

## PERSONAL INFORMATION



**Iryna Chyrak**

📍 **West Ukrainian National University, Ternopil, Ukraine**

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Sex Female | Nationality Ukrainian

## WORK EXPERIENCE

2020-Currently

Associate Professor of Economics Department at West Ukrainian National University, Ternopil (Ukraine)

2024-2024

Manager of scientific journal "Journal of European Economy", Ternopil (Ukraine)

2022-2023

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)

2013-2020

Senior Lecturer of the Department of Economic Theory at Ternopil National Economic University, Ternopil (Ukraine)

2009-2010

Lecturer of the Department of Economic Theory at Ternopil National Economic University, Ternopil (Ukraine)

2008-2009

Leading Economist at JSB "UKRGASBANK", Ternopil (Ukraine)

## EDUCATION

26 June 2014

**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.

2023 – 2024

**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

Member of SUSTED project "Education for sustainable development: synergy of competencies for the recovery of Ukraine" ERASMUS-EDU-2024-CBHE-STRAND-1

March 2025 – April 2025

Participant of Erasmus+ teaching mobility in Ljubljana School of Business, Ljubljana, Slovenia

2022 – 2025

Member of project "Ukraine Digital I: Ensuring Academic Success in Times of Crisis TU Dresden builds bridges: Application and further development of digital

November 2021

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

Mother tongue(s) Ukrainian

Other language(s)

English B2  
German B1

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## ADDITIONAL INFORMATION

Scientific 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](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., & Fabiunyk, 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.