



## Lubov Lutfaliieva

Position            Lecturer of the Department of Economics and Management, Danube Branch of PJSC "HEI "IAPM"

<b>Education</b>	<p>2002 — Izmail Institute of Water Transport, specialty: "Enterprise Economics", qualification: "Bachelor of Economics and Entrepreneurship" (Diploma SK № 17552833).</p> <p>2003 — Odesa State Economic University, specialty: "Enterprise Economics", qualification: "Economist" (Diploma SK № 23564384).</p> <p>2003 — Private Joint-Stock Company "Higher Education Institution "Interregional Academy of Personnel Management", specialty: "Accounting and Audit", qualification: "Accountant-Analyst" (Diploma KV № 23545686).</p> <p>2012 — Private Joint-Stock Company "Higher Education Institution "Interregional Academy of Personnel Management", specialty: "Marketing", qualification: "Marketing Specialist" (Diploma KV № 42049901)</p>
<b>Professional Experience</b>	<p>2008 – 2023 — Senior Manager at "Danfoss LLC" (LLC with foreign investments).</p> <p>2023 – Present — Lecturer of the Department of Economics and Management, Danube Branch of PJSC "HEI "IAPM".</p>
<b>Courses Taught</b>	Enterprise Economics; Motivational Management.
<b>Scientific and Public Activity</b>	Full Member of the Public Organization "International Educators and Scholars Foundation" (IESF) since July 22, 2025.
<b>Selected Publications</b>	<p><b>Scientific Articles</b></p> <ol style="list-style-type: none"><li>Humynnykova T. R., Liutfaliieva L. S. (2025). Practical aspects of self-management development for future managers in a digital environment. <i>Ekonomika ta suspilstvo (Economy and Society)</i>. No. 78. DOI: <a href="https://doi.org/10.32782/2524-0072/2025-78-62">https://doi.org/10.32782/2524-0072/2025-78-62</a></li><li>Tomchuk O. F., Dorosheva A. O., Liutfaliieva L. S. (2025). The role of a manager in forming language policy in the context of Ukrainian language and culture in management. <i>Scientific Works of IAPM. Philology</i>. No. 2 (16). Pp. 95–101.</li><li>Bodenchuk L., Liutfaliieva L., Chernenko K. (2025). Information interaction of accounting and management in the decision-making system. <i>Digital Economics and Economic Security</i>. No. 2 (17). Pp. 103–108.</li><li>Liganenko I., Liutfaliieva L., Kushakov R. (2025). Marketing strategies for attracting and retaining users of mobile banking applications. <i>Upravlinnia zminamy ta innovatsii (Change Management and Innovation)</i>. No. 14. Pp. 149–154.</li><li>Miroshnychenko O., Liutfaliieva L., Ardelian Kh. (2025). Implementation of modern personnel management technologies as a factor in increasing enterprise efficiency. <i>Digital Economics and Economic Security</i>. No. 2 (17). Pp. 196–200.</li></ol>

6. Bodenchuk L. B., Liutfaliieva L. S., Nadon A. O. (2024). Organization and effectiveness of enterprise activity monitoring. *Naukovyi pohliad: ekonomika ta upravlinnia (Scientific View: Economics and Management)*. Iss. № 2(86). Pp. 54-59.
7. Bodenchuk L. B., Liutfaliieva L. S., Bezhenar K. D. (2024). Labor motivation as a means of increasing the efficiency of enterprise work. *Digital Economy and Digital Security*. Iss. 2(11). Pp. 41-44.

#### **Conference Participation**

1. Liganenko I. V., Bodenchuk P. S., Liutfaliieva L. S. (2025). Evolution of management and transformation of economic mechanisms of enterprise management. *Proceedings of the International Scientific and Practical Conference "Economy, Finance, Accounting and Law: Management and Sustainable Development in New Realities"*. Seattle, USA: Golden Quill Publishing. Pp. 33-37.
2. Liutfaliieva L. S., Bodenchuk P. S. (2025). Artificial intelligence in the system of economic analysis of enterprise activity. *Abstracts of the IV International Scientific and Practical Conference*. Krakow, Poland. Pp. 56-62.
3. Tomchuk O. F., Prykhodko O. Yu., Liutfaliieva L. S., Pyrloh O. S. (2025). Ukrainian language as a driving force of motivation in team management. *Modern Trends in the Development of Economy, Technology and Industry: Proceedings of the 2nd International Scientific and Practical Conference*. Toronto, Canada. Pp. 75-78.
4. Darushyn O. V., Liutfaliieva L. S., Prykhodko O. Yu., Ardelian Kh. Yu. (2025). Technologies in the personnel management system. *Global Trends in the Development of Information Technology and Science*. Feb 5, 2025. Sweden. Pp. 71-76.
5. Spyrydonova V. V., Darushyn O. V., Liutfaliieva L. S. (2024). Modern tools and technologies in personnel assessment. *Abstracts of the International Scientific and Practical Conference "State, Problems and Prospects of Science, Education, Technology and Society Development"*. Dec 20, 2024. Pp. 41-42.
6. Liutfaliieva L. S., Bezhenar K. D., Krotky L. I. (2024). The role of the motivation function in improving the effectiveness of personnel management. *Abstracts of the VIII International Scientific and Practical Conference "Information Technologies and Automation of Education in Modern Conditions"*. Munich, Germany. Pp. 166-170.