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| **PERSONAL INFORMATION** | **Iryna Chyrak** |
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|  | **West Ukrainian National University, Ternopil, Ukraine** |
| +38 097-935-86-05 |
| chyrak.iryna@gmail.com |
| https://www.wunu.edu.ua/feu/department-eet-feu |
| WhatsApp, Telegram, Viber +38 097-935-86-05 |
| Sex Female | Nationality Ukrainian |

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| **WORK EXPERIENCE** |  |
| 2020-Currently  2024-2024  2022-2023  2013-2020  2009-2010  2008-2009 | Associate Professor of Economics Department at West Ukrainian National University, Ternopil (Ukraine)  Manager of scientific journal “Journal of European Economy”, Ternopil (Ukraine)  Coordinator of English-language program in International Economics at Bohdan Havrylyshyn Education and Research Institute of International Relations at West Ukrainian National University, Ternopil (Ukraine)  Senior Lecturer of the Department of Economic Theory at Ternopil National Economic University, Ternopil (Ukraine)  Lecturer of the Department of Economic Theory at Ternopil National Economic University, Ternopil (Ukraine)  Leading Economist at JSB “UKRGASBANK”, Ternopil (Ukraine) |
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| **EDUCATION** | |
| 26 June 2014  2023 – 2024 | Ph.D (Economics). Money, Finance and Credit  Topic: "Monetary Policy in Conditions of Financial Instability (on the example of Ukraine)"  Place of Defence: West Ukrainian National University, Ternopil (Ukraine)  This degree involves defending the PhD thesis; publishing peer-reviewed articles and conference proceedings; and implementing theoretical findings in business, governmental bodies, and education.  Master’s Degree in Philology (English language and literature)  Ternopil Volodymyr Hnatiuk National Pedagogical University, Ternopil (Ukraine)  This degree involves defending the Master’s thesis. |
| 2007 – 2008 | Master's Degree in Marketing  Ternopil National Economic University, Ternopil (Ukraine)  This degree involves defending the Master’s thesis. |
| 2003 – 2007 | Bachelor's Degree in Marketing  Ternopil National Economic University, Ternopil (Ukraine) |
| **PROJECTS, GRANTS, TRAINING** |  |
| 2025 – 2028  March 2025 – April 2025  2022 – 2025  November 2021 | Member of SUSTED project “Education for sustainable development: synergy of competencies for the recovery of Ukraine” ERASMUS-EDU-2024-CBHE-STRAND-1  Participant of Erasmus+ teaching mobility in Ljubljana School of Business, Ljubljana, Slovenia  Member of project "Ukraine Digital I: Ensuring Academic Success in Times of Crisis TU Dresden builds bridges: Application and further development of digital teaching in times of war; Measure 10: Digitalization of the DSG 'International Business' at WUNU  Participant of Autumn school “Transfer of Technologies and Innovations: European and Ukrainian Experiences” in the context of Jean Monnet 611679-EPP-1-2019-1-UA-EPPJMO-MODULE "European Experience in Technology Transfer for Ukrainian Universities"/ EXTECH |
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| **PERSONAL SKILLS** |  |

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| Mother tongue(s) | Ukrainian | | | | |
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| Other language(s) |  | |  | |  |
|  |  |  |  |  |
| English | B2 |  |  |  |  |
| German | B1 |  |  |  |  |
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| **ADDITIONAL INFORMATION** | |  |
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| Scient metric indicators | ORCID ID: <https://orcid.org/0000-0003-1593-7042>  SCOPUS ID: <https://www.scopus.com/authid/detail.uri?authorId=57210175281>  Google Scholar ID: <https://scholar.google.com.ua/citations?user=UOvVkZ4AAAAJ&hl=uk> | |

**LIST OF MAIN PUBLICATIONS**

***Articles:***

1. Chyrak, I. (2020). Factors of Financial Instability in Ukraine. Bulletin of Ternopil National Economic University, 2(96), 121-134. <https://doi.org/10.32702/2307-2105-2019.12.88>.
2. Chyrak, I. (2020). Financial Stability, Financial Instability, and Financial Resilience of the Economy. World of Finance, 2 (63), 115-125. <http://sf.wunu.edu.ua/index.php/wof/article/view/1334>
3. Chyrak, I. (2021). Robert Owen: Entrepreneur, Theoretical Economist, and Visionary (to the 350th anniversary of his birth). Bulletin of Economics, 2(100), 176-192. <https://doi.org/10.35774/visnyk2021.02.176>
4. Chyrak, I. (2021). The Economics of Social Media: Current Trends and Features of its Development. Effective Economy, 12. <http://www.economy.nayka.com.ua/pdf/12_2021/94.pdf>.
5. Chyrak, I. (2022). The Scientific Contribution of Keynes in the Development of the Theory of Public, Financial and Monetary Regulation. World of Finance, 2(71), 81-92. <https://doi.org/10.35774/sf2022.02.081>
6. Chyrak, I. (2022). David Ricardo – recognized leader in classical political economy (to the 250th anniversary of his birth). Bulletin of Economics, 1, 171-190. <https://doi.org/10.35774/visnyk2022.01.171>.
7. Chyrak, I. (2023). Business Process Reengineering of the Company: the Essence and of the Approach and its Features. Effective Economy, 1. <https://www.nayka.com.ua/index.php/ee/article/view/1030/1040>.
8. Chyrak, I., Virkovska, A., Koziuk, V., Kiziloglu, M. (2023). Social Media: Impact on Business Activity. Socio-Economic Relations in the Digital Society, 4(50), 124–142. <https://doi.org/10.55643/ser.4.50.2023.533>
9. Dlugopolskiy, O., Chyrak, I., Kiziloglu, M., & Fabiunyuk, I. (2024). Competition Between the Dollar and Euro: Results of Regression Analysis for Ukraine. Journal of European Economics, 2(23), 321-336. <https://jeej.wunu.edu.ua/index.php/ukjee/article/view/1759>.
10. Chyrak, I., Koziuk, V., Syskos, E., Darvidu, K. (2024). Comprehensive Framework for Social Media Marketing (SMM) Strategy for Effective Business Activity. Socio-Economic Relations in the Digital Society, 4(54), 39-58. <https://doi.org/10.55643/ser.4.54.2024.584>.
11. Chyrak, I. (2025). SMM as a Tool for Building Customer Loyalty and Boosting Sales: Practical Tips for Companies. Effective Economy, 1. <https://doi.org/10.32702/2307-2105.2025.2.55>

***Books and book chapters:***

1. Chyrak, I. (2023). The Social Media Economics: Textbook. Ternopil: WUNU, 300 p.
2. Chyrak, I. (2018). Microeconomics: Textbook. Ternopil: TNEU, 223 p.

**Conference papers:**

1. Chyrak, I., Dutka, Y. (2022). The Essence and Role of Business Processes in Enterprise Management. VII Scientific and Practical Conference of Students and Young Scientists with International Participation “Current Issues in Economics, Entrepreneurship, and Management at the Present Stage”. Ternopil: WUNU, pp. 159-161.
2. Chyrak, I. Katsalap, V. (2023). Social Media as a Tool for Managing Business Development. VIII Scientific and Practical Conference of Students and Young Scientists with International Participation “Current Issues in Economics, Entrepreneurship, and Management at the Present Stage”. Ternopil: WUNU, pp. 284-287.