

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
CHERNIGIV NATIONAL UNIVERSITY OF TECHNOLOGY**

EDUCATIONAL SCIENTIFIC PROGRAM

BRANCH OF KNOWLEDGE	07 MANAGEMENT AND ADMINISTRATION
SPECIALTYNITY	076 ENTERPRISE, TRADE AND EXCHANGE ACTIVITY
EDUCATIONAL LEVEL	THIRD (EDUCATIONAL SCIENCE)

Profile of the program	
Doctor of Philosophy in the field of entrepreneurship, trade and exchange activities	
Type of diploma and volume of work	Ph.D. in Philosophy, first degree, 4 academic years, 60 credits ECTS
Higher educational institution	Chernihiv National University of Technology, Chernihiv
Accrediting institution	Ministry of Education and Science of Ukraine, Ukraine, Peremohy av., 10, Kyiv, 01135
The period of accreditation	2016
Program level	QF for EHEA - third cycle, EQF for LLL - 8 level; NQF of Ukraine - level 8
A The purpose of the program	
	To provide, on the basis of the master's degree, the training of scientific and scientific-pedagogical staff in the field of management and administration by obtaining the competences that are sufficient for the implementation of original scientific research, the results of which have scientific novelty, theoretical and practical importance, as well as their support in the preparation and defense of the dissertation.
B Characteristics of the program	
1	Subject area (branch of knowledge) Scientific research in management and administration (07 Management and Administration)
2	<p>Program focus: general / special</p> <p>Third (educational and scientific) level of higher education according to the Law of Ukraine "On Higher Education", the eighth qualification level of the National Qualification Framework:</p> <p>General</p> <p>A novice researcher receives full support in the development of a research subject and the preparation of a practical and theoretical / methodological strategy.</p> <p>Investigation of regularities and development of scientific and theoretical bases and methods concerning:</p>

- ensuring effective and / or sustainable operation of enterprises in the domestic and world markets of goods and services;
- development of material and technical base of trade, public and private enterprises of Ukraine;
- improvement of methods of storage of goods;
- introduction of effective management of enterprises;
- usage of reasonable and substantiated technologies of production, processing, storage of goods;
- improvement of methods of trade.

Special

- development of scientific and methodological foundations for the creation and application of electronic reference information on the origin, composition, mode of production, manufacturer, conditions of use of the product in order to identify it;
- developing models and methods for assessing the conformity of goods in accordance with the requirements of regulatory, legislative documents and technical regulations;
- improvement of means, technologies of manufacture and storage of goods, methods of operational management of processes;
- development of systems and models of factors of formation of needs for goods and related consumer preferences in assortment and quality of goods;
- substantiation of technological processes of trade, their organization and management in integrated systems and in systems of separate types of trade;
- development of models and / or concepts of assortment policy;
- development of rational systems and substantiation of means of complex mechanization of loading and unloading works;
- development of theoretical and applied bases of variants of effective placement of trading equipment and auxiliary technical means taking into account purchasing flows;
- creation of databases on the influence of factors of the external and internal environment of the enterprise on assortment, consumer properties, indicators of quality of goods;
- creation and analysis of databases on the safety of goods and their legal regulation;
- assessment of the prospects and economic efficiency

		<p>of implementation of safety and quality control systems;</p> <ul style="list-style-type: none"> - development and research of the resources of the enterprise system for assessing the possibility of establishing a system for managing the safety and quality of goods; - development of new and improving existing management methods; - development of appropriate methodical tools for counseling, ensuring its quality, effectiveness and efficiency; - development and implementation of technical specifications for products, standards of enterprises and draft standards on methods of identification and definition of quality indicators; - analysis of the external environment of the enterprise activity, its dynamics, forecasting its development and consequences for the trading sphere and commercial and commodity-related activities; - research and substantiation of indicators of financial plans and development of measures to prevent bankruptcy of enterprises; - development of new types of products, research of its consumer properties, nomenclature of quality indicators, forecasting of terms of storage; - development and improvement of the strategy and tactics of enterprise development, its commercial policy of diversification; - development of the theory and scientific fundamentals of the integration of market participants into the European economic space; - solving complex management problems.
3	Program orientation	Research and applied. Fundamental scientific researches on the latest technologies and / or methods of analysis of goods that will be widely practically applied.