

Oleksandra Mandych



Professor | Doctor of Sciences in Economics
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Education

2006 – M.A. in Management of Organizations, Petro Vasylenko Kharkiv National Technical University of Agriculture.
2018 – M.A. in Industrial Engineering, Petro Vasylenko Kharkiv National Technical University of Agriculture.
2019 – LL.B. in Law, Petro Vasylenko Kharkiv National Technical University of Agriculture.

Professional Experience

2006–2011 – Assistant Professor, Department of Economics and Marketing, Petro Vasylenko Kharkiv National Technical University of Agriculture, Kharkiv, Ukraine.
2011–2018 – Associate Professor, Department of Economics and Marketing, Petro Vasylenko Kharkiv National Technical University of Agriculture, Kharkiv, Ukraine.
2018–2019 – Professor, Department of Economics and Marketing, Petro Vasylenko Kharkiv National Technical University of Agriculture, Kharkiv, Ukraine.
2019–2021 – Head of the Department of Marketing and Media Communications, Petro Vasylenko Kharkiv National Technical University of Agriculture, Kharkiv, Ukraine.
2021–2023 – Professor, Department of Marketing and Media Communications, State Biotechnological University, Kharkiv, Ukraine.
2023–Present – Professor, Department of Finance, Banking and Insurance, State Biotechnological University, Kharkiv, Ukraine.

Honors & Awards

2018 – Winner's Diploma, 20th Regional Competition “Higher Education of Kharkiv Region – Best Names”, Young Scientist of the Year Award.
2018–2020 – Scholarship for Young Scientists, Cabinet of Ministers of Ukraine.
2018 – Certificate of Appreciation, Department of Science and Education, Kharkiv Regional State Administration.

2018 – Certificate of Honor, Kharkiv Trade Union of Agro-Industrial Complex Workers.
2019 – Winner's Diploma, Oleksii Nikanorovych Sokolovskyi Regional Award in Agricultural Sciences, Kharkiv Regional State Administration.
2019 – Oleksii Nikanorovych Sokolovskyi Scholarship in Agricultural Sciences, Kharkiv Regional State Administration.
2020 – Certificate of Appreciation, Mayor of Kharkiv, Hennadiy Kernes.
2021 – Medal “Talent. Inspiration. Labor.” for Young Scientists, National Academy of Sciences of Ukraine.

Teaching

Courses Taught: Research Methodology; Marketing; Marketing Management; Marketing Policy; Strategic Marketing; Crisis Marketing; International Marketing; Agricultural Marketing; Advertising Management; Media Planning; Competition Policy; Enterprise Competitiveness; Market Technologies and Business Analytics; and other related courses.

Research

Research Interests

2011 – Ph.D. in Economics, Specialty: Economics and Management of Enterprises (by Types of Economic Activity).
2017 – Doctor of Sciences (Economics), Specialty: Economics and Management of Enterprises (by Types of Economic Activity).

Strategic management; marketing management; competitive development of business entities; market technologies and business analytics; advertising management; media studies.

Research Group

Strategic Management and the Implementation of Innovative Marketing Tools for Enhancing the Competitive Development of Business Entities.

- Supervisor of 2 successfully completed Ph.D. dissertations in Economics (2018, 2019).
- Supervisor of 1 successfully completed Doctor of Sciences (D.Sc.) dissertation in Economics (2021).
- Currently supervising 2 Ph.D. candidates (2021–2025).

Editorial & Expert Activities

Dissertation Councils

- Specialized Academic Council D 64.832.02, Petro Vasylenko Kharkiv National Technical University of Agriculture, Kharkiv, Ukraine.
- Specialized Academic Council D 55.859.01, Sumy National Agrarian University, Sumy, Ukraine.

Editorial Board Membership

- Bulletin of Petro Vasylenko Kharkiv National Technical University of Agriculture: Economic Sciences (until 2020).
- Journal of Actual Problems of Innovative Economy
- Journal of Applied Economics
- Bulletin of Berdyansk University of Management and Business.

Research Projects & International Cooperation

National Research Grants

2018 – Co-investigator of the research project “Reengineering of Marketing Business Processes in Industrial Enterprises as a Component of Promoting Domestic Products to International Markets”, funded by the Grant of the President of Ukraine for Doctors of Sciences (State Registration No. 0118U006322).

2019–2021 – State-Funded Research Project: “Management Systems for the Competitiveness of Agricultural Products under the Globalization of Agricultural Markets” (State Registration No. 0119U001387).

International Projects & Conferences

2018 – DAAD Ostpartnerschaften Programme, Rhine-Waal University of Applied Sciences, Kleve, Germany.

2018–2020 – Innovative Education Technologies, Katowice, Poland.

2018 – International Summer School “Managing Projects Which Improve the World”, Varna, Bulgaria.

2018 – Programme “Innovations in Science: The Challenges of Our Time”, Varna, Bulgaria.

2020–2021 – Integration of Educational Institutions into the European Higher Education Area: Development of International Cooperation, Higher School of Agribusiness, Łomża, Poland.

2021 – ACTIVE CITIZENS, British Council Grant Project.

2020 – Organizing Committee Member, International Scientific Conference “Current Issues in the Development of Society under Conditions of Turbulence”, Bratislava, Slovakia.

2020 – Organizing Committee Member, International Conference “The Role of Information and Technology in Building the Post-Coronavirus World”, Katowice, Poland.

2020 – Organizing Committee Member, International Scientific and Methodological Seminar “Theory and Practice of Individualized Learning”, Opole, Poland.

2021 – Organizing Committee Member, 2nd International Scientific Conference “Current Issues in the Development of Society under Conditions of Turbulence”, Bratislava, Slovakia.

2019 – Co-editor of a collective monograph published in English in an EU country, based at the Higher Technical School, Katowice, Poland; General Editors: O. Mandych (Ukraine) and A. Ostenda (Poland).

2020 – Co-editor of a collective monograph published in English in the European Union, based at the Higher School of Management and Administration, Opole, Poland (General Editors: O. Mandych, Ukraine; T. Pokusa, Poland).

Professional & Public Engagement

Professional Associations Membership

- Association of Marketers of Ukraine
- Ukrainian Marketing Association
- All-Ukrainian Congress of Agricultural Economists
- Ukrainian Association of International Economists

Academic Honors

- Academician, Academy of Economic Sciences of Ukraine

Academic and Professional Service

2018-2021 – Chair of the Council of Young Scientists, Kharkiv Petro Vasylenko National Technical University of Agriculture, Kharkiv, Ukraine.

2019-Present – Member of the Council of Young Scientists, North-East Scientific Center of the National Academy of Sciences of Ukraine and the Ministry of Education and Science of Ukraine.

2020-Present – Chair, Council of Young Scientists under the Kharkiv Regional State

Administration, Kharkiv, Ukraine.

2021-Present – Member of the Council, North-East Scientific Center of the National Academy of Sciences of Ukraine and the Ministry of Education and Science of Ukraine.

2021-Present – Associate Member, Council of Young Scientists under the Ministry of Education and Science of Ukraine.

2021-Present – Member of the Regional Meetings Office, Council of Young Scientists under the Ministry of Education and Science of Ukraine.

2021-Present – Deputy Chair, Section No. 5 “Food Security, Resource-Efficient Agriculture and Forestry, Marine, Coastal and Inland Water Research, and Bioeconomy”, Competition of Research Projects and Scientific & Technical (Experimental) Developments for Young Scientists, Ministry of Education and Science of Ukraine.

2021-Present – Member of the Working Group on the Development of a Model Regional (Territorial) Scientific and Technological Development Program and Recommendations for Its Implementation in the Regions of Ukraine, Ministry of Education and Science of Ukraine.

2021-Present – Chair, Council of Young Scientists, State Biotechnological University, Kharkiv, Ukraine.

Representative Publications

- Mandych, O., & Yemchenko, I. (2026). Comparative analysis of strategic management of digital technologies in business processes optimization. *Economic Analysis*, 36(2), 243–250.
- Mandych, O. (2026). Organizational and economic management mechanism and strategic changes in crisis conditions of enterprise development. *Economic Analysis*, 36(1), 99–106.
- Mandych, O., & Stankevych, S. (2026). Heritage of European Science 2026. Part 1. *European Science*, 1–440.
- Stankevych, S., Mandych, O., Aliksieiev, O., Vradii, O., Verheles, P., Didur, I., et al. (2026). *Europäisches wissenschaftliches Erbe, Monografienreihe „Europäische Wissenschaft“: Monografie, Part 1. ScientificWorld-NetAkhatAV, Karlsruhe.*
- Mandych, O. (2025). Digital adaptation of the tourism ecosystem in the context of European integration. *Economic Analysis*, 35(4), 772–779.
- Mandych, O. (2025). Digital transformation of Ukraine's tourism sector under the conditions of European integration transition. *Economic Analysis*, 35(3), 816–823.
- Mandych, O., Makohon, V., & Zdoroviy, M. (2025). Innovative strategies for developing digital business transformation models. *Economic Analysis*, 35(2), 31–37.
- Mandych, O., & Prykhodko, V. (2025). The role of financial architecture of business processes in forming mechanisms to combat the shadow economy. *Economic Analysis*, 35(1), 358–364.
- Zaika, O., & Mandych, O. (2025). The essence and peculiarities of the financial system in the context of economic transformation. *Collection of Scientific Papers “SCIENTIA”*, 18–23.
- Mandych, O. V., Staverska, T. O., Litvinov, A. I., Blyznyuk, O. P., Horokh, O. V., et al. (2025). Research report “The impact of the development of digital currencies and innovative financial technologies on decentralized financial systems” (Final). Kharkiv: State Biotechnological University.
- Mandych, O. V., Staverska, T. O., Mykytas, A. V., Horokh, O. V., Zhylyakova, O. V., et al. (2025). Research report “Artificial Intelligence Toolkit in the Financial Sector: Innovative Technologies, Data Analysis, Strategic Development Scenarios” (Final). Kharkiv: State Biotechnological University.
- Birchenko, N. O., Boroday, D. A., Genkelman, E., Grebenyuk, N., Iorgachova, M., Mandych, O. V., et al. (2025). *FinTech in Ukraine: Status, Prospects and Intensification of Financial Management.*
- Staverska, T. O., Makogon, V. V., Stepanenko, S. V., & Mandych, O. V. (2025). Tax

systems of the European Union countries: A study guide. Kharkiv: Ivanchenko I. S. Publishing.

- Makohon, V., Mandych, O., Staverska, T., Horokh, O., & Zabolotny, D. (2025). Development of Financial Strategies Using Machine Learning for Right-Tail Value at Risk Estimation. *Artificial Intelligence and Applications*.
- Mandych, O. V. (2025). Features of inclusion of digital tools into the financial management system of an enterprise. *Proceedings of the Organizing Committee*, 460.
- Mandych, O. V. (2025). The logic of digital business adaptation. Kharkiv: State Biotechnological University.
- Mandych, O., & Niskoromni, M. (2025). Overcoming crisis phenomena in finance with digitalization. Kharkiv: State Biotechnological University.
- Ponomarova, M., Novikova, V., Zolotarova, S., Stankevych, S., & Mandych, O. (2025). Vocational education: Vectors of strengthening and challenges of the present in the context of national interests and the formation of an educational trajectory: Monograph. Tallinn: Teadmus OÜ.
- Mandych, O. V., & Gavrilyuk, V. V. (2025). Financial support for business sustainability in conditions of economic turbulence. In *Entrepreneurship, Accounting and Finance: Current State and Prospects*.
- Lysichenko, M. L., & Mandich, O. J. (2025). Organizing Committee: Mykhailov V. M., Doctor of Technical Sciences, Professor, Vice-Rector for Scientific Work of DBTU, Chairman of the Organizing Committee; Sorokin M. S., Ph.D., Associate Professor, Dean of the Faculty of Energy Podilskyi State University.
- Mandych, O., & Kovalenko, V. (2024). Digital adaptation of financial architecture to minimize shadow business. *Economic Analysis*, 34(4), 635–642.
- Mandych, O. V., Staverska, T. O., Kemza, R. G., & Makohon, V. V. (2024). Assessment of trends in the functioning of the grain industry of the EU countries using ARDL modeling. *IOP Conference Series: Earth and Environmental Science*, 1415(1), 012045.
- Zaika, S., Skudlarski, J., Mandych, O., Hridin, O., & Zaika, O. (2024). Development of information processes as a prerequisite for the sustainable development of agricultural enterprises. In *Data-Centric Business and Applications: Modern Trends in Financial and Innovation Data Processes 2023. Volume 2*.
- Mandych, O., Skudlarski, J., Staverska, T., Nakisko, O., Blyzniuk, O., Lysak, H., et al. (2024). Research of information platforms and digital transformation algorithms for post-war recovery of Ukrainian business. In *Data-Centric Business and Applications: Modern Trends in Financial and Corporate Sector*.
- Nakisko, O., Blyzniuk, O., & Lysak, H. (2024). and Digital Transformation Algorithms for Post-war Recovery of Ukrainian. In *Data-Centric Business and Applications: Modern Trends in Financial and Innovation Data Processes 2023. Volume 2*
- Makohon, V., Mandych, O., & Staverska, T. (2024). Methodological principles of simulating asymmetrical volatility of corporate credit market dynamics. *SSRN Electronic Journal*. Available at SSRN: 4736519.
- Staverska, T., Mandych, O., Litvinov, A., Mykytas, A., et al. (2024). Research report “Financial Architecture and Architectonics in the Context of Innovation and Digitalization of Business Processes” (Final). Kharkiv: State Biotechnological University.
- Vashchuk, O., & Torbas, O. (2024). Grant: A Guide to Action: A Manual (V. Lemeshchenko-Lagoda & A. Sukhikh, Eds.). Council of Young Scientists under the Ministry of Education and Science .
- Yatsyshyn, A. V., Avramchuk, C. O., Vakalyuk, T. A., Godlevska, K. V., Kovalenko, V. V., et al. (2024). Program of the II Online School “Digital Technologies in Scientific Research”.

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- Mandich, O. J. (2024). Digital development of the SMART business concept. Kharkiv: State Biotechnological University.
- Mandich, O. J. (2024). Strengthening digital competencies in the preparation of European integrated educational programs in financial management. Kharkiv: State Biotechnological University.
- Mandych, O., Staverska, T., & Makohon, V. (2024). Methodological principles of simulating asymmetrical volatility of corporate credit market dynamics. *Accounting and Finance*, 105, 75–86.
- Vashchuk, O., Torbas, O., Lemeshchenko-Lagoda, V. V., Simakhova, A., & Mandych, O. (2024). *Grant: A Guide to Action*. Zaporizhzhia: 2024.
- Mandych, O. (2024). Strategic management paradigm in agribusiness: A holistic approach to navigate financial uncertainty and promoting sustainable growth. *Ecology, Biotechnology, Agriculture and Forestry in the 21st century: problems and solutions*. Monograph. Edited by S. Stankevych, O. Mandych.–Tallinn: Teadmus OÜ, 2024. 370 p. ISBN 978-9916-9969-9-7
- Mandych, O. H., Staverska, T., & Maliy, O. (2023). Integration of artificial intelligence into the blockchain and cryptocurrency market. *Modeling the Development of the Economic Systems*, 61–66.
- Mandych, O., Mykytas, A., Girzheva, O., & Ryzhikova, N. (2023). Strategies for managing companies in the context of development and digital adaptation with AI. *European Science*, 98–105.
- Mandych, O., Filimonova, T., & Gamaliy, V. (2023). Framework development for testing. In *Green Sustainability: Towards Innovative Digital Transformation: Proceedings of ITAF 2023*.
- Belinska, A., Blyzniuk, O., Masalitina, N., Bilevykh, O., Zviahintseva, O., Hontar, T., Mandych, O., et al. (2023). Development of biotechnologically transesterified three-component fat systems stable to oxidation. *Eastern-European Journal of Enterprise Technologies*, 125(6).
- Sager, L. I. U., Pedchenko, N. S., Strelets, V. Y. U., & Franko, L. S. (2023). *Commercialization of innovations in the context of Industry 4.0*. Sumy State University.
- Mandych, O., Zhyliakova, O., Lachkov, A., Panfilova, Y., & Prykhodko, V. (2023). Stabilization of the financial architecture in the banking system. *Economic Analysis*, 33(2), 103–109.
- Mandych, O., Zaika, S., Zaika, O., Zhyliakova, O., & Bluzniuk, O. (2023). Risk management of innovation activities in the digital ecosystem. *Innovations in the Scientific, Technical and Social Ecosystems*, 1(6), 24–45.
- Mandych, O., Ryzhikova, N., Yevdokimova, M., Maliy, O., & Lutsenko, O. (2023). Approaches to assessing the sustainable development of companies. *Modern Engineering and Innovative Technologies*, 131–135.
- Mandych, O., Skudlarski, J., Babko, N., Bluzniuk, O., Lysak, H., & Kot, O. (2023). Methodological research of financial sector digital transformation trends in banking. *Technology Audit and Production Reserves*, 2(4(70)), 10–14.
- Mandych, O., Babko, N., Nakisko, O., Birchenko, N., & Girzheva, O. (2023). Components of sustainable development in the context of modern challenges. *SWorldJournal*, 132–138.
- Mandych, O., Babko, N., Pasemko, G., Girzheva, O., & Taran, O. (2023). Circular economy model: Building benefits for sustainable development. *Economic Analysis*, 33(1), 252–257.
- Pursky, O., Babenko, V., Nazarenko, O., Mandych, O., Filimonova, T., & Gamaliy, V. (2023). Framework development for testing automation of web services based on Python. In

World Conference on Internet of Things: Applications & Future (pp. 375–388).

- Mandych, O., Stutter, S., Stutter, O., Zhyliakova, O., & Bliznyuk, O. (2023). Risk management of innovation in the digital ecosystem. *Innovations in Scientific, Technical and Social Ecosystems*, 24–45.
- Mandych, O., Maliy, O., Birchenko, N., & Petrenko, O. (2023). Competitive strategies for digital adaptation of business processes. *Actual Problems of Innovative Economy and Law*, 2023(4), 23–29.
- Mandych, O., Babko, N., Andriushchenko, I., & Lachkov, A. (2023). Financial architecture: Main components, comparative analysis, and current challenges. *Ukrainian Journal of Applied Economics and Technology*, 1(8), 208–212.
- Mandych, O., Staverska, T., & Maliy, O. (2023). Integration of artificial intelligence into the blockchain and cryptocurrency market. *Modeling the Development of the Economic Systems*, (4), 61–66.
- Maliy, O., Mandych, O., Mykytas, A., Mishchenko, V., & Nagaieva, G. (2023). Financial architecture of business: Features of innovative development in the conditions of Industry 4.0. In *Commercialization of Innovations in the Conditions of Industry 4.0* (pp. 360–366).
- Mandych, O., Ryzhikova, N., Birchenko, N., & Borodai, D. (2023). Financial technologies in the system of strategic business management.
- Adamyan, V.A., Andryushchenko, I.S., Babachenko, L.V., Baranov, V.V., Mandych, O., et al. (2023). *Commercialization of Innovations in the Context of Industry 4.0*. Sumy State University
- Mandych, O., Mykytas, A., Girzheva, O., Ryzhikova, N. (2023). Management strategies for companies in conditions of development and digital adaptation with AI. Germany: ScientificWorld-NetAkhatAV
- Mandych, O., Mykytas, A. (2023). Strategic management and development of modern financial technologies in agribusiness. Tallinn: Teadmus OÜ
- Yatsyshyn, A.V., Gubeladze, I.G., Kotun, K.V., Godlevska, K.V., Mandych, O., et al. (2023). Program I of the online school “Digital Technologies in Scientific Research”. ICC NAPS of Ukraine
- Mandych, O., Ryzhikova, N.I., Birchenko, N.O., Borodai, D.A. (2023). Financial Technologies in the System of Strategic Business Management. Kharkiv.
- Mandych, O., Maliy, O.G., Birchenko, N.O., Petrenko, O.I. (2023). Competitive strategies for digital adaptation of business processes. Kharkiv.
- Mandych, O. (2023). *International FinTech: Digital Adaptation and the Use of Artificial Intelligence Tools*. Kharkiv: DBTU.
- Mandych, O., Babko, N.M., Andryushchenko, I.S., Lachkov, A.S. (2023). Financial Architecture: Main Components, Benchmarking and Challenges of Modernity. *Ukrainian Journal of Applied Economics and Technology* 8 (1), 208–212.
- Maliy, O.G., Mandych, O., Mykytas, A.V., Mishchenko, V.S., Nagaieva, G.O. (2023). Financial Architecture of Business: Features of Innovative Development in the Context of Industry 4.0. Sumy: Sumy State University.
- Kovaliova, O., Vasyliieva, N., Stankevych, S., Zabrodina, I., Mandych, O. (2023). Development of the technology for the production of germinated flax seeds using plasmochemically activated aqueous solutions. CENTER FOR PC TECHNOLOGIES Ukrainian State University of Railway Transport.
- Mandych, O., Babko, N., Girzheva, O., Nakisko, O., Birchenko, N. (2023). Current state of technology transfer in Ukraine and the world in the face of modern challenges. *Zeszyty Naukowe Wyższej Szkoły Technicznej w Katowicach* 16.
- Mandych, O. (2023). Interaction between system components for building a financial

architecture. Kharkiv: DBTU.

- Mandych, O. (2023). Technologies for Providing Procedures for Modeling Financial Architectonics of Business. Organizing Committee, 95.
- Mandych, O. (2023). European integration priorities of the educational and scientific space. DEPUTY CHAIRMEN OF THE ORGANIZING COMMITTEE: V. M. MIKHAILOV, 30.
- Mandych, O., Mykytas, A., Staverska, T., Nikolaenko, N. (2023). Possibilities of developing the transfer of innovative technologies for the post-war reconstruction of Ukraine. Technology in Katowice Press.
- Babko, NM., Mandych, O., (2023). Digital tools for financial protection of the banking sector. Sumy State University.
- Mandych, O., Mikitas, A., Duyunova, T., Glushchenko, S. (2022). Financial and Legal Aspects of the Development of the Cryptocurrency Market in Ukraine. Modeling the development of the economic systems, 62-66.
- Mandych, O., Babko, N., Lyshenko, M., Kharchevnnikova, L. (2022). Osoblyvosti mizhnarodnoho transferu tekhnolohii v suchasnykh realiiakh rozvytku system upravlinnia [Peculiarities of international technology transfer in modern realities of management system development]. Visnyk Khmelnytskoho natsionalnoho universytetu.
- Mandych, O., Babko, N., Ustik, T. (2022). Features of digitalization for the restoration of agribusiness in Ukraine. Ukrainian Journal of Applied Economics and Technology 7 (3), 95-100.
- Mandych, O., Babko, N., Lyshenko, M., Kharchevnnikova, L. (2022). Tsyfrova transformatsiia ta novitni komunikatsii yak platforma dlia stiikoho rozvytku biznesu [Digital transformation and new communications as a platform for sustainable business development]. Modeling the development of the economic systems 4, 15-19.
- Mandych, O., Babko, NM., Ustik, TV., Kolodnenko, NV. (2022). Formation digital strategies of the company. [Formuvannia digital-stratehii kompani]. Ukrainian Journal of Applied Economics and Technology 7 (4), 10-15.