

Scientific activity

The cooperation in the scientific sphere of the department of industrial marketing is based on the agreements with the following enterprises and organizations: the Paton`s Institute of Electric Welding of the National Academy of Sciences of Ukraine, heads - prof. Solntsev S.O., Assoc. prof. Kubyshyna N.S. ; TD "Sanitary shield of Ukraine", head - prof. Solntsev S.O. ; LLC "REHAU", head - Kubishina N.S. ; company "KVIN-SVIT", the head is the assistant professor. Kubyshyna N.S. ; company "Folmgaut", head - prof. Zozulov O.V. ; chain of pharmacy supermarkets "Vitaliuks", the leader - Kubyshyna N.S. .

Scientific work at the Department of Industrial Marketing since 2006 is carried out in the following areas:

- Key international research topics based on an agreement of the Commission of the European Economic Community (№225546 SSH-CT-2008-225546-FRIDA, 7th Framework Program of the EU) and Horizon-2020 (EU);

- Crucial areas of scientific researches are in the framework of such topics: "Marketing support of innovation process of industrial enterprises" (No. 0107U002356), "Marketing support of industrial enterprises in the global context" (№ 0109U005484), "Product marketing of machine-building enterprises, energy, petrochemical complexes and printing companies »(№ 0113U006454),« Strategic marketing management of enterprises in a turbulent environment »(№ 0113U006455).

- Research activities of the postgraduate students and the academic staff in PhD or Doctor of science thesis preparation process;

- research results publications in professional and business Ukrainian and international journals;
- approbation of key results of a study in discussions on scientific and industry conferences;
- students` research work (faculty`s conferences, research articles publication);
- students work in the scientific student groups.

The innovative development of the students is based on the key topics of the faculty and include an active participation faculty research activity, cooperation with the scientific park "Kyiv Polytechnic" under the direction of prof. Solntsev S.O., prof. Zozul`ov O.V. and associate professor Kubyshyna N.S.

Research and development laboratory of marketing analytics and business planning in the faculty of management and marketing

According to the Rector's Order No. 7-25 issued of March 2017, aimed to support students' initiatives and professional development, and on the basis of the decision of the Academic Council of the Igor Sikorsky KPI No. 3 issued 06 of March 2017, the Research and Development Laboratory of Marketing Analytics and Business Planning in the Faculty of Management and Marketing (RDL of Marketing Analytics and Business Planning) was created .

Doctors of science, professors O.A. Gavrish and S.O. Solntsev were appointed as scientific research advisors. Professor Zozulova O.V. was appointed the head of RDL of marketing analytics and business planning.

RDL of marketing analysts and business planning is a structural unit of the faculty of management and marketing of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute".

In its activities, RDL is governed by the Constitution of Ukraine, laws and other legal acts of Ukraine, the normative base of the University, the Charter of the University, the Rules of the internal regulations of the University and these Regulations on the Research and Development Laboratory of Marketing Analytics and Business Planning in the Faculty of Management and marketing.

The main tasks of RDL of marketing analysts and business planning are:

- Provide comprehensive support for the sophisticated marketing research in trends and new technologies in the marketing field, using modern methodology, economic theory, marketing, management, marketing communications and other tools.

- Creating an innovative environment for the practical realization and evaluation of the knowledge and skills acquired within the disciplines "marketing research" and "business planning".

- Formation the research platform at the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" in the field of Internet communications and media policy for the adequate representation of the University in information resources and social media and developing its positive image.

- Development academic staff of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" competence in the field of marketing analysis and media relationship

- Increasing the value and prestige of education in the field of marketing, expanding the principles of sustainable development of the society into the educational process.

- Facilitating convergence of education, science and business for the more effective development of the Ukrainian economy.

- Adoption of the highest standards of quality of education to increase the prestige of the Ukrainian education system in the world.

- Creation of opportunities for training, conducting research in cooperation with the students and the academic staff of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute".

- Formation of the knowledge and competencies of the students in the sphere of effective use of Internet communication technologies, digital technologies in the educational process, research activities, individual informational security, media relations, etc.
- Popularisation among university students and academic staff the latest achievements in the field of marketing analytics and business planning.
- Development of new and improvement of existing curricula of the National Technical University of Ukraine "Igor Sikorsky Kiev Polytechnic Institute" on the base of practical knowledge and experience in the field of marketing research and business planning.
- Formation of conditions for distribution knowledge and skills in marketing analysis and business planning, to reveal the students and academic staff innovative potential, as well as to facilitate their starts of start-up projects.

Scientific school of the department

Industrial marketing and marketing research` paradigm of scientific and technical products in global context

Scientific supervisor of the school: since 2003, school is headed by the doctor of physical and mathematical sciences, professor, head. Of Department of Industrial Marketing Solntsev Sergey Alekseevich.

Founded in 1992 by Doctor of Economic Sciences, Professor, Honored Worker of Science and Technology of Ukraine, State Prize of Ukraine in the field of Science and Technology Laureate Starostina Alla Alekseevna.

Field of science: economics, management, marketing.

Type of research: fundamental, applied.

The school supported by 3 Doctors of Science, 4 professors, 19 PhD.