

**“B2B Marketing and Marketing Research as Key Competencies of the  
Industrial Marketing Department”**

**Tuesday, December 6, 2022  
5:00 pm to 7:00 pm (Beijing Time)**

**Join Zoom Meeting**

**<https://us02web.zoom.us/j/89364504384?pwd=RkJZY3JQbU4wS1V0c1QrODQ2WW1pUT09>**

**Meeting ID: 893 6450 4384**

**Passcode: 276720**

This program will discuss performance marketing in the enterprise management and digital strategies for B2B and B2C markets. Topics will include mathematical modeling methods for innovative startup-projects, success prediction and marketing strategy development with a focus on curiosity.

This program will be led by Professor Liudmyla Shulhina and members of the Industrial Marketing Department of National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”.



**Liudmyla SHULHINA**, Doctor of Economics, Professor of Industrial Marketing Department at the National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”. Author of 349 publications (230 scientific and 119 educational-methodical), of which 4 monographs were published in Poland, 8 monographs in Ukraine, as well as 37 articles in scientific publications of foreign countries (Poland, Estonia, Slovakia, Bulgaria, Czech Republic). Under the scientific guidance of L. Shulgina, 8 doctoral students successfully completed their dissertations and became PhDs. As a leader of scientific teams, she organized the implementation of Ukrainian and international research projects on the problems of marketing in tourism, marketing standards and performance marketing. Basic training courses: Marketing of Services (Tourism, Hospitality, Restaurant Business), Marketing of Innovation, Public Relations, Marketing Research and Advanced Marketing

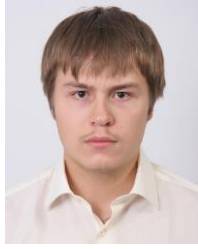
Research, Development Strategies of International Corporations, Marketing Pricing Policy, Performance Marketing.



**Sergii SOLNTSEV**, Head of the Industrial Marketing Department of National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”, Doctor of Mathematics, Professor of Marketing. Author of 4 monographs, 2 textbooks, more than 200 scientific articles and theses (9 in Web of Science and 8 in Scopus) and 10 candidates and 1 doctoral thesis defended in marketing under his supervision. Seventh Research Framework Programme, FP7. Project FRIDA: “Fostering Regional Innovation and Development through Anchors and Networks: A Cross-Regional Comparison in an Evolving International Context” (agreement no.: 225546). Horizon 2020. Project UKRAINE: “Ukraine Replication, Awareness and Innovation based on EGNSS”. Teaching courses: Marketing Research; Marketing Statistics; Marketing; Probability Theory and Mathematical Statistics.



**Oleksandr ZOZULOV**, Ph.D. in Economics, Professor, Department of Industrial Marketing of the National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”. Member of the Ukrainian Marketing Association and member of the editorial board of two scientific journals by the Ministry of Education and Science of Ukraine. Academic secretary of the Specialized Scientific Council C 26.002.23 on defense of the dissertations for the degree of doctor and candidate of sciences in National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”. Basic Training Courses: Theoretical Basis of Marketing; Fundamental Marketing; Industrial Marketing; Marketing Research; Consumer Behavior; Consumer Behavior in the Industrial Market; Consumer Behavior Management in the Digital Environment. Spheres of Scientific Interest: Theoretical and methodological basis of Marketing, industrial marketing, segmentation, positioning, marketing research, consumers behavior, branding, and technological audit.



**Oleksii KOFANOV**, Ph.D. in Engineering Sciences & Ph.D. in Economics, Senior Lecturer at the Department of Industrial Marketing of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". He is specializing in Data Analytics, Econometrics, Mathematical Modeling & Scientific Computing. His doctoral studies were devoted to creating data-driven marketing solutions for successful innovative business development and mitigation of socioeconomic & ecological problems. His expertise includes Data Analytics and Econometric Modeling; Market Research and Predictive Analytics; Innovation Management and Startup Development; Environmental Management & Marketing; Sustainable Development, Green & Circular Economy. He conducts investigations on national and international levels, participating in Jean Monnet, Visegrad Fund, and Erasmus+ projects. He is an Expert in the Accreditation of Educational Programs of the National Agency for Higher Education Quality Assurance of Ukraine, a member of the Ukrainian Marketing Association and International Scientific Community – Researchers' Excellence Network (RENET) of the Šiauliai Academy of Vilnius University, Lithuania. He is always open to international partnerships in professional and scientific activities. You can find more information about his background and expertise on LinkedIn: <https://www.linkedin.com/in/oleksii-kofanov>



**Nataliia PYSARENKO**, Ph.D. in Economics, Associate Professor in Marketing at the Department of Industrial Marketing, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" and tutor in The Chartered Institute of Marketing (UK, Accredited centre in Ukraine). Nataliia also is a member of UMA (Ukrainian Marketing Association). Another essential facet of Nataliia's work is teaching and mentoring at the Academy of Social Business (Accredited Training Centre of the European Venture Philanthropy Association) – a hub for social entrepreneurs in Ukraine. Nataliia's expertise is in knowledge transfer – she combines her academic focus on digital strategy, innovation in marketing strategy and brand management with over 25 years of corporate consulting practice and executive education for leading domestic and international companies in Ukraine. Key research areas are marketing and consumer activism in a crisis, co-creation in marketing innovation

process, content management for the B2B businesses and a digital transformation of the marketing activity, social enterprise marketing strategy and the social value of the business.



**Nataliya YUDINA**, Ph.D. in Economics, Associate Professor, Associate Professor of the Industrial Marketing Department of the Management and Marketing Faculty at National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", the Laureate of the President of Ukraine Prize for young scientists, a two-time winner of the "Young lecturer-and-researcher of the NTUU "KPI", a winner of the All-Ukrainian Young Teachers Contest by Philip Kotler, a founder of "Futurolog" the Platform, an author of more than 300 publications. **STAY BEING CURIOUS!**



**Nadiia IAZVINSKA**, Ph.D. in Economics, Associate Professor of Industrial Marketing Department of Marketing and Management Faculty of National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". Development and Teaching of Courses: Strategic marketing; Marketing management; Marketing audit; Competitive analysis and competitive strategies; Enterprise Competitive ability; Innovative management. Authored more than 20 training manuals, 30 articles and 16 conference theses. Activities and Interests: Sustainable development of the enterprise; Antifragility in business development; Competitive ability audit, research and management; Marketing, Marketing audit, Marketing management; Customer value and customer relationship management; Digital technologies in education.