

Portfolio

Lyubov Lyutfalieva

Teacher

Prydanai Branch of PJSC "Higher Education Institution "MAUP"

EDUCATION

Degree/type of diploma, specialty University/issuing body. Specialist, specialty: "Enterprise Economics", qualification: "economist" Odessa State Economic University, SK No. 23564384 dated 12/24/2003.	2003
Specialist, specialty: "Accounting and Audit", qualification: "accountant-analyst" Private Joint-Stock Company "Higher Educational Institution" Interregional Academy of Personnel Management", KV No. 23545686 dated 06.10.2003	2003
Specialist, specialty: "Marketing", qualification: "Marketing Specialist" Private Joint-Stock Company "Higher Educational Institution" Interregional Academy of Personnel Management", KV№ 42049901 dated 05.03.2012	2012

WORK EXPERIENCE

Position Leading Specialist for Client Work Ukraine-Baltika LLC with Foreign Investments "Danfoss LLC" Lecturer, Danube Branch, PJSC "Higher Education University "MAUP"	2008-2023 2023
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ACADEMIC DISCIPLINES TEACHED

OK19 Business Economics
OK 34 Motivational Management

MAIN SCIENTIFIC PUBLICATIONS

Provide a list of the main scientific and methodological works within the specialty and related to the academic discipline taught by the NPP. 5-6 titles.

1. Liganenko, I., Lyutfalieva, L., & Kushakov, R. (2025). MARKETING STRATEGIES FOR ATTRACTING AND RETAINING USERS OF MOBILE BANKING APPLICATIONS. Change Management and Innovation, (14), 149-154. <https://doi.org/10.32782/CMI/2025-14-24>
2. Miroshnychenko, O., Lyutfalieva, L., & Ardelyan, Kh. (2025). IMPLEMENTATION OF MODERN PERSONNEL MANAGEMENT TECHNOLOGIES AS A FACTOR FOR INCREASING THE EFFICIENCY OF ENTERPRISE ACTIVITIES. Digital Economy and Economic Security, (2 (17), 196-200. <https://doi.org/10.32782/dees.17-32>
3. Bodenchuk, L., Lyutfalieva, L., & Chernenko, K. (2025). INFORMATION INTERACTION OF ACCOUNTING AND MANAGEMENT IN THE SYSTEM OF MANAGEMENT DECISION-MAKING. Digital Economy and Economic Security, (2 (17), 103-108. <https://doi.org/10.32782/dees.17-17>
4. Bodenchuk L.B., Lyutfalieva L.S., Nadyon A.O. Organization and effectiveness of enterprise activity monitoring. Scientific view: economics and management. 2024. issue №2(86) p.54-59
5. Bodenchuk L.B., Lyutfalieva L.S., Bezhnar K.D. Labor motivation as a means of increasing the efficiency of the enterprise. Digital economy and digital security. 2024 issue 2(11) p.41-44
6. Tomchuk O.F., Prykhodko O.Yu., Lyutfalieva L.S., Pyrlog O.S. Ukrainian language as a driving force

of motivation in team management Modern Trends in the Development of Economy, Technology and Industry: Collection of Scientific Papers "International Scientific Unity" with Proceedings of the 2nd International Scientific and Practical Conference. February 12-14, 2025. Toronto, Canada. 75-78 p. URL: <https://isu-conference.com/en/archive/modern-trends-in-the-development-of-economy-technology-and-industry-12-02-25/>

7. Darushyn O.V., Lyutfalieva L.S., Prykhodko O.Yu., Ardelyan Kh.Yu. TECHNOLOGIES IN THE PERSONNEL MANAGEMENT SYSTEM. Global Trends in the Development of Information Technology and Science. February 05, 2025 p.71-76 URL:https://isu-conference.com/wp-content/uploads/2025/02/Sweden_5.02.25.pdf

8. Spiridonova V. V., Darushyn O. V., Lyutfalieva L. S. Modern tools and technologies in personnel assessment. Collection of abstracts of the International Scientific and Practical Conference "State, Problems and Prospects for the Development of Science, Education, Technologies and Society" December 20, 2024, p.41-42

9. Lyutfalieva L. S., Bezhnar K. D., Krotyk L. I. The Role of the Motivation Function in Increasing the Efficiency of Personnel Management Abstracts of the VIII International scientific and practical conference "Information technologies and automation of learning in modern conditions", February 26-28, 2024, Munich, Germany. pp.166-170.

SCIENTIFIC AND PUBLIC ACTIVITIES (IF AVAILABLE)	
Indicate activities related to the specialty and profile of the OP. Membership in professional organizations, membership in editorial boards of scientific publications, participation in the work of the jury of professional competitions, membership in specialized academic councils, etc.	
Full member of the Public Organization "INTERNATIONAL EDUCATORS AND SCHOLARS FOUNDATION" (NGO "MFNO", INTERNATIONAL EDUCATORS AND SCHOLARS FOUNDATION, IESF since 07/22/2025.	2025
ADDITIONAL INFORMATION (IF AVAILABLE)	
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