

PERSONAL INFORMATION **Lidiya Dyachenko**



📍 Grushevsky Str 24, Zymna Voda, Pystomyty District, Lviv region
☎ +380961919312
lidiyabako@ukr.net

Sex Female | Date of birth 06/08/1955 | Nationality Ukrainian
Google Scholar:
orcid.org/0000-0002-6059-8505

PhD, Associate Professor

Work Experience

- **1979-2001:** Lecturer in Economic Disciplines, Trade and Service Lyceum
- **2002-2013:** Lecturer in Economic Disciplines, Associate Professor, Department of Economics and Management, Lviv Branch of the European University
- **2013-2016:** Lecturer in Economic Disciplines, Associate Professor, Lviv Medical College named after A. Krupynsky
- **2017-2020:** Associate Professor, Department of Administrative Support for the Socio-Cultural Sphere, Lviv Branch of Kyiv National University of Culture and Arts
- **2020-2021:** Head of the “Economics” Student Club, Center for Scientific and Technical Creativity of Student Youth, Lviv City Council
- **2021-2024:** Head of the “Financial Literacy” Club, Lviv Regional Small Academy of Sciences for Student Youth

Education

- **1973-1978:** Lviv Trade and Economic Institute, Specialty: “Accounting”, Qualification: “Economist”
- **2012:** Completed postgraduate studies at the European University, Kyiv, Specialty: 08.00.04 – Economics and Enterprise Management (by types of economic activity)

Trainings

- **2024:** “Personality and Education in the Context of Modern Socio-Cultural Challenges”
 - **2023:** “Psychological and Pedagogical Mastery of an Educational Institution Teacher”
 - **2023:** “Innovative Transformations in Modern Education: Challenges, Realities, Strategies”
 - **2023:** “Rhetorical Mastery of a Teacher”
 - **2022:** “Development of Creative Abilities of Students in Club Activities”
 - **2021:** Internship at the Department of Economics, Lviv Trade and Economic University
 - **2021:** “Current Aspects of STEAM Education Development in Teaching Natural Sciences”
 - **2020:** Internship at the Department of Tourism and Hotel-Restaurant Business, Lviv Trade and Economic University
 - **2024:** Internship as a Tourism Manager: Travel Agency “Let’s Go with Us”, Lviv
-

Membership

- NGO “Agency for the Development of Women’s and Youth Entrepreneurship” (since 1998), “Self-Employment Public Space”
 - NGO “Youth Employment Center” (since 2009)
 - NGO “Institute of Civil Society” (since 2024)
-

Languages

- **Mother Tongue:** Ukrainian
 - **Other Languages:** Polish (fluent in reading and speaking)
-

Personal Scientific Area, Experience, and Skills

- **Scientific Interests:** Tourism, International Tourism, Scientific and Pedagogical Activities
 - **Publications:** Over 70 scientific articles in professional journals, including those in WoS category journals
 - **Research Focus:** Aspects of consumer behaviour motivation in the tourism services market in the context of “environmental constraints”; the role of “goodwill” in the activities of tourism enterprises in the context of environmental constraints; socio-economic aspects of cross-border cooperation in the tourism sector of Ukraine and Poland; formation of consumer loyalty systems in the tourism services market in the context of total quality management; development of the Chernobyl exclusion zone: economic dynamics, etc.
 - **Contributions:** Participated in the development of the “Strategy for Reforming Higher Education in Ukraine until 2020” and the “Concept for the Development of Higher Education in Ukraine for the period 2015-2025”
-

Selected Articles

1. Dyachenko L.A. Improving management efficiency through the “balance of interests” of consumers and enterprises / L.A. Dyachenko // Scientific Notes.- Ukrainian Academy of Printing. - Issue 1 (15).- Lviv: 2009.- pp. 117-122.
2. Dyachenko L. A. Prospects for business process reengineering in the activities of tourism enterprises / S.O. Gutkevich, L.A. Dyachenko // Economics and Management. Scientific Journal. Issue 4 - K: EU Publishing House, 2009. - pp. 62-67.
3. Dyachenko L. A. Problems of the activities of tourism enterprises and ways to solve them / S.O. Gutkevich, L.A. Dyachenko // Scientific Economic Journal “Actual Problems of Economics.” - Edited by M.M. Eroshenko. - No. 11 (101). – Kyiv: Publishing House “Lazurit - Polygraph”, 2009. – pp. 63-71.
4. Dyachenko L. A. Socio-economic development of the hotel industry / S.O. Gutkevich, L.A. Dyachenko // Prometheus: regional collection of scientific papers on economics / Donetsk Economic and Humanitarian Institute of the Ministry of Education and Science of Ukraine; Institute of Economic and Legal Research of the National Academy of Sciences of Ukraine. – Issue 2 (29). – Donetsk: DEGI, 2009. – pp. 48-52.
5. Dyachenko L. A. Organizational and economic development of the hotel industry / L.A. Dyachenko // Bulletin of the Chernivtsi Trade and Economic Institute. Issue 2 (38). Economic Sciences. - Chernivtsi: CHTEI KNEU, 2010. – pp. 204-211.
6. Dyachenko L. A. Motivational analysis of consumer behavior as a component of improving management processes in the quality management system / S.O. Gutkevich, L.A. Dyachenko // Collection of scientific papers of the National University of Food Technologies “Scientific Works of NUFT.” - No. 35. – Kyiv: NUFT Publishing House, 2010. – pp. 62-66.
7. Dyachenko L. A. International experience in the activities of tourism enterprises / S.O. Gutkevich, L.A. Dyachenko // Collection of scientific papers of the Volyn National University named after L. Ukrainka (scientific bulletin “International Relations”) – No. 3 – Lutsk: Publishing House of the Volyn National University named after L. Ukrainka, 2010 – pp. 382-386.
8. Dyachenko L.A. Management of the service process for foreign consumers in tourism enterprises with feedback from consumers / L.A. Dyachenko // Zhytomyr State University named after I.Ya. Franko. Issue (1). – Economics. Management. Innovations. – Zhytomyr: 2011. – Access mode: www.nbu.gov.ua/e-journals/2011_1/11dlazis.pdf.
9. Dyachenko L.A. Formation of an effective management mechanism for tourism services for foreign consumers [Electronic resource] / L.A. Belinska // Economics. Management. Innovations. – 2011. - No. 2 (6). – Access mode: http://nbuv.gov.ua/e-journals/eui/2011_2/11dladz.pdf.
10. Dyachenko L.A. “Model of economic sector development in Ukraine” // Collective monograph. / edited by S.O. Gutkevich. Chapter No. 9. Development of the tourism sector in Ukraine – K.: NUUU “KPI”, 2011. – pp. 251-281-472 pp.
11. Dyachenko L. A. On the role of human development and human potential development in the system of national wealth. // Scientific Bulletin of the Chernivtsi Trade and Economic Institute of KNEU. – 2012. – Issue 4. – pp. 29-34.
12. Dyachenko L.A. Factors influencing the management and development of tourism enterprises: general and specific to the Lviv region // Economics and Management. Collection of scientific papers of the European University. – 2012. – Issue 3. – pp. 99-106.

13. Dyachenko L.A. On the concept of prospective development of tourism enterprises // State and Regions. Collection of scientific papers of the Zaporizhzhia Private Classical University. – 2012. – Issue 1. – pp. 110-115.
14. Dyachenko L.A. On the assessment of the efficiency of tourism enterprises // Economic Sciences. Collection of scientific papers of the Cherkasy State Technological University. – 2012. – Issue 1. – pp. 103-108.
15. Dyachenko L.A. The essence and features of managing tourism enterprises // Scientific Bulletin of the Chernivtsi Trade and Economic Institute of KNEU. – 2012. – Issue 1. – pp. 217-225.
16. Dyachenko L.A., Sadula L.M. Aspects of methodology and technology of management in commercial enterprises in the modern conditions of the domestic market development // Economics and Management. Collection of scientific papers of the European University. – 2013. – Issue 1. – pp. 81-86.
17. Dyachenko L.A. Theoretical and applied aspects of increasing the competitiveness of enterprises / Collective monograph / edited by O.A. Parshin, vol. 4. Formation of the organizational and economic mechanism for increasing the efficiency of managing tourism enterprises. Dnipropetrovsk University named after A. Nobel, 09. 2013 - Publishing House Gerda, Dnipropetrovsk, pp. 127-135.
18. Dyachenko L.A. “On the issue of problems in the functioning and development of tourism enterprises”; professional publication “Science and Progress of Transport”, Dnipropetrovsk National University of Railway Transport named after academician V. Lazaryan, No. 8, 2015, pp. 56-62.
19. Dyachenko L.A. Analysis of the psychological aspects of the influence of advertising on consumer behavior and their relationship with media literacy, media education, 2016. info@aup.com.ua-www.aup.com.ua; <http://www.medialiteracy.org.ua/>; <https://www.facebook.com/aupfoundation>
20. Golovkova L.S., Dyachenko L.A. On the issue of business process reengineering in the development of railway tourism in Ukraine; professional publication “Problems of Transport Economics”, Dnipropetrovsk National University of Railway Transport named after academician V. Lazaryan, No. 12, 2016, pp. 67-76.
21. Dyachenko L.A., Evolution of consumer behavior in the market of tourism services in the context of the behavioral economy of Ukraine / L.S. Golovkova, N.V. Grinyokh, L.A. Dyachenko // Problems of Transport Economics: scientific journal. – D.: 2017. – No. 14 – pp. 7-22.
22. Dyachenko L.A., The role of “goodwill” in the activities of tourism enterprises in the context of environmental constraints / L.S. Golovkova, L.A. Dyachenko // Socio-Economic Problems and the State: scientific journal. – T.: 2018. – No. 1 (18) – pp. 32-51. Access mode to the journal: <http://sepd.tntu.edu.ua/images/stories/pdf/2018/18hlsoos.pdf>. This open access article is distributed under a Creative Commons Attribution (CC-BY) 4.0 license.
23. Dyachenko L.A., Foreign experience in the formation and activation of technopark structures / A.O. Knyazevich, O.V. Krajchuk, L.A. Dyachenko // Scientific Notes of the National University “Ostroh Academy”, series: “Economics”: scientific journal.- Ostroh: Publishing House of NU “OA”. – 2018. Issue 8 (36) - pp. 24-32.

24. Diachenko L.A., Cross-cultural management in the formation of Ukraine's tourist image / N.V. Hrynokh, V.I. Dmytruk, L.A. Diachenko // *Problems of Transport Economics: Scientific Journal*. – Dnipro: 2018. – No. 2 (16) – pp. 44-52.
25. Diachenko L.A., Formation of the human capital development system in the context of the digital economy / L.A. Diachenko, L.M. Sadula, O.K. Sydor // *Economics and Management: Scientific Journal*. – Kyiv: 2018. – No. 3 – pp. 5-13.
26. Diachenko L.A., Socio-economic aspects of cross-border cooperation in the field of tourism between Ukraine and Poland / N.V. Hrynokh, V.I. Dmytruk, L.A. Diachenko, A.O. Kniazevych // *Geography, Geology and Geoecology: Scientific Journal*. – Dnipro: 2019. – No. 28(3) – pp. 432-444. Hrynokh N.V., Dmytruk V.I., Diachenko L.A., Kniazevych A.O. Social and economic aspects of cross-border cooperation of Ukraine and Poland in the field of tourism. *Journal of Geology, Geography and Geoecology*, 28(3), 2019. pp. 432–444. <https://geology-dnu.dp.ua/index.php/GG/article/view/611>; Web of Science
27. Diachenko L.A., Formation of consumer loyalty systems in the market of tourist services in the context of total quality management / L.A. Diachenko // *Problems of Transport Economics: Scientific Journal*. – Dnipro: 2019. – No. 17 – pp. 69-78.
28. Diachenko L.A., “Safe Chernobyl” as a new direction of development in the international market of tourist services / V.I. Dmytruk, L.A. Diachenko, N.V. Hrynokh, A.O. Kniazevych // *Effective Economics*. No. 1. 2020. Access mode: <http://www.economy.nayka.com.ua/?op=1&z=7618>.
29. Diachenko L.A., Development of the Chernobyl exclusion zone: economic dynamics / V.I. Dmytruk, L.A. Diachenko, N.V. Hrynokh // *Review of Transport Economics and Management*, 3 (19) 2020, pp. 7-20.
30. Diachenko L.A., Information technologies as a key component of the communication management system of tourism enterprises / A.O. Kniazevych, L.A. Diachenko, S.O. Kraichuk, S.M. Demidyuk // *Effective Economics*. No. 9. 2021. Access mode: <http://www.economy.nayka.com.ua>.
31. Dyachenko L., Kniazevych A., Golovkova L., Diachenko L. Chernobyl exclusion zone – a world-famous tourist brand of Ukraine. *Review of Transport Economics and Management*, 2022, Iss. 7(23). pp. 15-30. DOI: 10.15802/rtem2022/268133 <http://eadnurt.diit.edu.ua/bitstream/123456789/16290/1/Kniazevych.pdf>
32. Diachenko L.A., Formation of a national brand in wartime conditions and new opportunities for Ukraine's economic development / L.A. Diachenko, L.M. Sadula // *Review of Transport Economics and Management*, 11 (27) 2024, pp. 11-18.