIAN FOOD VALLEY"** – 03/01/2021 – Current – KYIV, UKRAINE

**MEMBER OF BIOENERGY ASSOCIATION OF UKRAINE** – 01/09/2017 – Current

**MEMBER OF MARKETING ASSOCIATION OF UKRAINE** – 01/09/2011 – Current

**COORDINATOR MBA – USAID** – 02/04/2021 – 15/09/2022 – KYIV, UKRAINE

Educational projects management in the field of agribusiness: concept development, planning, production of accompanying documents, organization of teamwork, mentoring, financial management, monitoring, reporting.

Project "How communications can enhance the value of sustainable development projects"

**ASSISTANT, DEPARTMENT OF MARKETING AND INTERNATIONAL TRADE – NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCE OF UKRAINE, HEROYIV OBORONY ST., 11, KYIV-0304 – 01/09/2008 – 31/08/2011**

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- Leading teacher of Marketing price policy; Marketing research; Marketing services; Marketing planning;
- Providing guidance for students degree theses, term papers and practical work reports
- Research worker for the scientific programs upon request of Ministry of Agricultural Policy of Ukraine "Development of technical and organizational aspects of the marketing activities of agricultural enterprises of Ukraine" and "Development of marketing tools to minimize economic risks of agricultural enterprises"
- Educational-Scientific Marketing Club coordinator

**ADVERTISING AND MARKETING MANAGER – KYIV SHIPBUILDING FACTORY, KYIV (UKRAINE) – 01/09/2007 – 30/08/2008**

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- researched and conducted market analysis;
- marketing planning, development and introduction of marketing strategy;
- advancement of production of the company on the market;
- prepared and conducted presentations for exhibitions.

● **EDUCATION AND TRAINING**

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01/09/2002 – 30/06/2007

**MASTER OF MARKETING** National University of Life and Environmental Science of Ukraine, Kyiv (Ukraine)

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01/02/2008 – 30/08/2011

**PHD STUDENT** National University of Life and Environmental Sciences of Ukraine, 11 Heroyiv Oborony, Kyiv, 03041,

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- PhD research topic: "Setting marketing pricing policy at the enterprises with sugar beet sub complex"

22/12/2011

**GIVEN A SCIENTIFIC DEGREE "CANDIDATE OF SCIENCE" - DOCTOR OF PHILOSOPHY (PHD)**

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- Specialty: economics and business management

27/07/2012 – 12/12/2012

**FACULTY EXCHANGE PROGRAM USDA** Colorado State University, USA

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Purpose: to upgrade my technical knowledge in marketing area and gain understanding of how agriculture functions in USA market economy; to improve and update courses of Marketing Price Policy, Marketing Research, Marketing Services and PR; to write articles on marketing price policy of agriculture in the U.S.

26/06/2014

**GIVEN AN ACADEMIC RANK "ASSOCIATE PROFESSOR OF DEPARTMENT OF MARKETING AND INTERNATIONAL TRADE"**

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01/10/2015 – 30/11/2015

**UNESCO PROGRAM** Warsaw University of Life Sciences - SGGW

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Purpose: scientific research of the consumption and production of energy resources in EU; scientific research of the production tendencies of the main types of biofuel in EU and Poland. To improve and update courses of Marketing Planning and Marketing Research Foreign Markets. To write articles on marketing research of market biofuel in Ukraine and participation in the conferences and seminars.

01/12/2015 – 31/12/2015

**ERASMUS MUNDUS ACTION II ALRAKIS II** Warsaw University of Life Sciences - SGGW

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The main points of my research: to improve the conception of bioenergy development in Ukraine and learn more about the characteristics of EU bioenergy complex. Developed and created a new course, I held two lectures: „Business

integration in Ukraine: acquisitions, mergers, alliances" and «Development of bioenergy from biomass in Ukraine» for the students MEO. Participate in international conferences and writing articles.

02/04/2017 – 08/04/2017

**STAFF MOBILITY FOR TEACHING ERASMUS+ PROGRAMME** University of Ecology and Management in Warsaw

Lectures for students: Strategic and Marketing Planning; Business-to-Business Marketing; Marketing Research and Information; Product Decisions.

03/06/2017 – 15/09/2017 kiev, Ukraine

**USAID** USAID Supported Project "Support for Agricultural Development"

Expert for Organic Market Formation and Development  
Trainings for Ukrainian Ministry of Agricultural Policy Staff

17/11/2017 – 26/11/2017 France

**STAFF MOBILITY FOR TEACHING ERASMUS+ PROGRAMME** University of ISA Lille

Lectures for students: Marketing Research in the Bioenergy Market; International Marketing Strategy.

18/11/2018 – 24/11/2018 Lille, France

**STAFF MOBILITY FOR TEACHING ERASMUS+ PROGRAMME** University of ISA

Lectures for students: Marketing Research and Consumer Segmentation

05/11/2018

**HOLDER OF THE SCHOLARSHIP OF THE CABINET OF MINISTERS OF UKRAINE**

01/09/2014 – 15/11/2019 Kiev, Ukraine

**DOCTOR OF ECONOMY** National University of Life and Environmental Science of Ukraine

**Address** 03041, Kiev, Ukraine

01/11/2018 – 28/06/2020 Kiev, Ukraine

**AGRIFOOD MBA PROGRAM** Kyiv-Mohyla Business-School [kmbs]

**Final grade** Dean's award "Breakthrough-2020"

02/07/2020 – 30/07/2020 Israel

**MASHAV** Food security - Introduction to Greenhouse Technologies Programme

01/03/2022 – 01/03/2023 Haifa, Israel

**HCGES** Haifa Center for German and European Studies / University of Haifa

20/12/2023

**PROFESSOR** National University of Life and Environmental Science of Ukraine

## ● LANGUAGE SKILLS

Mother tongue(s): **UKRAINIAN**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | C1            | C1      | C1                | C1                 | C1      |
| <b>POLISH</b>  | A2            | A2      | A2                | A2                 | A2      |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● PUBLICATIONS

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<https://scholar.google.com.ua/citations?hl=uk&pli=1&user=yNQGGDEAAAAJ>

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- 1). Galchynska J. Systematic and synergetic approach in the formation of marketing strategies for the innovative development of enterprises on the bioenergy market. Innovation economy. 2022. No 2-3, pp. 42-49.
- 2). Galchynska J., Larina Ya., Varchenko O., Struk N., Gryshchenko O. Perspectives of Ukrainian bioenergy development estimation by means of cluster analysis and marketing approach. Economic Annals-XXI. 2021. 187(1-2), pp. 63-74.
- 3). Julia Galchynska, Yaroslava Larina, Petro Kucheruk, Oksana Zghurska, Ganna Ortina. Estimation of the domestic agricultural sector potential for the growth of energy cultures for bioenergy fuel production. Agricultural Engineering. 2021. Vol. 25 № 12 pp. 73-82.
- 4). Yuliia Halchynska, Olha Varchenko, Drahan Oksana, Kateryna Tkachenko. Strategic priorities for the use of biomass in the energy supply system of Ukraine. Visegrad Journal on Bioeconomy and Sustainable Development. 2020. vol. 9, 2020, no. 1. pp. 23-27.
- 5). Galchynska J., Hamulczuk M., Makarchuk O. Linkage of grain prices in Ukraine with the world crude oil prices. Economic Annals-XXI. 2019. № 175 (1-2). pp. 40-44.

## ● JOB-RELATED SKILLS

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### Job-related skills

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- extremely enthusiastic about the studied subject area
- ambitious and highly motivated to succeed in whatever is determined to do
- energetic, very serious in work
- self-starter
- good at methodology and analytical skills
- capable to act as a leader (responsible for about 500 students during five years)
- implementation of new subjects and studying programmes, new teaching methods
- initiative and self-motivated
- accuracy and Attention to details
- tolerant and flexible, adjustable to different situations

## ● COMMUNICATION AND INTERPERSONAL SKILLS

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### Communication and interpersonal skills

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Good communication skills gained through my experience as a lecturer and coordinator

## ● ORGANISATIONAL SKILLS

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### Organisational skills

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Good organisational skills gained being communicating and networking with members and other stakeholders, such as Ukrainian agribusiness, experts, consultants, academia, authorities, and international organizations