

OLEKSANDRA HANCHUKOVA, PH.D.



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[Oleksandra \(Sasha\) Hanchukova](#)



Auburn, AL

PROFESSIONAL EXPERIENCE

Assistant Professor Auburn University (Auburn, AL, USA)	Aug 2025 – present
Assistant Professor of Instruction University of South Florida (Sarasota, FL, USA)	Sep 2024 – Aug 2025
Graduate Part-Time Instructor Texas Tech University (Lubbock, TX, USA)	Jan 2023 – May 2023
Graduate Research & Teaching Assistant Texas Tech University and Texas Wine Marketing Research Institute (Lubbock, TX, USA)	Jan 2021 – Aug 2024
Marketing and Event Manager Veles LLC, Winery Kolonist (Kyiv, Ukraine)	Nov 2019 – Dec 2020
Trainee (export manager) Cantine PRO.VI.MA , (Matelica, Italy)	Jul 2019 – Aug 2019
Trainee (travel manager) Free Life Travel Agency (Kyiv, Ukraine)	Jun 2017 – Aug 2017

EDUCATION

Ph.D., Texas Tech University (Lubbock, TX, USA) Ph.D. in Hospitality, Tourism and Retail Management <ul style="list-style-type: none">Dissertation: “Vintage Solidarity: Exploring Country Image and Consumer Behavioral Intentions”Advisor: Natalia Velikova, Ph.D.	2021 – 2024
M.S., Taras Shevchenko National University of Kyiv (Kyiv, Ukraine) M.S. in Geography of Enogastronomic Recreation and Tourism <ul style="list-style-type: none">Master’s Thesis: “Enogastronomic Tourist Offer of the Odesa Region, Ukraine”	2018 – 2020
M.S., Taras Shevchenko National University of Kyiv (Kyiv, Ukraine) M.S. in Economic and Social Geography <ul style="list-style-type: none">Master’s Thesis: Enogastronomic Tourism in Ukraine: Socio-Geographical Study	2018 – 2020
M.S., University of Camerino (Camerino, Italy) M.S. in Wine Export Management (Master 1st level) <ul style="list-style-type: none">Master’s Thesis: “Internal and External European Marketing of the PRO.VI.MA. Winery”	2019
B.A., Taras Shevchenko National University of Kyiv (Kyiv, Ukraine) B.A. in Geography (Natural Science) <ul style="list-style-type: none">Bachelor’s Thesis: “Environmental part of sustainable development: Kyiv and Kyiv Region, Ukraine”	2014 – 2018

TEACHING EXPERIENCE**Assistant Professor of Instruction***Auburn University (Auburn, AL, USA)*

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|---|--------------|-----------|
| • HOSP 4600 Beverage Appreciation | face-to-face | Fall 2025 |
| • HOSP 2400 Food Production and Service
(<i>Ariccia restaurant rotation</i>) | face-to-face | Fall 2025 |

Assistant Professor of Instruction*University of South Florida (Tampa, FL, and Sarasota, FL, USA)*

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| • HFT 3861 Beverage Management | online | Summer 2025 |
| • HFT 3868 International Wine and Culture | online | Summer 2025 |
| • HFT 3861 Beverage Management | online | Spring 2025 |
| • HFT 4295 Hospitality Leadership and Strategic Management | face-to-face | Spring 2025 |
| • HFT 3868 International Wine and Culture | face-to-face
online | Spring 2025 |
| • HFT 3868 International Wine and Culture | face-to-face
online | Fall 2024 |
| • HMG 6296 Strategic Management and Competitive Strategy for Hospitality and Tourism | face-to-face | Fall 2024 |

Graduate Part-Time Instructor (sole teaching)*Texas Tech University (Lubbock, TX, USA)*

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|--------------------------|--------------|-------------|
| • RHIM 4350 Wine Tourism | face-to-face | Spring 2023 |
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Taras Shevchenko National University of Kyiv (Kyiv, Ukraine)

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| • Slow Food as a Tool for Valorization of the Tourist Attraction of Enogastronomic Objects | online | Summer 2020 |
| • Economic and Social Geography of Ukraine | face-to-face | Fall 2019 |

Guest Speaker*Texas Tech University (Lubbock, TX, USA)*

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| • RHIM 2312 Introduction to Beer, Wine and Spirits in Food and Beverage Service | face-to-face | Spring 2023 |
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Texas Tech University (Lubbock, TX, USA)

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| • WINE 4315 Licensing and Compliance for the Wine Industry | online | Spring 2023
Spring 2022 |
| • WINE 4314 Wine Distribution Management | online | Spring 2022
Spring 2021 |
| • WINE 4311 Wine Sales | online | Fall 2022
Fall 2021 |
| • WINE 4306 Fundamentals of Wine Business | online | Fall 2021 |
| • RHIM 4311 Wines of the World | face-to-face | Fall 2021 |

PUBLICATIONS

Refereed Journal Articles

Hanchukova, O., & Velikova, N. (2025). [Compassionate Consumption: How Solidarity Shapes Purchase Intentions](#). *British Food Journal*, 127(9), 3266–3282.

Swed, O., Stiefelmaier, A., & **Hanchukova, O.** (2024). [Motivated to Fight: Diverse Motivations of Foreign Fighters in the Russia-Ukraine War](#). *Armed Forces of Society*, 0(0).

Hanchukova, O., Velikova, N., & Koo, B. (2024). [Cheers to Local! Exploring Consumer Ethnocentrism in the Context of Regional Wines](#). *British Food Journal*, 126(9), 3584-3603.

Hanchukova, O., Velikova, N., & Motuzenko, O. (2024). [A toast to emerging terroir: Exploring consumer attitudes toward local wine in Ukraine](#). *International Journal of Wine Business Research*, 36(1), 141-159.

Motuzenko, O., **Hanchukova, O.**, & Giancola, D. (2020). [Enogastronomic tourism product as an innovative integrative form of tourist offer](#). *Scientific Look into the Future*, 17(2), 72-81 (in Ukrainian).

Hanchukova, O., Motuzenko, O., Petlina, D., & Kuznetsova, O. (2018). [Festival activities in the enogastronomic tourism: Challenges and opportunities for Ukraine](#). *Geography and Tourism*, 45, 55-66 (in Ukrainian).

Conference Papers

Hanchukova, O., & Velikova, N. (2024, July 9-12). [Wine and War: Wine Cultural Identity as a Catalyst for Crisis Management](#). The 15th International Conference of the Academy of Wine Business Research, Verona, Italy.

Hanchukova, O., Velikova, N., & Koo, B. (2024, January 4-6). [Sippin' the Lone Star Loyalty: Exploring Consumer Ethnocentrism in Texas](#). The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, Florida.

Hanchukova, O., & Velikova, N. (2024, January 4-6). [Navigating the digital winescape: Wineries' positioning, visitor perceptions, and expectations in wine tourism](#). The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, Florida.

Swed, O., Stiefelmaier, A., & **Hanchukova, O.** (2023). *Motivated to fight: Examining foreign fighters' motivation to join the Ukrainian legion*. IUS Annual Meeting. Reston, Virginia.

Swed, O., Stiefelmaier, A., & **Hanchukova, O.** (2023). *A study of the motivation of foreign fighters*. War & Society Mini-Conference, Philadelphia, Pennsylvania.

Hanchukova, O., & Velikova, N. (2023, January 5-7). *Generational differences in attitudes toward local wines: Evidence from an emerging wine region*. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, California.

Hanchukova, O., & Velikova, N. (2022, January 7-8). *Ukrainian consumers' attitudes towards local wine*. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Virtual.

Petlina, D., Motuzenko, O., **Hanchukova, O.** (2018, September 27) *Festival activities in the framework of wine tourism: European and Ukrainian experience*. Wine gastronomic tourism: assembly of education, technology, and business. Roundtable of the international scientific and practical conference “Technologies of food products and mixed fodder”, Odesa, Ukraine (*in Ukrainian*).

Research Reports

Velikova, N., **Hanchukova, O.**, & Dodd, T. (2021). *Understanding consumer attitudes towards Texas wines: Building marketing strategies*. Texas Wine Marketing Research Institute.

Velikova, N., **Hanchukova, O.**, Olevskiy, B., & D'Camp, H. (2021). *The effect of COVID-19 on U.S. wine consumption: Six months after the original lockdown*. Texas Wine Marketing Research Institute.

Motuzenko, O., & **Hanchukova, O.** (2019) *Survey analysis of the organizers of the enogastronomic festivals for 2018 in Ukraine*. The 3rd progress report on “Support to the development of a geographical indications system in Ukraine” project.

AFFILIATIONS

Service

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| • <i>Eta Sigma Delta AU Chapter</i> , ICHRIE (Aug 2025 – present)
Auburn, AL, USA | Co-Advisor |
| • <i>Eta Sigma Delta USF Chapter</i> , ICHRIE (Sep 2024 – Aug 2025)
Tampa, FL, USA | Advisor |
| • <i>American Ukrainian Medical Foundation</i> (2024 – present) | PR Manager |
| • <i>Peace, War, & Social Conflict Lab at TTU</i> (2023 – present)
Lubbock, TX, USA | Researcher |
| • <i>Ukrainian Club</i> at Texas Tech University (2022 – 2024)
Lubbock, TX, USA | President |
| • <i>Texas Wine Marketing Research Institute</i> (2021 – 2024)
Lubbock, TX, USA | Social Media Executive |
| • <i>Academy of Wine Business Research</i> (2021 – 2024) | Web Designer |
| • <i>International Journal of Wine Business Research</i> (2021 – 2024) | Social Media Executive |

Membership

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| • <i>International Council on Hotel, Restaurant, and Institutional Education</i> (ICHRIE) | 2024 – present |
| • <i>Academy of Wine Business Research</i> (AWBR) | 2024 – present |
| • <i>Beverage Education Special Interest Group</i>
BevEdSIG, ICHRIE (USA) | 2022 – present |
| • <i>Slow Food Academics of Kyiv</i>
Slow Food in Ukraine (Ukraine) | 2020 – present |

GRANTS

- *Understanding Consumer Attitudes Towards Texas Wines: Building Marketing Strategies* (2021; Lubbock, TX, USA) Research Assistant
Texas Department of Agriculture and Texas Wine Marketing Research Institute

This project was conducted in collaboration with the Texas Wine Marketing Research Institute and the Texas Department of Agriculture; the primary goal was to develop successful and sustainable strategies to better market Texas wine on the local market; during the project, I was involved in all of the steps started from the proposal writing to analyzing the data and publishing the results; as a result, [industry report was published in 2021](#), two (2) conference papers were presented in [2023](#) (*Generational differences in attitudes toward local wines: Evidence from an emerging wine region*) and [2024](#) (*Sippin' the Lone Star Loyalty: Exploring Consumer Ethnocentrism in Texas*), and one (1) paper was published in [2024](#) (*Cheers to Local! Exploring Consumer Ethnocentrism in the Context of Regional Wines*).

- *Slow Food Tools for Valorization of the Tourist Attraction of Enogastronomic Objects* (2020; Kyiv, Ukraine) Research Assistant
Slow Food Ukraine and Taras Shevchenko National University of Kyiv

This project was in collaboration with the Slow Food Foundation for Biodiversity with the purpose of educating students about local traditional food that might be a part of intangible cultural heritage; during the Summer semester, I was an instructor of the course “Slow Food Tools for Valorization of the Tourist Attraction of Enogastronomic Objects”, in which students collected Ukrainian enogastronomic objects and created a database, which was further added to the [Ark of Taste product in Ukraine](#) and then [published](#).

- *Support to the Development of a Geographical Indications System in Ukraine* (2018-2020; Kyiv, Ukraine) Research Assistant
GFA Consulting Group, DMI Associates, ADECIA, Taras Shevchenko National University of Kyiv

During this project, I, as a research assistant, developed an itinerary for the first wine route in Ukraine, known as the “[Wine and Taste Route of Ukrainian Bessarabia](#)”; from the very beginning, this route proved highly successful, with the initial group of journalists, social media influencers, and tour operators who were keen on including wineries in their travel packages; subsequently, the route gained much popularity among foodies and wine enthusiasts; the itinerary for the route I crafted served as a blueprint, inspiring the establishment of similar food and wine routes across Ukraine.

AWARDS AND HONORS**Texas Tech University**

- Doctoral Dissertation Completion Fellowship (DDCF) 2023
- Roland and Alyne McCallon DeFee Memorial Scholarship 2023
- Jaycie Brown Memorial/Fired Up, Inc./Johnny Carino's Scholarship 2023
- Texas Public Education Grant (TPEG) 2022
- Graduate Student Research Support Award 2022

Texas Hill Country Wineries Association

- Texas Hill Country Wine Industry Scholarship 2022

CERTIFICATIONS

- Guest Experience Training: Destination & Customer Service (Visit Tampa Bay) 2024
- ServSafe® Food Handler (National Restaurant Association) 2023
- Wine and Spirits Education Trust (WSET®) Level 2 Award in Wines (*with distinction*) 2022
- Wine and Spirits Education Trust (WSET®) Level 1 Award in Wines 2021
- Sommelier certification for wines and spirits (National University of Food Technologies and “Ukrainian Wine Institute” Scientific Center) 2019

ADDITIONAL SKILLS**Technical Skills***Software*

- SPSS, Mplus, NVivo (proficient)
- R (intermediate)

Video/Photo Editing

- Adobe Illustrator, Adobe Photoshop, CapCut (proficient)

Web-design/Web-development

- Word Press (proficient)
- Go-Daddy (intermediate)

Email Marketing Platforms

- Constant Contact (proficient)

Languages

- English (fluent)
- Ukrainian (native)
- Russian (fluent)
- Italian (intermediate)

NON-UNIVERSITY AND PROFESSIONAL ACTIVITIES**Research**

NVivo for Qualitative Analysis by USF Libraries (2025, June 12). Virtual.

Video Editing for Researchers by USF Libraries (2025, June 11). Virtual.

15th International Conference of the Academy of Wine Business Research (2024, July 9-12). Hybrid – Verona, Italy.

The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (2024, January 4-6). The Chaplin School of Hospitality & Tourism Management at Florida International University (FIU), Miami, Florida.

TTU Human Subject Training (2023, September-October). Hybrid – Lubbock, TX.

Lumivero Virtual Conference (2023, September 27-28). Virtual.

Impacts of War: Lab-Urban Regeneration of Traumatized Cities (2023, August 23). Virtual.

Urbicide, everyday life and post-war urban healing (2023, June 15). Virtual.

Enogastronomic Tourism: Driver of Tourism Destination Development (2023, May 25). Hybrid – Vinnytsia, Ukraine.

Development of Rural Tourism Clusters in the New Reality (2023, May 12). Hybrid – Kyiv, Ukraine.

R Workshop for Beginners (2023, February-March). Virtual.

The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (2023, January 5-7). The Collins College of Hospitality Management at Cal Poly Pomona, Anaheim, California.

Journal of Hospitality & Tourism Management Online Research Symposium (2022, December 6-7). Virtual.

Eight years of the war in Ukraine: Nostalgia for the Soviet Past, Mass Internal Displacement and Military Urbicide (2022, June 14). Virtual.

The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (2022, January 7-8). Virtual.

12th International Conference of the Academy of Wine Business Research (2021, July 6-8). Virtual.

Graduate Research Strategies Initiative (2021, January-April). Virtual.

Wine gastronomic tourism: Assembly of education, technology, and business (2018, September 27). Odesa National Academy of Food Technologies, Odesa, Ukraine.

Teaching

Teaching in an AI World: Building and Finding Our Way (2023, September 27). Virtual.

Transparent Assignment Design: How to Write Assignments that Help Students Understand What You Expect (2023, September 13). Hybrid – Lubbock, TX.

Creating Learning Outcomes (2022, March 2). Virtual.

Teaching Philosophy – Discover, Crafting, Writing (2022, January). Virtual.

Drafting Student-Oriented Syllabus (2022, January 21). Virtual.

The Groundwork Program (2021, May 19-21). Virtual.

Industry

SVB Direct-to-Consumer Wine Report (2025, June 17). Virtual.

“Entertainment-driven wine tourism in the new world: Award-winning experiences from Australia and New Zealand” by Great Wine Capitals (2025, June 18). Virtual.

“Sustainable packaging for Premium wines – how should it be approached?” by Institute of Masters of Wine (2025, June 11). Virtual.

“Is wine tourism creating real value for wineries?” by Great Wine Capitals (2025, March 25). Virtual.

“ProWein Business Talk: Shaping the Future of Wine” by ProWein (2025, January 14). Virtual.

“Navigating Trade Challenges: Tariff Impacts on Wine, Spirits, and the U.S. Economy” by Wine & Spirits Wholesalers of America (WSWA) (2024, December 10). Virtual.

“Inclusive Wine Tourism” by Great Wine Capitals (2024, December 10). Virtual.

Tampa Bay Destination Training. Visit Tampa Bay (2024, November 20). Tampa, FL.

Indicators & Insights Summit. Visit Sarasota County (2024, November 19). Sarasota, FL.

WSET Beer: Bitesize Week (2024, February 26 – March 1). Virtual.

Sipping Mindfully: Exploring the rise of the low and no alcohol market (2024, February 15). Virtual.

The 2024 SVB State of the US Wine Industry Report (2024, January 18). Virtual.

Sipping Sustainably: Navigating climate change in the drinks industry (2023, November 27). Virtual.

SVB Direct-to-Consumer Wine Survey: Report, Results, and Benchmarks (2023, August 16). Virtual.

H-E-B Hospitality and Retail Management Symposium (2023, March 23). Lubbock, TX.

WSWA’s SipSource Presents 2022 Holiday Trends & 2023 Drinks Preview (2022, November 9). Virtual.

SVB Annual Direct-to-Consumer Wine Survey Report (2022, June 15). Virtual.

SVB State of the Wine Industry (2022, January 19). Virtual.

OIV – Press Conference (2022, April 27). Virtual.

H-E-B Hospitality and Retail Management Symposium (2022, March 24). Lubbock, TX.

Texas Hill Country Wine Symposium (2022, January 18-19). Horseshoe Bay, TX.

VINITALY (2019, April 7-10). Verona, Italy.

Invited Industry Presentations

Winemakers of Ukraine: Unbroken Spirit. Wine Tasting (2025, February 21). Chicago, IL.

Brave Wines of Ukraine. Wine Tasting (2024, December 20). Chicago, IL.

Slow Food Tools for Valorization of the Tourist Attraction of Enogastronomic Objects – Ark of Taste (2021, March 1). Virtual.

Promo-tour for tour operators by the Wine and Taste Route of Transcarpathia (2020, October 3-5). Transcarpathia region, Ukraine.

Tourist Offers of Wine and Taste Route of Ukrainian Bessarabia for B2B (2020, May 28). Virtual.

Wine and Taste Route of Ukrainian Bessarabia in the post-coronavirus period (2020, May 15). Virtual.

Wine and Taste Routes of Ukrainian Bessarabia, Practical part of B2B (2019, October 3). Ukraine International Travel Market, Kyiv, Ukraine.

Service

Un(wine)d with the Arts in the LHUCA Galleries. Exhibition “Ukraine: War and Resistance”. (2023, December 7). Lubbock, TX.

Un(wine)d with the Arts in the LHUCA Galleries. Presentations of the “Ukraine: War and Resistance” exhibition. (2023, November 9). Lubbock, TX.

Texas Tech Culture Fest (2023, October 7). Lubbock, TX.

Texas Tech Study Abroad Fair (2021, September 15). Lubbock, TX.