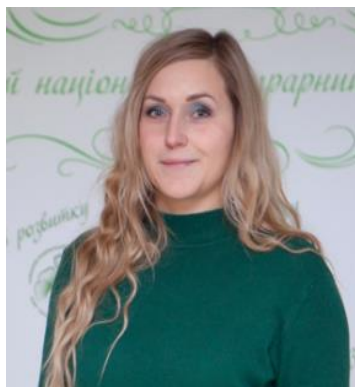


Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Viktoriia Makarova**

Google Scholar: <https://scholar.google.com/citations?user=ncnULuoAAAAJ&hl=uk>

ORCID: <https://orcid.org/0000-0003-1076-9246>

Research ID: <https://publons.com/researcher/4011070/viktoriia-makarova/>

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Telephone(s) Cell Phone: + 38(095)-800-36-63

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E-mail viktoriia.makarova@snau.edu.ua victoria.makarova24@gmail.com

Nationality Ukrainian

Date of birth 24.10.1983

Gender Female

Current employment / Occupational field **Professor of the Marketing and logistics Department, Faculty of Economics and Management, Sumy National Agrarian University**

Professor of the Geodesy and Land Management Department, Law Faculty, Sumy National Agrarian University

Work experience

Dates 07.2002-09.2008

Occupation or position held senior laboratory assistant of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University

Main activities and responsibilities Technical support of the educational process

Name and address of employer Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine

Type of business or sector Higher Educational Institution (Agricultural Sector)

Dates 09.2008-09.2013

Occupation or position held assistant of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University

Main activities and responsibilities Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy

Name and address of employer	Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine
Type of business or sector	Higher Educational Institution (Agricultural Sector)
Dates	09.2013 -02.2016
Occupation or position held	senior lecturer of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University
Main activities and responsibilities	Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy
Name and address of employer	Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine
Type of business or sector	Higher Educational Institution (Agricultural Sector)
Dates	02.2016 -09.2019
Occupation or position held	assistant professor of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University
Main activities and responsibilities	Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy
Name and address of employer	Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine
Dates	09.2019 -09.2023
Occupation or position held	assistant professor of the Marketing and logistics Department, Economic and management Faculty, assistant professor of the Geodesy and Land Management Department, Law Faculty, Sumy National Agrarian University
Dates	09.2023 till now
Occupation or position held	professor of the Marketing and logistics Department, Economic and management Faculty, professor of the Geodesy and Land Management Department, Law Faculty, Sumy National Agrarian University
Main activities and responsibilities	Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy
Name and address of employer	Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine
Type of business or sector	Higher Educational Institution (Agricultural Sector)

Education and training

Dates	09.1999-07.2002
Title of qualification awarded	Junior Professional on accounting
Principal subjects/occupational skills covered	accounting and audit
Name and type of organization providing education and training	College of Sumy National Agrarian University
Level in national or international classification	Dipl. Ing. (University)
Dates	01.2003-02.2005
Title of qualification awarded	Economist on Accounting and Auditing
Principal subjects/occupational skills covered	accounting and audit
Name and type of organisation providing education and training	Sumy National Agrarian University
Level in national or international classification	Dipl. Ing. (University)
Dates	11.2017- 12.2018
Title of qualification awarded	Master Degree on Food technology
Principal subjects/occupational skills covered	Food technology

Name and type of organisation providing education and training	Sumy National Agrarian University																														
Level in national or international classification	Dipl. Ing. (University)																														
Dates	08.2019- 12.2020																														
Title of qualification awarded	Master Degree on Geodesy and Land Management																														
Principal subjects/occupational skills covered	Geodesy and Land Management																														
Name and type of organisation providing education and training	Sumy National Agrarian University																														
Level in national or international classification	Dipl. Ing. (University)																														
Dates	08.2020- 06.2022																														
Title of qualification awarded	Master Degree on Marketing																														
Principal subjects/occupational skills covered	Marketing																														
Name and type of organisation providing education and training	Sumy National Agrarian University																														
Level in national or international classification	Dipl. Ing. (University)																														
Dates	January 2016																														
Title of qualification awarded	Candidate of Economic Sciences																														
Principal subjects/occupational skills covered	Ecological and economic constraints on the development of land-lease relations in agriculture production																														
Name and type of organization providing education and training	Sumy State University, Ukraine																														
Level in national or international classification	PhD in Economic Sciences																														
Dates	September 2021																														
Title of qualification awarded	Doctor of Economic Sciences																														
Principal subjects/occupational skills covered	Ecological and economic organization of the system of sustainable agricultural land use																														
Name and type of organization providing education and training	Sumy State University, Ukraine																														
Level in national or international classification	Doctor in Economic Sciences																														
Other language(s)	English																														
Self-assessment																															
European level (*)																															
English	<table><tr><th colspan="4">Understanding</th><th colspan="4">Speaking</th><th colspan="2">Writing</th></tr><tr><th colspan="2">Listening</th><th colspan="2">Reading</th><th colspan="2">Spoken interaction</th><th colspan="2">Spoken production</th><th colspan="2"></th></tr><tr><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td><td>B2</td><td>Independent user</td></tr></table>	Understanding				Speaking				Writing		Listening		Reading		Spoken interaction		Spoken production				B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user
Understanding				Speaking				Writing																							
Listening		Reading		Spoken interaction		Spoken production																									
B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user																						
Social skills and competences	I can and I am used to work in the team within the framework of international educational and scientific projects.																														
Organisational skills and competences	2019-2020 Vice-dean for educational work																														

Computer skills and competences	Competent with most Microsoft Office programs, statistical and marketing software
Artistic skills and competences	1998 Finished the Musicians school
Driving license	Category B (car)
Additional information:	
Subjects:	Scientific foundations of land and real estate valuation

Manuals, monographs:

1. Makarova V.V. Methodical approaches to determining agricultural producers' payment obligations in the area of agricultural land use. Accounting, analytical and financial-economic aspects of agricultural enterprises: [collective monograph]. Sumy: Publisher: PP Vinnichenko MD, FOP Litovchenko EB, 2019. C. 189-211.
2. Makarova V.V. Constraint theory: the scope of productive land use: monograph. Sumy: University Book, 2019. 178p.
3. Makarova V.V. Transformation of the system of land use in agriculture: essence, problems, solutions: monograph. Sumy: University Book, 2019. 95p.
4. Makarova V.V. Conceptual bases for structuring the system of agricultural land use: ecological and economic model: monograph. Sumy: University Book, 2019. 97p.
5. Makarova V.V. Sustainable land use: realities and prospects of development: [collective monograph]. General edition V. Makarova. Sumy: University Book, 2020, 240pp.
6. Makarova V.V. Prerequisites and modern realities of the formation of the value and price of agricultural land. Sumy. University book, 2022. 220 p.
7. Makarova V.V. Organization of sustainable agricultural land use in the context of Ukraine's transition to a carbon-neutral economy. Problems and prospects of the transition to a carbon-neutral economy. Under the general editorship of Y.T. Matveeva, I.A. Vakulenko. Sumy, Sumy State University. 2022. P. 79-100.
8. Makarova V.V. Ecological and economic organization of the system of sustainable agricultural land use. Sumy. University book. 2024. 320 p.

Main publications:

1. Lyshenko M.O., Makarenko N.O., Makarova V.V., Mushtay V.A. Organizational and Economic Regulation of the Grain Market in Conditions of Sustainable Development. Journal of Environmental Management and Tourism. SPRING 2018. Volume IX.-Issue 1(25). P. 95-104. **(Scopus)**
2. Mykhailov A., Makarova V., Kapinos N., Petrova N. Land Management's Development In The Period Of Land Relations Reform In Ukraine. *Estudios de Economia Aplicada (SCOPUS)*. Volume. 38-3 (1). 11 de Octubre de 2020.: URL: <http://ojs.ual.es/ojs/index.php/eea/article/view/3963/4403>
3. Lyshenko M., Makarenko N., Makarova V., Mushtai V., Kharchenko I., Kovalova O. Formation of Ecological-Economic and Marketing Food Potential of Ukraine as a Component of Sustainable Development of Region **(WEB OF SCIENCE)**. *International Journal of Ecological Economics and Statistics*. Volume 42. Issue No.1; Year 2021. P. 38-50.
4. Margarita Lyshenko, Nataliia Makarenko, Viktoriia Makarova, Valentina Mushtai, Inna Kharchenko. (2020). Formation of Environmental Food Potential of Sumy Region of Ukraine Based on Logistic Management. *International Journal of Advanced Science and Technology*, 29(04), 10287 Retrieved from <http://sersc.org/journals/index.php/IJAST/article/view/33066> **(Scopus)**
5. Sobko, M., Butenko, Y., Davydenko, G., Solarov, O., Pylypenko, V., Makarova, V., Mikulina, M., Samoshkina, I., Antonovskiy, O., and Poriadynskiy, V. Ecological and Economic Study of Wheat Winter Varieties by Different Geographical Origin. *Ecological Engineering & Environmental Technology*, 24(1), pp.12-21. <http://www.ecoeet.com/pdf-154912-82916?filename=Ecological%20and%20Economic.pdf> **(Scopus)**
6. Makarova Viktoriia, Mykhailov Andrii, Bezuhla Liudmyla, Matvienko Halyna, Marynenko Nataliia. Management of Ecological Land Destrutions as a Basis for the Formation of Green Marketing. *Review of Economics and Finance*. Volume 21 (2023). Pages 383-392 <https://refpress.org/ref-vol21-a39/> **(Scopus)**
7. Reznik N., Makarova V., Kapinos N., Rybina O., Prokopenko N. Summarizing the experience of forming the agricultural land market in Israel. *Taylor and Fransis (USA)*. 2024. Vol. 40 **(Scopus)**

Articles for the last 5 years in journals and collections of scientific papers that are included in the list of professional editions of Ukraine:

1. Makarova V.V. The effect of "decoupling" in the context of the organization of sustainable agriculture and rural development land use. *Efficient economy*. Dnipro State Agrarian and Economic University. 2020. No. 1. Access mode: URL: <http://www.economy.nayka.com.ua/op=7576>.
2. Makarova V.V. Methodology for assessing ecological destruction as a tool for adjusting the market value of agricultural land. *Bulletin of the Sumy National Agrarian University*. Series: Economics and management. Issue 2 (84), 2020. P. 76-80.
3. Makarova V.V. The Pareto principle in the context of the organization of sustainable agricultural land use. *Pryazovsky Economic Bulletin*. Zaporizhzhia. 2020. Issue 1 (18). P. 220-224.
4. Makarova V.V. Marketing diversity in the formation of the value and price of agricultural land. *Efficient economy*. Dnipro State Agrarian and Economic University. 2020. No. 3. Access mode: URL: <http://www.economy.nayka.com.ua/3.20>
5. Makarova V.V. Directions of formation of the established structure of the system of agricultural land use. *Bulletin of the Sumy National Agrarian University*. Series: Economics and management. Issue 3 (85), 2020. P.75-80.
6. Makarova V.V. The essence and content of ecological and economic transformations as a prerequisite for the introduction of limited rural-urban land use. *Agroworld*. 2020. No. 9. P. 98-103
7. Makarova V.V. The functional role of system constraints in designing the structure of sustainable agricultural land use. *Scientific Bulletin of Odesa National University named after I.I. Mechnikova*. "Economy" series. 2020. Issue 4 (83). Volume 25. P. 71-77.
8. Makarova V.V., Mykhaylov A.M. Land fertility as a criterion for the value classification of agricultural lands. *Modern Economics*. Mykolaiv: Mykolaiv National Agrarian University. 2020. No. 23. P. 108-113.
9. Makarova V. V. Methodical principles of social harmonization of interests of land market subjects. *Bulletin of the Sumy National Agrarian University*. Series: Economics and management. Issue 4 (86), 2020. P.60-65.
10. Makarova V.V., Tolkachev I.O. Analysis of the provisions of the theory of limitations in the context of the organization of the system of sustainable land use. *Efficient economy*. Dnipro State Agrarian and Economic University. 2020. No. 11. Access mode: www.economy.nayka.com.ua/11.20
11. Makarova V.V., Mikhailov A.M. Peculiarities of the formation of the evolutionary trajectory of the agricultural land use system. *Mechanism of economic regulation*. 2020. No. 3. P. 168-183.
12. Makarova V.V. Land value as an indicator of the level of sustainability of the agricultural land use system. *Bulletin of the Sumy National Agrarian University*. Series: Economics and management. Issue 1 (87), 2021. P. 21-27.
13. Fadeeva, I. G., Orlova, N. V., Makarova, V. V. Modeling of business processes of the organization: essence, components and methodology of implementation in the conditions of the formation of a global economy of sustainable development. *Academic visions*. 2023. Issue 17. <https://academy-vision.org/index.php/av/article/view/222>
14. Zhivko Z.B., Makarova V.V., Sukhomlyn L.V., Mysnik A.V. Optimization of managerial decisions in project management of innovatively oriented enterprises in the field of services in the conditions of digitalization and security challenges. *Formation of market relations in Ukraine*. Vol. 3 (262). 2023. P. 31-37.
15. Makarova V.V., Mohylina L.M., Tkachenko A.V. Innovative directions for the development of the sales foreign economic activity of forestry enterprises thanks to information and digital technologies. *Modern economy*. Vol. 39. 2023. P. 104-111.
16. Makarova V.V., Taranchenko V.V. The impact of soil degradation changes on the quality and safety of agricultural products. *Academic Visions*. Issue 44. 2025. <https://academy-vision.org/index.php/av/issue/view/40>

Abstracts of reports at conferences

1. Makarova V.V. Peculiarities of the formation of the value and price of land under the conditions of sustainable land use. Technologies of the XXI century. Collection of theses based on the materials of the 26th International Scientific and Practical Conference (December 7-9, 2020) Part 2. Sumy: SNAU, 2020. P. 69-71.
2. Makarova V.V. Foreign experience of applying restrictions to the system of agricultural land use. Actual problems of economics, accounting, finance and law in Ukraine and the world: a collection of theses of reports of the international scientific and practical conference (Poltava, November 18, 2020): in the 5th part. Poltava, TsFEND, 2020. Part 1. P. 11 -13.
3. Makarova V.V. Integration of the value of lands into their value in the process of formation of the land market. Reforming the country's economy and financial system: global and local aspects: materials of reports of the International Scientific and Practical Conference (Zaporizhzhia, February 5-6, 2021). Zaporizhzhia: Classical Private University, 2021. P. 100-103. (0.12 printed sheet).
4. Makarova V.V. Strategic guidelines for ecologically safe development of agricultural land use. Technologies of the 21st century: Collection of theses based on the materials of the 29th international scientific and practical conference (November 20-22, 2023). Part 2. Sumy: SNAU, 2023.pp. 37-40.
5. Makarova V.V. Modeling of the open land evaluation innovation space in the system of sustainable development of the community. IV International Scientific and Practical Internet Conference "Innovative Solutions in Economy, Business, Public Communications and International Relations" (April 26, 2024, Dnipro). Dnipro, 2024. <http://surl.li/tvcwh>
6. Makarova V.V. Peculiarities of land monitoring during martial law. Marketing and competitiveness of socio-economic systems in conditions of sustainable development: collection of abstracts of reports of the international scientific and practical conference (Sumy, May 15-16, 2025). Sumy: SNAU, 2025. P. 25-28.

Projects Experience:

12.2021-02.2022

Execution of research work (provision of services for the development of scientific and technical products) at the expense of the Department of Culture of the Sumy Regional State Administration on the topic: Marketing research of the market of tourist services

Section 2. Analysis of the ratio of supply and demand of tourist services

Section 6. Research of conditions for realization of tourist services

12.02.2022 - 20.03.2022

International internship under the in-service training program "Fundraising and organization of project activities in educational institutions: European experience". For pedagogical and scientific-pedagogical lawyers. Poland

08.05.2023 - 12.05.2023

International internship in Afyon Kocatepe University, Turkey. Direction: Marketing, logistics and trade.

2022-2026

Executor of the project **101083077 - UNICOM - ERASMUS-EDU-2022-CBHE** Universities-Communities: strengthening cooperation.