

CERTIFICATE No 278/2021/2022/WNS

of Advanced training (Internship)

This certificate confirms that **Volodymyr Pysarenko** took part in the training program of the scientific and pedagogical staff, which took place from the **11th of October 2021** to the **19th of November 2021** (without interrupting main working process (online)) with the support of WSB University (Poland) in the following scientific fields:

- innovative methods and approaches in education;
- economy, marketing and modern business;
- project management in the field of the scientific research;
- the methodology of the modern scientific research;
- psychological and pedagogical bases of the knowledge transfer;
- organization of the students' scientific work;
- economics and organization of the higher education.

The scientific report is made upon the theme "**Designing a Customer-Driven Marketing Strategy in the Context of Digitalization**". This report has received the positive feedback from the participants and members of the organizing Committee.

Total: **180 hours**, including 54 contact hours (online), 90 individual work hours and 36 hours for the scientific report.

Ph.D. Rafał Rebilas 
Deputy Rector for International Relations of
WSB University
Dąbrowa Górnicza (Poland)



The 22nd of November 2021