

# David Austin Cole

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David Cole is an Assistant Professor of the Department of Language Communication in Business at the Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia. Apart from the duties of language instruction, his research has focused on behavioural economics and its effect on regions outside of large metropolitan areas. This research deals with the question of what would be needed to stabilize rural and micropolitan areas especially in small countries. This has led to the development of a new social theory called nostalgianomics as a necessary reaction to second-modernity and its predecessor high-modernity.

## Qualification and Education

- 2013 – PhD. with honours. Department of European Cultural Studies, Humanities, Faculty of Philosophy, Matej Bel University, Banská Bystrica, Research area: Internal migration patterns within countries.
- 1987 – MFA , Specialization in technical theatre and design, Department of Theatre and Dance, Texas Christian University, Fort Worth Texas, USA.
- 1985 – BFA, Specialization in technical theatre and design, Department of Communication, University of Texas at Arlington, Arlington, Texas USA
- 2001- TEFL- Teaching English as a Foreign Language

## Employment | Service

- 2003 – present: Assistant Professor in Languages and Corporate Social Responsibility, Matej Bel University in Banska Bystrica, Slovak Republic.
- 1998 – 2002 Assistant professor- Technical theatre and Design; Randolph-Macon College, Ashland, Virginia USA
- 1992 – 1998: Assistant professor- Technical theatre and Design; University of Southern Mississippi, Hattiesburg, Mississippi, USA

## Research Interests

- Regional Development and Rural Development
- Behavioural Economics
- Corporate Social Responsibility
- Academic writing
- Language instruction in the area of Finance, Taxation, and Marketing

## Recent Publications

- THEODOULIDES, L., KORMANCOVÁ G., COLE D., 2019, *Leading in the Age of Innovations: Change of Values and Approaches* (Routledge Studies in Leadership Research), Routledge, New York; 1 edition Monograph 262 pages, ISBN: 081537903X <https://doi.org/10.4324/9781351119429>
- COLE D., STRNÁDOVÁ P. 2018. *Crossing the iron curtain of high-indexed journals in economics* In *Economic theory and practice* 2017. 56-67. Available at [http://www.ef.umb.sk/ef/UploadFolder/1522/subory/etap2017\\_proceedings\\_final.pdf](http://www.ef.umb.sk/ef/UploadFolder/1522/subory/etap2017_proceedings_final.pdf)
- COLE D., SPIŠIAKOVÁ M. 2017. *Writing is what counts, not counting what is written*, Forlang 2017 : Foreign languages in the academic environment, periodical proceedings of scientific papers and scientific papers from the international scientific conference held in Košice on 22-23. June 2017, Roč. 6, č. 1. CD-ROM, s. [1-8]. Available at [https://www.researchgate.net/publication/322331743\\_Writing\\_is\\_what\\_counts\\_not\\_counting\\_what\\_is\\_written](https://www.researchgate.net/publication/322331743_Writing_is_what_counts_not_counting_what_is_written)
- COLE D., SPIŠIAKOVÁ M. 2017. *Writing to be read*, *Philologica: a collection of teachers' contributions to the Department of Languages of the Faculty of Arts of the Comenius University in Bratislava and guests*, 56 - *Lingua academica* 5. S. 43-52. - Bratislava: Comenius University. Available at [https://www.researchgate.net/publication/322826710\\_Writing\\_to\\_be\\_read](https://www.researchgate.net/publication/322826710_Writing_to_be_read)
- COLE D., 2017 *Successful re-settlements in Slovakia. How rural communities in Central Europe can be successful*, Conference proceedings : 6th Central European conference in regional science, 20-22 September 2017, Banská Bystrica. online, pp. 611-621. Available at [https://www.researchgate.net/publication/323005453\\_Successful\\_resettlement\\_in\\_Slovakia](https://www.researchgate.net/publication/323005453_Successful_resettlement_in_Slovakia)
- COLE D, Vitálišová K., Vaňová A., Borseková K., 2016. *Creative industries and the micropolitan city as an alternative to the Mega-City: A solution to the demographic crisis in Central Europe* Mendel University in Brno, Proceedings of the International Scientific Conference, Region in the Company Development. Available at [https://www.researchgate.net/publication/312474732\\_Creative\\_industries\\_and\\_the\\_micropolitan\\_city\\_as\\_an\\_alternative\\_to\\_the\\_mega-city\\_A\\_solution\\_to\\_the\\_demographic\\_crisis\\_in\\_Central\\_Europe](https://www.researchgate.net/publication/312474732_Creative_industries_and_the_micropolitan_city_as_an_alternative_to_the_mega-city_A_solution_to_the_demographic_crisis_in_Central_Europe)
- COLE D., 2015, *Nostalgic Sentiment vs. Modernity in Rural Development; Pour une Europe forte, rénover les structures économiques, entrepreneuriales, politiques, territoriales et éducatives; Travaux scientifiques du Réseau—Pays du Groupe Vysegrad; Banská Bystrica, Slovakia, 2015; ISBN978-80-557-0921-5* Available at [https://www.researchgate.net/publication/291945406\\_NOSTALGIC\\_SENTIMENT\\_VS\\_MODERNITY\\_IN\\_RURAL\\_DEVELOPMENT](https://www.researchgate.net/publication/291945406_NOSTALGIC_SENTIMENT_VS_MODERNITY_IN_RURAL_DEVELOPMENT)
- Vaňová A, Borseková K, Cole D, Nemeč J., Miškovičová A., Vitálišová K, 2016, Monograph- *Kreatívne odvetvia ako zdroj nehmotných aktív v kontexte inteligentného rozvoja a inovácií (Creative industries as a source of intangible assets in the context of smart development and innovation)* The theme of the monograph is directly linked to the priorities of VEGA 1/0680/14 David Cole's contribution: Chapter 3. Available at Economic Faculty Library Text in Slovak only. English version available upon

request.

- Borseková, K., Cole, D., Petříková, K.,; Vaňová A., 2015 *Nostalgic sentiment and cultural and creative industries in regional development: a Slovak Case Study*; Quaestiones Geographicae; Adam Mickiewicz University in Poznań, Faculty of Geographical and Geological Sciences; Poznań, Poland; ISBN: 0137-477x; DOI: 10.1515/quageo-2015-0015 Available at [https://www.researchgate.net/publication/282552855\\_Nostalgic\\_Sentiment\\_And\\_Cultural\\_And\\_Creative\\_Industries\\_In\\_Regional\\_Development\\_A\\_Slovak\\_Case\\_Study](https://www.researchgate.net/publication/282552855_Nostalgic_Sentiment_And_Cultural_And_Creative_Industries_In_Regional_Development_A_Slovak_Case_Study)

#### **Research Funding (Selected Projects)**

- Slovak Ministry of Education, recent VEGA projects:  
2018 – 2020: 1/0786/18 Abandoned Slovakia: Efficient solutions of creative use of abandoned buildings outside the bigger municipalities.
- Slovak Ministry of Education, recent VEGA projects:  
2014 – 2016: VEGA: 1/0680/14 The Creative sectors delivering key intangible assets to the public sector in the context of innovation and smart growth