



# Curriculum Vitae Of **JANKA TÁBOŘECKÁ – PETROVIČOVÁ**

## **PERSONAL INFORMATION**

Name and Surname	Janka Tábořecká – Petrovičová, doc. Ing. PhD.
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Address	Faculty of Economics, Matej Bel University (MBU), Tajovského 10, 975 90, Banská Bystrica, SLOVAKIA
Nationality	Slovak
Date of birth	26, April, 1979

## **EDUCATIONAL BACKGROUND**

Doctor of Philosophy in Economics (Ph.D.)	Faculty of Economics, Matej Bel University, scientific field 62-70-9 Business Management and Economics, 2006 (Dissertation Topic: <i>Exploitation of Social Stratification Results of Slovak Population in Marketing Strategies of Businesses</i> )
Master (Ing.)	Faculty of Economics, Matej Bel University (Management and Marketing), 2002
Bachelor (Bc.)	Faculty of Economics, Matej Bel University (Business Management and Economics), 2000

## **TRAININGS AND COURSES**

Pedagogy for University Teachers	2013, organized by Matej Bel University - certificate
Competences for Managers at Higher Education Institutions	2012, organized by Matej Bel University - certificate
Soft skills Training and Project Management	2007, organized by Slovak PhD. Students' Association - certificate
Training for First-time University Teachers	2007, Vienna, organized by Slovak PhD. Students' Association and University of Vienna - certificate

## **WORK EXPERIENCE**

Associate Professor	Faculty of Economics, Matej Bel University, (2012 - ): courses: Strategic management and marketing, Marketing information system and market research, Marketing
Lecturer	MBA Sales Manager Akademie Bratislava (2010 - 2013), Bank Institute, Prague (2007-2008 )
Deputy Head	Faculty of Economics, Matej Bel University, Department of Corporate Economics and Management (2006 - )
Senior Lecturer	Faculty of Economics, Matej Bel University, Department of Corporate Economics and Management (2005 - 2011)
Lecturer and Module Leader	Master of Business Administration studies Matej Bel University with cooperation of Nottingham Trent University (2004 - 2009)
Lecturer	European Academy, Banská Bystrica – Marketing in High Trade Schools (2004 – 2007)
Ph.D. student	Faculty of Economics, Matej Bel University, Banská Bystrica, Department of Management and Marketing (2002 – 2005)

## FOREIGN ACADEMIC STAYS

Socrates Erasmus Mobilities	Hacettepe University, Ankara, Turkey – 2007, CAG University, Mersin Turkey – 2007, Corvinus University, Budapest, Hungary – 2008, Hacettepe University, Ankara, Turkey – 2009, Università Magna Graecia, Catanzaro, Italy – 2010, Rotterdam Business School, Netherland, 2011
Module Leader Mobility (MBA)	Nottingham Business School NTU, Nottingham, UK – 2007
Project meetings and workshops	Bled School of management, Slovenia – 2011, 2016, 2018, Leibniz University Hannover, Germany – 2010, University of Savoie Annecy France – 2010, University of Leon Spain – 2009

## PROJECT PARTICIPATION

“Hidden Champions in Dynamically Changing Societies and their Management and Leadership Development Needs”, project coordinator: Bled School of Management And CEEMAN, 2017-2019, position in project: country coordinator for Slovakia

VEGA 1/0686/16 Marketing Orientation of Businesses as a Tool of Increasing Business Competitiveness and Performance, 2016-2018, position in project: leader.

“Management and Leadership Development Needs in Dynamically Changing Societies”, project coordinator. CEEMAN – International Association for Management Development in Dynamic Societies, 2015-2016, position in project: country coordinator for Slovakia

VEGA 1/1351/12 Influence of Consumer Ethnocentrism on the Purchase and Consumption of Domestic Production under Globalisation Conditions, project leader: prof. Ing. Jaroslav Ďaďo, PhD., 2012-2014, position: deputy leader

“Hidden Champions in CEE and Dynamically Changing Environments”, project coordinator: CEEMAN, IEDC-Bled School of Management, 2011-2012, position in the project: country coordinator for Slovakia

„COBEREN: Consumer Behaviour Erasmus Network, reference number: 156089-LLP-1-2009-ES-ERASMUS-ENWA, project leader: Carmen Rodriguez, University of Leon, 2009 – 2012“; position in the project: coordinator for Slovakia

VEGA 1/0843/09, Holistic Approach in Relationship Marketing for Local Self-Governments in Slovakia Exploiting the Best Practices From Business Environment, project leader: doc. Ing. Anna Vaňová, PhD., 2009-2011

FG 77 Level of Relationship Marketing with Particular Stakeholders in Small and Medium-Sized Enterprises in Slovakia, position in project: leader, 3/2007 – 11/2008

FG 64 – Analysis of the Scope of Marketing Planning in Slovak Businesses, project leader: prof. Ing. Jaroslav Ďaďo, PhD; 03/2005 – 11/2006.

SOP LZ 2004/1-107 New Approaches to Development of High School and College Graduates, project leader: prof. Ing. Milota Vetráková, PhD, 2004 – 2006.

ID02-07-0006, registration number 35986981 Increase of Innovation and Competition Potential of Small and Medium-Sized Enterprises in Less-Developed Regions in Slovakia, , project leader: Ing. Vladimír Laššák; 2005.

Benchmarking of “Slovak Post-Office”, in cooperation with Žilina University and Slovak Company for Quality, project leader: Ing. Vladimír Laššák; 2004.

KEGA 3/100 703, Service Quality Management, project leader: prof. RNDr. Ing. Alexander Mateides, CSc; 2003 – 2005.

## SELECTED PUBLICATIONS

Management and leadership development needs: the case of Slovakia / Jaroslav Ďaďo, Gabriela Kormancová, Janka Táborecká-Petrovičová, Lenka Theodoulides. In Business and society : making management education relevant for the 21st century. - 1. vyd. - Cham : Springer International Publishing AG, 2018. - ISBN 978-3-319-78854-8. - Pp. 177-202

Visitors' motivation for attending traditional cultural events as the basis for market segmentation: Evidence from Slovakia / Maráková, V., Ďaďo, J., Tábovecká-Petrovičová, J., Rajic, T.. In Acta Univ. Agric. Silvic. Mendelianae Brun. 2018, ISSN:1211-8516, 66, 543-551

Literature review on factors influencing milk purchase behaviour = Prehľad literatúry na tému faktorov ovplyvňujúcich mliečne nákupné správanie / Klaudia Kurajdová, Janka Tábovecká-Petrovičová. In International review of management and marketing. - Mersin : EconJournals, 2015. - ISSN 2146-4405. - Vol. 5, no. 1 (2015), pp. 9-25.

Consumer value perception of luxury goods: a cross-cultural and cross-country comparison / Nadine Hennings ... [et al.]. Part 2, chapter 5. In Luxury marketing : a challenge for theory and practice / ed. Klaus-Peter Wiedmann, Nadine Hennings. - Wiesbaden : Springer Gabler, 2013. - ISBN 978-3-8349-4398-8. - S. 77-99.

Hidden champions of Slovakia / Janka Tábovecká-Petrovičová, Jaroslav Ďaďo, Tamara Bobáková. In Hidden champions in CEE and Turkey : carving out a global niche / eds. Peter McKiernan, Danica Purg. - Berlin : Springer, 2013. - ISBN 978-3-642-40503-7. - S. 331-355.

Marketing strategies : [university textbook] / Jaroslav Ďaďo, Janka Tábovecká-Petrovičová ; rec. Elena Horská, Anna Vaňová. - 1. vyd. - Banská Bystrica : Univerzita Mateja Bela, 2013. - 226 s. - ISBN 978-80-557-0555-2

Linking service quality and satisfaction to behavioural intentions in higher education setting / Jaroslav Ďaďo ... [et al.]. In Journal of economics / Prognostický ústav SAV, Bratislava. - Bratislava : Ekonomický ústav SAV a Prognostický ústav SAV, 2013. - ISSN 0013-3035. - Roč. 61, č. 6 (2013), s. 578-596.

Linking retail service quality, satisfaction and perceived value to customer behavioral intentions: Evidence from Serbia / Tamara Rajic, Janka Tábovecká-Petrovičová. In E+M. Economics and Management / Hospodárska fakulta Technickej univerzity. - Liberec : Technická univerzita v Liberci, Ekonomická fakulta, 2013. - ISSN 1212-3609. - Roč. 16, č. 2 (2013), s. 99-112.

Consumption patterns and cultural values in Europe / Agnes Neulinger ... [et al.]. Chapter 6. In Consumption culture in Europe : insight into the beverage industry. - USA : IGI Global, 2012. - ISBN 978-1-4666-2857-1. - S. 211-257.

What is the value of luxury? A cross-cultural consumer perspective / Nadine Hennings ... [et al.]. In Psychology & marketing. - Hoboken : Wiley-Blackwell, 2012. - ISSN 0742-6046. - Roč. 29, č. 12 (2012), s. 1018-1034.

Implementation of relationship marketing in public administration organisations; Research methods / Janka Petrovičová. In Relationship marketing in micro and small enterprises and local authorities - international comparison / ed. Růžena Lukášová, Andrzej Bajdak. - Katowice : Karol Adamiecki, University of Economics, 2009. - ISBN 978-83-7246-443-9. - S. 54-69; 82-85

The relationships of the Slovak and Czech enterprises towards their stakeholders (by semantic selection test) / Janka Petrovičová, Klára Kašparová. In Ekonomie a Management : vědecký ekonomický časopis. - Liberec : Technická univerzita, 2009. - ISSN 1212-3609. - Roč. XII., č. 2 (2009), s. 97-107.

## **HOBBIES**

Folklore – previous dancer, member of the board and manager of the University Folk Ensemble “MLADOSTĚ” Banská Bystrica; Used to play piano (first degree at Music school)