

# Iryna Liganenko



Academic Degree	Ph.D. in Economics
Academic Title	Associate Professor
Position	Deputy Director for Academic and Methodological Work, Danube Branch of PJSC "HEI "IAPM"
	Guarantor of the "Management" Educational and Professional Program (EPP)

<b>Education</b>	1993 — Odesa Institute of National Economy, specialty: "Economic and Social Planning", qualification: "Economist" (Diploma PV № 770334). 2010 — Private Joint-Stock Company "Higher Education Institution "Interregional Academy of Personnel Management", specialty: "Management of Educational Institutions", qualification: "Head of Enterprise, Institution, and Organization (in the field of education and vocational training)" (Diploma KV № 39793385). 2012 — Ph.D. in Economics (Candidate of Economic Sciences), specialty 08.00.04 "Economics and Management of Enterprises (by types of economic activity)". Thesis Topic: "Organizational and Economic Mechanism for the Development of a Manufacturing Enterprise under Strategic Changes" (Institute of Market Problems and Economic-Ecological Research of the National Academy of Sciences of Ukraine, Diploma DK № 007870).
<b>Professional Experience</b>	1987–1996 — Melitopol Gas Management Department, Economist.
<b>Courses Taught</b>	Organization Theory; Management; Marketing; Strategic Enterprise Management.
<b>Scientific and Public Activity</b>	Participation in the project "CBC-DEBUS - Innovative Development of Entrepreneurial Education and Stimulation of New Business in the Cross-Border Region", Tulcea (Romania), Dec 21–24, 2020. Scientific consulting for "Rodnik" PE (Contract № 120 dated Jan 12, 2019, Supplementary Agreements № 1, 2).
<b>Selected Publications</b>	<b>Manuals and Monographs</b> <ol style="list-style-type: none"><li>1. Economy, entrepreneurship and business culture: transformations in the context of global instability: Collective monograph. Riga, Latvia: Baltija Publishing, 2025. 584 p. (Section: Innovative approaches to strategic planning in the agricultural sector of southern Ukraine. Pp. 411–437).</li><li>2. Liganenko I. V. (2025). Transformation of the management system in conditions of global and local changes. Transformations and challenges of the 21st century: Ukrainian context: collective monograph. Pp. 70–79.</li><li>3. Bodenchuk L. B., Liganenko I. V., Horbachenko S. V., Klevtevych R. V. (2022). Business Planning: educational manual. Odesa: Phoenix. 272 p.</li><li>4. Bodenchuk L. B., Liganenko I. V., Murashko I. S. (2021). Minus times minus equals plus, or how a teacher can remain a leader for Generation Z students.</li></ol>

Educational Leadership: From Theory to Practice: monograph / scientific ed. V. R. Miliaieva. Kyiv; Kryvyi Rih: Publisher R. A. Kozlov. 296 p.

### Scientific Articles

1. Humynnykova T. R., Tomchuk O. F., Liganenko I. V. (2025). Ukrainian language in business communication: linguomanagement as a tool of corporate culture. *Zakarpatski filolohichni studii (Transcarpathian Philological Studies)*. No. 41. DOI: <https://doi.org/10.32782/tps2663-4880/2025.41.1.9>.
2. Liganenko I., Liutfaliieva L., Kushakov R. (2025). Marketing strategies for attracting and retaining users of mobile banking applications. *Upravlinnia zminamy ta innovatsii (Change Management and Innovation)*. No. 14. Pp. 149–154. DOI: <https://doi.org/10.32782/CMI/2025-14-24>.
3. Bairamova O. V., Liganenko I. V., Bodenchuk P. S. (2025). Philosophical dimension of modern management: Ukrainian and global contexts. *Business Navigator*. Iss. 1 (78). Pp. 140–145.
4. Liganenko I., Darushyn O., Nikolaiev O. (2024). Pricing specifics at manufacturing enterprises in conditions of economic instability. *Ekonomika ta suspilstvo (Economy and Society)*. No. 61. DOI: <https://doi.org/10.32782/2524-0072/2024-61-96>.
5. Liganenko I., Bodenchuk P. S., Moskaliuk V. I. (2024). Artificial intelligence in digital marketing. *Transformatsiina ekonomika (Transformational Economics)*. No. 2 (07).
6. Liganenko I., Bodenchuk L., Bondar-Pidhurska O., Vlasenko V., Glebova A. (2024). Formation and Implementation of the Business Development Strategy of Ukrainian Enterprises: Functional Modelling (IDEF). *Economic Affairs*. Vol. 69 (03). Pp. 1543–1555. DOI: 10.46852/0424-2513.4.2024.37. (Scopus).
7. Meshcheriakov A., Bodenchuk L., Liganenko I., Rybak O., Lobunets T. (2023). Trends in the development of the banking system of Ukraine under conditions of military actions and globalization influences. *Financial and Credit Activity: Problems of Theory and Practice*. No. 3 (50). Pp. 8–22. (Web of Science).
8. Liganenko I. V., Prykhodko O. Yu., Kushnir O. I. (2023). Methodological approaches to the formation of an anti-crisis development strategy for a non-profit organization. *Transformatsiina ekonomika (Transformational Economics)*. No. 5. Pp. 69–74.
9. Chunikhina T. S., Liganenko I. V., Chernyshov O. Yu., Kubai O. G. (2022). Variational modeling of marketing pricing strategies for an industrial enterprise. *International Scientific Journal “Internauka”*. Series: “Economic Sciences”. Iss. 9.
10. Liganenko I. V., Stoinova M. G. (2022). Personnel policy as one of the main factors of organizational components. *Modern Economics*. No. 34. Pp. 63–67.
11. Bondarenko S., Tkachuk A., Klochan I., Mokhonko A., Liganenko I. (2021). Modeling of Economic Security of the Enterprise at Change of Investment Maintenance. *AD ALTA: Journal of Interdisciplinary Research*. Vol. 11, Iss. 2. Pp. 36–41. (Scopus).
12. Liganenko I. V., Bodenchuk L. B. (2021). Small and medium business and digital platforms: opportunities and threats. *European Scientific Journal of Economic and Financial Innovation*. No. 1 (7).
13. Liganenko I. V., Kolisnichenko A. S. (2020). Methodology of using the experience of foreign countries in the development and promotion of the brand of higher education institutions of Ukraine. *Scientific Bulletin of the International Humanitarian University*. No. 43.
14. Liganenko I. V., Bodenchuk L. B. (2020). Algorithm for creating small innovative manufacturing enterprises in conditions of accelerated technological development. *Derzhava ta rehiony. Seriia: Ekonomika ta pidpriemnytstvo (State and Regions. Series: Economics and Entrepreneurship)*. No. 5 (116). Pp. 65–71.

