



VALERIIA SAZONOVA

PhD-student

PERSONAL INFORMATION

Date of birth: 20/10/1995

Nationality: Ukrainian

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EDUCATION

10.2020 – present

PhD program in Sociology, Taras Shevchenko National University in Kyiv, thesis title: *"Social Factors of Authoritarianism Distribution in the Ukrainian Society"*

09.2018 – 01.2019

Erasmus+ exchange program, Sociology, Lund University (Sweden)

09. 2017 – 05.2019

M.A. in Sociology, Taras Shevchenko National University in Kyiv, thesis title: *"The Sphere of Employment as a Factor in the Formation of Authoritarian Attitudes Among the Population of Ukraine"*

09.2013 – 05.2017

B.A. in Sociology, Taras Shevchenko National University in Kyiv, thesis title: *"The Heuristic Potential of the Conceptions of Authoritarianism of the Study of Contemporary Ukrainian Society"*

LANGUAGES

Ukrainian, Russian – Native

English – B2 (Independent user)

WORK EXPERIENCE

Research and Education Manager

Academy DTEK | 09.2019 - 03.2022

Main responsibilities:

- Full cycle of research project holding (360-degree feedback; diagnosing organizational culture, and different Ad Hoc projects upon business requests);
- Conduct desk research to identify market trends or make industry overviews (collect, integrate, analyze data from multiple sources and consolidate information into reports, presentations);
- Communication with clients and build strong long-term relationships;
- Prepare public information materials on the basis of research (SCM Daily, Innovation24);
- Conduct training webinars, workshops;
- Create innovative education materials;
- Conduct coaching sessions.

Market Research Manager

Q&Q Digital | 05.2017 - 06.2019

Main responsibilities:

- Develop survey design (usage and awareness tests; brand health tracking; price elasticity studies; product, concept evaluations; consumer segmentation);
- Develop research tools (questionnaires, diaries etc.);
- Prepare and analyze data (clean raw data, develop logic of analysis);
- Interpret data, create reports and make recommendations;
- Present data for clients;
- Communication with clients at all stages of the process.

Junior Research Specialist

Kantar TNS | 08.2016 - 01.2017

Main responsibilities:

- Develop research tools (questionnaires, diaries)
- Analyze and interpret data
- Create data sheets, graphs and reports for clients.

TEACHING ASSISTANTSHIP

- Social Structure of Society | Seminars (2021)
- Introduction in Sociology | Seminars (2020)
- Basics of Social Communications | Seminars (2020)

COMPUTER SKILLS

Microsoft Office
SPSS
Miro
Survey Monkey

COURSES

“Programming complex SPSS in sociology and marketing” Higher School of Sociology, Institute of Sociology, National Academy of Science of Ukraine.

HONORS AND AWARDS

- A finalist (first place) of the national contest of student academic research papers in sociology (2018), paper title: “*The Cognitive Potential of the Conceptions of Authoritarianism of the Study of Contemporary Ukrainian Society*”;
- Winner of Mykyta Shapoval scholarship for successful academic performance and academic activities (2017);
- A member of the winning team in the First Ukrainian Sociology Hackathon (March 2016);
- A finalist (third place) of the national contest of student academic research papers in sociology (2016), paper title: “*Field, Factory, Salon: Authoritarianism and Sphere of Employment in the East of Ukraine*”;
- A finalist (second place) of the national student research contest “Smart Start” (administered by TNS Ukraine in 2016).

MEMBERSHIP

- The Head of the Academic Society of Students at the Faculty of Sociology (2015-2017);
- The Deputy Head of the Student Parliament at the Faculty of Sociology (2015-2016).

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SKILLS

- As a regular participant of different contests in sociology I have acquired solid experience in **teamwork** and developed **public speaking** and **presentation skills**;
- Thanks to interviewer job experience, I have learned how to **find common language with people from different walks of life**;
- While working at marketing research companies, I have enhanced my **business communication** skills by dealing with other departments and clients;
- As the Head of Academic Society of Students at the Faculty of Sociology, I have organized International Interdisciplinary Academic Conference of Students and Young Scholars “Shevchenkivska Vesna” in 2016 and in 2017;
- Being a Deputy Head of the Student Parliament, I have contributed to organization of a number of events (“Initiation of freshmen”, “Halloween Party”, “Charity visit to Svyatochynskiy orphanage”, etc).

PUBLICATIONS

- **Authoritarianism as a perception of group interaction: John Duckitt's approach.** In Proceedings of the 15th International Conference: Issues in the Development of Sociological Theory: Conceptual Strategies for the Study of Social Consequences of COVID-19 Pandemic (Kyiv 2020). <https://sociology.knu.ua/sites/default/files/newsfiles/2020-issuesinthedevelopmentofsociologicaltheory-proceedings.pdf>
- **Scales of authoritarianism as a tool for studying Ukrainian society.** In Journal of Actual Issues in Sociology, Psychology, Pedagogy. – 2018. - №37. <http://apspp.soc.univ.kiev.ua/index.php/home/article/view/840/718>
- **Applications of authoritarianism measurements in the study of Ukrainian society.** Proceedings of the plenary session. 8th International Scientific Conference: Capitalism, Populism, and Modernity (Kyiv 2017)
- **Relations at the workplace as a factor of authoritarian attitudes of the population of the Eastern Ukraine.** Proceedings of the 14th International Scientific Conference of Students and Young Scientists “Sociology in (post) modernity” (Kharkiv 2016)