

Research/art/teacher profile of a person

Date of last update: 11^h September 2023

I. Basic information			
I.1 Surname, name, degrees	<i>Gubíniová Katarína, doc. JUDr. PhDr., PhD.</i>		
I.2 Year of birth	1984		
I.3 Name and address of the workplace	Comenius University Bratislava Faculty of Management Department of Marketing and Commerce Odbojárov 10, 820 05 Bratislava 25 Slovakia		
I.4 Position	university professor		
I.5 E-mail address	Katarina.Gubiniova@fm.uniba.sk		
I.6 Hyperlink to the entry of a person in the Register of university staff	https://www.portalvs.sk/regzam/detail/5307?do=filterForm-submit&surname=Gub%C3%ADniov%C3%A1&sort=surname&employment_state=yes&filter=Vyh%C4%BEada%C5%A5		
I.7 Name of the study field in which a person works at the university	Economics and Management		
I.8 ORCID iD	https://orcid.org/0000-0003-0306-6411		
II. Higher education and further qualification growth			
	Name of the university or institution	Year	Study field and programme
First degree of higher education	Comenius University in Bratislava Faculty of Management	2005	study field Management, specialization Management of the Organization
	College in Sládkovičovo Janko Jesensky Faculty of Law	2009	study field Law, study programme Law
Second degree of higher education	Comenius University in Bratislava Faculty of Management	2007	study field Management, specialization Marketing
	Trnava University Faculty of Law	2013	study field Law, study programme Law
Third degree of higher education	Comenius University in Bratislava Faculty of Management	2010	study field Management, study programme Management
Associate professor	Comenius University in Bratislava Faculty of Management	2016	field Management
Professor			
Doctor of Science (DrSc.)			
III. Current and previous employment			
Occupation-position	Institution	Duration	
Assistant professor	Comenius University in Bratislava Faculty of Management	2011 – 2016	
Associate professor	Comenius University in Bratislava Faculty of Management	2016 – 2021	
Professor	Comenius University in Bratislava Faculty of Management	2021 – up to the present	
IV. Development of pedagogical, professional, language, digital and other skills			
Activity description, course name, other	Name of the institution	Year	
English language	State Language School, Bratislava	2008 – 2009	
Spanish language	State Language School, Bratislava	2011 – 2015	
Exercise Typo3 editor Start	Comenius University in Bratislava	2007	
PivotTable in Excel	Comenius University in Bratislava	2018, 2019	
Graphs in Excel	Comenius University in Bratislava	2018	

Student Centered Learning	Slovak Accreditation Agency for Higher Education	2021
Quality of Distance Learning	Slovak Accreditation Agency for Higher Education	2021
Academic Integrity	Slovak Accreditation Agency for Higher Education	2021
Open our universities to the world	Slovak Accreditation Agency for Higher Education	2021
How not to violate copyright on the Internet?	CIT CU	2022
Excel	Comenius University Bratislava Faculty of Management	2023

V. Overview of activities within the teaching career at the university

V.1 Overview of the profile courses taught in the current academic year according to study programmes

Name of the profile course	Study programme	Degree	Field of study
Marketing (Slovak)	International Management	first degree	Economics and Management
International Marketing (Slovak)	International Management	second degree	Economics and Management
Marketing (English)	Management and Law	first degree	Economics and Management, Law
Ethical and Legal Aspects of Marketing (English)	Management and Law	first degree	Economics and Management, Law

V.2. Overview of the responsibility for the delivery, development and quality assurance of the study programme or its part at the university in the current academic year

Name of the study programme	Degree	Field of study
International Management	first degree	Economics and Management
International Management	second degree	Economics and Management
Management and Law	first degree	Economics and Management, Law

V.3. Overview of the responsibility for the development and quality of the field of habilitation procedure and inaugural procedure in the current academic year

Name of the field of habilitation procedure and inaugural procedure	Study field to which it is assigned

V.4. Overview of supervised final theses

	Bachelor's (first degree)	Diploma (second degree)	Dissertation (third degree)
Number of currently supervised theses	3	11	5 (2 passed the dissertation examination)
Number of defended theses	112	116 rigorous theses: 1	

V.5. Overview of other courses taught in the current academic year according to study programmes

Name of the course	Study programme	Degree	Field of study
Ethical and Legal Aspects of Marketing (Slovak, English)	Management	first degree	Economics and Management
Bachelor Theses Preparing Seminar (Slovak)	Management	first degree	Economics and Management
Digital Marketing Innovations (Slovak)	Management	second degree	Economics and Management
Marketing Management (Slovak, English)	Management Managerial Mathematics	second degree	Economics and Management Mathematics

VI. Overview of the research/artistic/other outputs

VI.1 Overview of the research/artistic/other outputs and the corresponding citations

	Overall	Over the last six years
Number of the research/artistic/other outputs	78	25
Number of the research/artistic/other outputs registered in the Web of Science or Scopus databases	19 Scopus: 16 Web of Science: 13	11 Scopus: 10 Web of Science: 7
Number of citations corresponding to the research/artistic/other outputs	295	173
Number of citations registered in the Web of Science or Scopus databases	131 Scopus: 98 Web of Science: 101	93 Scopus: 77 Web of Science: 69
Number of invited lectures at the international/national level	0/0	0/0

VI.2 The most significant research/artistic/other outputs

1.	<p>GUBÍNIOVÁ, Katarína (100 %): <i>Aspekty realizácie racionálneho marketingového manažmentu</i>. Trenčín : Inštitút aplikovaného manažmentu, 2016, 224 s. ISBN 978-80-89600-29-8</p> <p>4 citations</p> <ul style="list-style-type: none"> category o1 – 1 citation category o4 – 3 citations
2.	<p>PAJTINKOVÁ BARTÁKOVÁ, Gabriela (50 %) – GUBÍNIOVÁ, Katarína (50 %): <i>Udržateľný marketingový manažment</i>. Trenčín : Inštitút aplikovaného manažmentu, 2012. 241 p. ISBN 978-80-89600-08-3</p> <p>63 citations</p> <ul style="list-style-type: none"> category o1 – 13 citations category o2 – 1 citation category o3 – 15 citations category o4 – 29 citations category n2 – 5 citations
3.	<p>STACHO, Zdenko (34 %) – GUBÍNIOVÁ, Katarína (33 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (33 %): Selected Components of Pricing Strategies of Organizations and Their Perception by Customers in Slovak Republic. In: <i>Economic Annals-XXI</i>. No. 9-10 (2015), pp. 78-82. SNIP (2016) = 0,457 SNIP (2017) = 0,411 Registered in the database: Scopus</p> <p>11 citations</p> <ul style="list-style-type: none"> category o1 – 7 citations category o3 – 1 citation category o4 – 1 citation category n2 – 2 citations
4.	<p>PAJTINKOVÁ BARTÁKOVÁ, Gabriela (20 %) – GUBÍNIOVÁ, Katarína (20 %) – BRTKOVÁ, Jarmila (10 %) – HITKA, Miloš (50 %): Actual Trends in the Recruitment Process at Small and Medium-Sized Enterprises with the Use of Social Networking. In: <i>Economic Annals-XXI</i>. No. 3-4 (2017), pp. 80-84. SNIP (2016) = 0,457 SNIP (2017) = 0,411 Registered in the database: Scopus, Web of Science</p> <p>41 citations</p> <ul style="list-style-type: none"> category o1 – 21 citations category o2 – 1 citation category o3 – 9 citations category o4 – 4 citations category n1 – 3 citations

	<ul style="list-style-type: none"> category n2 – 3 citations
5.	<p>GUBÍNIOVÁ, Katarína (16,67 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (16,67 %) – VILČEKOVÁ, Lucia (16,67 %) – OLŠAVSKÝ, František (16,67 %) – JANTOVÁ, Martina (16,67 %) – GANOBČÍK, Ján (16,67 %): <i>Trendy v spotrebiteľskom správaní – teória a prax</i>. Zlín: Radim Bačuvčík – VerBuM, 2022, 203 s.</p> <p>Compiled by: GUBÍNIOVÁ, Katarína (100 %). ISBN 978-80-88356-12-7</p>

VI.3 The most significant research/artistic/other outputs over the last six years	
1.	<p>MELOVIĆ, Boban (15 %) – CIROVIĆ, Dragana (10 %) – BACKOVIC-VULIĆ, Tamara (10 %) – DUDIĆ, Branislav (35 %) – GUBÍNIOVÁ, Katarína (30 %): <i>Attracting Green Consumers as a Basis for Creating Sustainable Marketing Strategy on the Organic Market-Relevance for Sustainable Agriculture Business Development</i>. In: <i>Foods</i>, Vol. 9, No. 11, 2020.</p> <p>Registered in the database: Scopus, Web of Science</p> <p>SJR (2019) = 0,661</p> <p>SNIP (2019) = 1,243</p> <p>CiteScore (2020) = 2,1</p> <p>IF (2019) = 4,092 (Q1)</p> <p>34 citations</p> <ul style="list-style-type: none"> category o1 – 5 citations category o3 – 2 citations category n1 – 20 citations category n2 – 7 citations
2.	<p>LUKÁČ, Michal (20 %) STACHOVÁ, Katarína (20 %) – STACHO, Zdenko (20 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (20 %) – GUBÍNIOVÁ, Katarína (20 %): <i>Potential of Marketing Communication as a Sustainability Tool in the Context of Castle Museums</i>. In: <i>Sustainability</i>, No. 15, 2021.</p> <p>Registered in the database: Scopus, Web of Science</p> <p>SJR (2020) = 0,612</p> <p>SNIP (2019) = 1,242</p> <p>CiteScore (2019) = 3,9</p> <p>IF (2019) = 3,251</p> <p>12 citations</p> <ul style="list-style-type: none"> category o3 – 1 citation category n1 – 5 citations category n2 – 6 citations
3.	<p>HITKA, Miloš (27 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (5 %) – LORINCOVÁ, Silvia (26 %) – PALUŠ, Hubert (20 %) – PIŇÁK, Andrej (1 %) – LIPOLDOVÁ, Martina (5 %) – KRAHULCOVÁ, Martina (5 %) – SLAŠŤANOVÁ, Nikola (5 %) – GUBÍNIOVÁ, Katarína (5 %) – KLARIĆ, Kristina (1 %): <i>Sustainability in Marketing through Customer Relationship Management in a Telecommunication Company</i>. In: <i>Marketing and Management of Innovations</i>, No. 4 (2019), pp. 194-215</p> <p>Registered in the database: Web of Science</p> <p>18 citations</p> <ul style="list-style-type: none"> category o1 – 5 citations category o2 – 1 citation category o3 – 3 citations category o4 – 1 citation category n1 – 3 citations category n2 – 5 citations
4.	<p>GUBÍNIOVÁ, Katarína (50 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (30 %) – BRTKOVÁ, Jarmila (20 %): <i>Green Markets and Their Role in the Sustainable Marketing Management</i>. In: <i>Smart Technology Trends in Industrial and Business Management – EAI/Springer Innovations in Communication and Computing</i>. Cham : Springer International Publishing AG, 2019, pp. 281-290. ISBN 978-3-319-76997-4</p> <p>Registered in the database: Scopus</p> <p>1 citation</p> <ul style="list-style-type: none"> category o1 – 1 citation

5.	<p>GANOBČÍK, Ján (25 %) – GUBÍNIOVÁ, Katarína (25 %) – JANTOVÁ, Martina (25 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (25 %): Smart Solutions for an Improved Experience in the Process of Buying Slovak Products.</p> <p>In: 9th International Conference on Mobility, IoT and Smart Cities (EAI/Springer Innovations in Communication and Computing). Cham: Springer Nature, 2023, s. 67-81. ISBN 978-3-031-28224-9</p> <p>SJR – Scopus (2021) = 0,178</p> <p>SNIP – Scopus (2021) = 0,303</p> <p>CiteScore – Scopus (2021) = 1,3</p> <p>Registered in the database: Scopus</p>
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VI.4 The most significant citations corresponding to the research/artistic/other outputs

1.	<p>PAJTINKOVÁ BARTÁKOVÁ, Gabriela (50 %) – GUBÍNIOVÁ, Katarína (50 %): <i>Udržateľný marketingový manažment</i>. Trenčín : Inštitút aplikovaného manažmentu, 2012, 241 p. ISBN 978-80-89600-08</p> <p>Citations (5/63):</p> <p>[o1] 2015 Solarová, P.: Loyalty Programmes of Selective Grocery Retailers in the Czech Republic. In: Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis, Vol. 63, Iss. 2, 2015, s. 617-625 – Scopus</p> <p>[o1] 2016 Csikósová, A. – Čulková, K. – Jánošková, M.: Evaluation of Quantitative Indicators of Marketing Activities in the Banking Sector. In : Journal of Business Research, Vol. 69, Iss. 11, 2016, s. 5029 – Scopus, Web of Science</p> <p>[o1] 2018 Nosáľová, M. – Loučanová, E. – Parobek, J.: Perception of Intelligent and Active Packaging with Regard to Packaging from Wood-Based Materials. In: Increasing the Use of Wood in the Global Bio-Economy – Proceedings of Scientific Papers 2018, s. 9-17 – Scopus, Web of Science</p> <p>[o1] 2018 Szafranska, M.: Selected Buying Behaviours of Cattle Breeders on the Polish Industrial Fed Market. In: Proceedings of the 2018 International Conference Economic Science for Rural Development, č. 48, 2018, s. 401 – Web of Science</p> <p>[o1] 2021 Musova, Z. – Musa, H. – Matiova, V.: Environmentally Responsible Behaviour of Consumers: Evidence from Slovakia In: Economics and Sociology, Vol. 14, No. 1, 2021 – Scopus, Web of Science</p> <p>63 citations</p> <ul style="list-style-type: none"> • category o1 – 13 citation • category o2 – 1 citation • category o3 – 15 citations • category o4 – 29 citations • category n2 – 5 citations
2.	<p>PAJTINKOVÁ BARTÁKOVÁ, Gabriela (20 %) – GUBÍNIOVÁ, Katarína (20 %) – BRTKOVÁ, Jarmila (10 %) – HITKA, Miloš (50 %): Actual Trends in the Recruitment Process at Small and Medium-Sized Enterprises with the Use of Social Networking. In: <i>Economic Annals-XXI</i>, No. 3-4 (2017), pp. 80-84.</p> <p>Registered in the database: Scopus, Web of Science</p> <p>SNIP (2016) = 0,457</p> <p>SNIP (2017) = 0,411</p> <p>Citations (5/41):</p> <p>[o1] 2018 Van Esch, P. – Mente, M.: Marketing Video-Enabled Social Media as Part of Your e-Recruitment Strategy: Stop Trying to Be Trendy. In: Journal of Retailing and Consumer Services, 44 (2018), 2018, s. 267 – Scopus</p> <p>[o1] 2019 Kucharčíková, A. – Mičiak, M. – Ďurišová, M. – Chodasová, Z.: The Specifics and Criteria of Investment Appraisal for the Investment in Human Capital within the Field of Construction Technology and Management. In: Advances and Trends in Engineering Sciences and Technologies III. Proceedings of the 3rd International Conference on Engineering Sciences and Technologies, ESaT 2018, 2019 – Scopus</p> <p>[o1] 2019 Pinho, G. – Arantes, J. – Marques, T. – Branco, F. – Au-Yong-Oliveira, M. The Use of LinkedIn for ICT Recruitment. In: New Knowledge in Information Systems and Technologies. Advances in Intelligent Systems and Computing, Vol. 930, Springer, Cham – Scopus</p> <p>[o1] 2020 Pavlíček, A. – Syrovátková, J.: Privacy on Social Media – Sharing Information on Different Social Networks. In: IDIMT 2020: Digitalized Economy, Society and Informational Management,</p>

	<p>28th Interdisciplinary Information Management Talks, 2020 – Scopus, Web of Science</p> <p>[n1] 2022 Singh, K. K. – Srivastava, P.: Analysis of Factor Verification Affecting Recruitment Process Through Social Dynamics. In: Lecture Notes on Data Engineering and Communications Technologies, Vol. 117, 2022 – Scopus</p> <p>41 citations</p> <ul style="list-style-type: none"> • category o1 – 21 citations • category o2 – 1 citation • category o3 – 9 citations • category o4 – 4 citations • category n1 – 3 citations • category n2 – 3 citations
3.	<p>MELOVIĆ, Boban (15 %) – CIROVIĆ, Dragana (10 %) – BACKOVIC-VULIĆ, Tamara (10 %) – DUDIĆ, Branislav (35 %) – GUBÍNIOVÁ, Katarína (30 %): Attracting Green Consumers as a Basis for Creating Sustainable Marketing Strategy on the Organic Market-Relevance for Sustainable Agriculture Business Development. In: <i>Foods</i>, Vol. 9, No. 11, 2020.</p> <p>Registered in the database: Scopus, Web of Science</p> <p>SJR (2019) = 0,661</p> <p>SNIP (2019) = 1,243</p> <p>CiteScore (2020) = 2,1</p> <p>IF (2019) = 4,092 (Q1)</p> <p>Citations (5/34):</p> <ul style="list-style-type: none"> [o1] 2021 Drejerska, N. – Sobczak, W. – Golebiewski, J. – Gierula, W. A.: Does Organic Means Health for Consumers? Selected Issues of Organic Food Market. In: <i>British Food Journal</i> – Scopus, Web of Science [o1] 2021 Najib, M. – Sumarwan, U. – Septiani, S. – Fahma, F.: Application of SWOT-AHP to Develop Organic Food Marketing Strategy. In: <i>Academy of Strategic Management Journal</i>, Vol. 20, No. 1, 2021 – Scopus [o1] 2021 Zhang, A. – Jakku, E.: Australian Consumer’s Preferences for Food Attributes: A Latent Profile Analysis. In: <i>Foods</i>, roč. 10, č. 1, 2021 – Scopus, Web of Science [n1] 2022 Vasiliev, D.: The Role of e-Commerce in Organic Farming in Latvia. In: Yang, X. – Sherratt, S. – Dey, N. – Joshi, A.: <i>Proceedings of Sixth International Congress on Information and Communication Technology. Lecture Notes in Networks and Systems</i>, Vol. 235. Springer, Singapore – Scopus [n1] 2022 Zhou, Y. – Xia, Q. – Zhang Z. – Quan, M. – Li, H.: Artificial Intelligence and Machine Learning for the Green Development of Agriculture in the Emerging Manufacturing Industry in the IoT Platform. In: <i>Acta Agriculturae Scandinavica, Section B – Soil and Plant Science</i>, 2021 – Scopus, Web of Science <p>34 citations</p> <ul style="list-style-type: none"> • category o1 – 5 citations • category o3 – 2 citations • category n1 – 20 citations • category n2 – 7 citations
4.	<p>GUBÍNIOVÁ, Katarína (50 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (50 %): Customer Experience Management as a New Source of Competitive Advantage for Companies. In: <i>Proceedings of the 5th International Scientific Conference on Trade, International Business and Tourism</i>. Bratislava : Ekonóm, 2014, pp. 164-168. ISBN 978-80-225-3994-4</p> <p>Registered in the database: Web of Science</p> <p>Citations (5/26):</p> <ul style="list-style-type: none"> [o1] 2015 Kachaňáková, A. – Urbancová, H.: Practical Application of Selected Theoretical Knowledge in Human Resources Management. In: <i>Economic Annals-XXI</i>, No. 1-2(1), 2015, s. 48-51 – Scopus [o1] 2015 Potkány, M. – Stachová, K.: Required Skills and Abilities of Facility Manager on Strategic Level of Managing in Slovak Companies. In: <i>Economic Annals-XXI</i>, No. 3-4(1), 2015, s. 55-59 – Scopus

	<p>[o1] 2018 Štarchoň, P. – Vetráková, M. – Metke, J. – Lorincová, S. – Hitka, M. – Weberová, D.: Introduction of a New Mobile Player App Store in Selected Countries of Southeast Asia. In: Social Sciences, 2018, 7(9), s. 172 – Scopus</p> <p>[o1] 2019 Lorincová, S. – Hitka, M. – Weberová, D.: Evaluating the Effectiveness in Education and Development Activities of Middle Managers. In: Proceedings of the 32nd IBIMA Conference 2018, 2019 – Scopus, Web of Science</p> <p>[o1] 2020 Martíšková, P. – Švec, R.: Digital Era and Consumer Behavior on the Internet. In: Lecture Notes in Networks and Systems, Vol, 84, 2020 – Scopus</p> <p>26 citations</p> <ul style="list-style-type: none"> • category o1 – 14 citations • category o2 – 1 citation • category o3 – 8 citations • category o4 – 2 citations • category n2 – 1 citation
5.	<p>HITKA, Miloš (27 %) – PAJTINKOVÁ BARTÁKOVÁ, Gabriela (5 %) – LORINCOVÁ, Silvia (26 %) – PALUŠ, Hubert (20 %) – PIŇÁK, Andrej (1 %) – LIPOLDOVÁ, Martina (5 %) – KRAHULCOVÁ, Martina (5 %) – SLAŠŤANOVÁ, Nikola (5 %) – GUBÍNIOVÁ, Katarína (5 %) – KLARIČ, Kristina (1 %): Sustainability in Marketing through Customer Relationship Management in a Telecommunication Company. In: <i>Marketing and Management of Innovations</i>, No. 4 (2019), pp. 194-215 Registered in the database: Web of Science</p> <p>Citations (5/18):</p> <p>[o1] 2020 Us, Y. – Bilan, S. – Pimonenko, T. – Ostasz, G. – Seliga, R.: Green Brand for Sustainable Business: Bibliometric Analysis. In: Education Excellence and Innovation Management: A 2025 Vision to Sustain Economic Development During Global Challenges. 35th International Business Information Management Association Conference, 2020 – Web of Science</p> <p>[o1] 2021 Espadinha-Cruz, P. – Fernandes, A. – Grilo, A.: Lead Management Optimization Using Data Mining: A Case in the Telecommunication – Scopus, Web of Science</p> <p>[o1] 2021 Li, R. C. – Tee, M. L.: Developing an Implementation Framework for Automated Customer Support Service in Collaborative Customer Relationship Management Systems. In: 2021 IEEE International Conference on Industrial Engineering and Engineering Management, 2021 – Scopus, Web of Science</p> <p>[n1] 2022 Ferrer-Estévez, M. – Chalmeta, R.: Sustainable Customer Relationship Management. In: Marketing Intelligence & Planning, Vol. 41, No. 2, 2022 – Scopus, Web of Science</p> <p>[n1] 2022 Guerola-Navarro, V. – Gil-Gomez, H. – Oltra-Badenes, R. – Soto-Acosta, P: Customer Relationship Management and Its Impact on Entrepreneurial Marketing: A Literature Review. In: International Entrepreneurship and Management Journal, 2022 – Web of Science</p> <p>18 citations</p> <ul style="list-style-type: none"> • category o1 – 5 citations • category o2 – 1 citation • category o3 – 3 citations • category o4 – 1 citation • category n1 – 3 citations • category n2 – 5 citations

VI.5. Participation in conducting (leading) the most important research projects or art projects over the last six years									
1.	<p>VEGA 1/0271/23 – Sustainable Renewal of Spa Tourism in the Slovak Republic in the Context of the Effects of Civilization Crises.</p> <table border="1"> <tr> <td>Function</td> <td>scientific co-worker</td> </tr> <tr> <td>Agency, project scheme</td> <td>Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences</td> </tr> <tr> <td>Duration of the project</td> <td>2023 – 2025</td> </tr> <tr> <td>Amount of funds received</td> <td>8 410 Euros</td> </tr> </table>	Function	scientific co-worker	Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences	Duration of the project	2023 – 2025	Amount of funds received	8 410 Euros
Function	scientific co-worker								
Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences								
Duration of the project	2023 – 2025								
Amount of funds received	8 410 Euros								
2.	<p>VEGA 1/0389/22 – Tje Current Status and Perspectives of the Development of the Market of Healthy, Environmentally Friendly and Carbon-Neutral Products in Slovakia and European Union.</p>								

	Function	scientific co-worker
	Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences
	Duration of the project	2022 – 2025
	Amount of funds received	4 667 Euros
3.	VEGA 1/0737/20 – Consumer Literacy and Intergenerational Changes in Consumer Preferences when Purchasing Slovak Products.	
	Function	scientific co-worker
	Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences
	Duration of the project	2020 – 2022
	Amount of funds received	24 586 Euros
4.	VEGA 1/0646/20 – Diffusion and Consequences of the Green Innovations in the Imperfectly Competitive Markets.	
	Function	scientific co-worker
	Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences
	Duration of the project	2020 – 2022
	Amount of funds received	34 769 Euros
5.	KEGA 030STU-4/2018 – E-Platform for Improving Collaboration among Universities and Industrial Enterprises in the Area of Education.	
	Function	scientific co-worker
	Agency, project scheme	Cultural and Educational Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences
	Duration of the project	2018 – 2019
	Amount of funds received	15 339 Euros
6.	Developing project 001UK-2/2016 – Centre for Educational Management – Analytical Workplace for Tertiary Education at FM CU.	
	Function	principal investigator
	Agency, project scheme	Ministry of Education, Science, Research and Sport of the Slovak Republic
	Duration of the project	2016 – 2019
	Amount of funds received	239 999 Euros

VII. Overview of organizational experience related to higher education and research/artistic/other activities

Activity, position	Name of the institution, board	Duration
Advisor to the dean for legislation and preparation of accreditation materials	Comenius University in Bratislava Faculty of Management	2015 – 2019
Vice-Dean for Accreditation and Legislation	Comenius University in Bratislava Faculty of Management	2019 – 2023
Head of the Department of Marketing and Commerce	Comenius University in Bratislava Faculty of Management	2023 – up to the present
Scientific academic board (member)	Comenius University in Bratislava Faculty of Management	2019 – up to the present
The board of quality (member)	Comenius University in Bratislava Faculty of Management	2019 – up to the present
Ethics council (member)	Comenius University in Bratislava Faculty of Management	2023 – up to the present
Drafting board of the study programme <i>International Management</i> (member)	Comenius University in Bratislava Faculty of Management	2021 – 2022
Board of the study programme <i>International Management</i> (member)	Comenius University in Bratislava Faculty of Management	2022 – 2023

Board of the study programme <i>International Management</i> (chairperson)	Comenius University in Bratislava Faculty of Management	2023 – up to the present
Reviewer of the journal <i>Marketing Science & Inspirations</i>	Comenius University in Bratislava Faculty of Management Department of Marketing and Commerce	2014 – up to the present
Editorial board of the journal <i>Naša univerzita</i> (member)	Comenius University in Bratislava	2015 – up to the present
Scientific council of the journal <i>Herbalism</i> (member)	Państwowa Akademia Nauk Stosowanych w Krośnie Polskie Towarzystwo Zielarzy i Fitoterapeutów	2023
Evaluator of grant applications for projects of the <i>Cultural and Educational Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences</i>	Ministry of Education, Science, Research and Sport of the Slovak Republic	2016 – up to the present
Commemorative letter of Comenius University in Bratislava on the occasion of the celebration of the International Student Day	Comenius University in Bratislava	2021

VII. Overview of international mobilities and visits oriented on education and research/artistic/other activities in the given field of study

Name of the institution	Address of the institution	Duration (indicate the duration of stay)	Mobility scheme, employment contract, other (describe)
Universidade de Coimbra, Faculdade de Economia	Coimbra, Portugal	02. 02. 2009 – 02. 07. 2009	SYLFF Fellowship Mobility Programme
Universidade de Coimbra, Faculdade de Economia	Coimbra, Portugal	08. 11. 2015 – 13. 11. 2015	Erasmus+ Teaching Mobility
Universidade de Coimbra, Faculdade de Economia	Coimbra, Portugal	26. 11. 2017 – 01. 12. 2017	Erasmus+ Teaching Mobility
Universidade de Lusófona	Lisbon, Portugal	08. 05. 2023 – 12. 05. 2023	Erasmus+ Teaching Mobility

IX. Other relevant facts

Rigorous examination procedure:

2014	Comenius University in Bratislava, Faculty of Management, field of study Management	academic degree Philosophiae Doctor – PhDr.
2015	Comenius University in Bratislava, Faculty of Law, field of study Law	academic degree Iuris Utriusque Doctor – JUDr.

Participation in conducting (leading) research projects more than the last six years:

1.

Comenius University Grant UK/91/2009 – Strategic Analysis of the Situation of the Textile and Clothing Industry in the Slovak Republic and Trends in the Development.	
Function	principal investigator
Agency, project scheme	Comenius University in Bratislava
Duration of the project	2009

Amount of funds received	500 Euros
2.	
Comenius University Grant UK/523/2012 – Identification of the Significant Value Parameters in the Customer Service Process in the Current Market Environment.	
Function	principal investigator
Agency, project scheme	Comenius University in Bratislava
Duration of the project	2012
Amount of funds received	750 Euros
3.	
VEGA 1/4616/07 – Reactions of the Marketing Management of Companies to the Changes in the European Market Environment.	
Function	scientific co-worker
Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences
Duration of the project	2007 – 2009
4.	
VEGA 1/1051/11 – Analysis of Strategic Processes of Brand Building and the Management in the Context of Homogenization and Individualization of Consumer Needs.	
Function	scientific co-worker
Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences
Duration of the project	2011 – 2013
Amount of funds received	8 824 Euros
5.	
Demand oriented projekt ITMS 26240220086 – Comenius University Science Park.	
Function	scientific co-worker
Agency, project scheme	European Regional Development Fund
Duration of the project	2013 – 2015
Amount of funds received	39 811 056,92 Euros
6.	
VEGA 1/0205/14 – The Perspective of the Existence of the Dynamic Service Companies in the Slovak Republic in the Context of Applying the Principles of the Innovation in the Union Initiative.	
Function	scientific co-worker
Agency, project scheme	Scientific Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Slovak Academy of Sciences
Duration of the project	2014 – 2016
Amount of funds received	9 602 Euros
h-index (Scopus)	4
h-index (Web of Science)	4
Scopus Author Identifier	57131141800
Web of Science Researcher ID	AAF-1079-2021