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## Nataliia V. Biloshkurska, PhD in Economics

### Education, qualifications

1. Junior Specialist on Finance (2004). Qualification financier. Uman Agrotechnical College, Uman, Ukraine.
2. The degree of Bachelor on Finance (2006). European University, Kyiv, Ukraine.
3. Master degree in Finances (2007). European University, Kyiv, Ukraine.
4. Master degree in Marketing (2016). Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine.

### Thesis

Biloshkurska, N. V. (2013). Ekonomiko-orhanizatsiyni mekhanizm formuvannia ekonomichnoi bezpeky ahropromyslovykh pidpriemstv [The economic-organized mechanism of forming agroindustrial enterprises' economic security]. *PhD thesis (Economy and management of enterprises (by economic activity))*. European University, Kyiv, 263 p. [in Ukrainian].

### Research Experience

- September 2017 – present* **Member of the editorial board** of the scientific peer reviewed journal “Economies’ Horizons” (Ukraine). <http://eh.udpu.edu.ua/>
- January 2019 – present* **Responsible Executor** of the research project No. 0119U100179 “Development of scientific and methodological foundations and practical tools for evaluating of the product innovations commercial (market) prospects”, Sumy State Pedagogical University named after A. S. Makarenko, Sumy, Ukraine.
- January 2018 – present* **The head** of the research project No. 0116U000118 “Organizational and economic principles of management of innovative development of the national economy: marketing and integration aspects”, Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine.
- September 2017 – present* **Responsible Executor** of the research project No. 0117U003855 “Institutional and technological design of innovation networks for Ukraine national security systemic providing”, Sumy State Pedagogical University named after A. S. Makarenko, Sumy, Ukraine.
- September 2014 – present* **Associate Professor** at the Department of Marketing, Management and Business Management, Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine.
- 2012 **Responsible Executor** of the research project No. 0111U007977 “Ensuring the sustainability of a business economics”, European University, Kyiv, Ukraine

## Awards & Grants

Grant of SFFR of Ukraine for developing of research project “Formation mechanisms of strategic management in national security of Ukraine area based on innovation system systemic stability”.

## Skills & Activities

*Skills* Marketing Management, Business Development, Innovation, Business Model Innovation, Business Analysis, Technology & Innovation, Innovation Studies, Economic Sociology

*Languages* English, Russian, Ukrainian

## Publication Highlights

### Books

**Biloshkurska, N. V., & Lysenko, N. O.** (2014). *Ekonomiko-orhanizatsiyni mekhanizm formuvannia ekonomichnoi bezpeky ahropromyslovykh pidpryiemstv* [The economic-organized mechanism of forming agroindustrial enterprises' economic security]. Uman: Publishing and printing center “Vizavi” (Publisher “Sochinsky”), 257 p. Retrieved from: <https://dspace.udpu.edu.ua/handle/6789/2449> [in Ukrainian].

### Book Chapters

Braslavska, O. V., **Biloshkurska, N. V.,** & Biloshkurskyi M. V. (2019). Modern innovation in marketing of educational services. In: Žukovskis, J. (ed.), & Shaposhnykov, K. (ed.) (2019). *Prognostication and planning of economic development: microeconomic and macroeconomic levels*. Vol. 1. (pp. 400-414), Kaunas: Publishing House “Baltija Publishing”, Lithuania. Retrieved from: <https://dspace.udpu.edu.ua/handle/123456789/12583>

**Biloshkurska, N. V.,** & Biloshkurskyi, M. V. (2019). Theoretical fundamentals of innovative risk management of the enterprise. In: Pawlik, A. (ed.) & Shaposhnykov, K. (ed.) (2019). *Strategic Management: Global Trends and National Peculiarities*. (pp. 458–471), Kielce: Izdevnieciba “Baltija Publishing”, Poland. Retrieved from: [https://www.researchgate.net/publication/338223964\\_THEORETICAL\\_FUNDAMENTALS\\_OF\\_INNOVATIVE\\_RISK\\_MANAGEMENT\\_OF\\_THE\\_ENTERPRISE](https://www.researchgate.net/publication/338223964_THEORETICAL_FUNDAMENTALS_OF_INNOVATIVE_RISK_MANAGEMENT_OF_THE_ENTERPRISE)

**Biloshkurska, N. V.,** & Biloshkurskyi, M. V. (2019). Metodolohiia otsinky innovatsiinoi priorytetnosti sektoriv natsionalnoi ekonomiky [Methodology for assessing the innovative priority of sectors of the national economy]. In: Prokopenko, O. V. (ed.) & Omelianenko, V. A. (2019). *Stratehichne upravlinnia systemnoiu stiikistiu natsionalnoi innovatsiinoi systemy* [Strategic management of the systemic sustainability of the national innovation system]. (pp. 83–100; 211–221). Sumy: Terytoriiia, Ukraine. Retrieved from: <https://dspace.udpu.edu.ua/handle/123456789/10793> [in Ukrainian].

**Biloshkurska, N. V.,** & Biloshkurskyi, M. V. (2018). Integrated assessment of technological development of industrial production in Ukraine. In: Prokopenko, O. V. (ed.) & Omelyanenko, V. A. (ed.). *Institutional Basis of National Security Providing Sectors Innovation Development* (pp. 83–101; 249–262). Coventry: Agenda Publishing House, United Kingdom. Retrieved from: <https://dspace.udpu.edu.ua/handle/6789/10361>

**Biloshkurska, N. V.,** Biloshkurskyi, M. V., & Slatvinskyi, M. A. (2018). The conceptual and methodological framework of the investment and innovation security assessment. In: State University of Jan Kochanowski. *Strategies for Economic Development: The experience of Poland and the prospects of Ukraine*. Vol. 1 (pp. 1–22), Kielce: Izdevnieciba “Baltija Publishing”, Poland. Retrieved from: [https://www.researchgate.net/publication/338223785\\_THE\\_CONCEPTUAL\\_AND\\_METHODODOLOGICAL\\_FRAMEWORK\\_OF\\_THE\\_INVESTMENT\\_AND\\_INNOVATION\\_SECURITY\\_ASSESSMENT](https://www.researchgate.net/publication/338223785_THE_CONCEPTUAL_AND_METHODODOLOGICAL_FRAMEWORK_OF_THE_INVESTMENT_AND_INNOVATION_SECURITY_ASSESSMENT)

## Journal Publications

- Bezliudnyi, O., Chepka, O., Omelyanenko, V., **Biloshkurska, N.**, & Biloshkurskyi, M. (2020). ICT architecture for networks activities of higher education institutions. *International Journal of Scientific and Technology Research*, 9(2), 3563–3570. Retrieved from: <http://www.ijstr.org/paper-references.php?ref=IJSTR-0120-30296> (**Scopus**)
- Prokopenko O. V., **Biloshkurska N. V.**, Biloshkurskyi M. V., & Omelyanenko V. A. (2019). The role of banks in national innovation system: general strategical analytics. *Financial and Credit Activity – Problems of Theory and Practice*, 3(31), 26–35. DOI: <https://doi.org/10.18371/fcaptp.v3i30.179455> (**Web of Science**)
- Prokopenko, O., Slatvinskyi, M., **Biloshkurska, N.**, Biloshkurskyi, M., & Omelyanenko, V. (2019). Methodology of national investment and innovation security analytics. *Problems and Perspectives in Management*, 17(1), 380–394. DOI: [http://dx.doi.org/10.21511/ppm.17\(1\).2019.33](http://dx.doi.org/10.21511/ppm.17(1).2019.33). (**Scopus**)
- Biloshkurska, N.**, Harnyk, O., Biloshkurskyi, M., Liannoi, M., Kudrina, O., & Omelyanenko, V. (2019). Methodological Bases of Innovation Development Priorities Integrated Assessment. *International Journal of Civil Engineering and Technology*, 10(1), 1231–1240. Retrieved from: [http://www.iaeme.com/MasterAdmin/UploadFolder/IJCIET\\_10\\_01\\_113/IJCIET\\_10\\_01\\_113.pdf](http://www.iaeme.com/MasterAdmin/UploadFolder/IJCIET_10_01_113/IJCIET_10_01_113.pdf). (**Scopus**).
- Omelyanenko, V., Martynenko, V., Slatvinskyi, M., Povoroziuk, I., **Biloshkurska, N.**, & Biloshkurskyi, M. (2019). Methodological bases of sectoral innovation priorities evaluation within security-based strategies. *International Journal of Civil Engineering and Technology*, 10(2), 1217–1226. Retrieved from: [http://www.iaeme.com/MasterAdmin/UploadFolder/IJCIET\\_10\\_02\\_118/IJCIET\\_10\\_02\\_118.pdf](http://www.iaeme.com/MasterAdmin/UploadFolder/IJCIET_10_02_118/IJCIET_10_02_118.pdf). (**Scopus**).
- Ponomarenko, T. V., Prokopenko, O. V., Slatvinskyi, M. A., **Biloshkurska, N. V.**, Biloshkurskyi, M. V., & Omelyanenko, V. A. (2019). National investment and innovation security assessment methodology. *International Journal of Mechanical Engineering and Technology*, 10(2), 847–857. Retrieved from: [http://www.iaeme.com/MasterAdmin/UploadFolder/IJMET\\_10\\_02\\_088/IJMET\\_10\\_02\\_088.pdf](http://www.iaeme.com/MasterAdmin/UploadFolder/IJMET_10_02_088/IJMET_10_02_088.pdf). (**Scopus**).
- Biloshkurska, N. V.**, Biloshkurskyi, M. V., & Chyrva, H. M. (2018). Estimated losses of innovative capacity of the parties as a result of «hybrid» Russian aggression against Ukraine. *Technology Audit and Production Reserves*, 4/5(42), 42–48. DOI: <http://doi.org/10.15587/2312-8372.2018.142081>.
- Biloshkurska, N. V.**, Biloshkurskyi, M. V., & Kravchenko, R. O. (2018). Stan i perspektyvy rozvytku innovatsii u sferi rozdrobnoi torhivli [State and perspectives for developing innovations in retail trade]. *Economies' Horizons*, 2(5), 35–43. DOI: [https://doi.org/10.31499/2616-5236.2\(5\).2018.140643](https://doi.org/10.31499/2616-5236.2(5).2018.140643). [in Ukrainian].
- Biloshkurska, N. V.**, Biloshkurskyi, M. V., & Omelyanenko, V. A. (2018). Evaluation of Ukrainian industry innovative development with a technological progress parameter. *Scientific bulletin of Polissia*, 1(13), vol. 2, 23–28. DOI: [http://dx.doi.org/10.25140/2410-9576-2018-2-1\(13\)-23-28](http://dx.doi.org/10.25140/2410-9576-2018-2-1(13)-23-28).
- Biloshkurska, N. V.**, Biloshkurskyi, M. V., & Chvertko, L. A. (2017). Influence of the security market condition on the collective investment development. *Scientific bulletin of Polissia*, 3(11), vol. 2, 138–142. DOI: [http://dx.doi.org/10.25140/2410-9576-2017-2-3\(11\)-138-142](http://dx.doi.org/10.25140/2410-9576-2017-2-3(11)-138-142). (**Web of Science**).
- Biloshkurska, N. V.**, Biloshkurskyi, M. V., & Kravchenko, R. O. (2017). Marketynhovyi analiz stratehichnoi konkurentospromozhnosti vshchychkh navchalnykh zakladiv rehionu [Marketing analysis of the strategic competitiveness of regional establishments of higher education]. *Economies' Horizons*, 2(3), 25–30. DOI: [http://dx.doi.org/10.31499/2616-5236.2\(3\).2017.128097](http://dx.doi.org/10.31499/2616-5236.2(3).2017.128097). [in Ukrainian].
- Biloshkurska, N. V.** (2015). Marketynhove doslidzhennia faktoriv tsinoutvorennia na konkurentnomu rynku [Marketing research of pricing factors in a competitive market]. *Marketing and Management of Innovations*, 1, 24–31. [in Ukrainian] (**Web of Science**).
- Biloshkurska, N. V.** (2010). Modeli adaptivnoi povedinky ta yikh rol u formuvanni ekonomichnoi bezpeky pidpriemstva [Models of adaptive behavior and their role in the formation of enterprises' economic security]. *Actual problems of economics*, 12(114), 101–105. [in Ukrainian] (**Scopus, Web of Science**).

A total of 70 publications for 2010-2020.