

# Eva Poliačiková

Department of Corporate Economics and Management  
Faculty of Economics, Matej Bel University  
Slovak Republic  
e-mail: [eva.poliacikova@umb.sk](mailto:eva.poliacikova@umb.sk)

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Eva Poliačiková is Assistant Professor at the Department of Corporate Economics and Management, Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia. Her areas of interest are: marketing, basic and application forms of marketing and management, and customer relations, with the focus on management of key customers. Besides this, she also teaches the preparatory seminar for writing a master's and bachelor's thesis. Ms. Poliačiková has broad practical experience in business and marketing.

## Qualifications and Education

- 2004 – Qualification to teach at Matej Bel University – certificate of completion
- 1995 – 1996 Certificate “Manager of Promotion” (SOSPRA + The Advertising Standards Council)
- 2005 – Philosophie Doctor (PhD) degree in the field 62-70-9
- 1983 – graduated the International Trade Program at the Faculty of Commerce of the University of Economics in Bratislava

## Employment | Service

- 1983-1998: ODPRIOR, later re-named OD PRIOR-STRED, management of department stores. Field: sales/purchase, marketing
- 1998-1999: Slovak Savings Bank, headquarters, marketing communication employee at the Department of Marketing
- 1999-2003: Assistant Professor at the Department of Marketing and Management
- 2003-2005: Assistant Professor at the Department of Marketing and Management, head of the Marketing Section
- 2005-2019: Assistant Professor at the Department of Corporate Economics and Management, head of the Marketing, Management, and Quality Section

## Research Interests

- Customer behavior
- Customer relationship management
- Management of key customers
- Innovative marketing concepts

## Recent Publications

- POLIAČIKOVÁ, E. 2012. Management of key customers. 1<sup>st</sup> edition. Bratislava : Iura Edition, 2012. Number of pages: 101. ISBN 978-80-8078-451-5.
- POLIAČIKOVÁ, E. 2007. Marketing I. Banská Bystrica: Ekonomická fakulta UMB, 2007, ISBN 978-80-8083-363-3.
- POLIAČIKOVÁ, E. 2017. Marketing : vybrané kapitoly . – 1<sup>st</sup> edition - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2017. - 142 p. ISBN 978-80-557-1231-4.
- POLIAČIKOVÁ, E., 2013. Category management as an effective tool of management of key customers. In Kitekintés - Perspective : magyar-román-szlovák periodika. - Békéscsaba : Szent István Egyetem Gazdasági, Agrár- és Egészségtudományi Kar, 2013. - ISSN 1454-9921. - Vol. 18, No. 20 (2014), p. 7-14.
- POLIAČIKOVÁ, E., 2016. Vnímanie privátnych značiek vo vybranom reťazci = Perception of private brands in a selected network. In Tudományos és kulturális folyóirat : vedecký a kultúrny časopis. - Békéscsaba : Szent István Egyetem Gazdasági, Agrár-és Egészségtudományi Kar, 2016. - ISSN 1454-9921. - Vol. 20, No. 21 (2016), p. 121-128.
- POLIAČIKOVÁ, E., 2015. Key account management ako inovatívna forma prístupu k zákazníčkovi na Slovensku = Key account management as an innovative form of approaching customers in Slovakia. Acta oeconomica universitatis Selye : reviewed scientific journal. - Komárno : Univerzita J. Selyeho, 2015. - ISSN 1338-6581. - Vol. 4, No. 1 (2015), p. 135-145.
- POLIAČIKOVÁ, E., 2016. Category management ako účinný nástroj riadenia vzťahov so zákazníčkomi = Category management as an effective instrument of customer relationship management. In Acta oeconomica universitatis Selye : reviewed scientific journal. - Komárno : Univerzita J. Selyeho, 2016. - ISSN 1338-6581. - Vol. 5, No 1 (2016), p. 121-129.
- POLIAČIKOVÁ, E., 2017. Sales forms perception by Slovak customers. In Acta oeconomica universitatis Selye : vedecký recenzovaný časopis. - Komárno : Univerzita J. Selyeho, 2017. - ISSN 1338-6581. - Vol. 6, No. 1 (2017), p. 129-136.
- POLIAČIKOVÁ, E. – MUSOVÁ, Z., 2017. Databases as a foundation of successful customer relationship management. In Vplyv inovatívnych marketingových koncepcií na správanie vybraných trhových subjektov na Slovensku [electronic source] = The influence of innovative marketing concepts on the behaviour of chosen market subjects in Slovakia : proceedings of scientific papers of the project VEGA 1/0802/16 /. 1<sup>st</sup> edition - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici - Belianum, 2017. - ISBN 978-80-557-1346-5. - CD-ROM, p. 148-157.
- POLIAČIKOVÁ, E. – MUSOVÁ, Z. – MINÁROVÁ, M., 2018. Prínosy a riziká implementácie manažmentu kľúčových zákazníčkovi v oblasti štýlu práce vrcholového manažmentu = Benefits and risks of the implementation of key account management in the workstyle of top management. In Vplyv inovatívnych marketingových koncepcií na správanie vybraných trhových subjektov na Slovensku = The influence of innovative marketing concepts on the behaviour of chosen

market subjects in Slovakia : 2<sup>nd</sup> proceedings of scientific papers of the project VEGA 1/0802/16 / II. - 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2018. - ISBN 978-80-557-1452-3. - p. 228-241.

- POLIAČIKOVÁ, E. – VÁCLAVÍKOVÁ, D., 2016. Participation of Slovak products in consumer's perception. In Marketing identity 2016 : conference proceedings from international scientific conference "Marketing identity 2016", Smolenice, 8th - 9th November 2016. Part 2, Brands we love. – 1<sup>st</sup> edition - Trnava : Univerzita Cyrila a Metoda, 2016. - ISBN 978-80-8105-841-7. - p. 244-254.
- MUSOVÁ, Z. – MINÁROVÁ, M. – POLIAČIKOVÁ, E., 2017. Consumer behavior and internet. In Marketing identity : online rules, conference proceedings from international scientific conference, Smolenice, 7.-8. 11. 2017. Part 2. – 1<sup>st</sup> edition - Trnava : Faculty of Mass Media Communication, University of Ss. Cyril and Methodius, 2017. - ISSN 1339-5726.

#### Research Funding (Selected Projects)

- The effects of developing sales networks on the business sphere in Slovakia, FG 34, Main researcher/project leader: Ing. Poliačiková, 2002 – 2003
- The importance and the status of key suppliers for an enterprise. Individual project P 67. Main researcher/project leader: Ing. Poliačiková, PhD, 2005-2006
- The level of marketing relations with stakeholders in small and medium enterprises FG 7, 2008-2009, Main researcher/project leader: Ing. Petrovičová, PhD.
- Learning organization, VEGA, 2008-2010, Main researcher/project leader: doc. Ing. Čierna, PhD.
- COBEREN, international project, 2009 - Consumer behavior Erasmus network, 156089-LLP-1-2009-1-ES-ERASMUS-ENWA, Main researcher/project leader: Ing. Petrovičová, PhD.
- The Influence of Innovative Marketing Concepts on the Behavior of Chosen Market Subjects in Slovakia. Project VEGA 1/0802/16. Main researcher/project leader: doc. Musová, PhD.