

Ivana Šimočková

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Ivana Šimočková is an assistant professor at the Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia. She devotes herself to the issues of tourism management and marketing (marketing communication, destination image and destination branding, managerial communication), to human resources management and to gastronomy. She is currently working on two topics: 1) Common aspects of sharing economy and gastronomy-impact of COVID-19 pandemic on consumers' preferences in food sharing
2) Sport tourism and organized events during the COVID-19 pandemic. She has had 15-year experience of volunteering at organized events.

Qualification and Education

- 2014 – PhD., Faculty of Economics, Matej Bel University, Banská Bystrica
- 2010 – Mgr., Faculty of Political Sciences and International Relations, Matej Bel University, Banská Bystrica
- 2010 – Master droit, sciences de gestion, science politique, Université de Versailles Saint-Quentin-en-Yvelines, France

Employment|Service

- 2016 – present: lecturer Faculty of Economics, Matej Bel University in Banská Bystrica, Slovak Republic
- 2011 – Assistant at Slovak Catholic Mission, Brussels, Belgium
- 2006 – present: volunteer, referee (International Referee Licence) and member of Organising Committee Brezno-Osrblie at sport events organized by Slovak Biathlon Association /Competition Secretary since 2016)

Research Interests

- Tourism Management and Marketing
- Human Resource Management
- Gastronomy

Recent Publications

- SMEREK, L., VETRÁKOVÁ, M., ŠIMOČKOVÁ, I. 2021. *International Human Resource Management*. 1. Ed. Radom : Publishing House Kazimierz Pulaski University of Technology and Humanities, 2021. 146 s. ISBN 978-83-7351-914-5.
- VETRÁKOVÁ, M., ŠIMOČKOVÁ, I., KUBAĽA, J., MALACHOVSKÝ, A. 2020. How to establish talented employees in Slovak companies. In *Periodica Polytechnica Social and Management Sciences*. Budapest: Budapest University of Technology and Economics, 28(1): 29-37 ISSN 1416-3837. doi:<https://doi.org/10.3311/PPso.13269>
- VETRÁKOVÁ, M., POMPUROVÁ, K., ŠIMOČKOVÁ, I. 2019. Age and educational diversification of hotel employees and its impact on turnover In *Sustainability*. - Basel : Multidisciplinary Digital Publishing Institute, 11(19): 1-14, ISSN 2071-1050. doi: <https://doi.org/10.3390/su11195434>
- MARČEKOVÁ, R., ŠIMOČKOVÁ, I., ŠEBOVÁ, Ľ. 2015. Health tourism in the context of active ageing of Slovak population. In *Economic Annals-XXI*. Kiev : Institute of Society Transformation, 156(1-2): 109-111. ISSN 1728-6220.
- MARÁKOVÁ, V., ŠIMOČKOVÁ, I. 2015. Integrovaná marketingová komunikácia ako predpoklad formovania pozitívneho imidžu štátu v cestovnom ruchu. Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2015. ISBN 978-80-557-1066-2.
- POMPUROVÁ, K., ŠIMOČKOVÁ, I. 2014. Destination attractiveness of Slovakia: perspectives of demand from major tourism source. In *E+M. Ekonomie a management E&M Economics and Management*. Liberec : Technická univerzita v Liberci, Ekonomická fakulta, 17(3): 62-73, ISSN 1212-3609.

Research Funding (Selected Projects)

- Slovak Ministry of Education, recent VEGA projects:
2020– 2022: VEGA 1/0368/20 Sharing economy as an opportunity for sustainable and competitive development of tourist destinations in Slovakia
2018 – 2021: VEGA 1/0116/18 Convergence and divergence in international human resources management
2016 – 2018: VEGA 1/0509/16 Perspectives of Development of Volunteer Tourism in Slovakia