



DEPARTMENT OF ECONOMICS AND MARKETING

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- Our department was founded in **1984**. From the day of founding it is managed by Doctor of Economics, prof. Yakovlev Anatoliy Ivanovich. He is the author of over **400** scientific publications, including **50** books published in **14** countries. He is the head of scientific school, formed in NTU "KhPI" – socio-economic problems of scientific and technological progress, innovative development in the era of the knowledge economy.
- Staff counts **23** lecturer, including **16** of them with degree of doctor of economics or PhD and the academic rank of professor or associate professor.
- On the basis of the specialty **«Economics»** the preparation of the following prestigious and topical specializations is conducted at department:

"Economy of the enterprise" (Training of bachelors and masters on full-time and part-time branches).

"Economy of innovative and investment projects" (Training of masters on full-time branch).

- Today the department trains bachelors, specialists and masters in the specialty **"Marketing"** on full-time and part-time branches for the following specializations:

"Advertising business". (Training of bachelors, specialists and masters on full-time and part-time branches).

"Marketing research" (masters ' programmes).



Main directions of scientific work

- Economic problems of scientific and technical progress
- Development of theory and method of economic evaluation of innovations
- Strategic development of enterprises
- Strategic planning in the market conditions
- Management of innovative-investment activity of enterprises
- Market researches of market conditions
- Development of methodological principles of marketing activity
- Innovative methods of creating new workplaces and fight against poverty
- Innovative features of the creation and sale of intangible assets
- Project management, incl. optimization of the project portfolio

The scientific laboratory of social and economic problems of scientific and technical progress, innovative development during the era of knowledge-based economy was created at department.



For years Department of Economics and Marketing has developed contacts with foreign universities

- Otto von Guericke University Magdeburg (Germany)
- Sofia university st. Kliment Ohridski (Bulgaria)
- University of Miskolc (Hungary)
- Saint-Petersburg State University of Economics (Russia)
- Institute of Control Sciences of Russian Academy of Sciences (Russia)



The results of cooperation with foreign universities

- Publication of the joint monographs, articles, reports, theses of speeches at the international conferences in various countries
- Creation of the joint curriculums and educational programs, including distance learning courses, writing of joint textbooks
- Organization of the joint scientific works on actual problems of economic science
- Adjustment and monitoring of works in connection with the appearance of new areas in science, technology, economy and dynamic market changes
- Up to 10 teachers have been trained in Germany, Bulgaria, Hungary and Russia

Teachers of the department have many publications, including international:

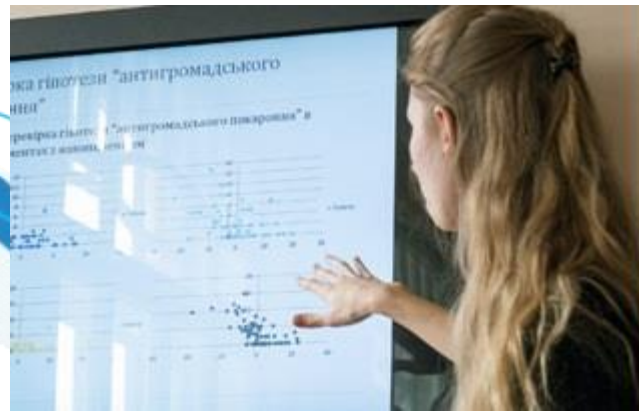
- Kosenko A. Technological Market Conjuncture: Risk Assessment Commercialization of intellectual Property / P. Pererva, A. Kosenko // Club Economics in Mishkoly:Teory, Methodology, Practice. International Agvisovy Board. – Michkolc: University of Michkolc Faculty of Economics, 2014. – № 1. – Volume 10. – p. 55-62.
- A. I. Yakovlev. Formation and evaluation of a portfolio of innovative investment projects at the enterprise / I. A. Yakovlev, S. A. Vasiltsova.: 2013. – 225 p. and so on.



Scientific work

Over the last 7 years at the department were performed the following research works on the topics of prime state importance

- Elaboration of computer technology for the assessment of the impact on the economy of national-level projects and the formation of optimal portfolios projects (in cooperation with the Department of strategic planning).
- Elaboration of computer technologies of formation of a portfolio of projects on the national level with the using of simulation model of scientific and technological development (in cooperation with the Department of strategic development).
- Development of theories and methods of choosing the direction of innovation.
- Elaboration of tools for preliminary cost and price estimation for the company's products.
- Creation of approaches of assessing and implementing energy saving measures for small businesses.



Main research topics

Topic 1. Theory and methods of socio-economic evaluation of innovations, economic solutions of business structures.

- The **purpose** of the research is to further development of theory and methods for determining socio-economic efficiency of innovations, economic decisions, the selection of the optimal variants of innovations.

Results

- Methods of evaluating the effectiveness of fundamentally new innovations taking into account their effect on consecutive scopes of application.
- Theory and methods of evaluating the effectiveness of living labour, including the calculations of the innovations effect.
- Effect of the international economic relations on sales of knowledge-intensive products in transnational corporations.



Topic 2. Selection of the priorities of innovative and economic development.

- The research **objective** is to develop methods and practical recommendations on finding the most promising sectors of the state economy.

Results

- Elaboration of methods that facilitate the selection of economic development priorities based on an economic criterion, taking into account the analysis of costs and results.
- Selection of innovative methods of fight against poverty.

Topic 3. Project management, including portfolio optimization projects.

- The research **objective** consists in development of recommendations about improvement of the theory and methods of management of projects, and also structure and methods of teaching this discipline, optimization of portfolio of projects.

Results

- Development of methods to determine the optimal project portfolio based on innovation. Definition of the necessary funds to carry out these activities and sources of their receiving.

Topic 4. Integrated marketing management.

- The **goal** is to create an effective system of marketing management based on the implementation of innovative solutions in the field of marketing and development of methods for their evaluation.

Results

- Formation of methodological foundations of innovative and organizational components of business with the development of theory and practice of marketing.
- Innovative marketing management of organization by creating effective system of interaction between supplier and manufacturer in a changing market environment.



Topic 5. Strategic enterprise management. Strategic aspects of development of innovative-investment activity of the enterprise.

Relevance

- The nature of modern economic development is determined by the presence of crisis phenomena, which encourages all sectors of the national economy to the search for radical ways of development and intensification of innovative and investment activities. In these circumstances, priority is being given to innovative activities aimed at ensuring the competitiveness of products and efficiency of business processes and improving of the economic efficiency of the relevant investment. To achieve a sufficient level of competitiveness economic entities should focus on the production of goods and services that are most satisfying consumer demand both in quality and price, which is possible only in the case of sound investment policies. That is why the problem of creation of scientific basis for the strategic development of innovative-investment sector of economy is one of the most urgent problems of modern economy.
- The research **objective** consists in comprehensive solution to the issue strategic development of innovative-investment activity of enterprises based on the latest concepts and laws of management of the enterprises with the requirements of the modern market environment.

Results

- Comprehensive system of assessing the effectiveness of investment policy and innovation activities of enterprises was grounded. It is a set of diverse criteria, each of which corresponds with the number of proposed and justified of measures of efficiency.
- Conceptual and categorical framework of innovative-investment activity was refined.
- The overall classification system of investment through the synthesis of three positions - economic level, the economic nature of investments, characteristics of a market economic system was improved and so on.



The expert in «**Economics**» is an economist of a wide profile: analyst, predictor, planner, researcher, financier, operative worker. The graduate is capable to perform professional works and to hold primary positions, such as:

- ❖ Analyst in the field of professional employment; ❖ Sales economist; ❖ The professional in innovative activity ❖ Specialist in business efficiency; ❖ Investment analyst; ❖ Economist on logistical support ❖ Economist on planning; ❖ Economist on pricing; ❖ Project management economist; ❖ Specialist of public service, etc.

Marketing specialist - is a specialist of wide profile – the analyst, the predictor, the planner, the researcher, the manager, the quick worker. The graduate in "Marketing" is capable to perform professional works and to hold primary positions, such as:

- ❖ Marketing specialist (marketer); ❖ Marketing consultant; ❖ The marketer / advertiser; ❖ Analyst in the marketing and sales department; ❖ Brand-manager; ❖ Employee of the commercial department; ❖ Specialist in marketing, sales, commercial activities; ❖ Marketer-forecaster; ❖ Marketer-researcher.

WE TEACH ACCORDING TO THE INTERNATIONAL PROGRAMS THEREFORE YOUR DIPLOMAS WILL BE RELEVANT IN MANY COUNTRIES OF THE WORLD!

