



Lubov Lutfaliieva

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

Education	2002 — Izmail Institute of Water Transport, specialty: "Enterprise Economics", qualification: "Bachelor of Economics and Entrepreneurship" (Diploma SK № 17552833). 2003 — Odesa State Economic University, specialty: "Enterprise Economics", qualification: "Economist" (Diploma SK № 23564384). 2003 — Private Joint-Stock Company "Higher Education Institution "Interregional Academy of Personnel Management", specialty: "Accounting and Audit", qualification: "Accountant-Analyst" (Diploma KV № 23545686). 2012 — Private Joint-Stock Company "Higher Education Institution "Interregional Academy of Personnel Management", specialty: "Marketing", qualification: "Marketing Specialist" (Diploma KV № 42049901)
Professional Experience	2008 – 2023 — Senior Manager at "Danfoss LLC" (LLC with foreign investments). 2023 – Present — Lecturer of the Department of Economics and Management, Danube Branch of PJSC "HEI "IAPM".
Courses Taught	Enterprise Economics; Motivational Management.
Scientific and Public Activity	Full Member of the Public Organization "International Educators and Scholars Foundation" (IESF) since July 22, 2025.
Selected Publications	Scientific Articles <ol style="list-style-type: none">1. Humynnykova T. R., Liutfaliieva L. S. (2025). Practical aspects of self-management development for future managers in a digital environment. <i>Ekonomika ta suspilstvo</i> (Economy and Society). No. 78. DOI: https://doi.org/10.32782/2524-0072/2025-78-622. 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. 95–101.3. 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. 103–108.4. Liganenko I., Liutfaliieva L., Kushakov R. (2025). Marketing strategies for attracting and retaining users of mobile banking applications. <i>Upravlinnia zminamy ta innovatsii</i> (Change Management and Innovation). No. 14. Pp. 149–154.5. 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.

6. Bodenchuk L. B., Liutfaliieva L. S., Nadon A. O. (2024). Organization and effectiveness of enterprise activity monitoring. Naukovyj pohliad: ekonomika ta upravlinnia (Scientific View: Economics and Management). Iss. № 2(86). Pp. 54-59.
7. Bodenchuk L. B., Liutfaliieva L. S., Bezhnar 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., Bezhnar K. D., Krotik 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.