

**Výsledky tvorivej činnosti učiteľov
zabezpečujúcich profilové predmety študijného programu
Manažment v turizme a hotelierstve**

	Kategória publikačnej činnosti			
	A+	A	A-	B
doc. PhDr. Michal Lukáč, PhD., Ed.D.	1	2	2	
prof. Ing. Peter Pisár, PhD.	3	2		
doc. Ing. Janka Beresecká, PhD., MSc.			5	
Ing. Jana Černá, PhD., univ. doc.		1	3	1
PhDr. Jaroslava Gburová, PhD., univ. doc.		1	3	1
Spolu	4	6	13	2
Počet percent	16 %	24 %	52 %	8 %

Výsledný profil $(16 \times 5) + (24 \times 4) + (52 \times 3) + (8 \times 2) / 100 = 80 + 96 + 156 + 16 / 100 = 3,48$
A = významná medzinárodná kvalita

1. BAČÍK, R., ŠTEFKO, R., GBUROVÁ, J. 2014. Marketing pricing strategy as part of competitive advantage retailers. In: *Journal of Applied Economic Sciences*. 2014, Roč. 9, č. 3, pp. 2393-5162. ISSN 1843-6110.
2. BERSECKÁ, J., PAPCUNOVÁ, V. 2020. Cooperation between municipalities and the private sector in the field of tourism. In: *Scientific papers of the University of Pardubice*. Vol. 28, no. 4 (2020), article number 1074. ISSN 1211-555X.
3. BERSECKÁ, J., HRONEC, M., HRONEC, Š., HRONCOVÁ, J. 2022. The impact of top management education on the socially responsible management of local government in the context of investment development. In: *Entrepreneurship and Sustainability Issues Vilnius* (Litva). Vol. 10. ISSN 2345-0282.
4. BERSECKÁ, J., HRONCOVÁ, J., HRONEC, Š., LAPUNÍK, R. 2023. The issue of small municipalities - the possibility of applying the principles of socially responsible management. In: *Computational science and its applications - ICCSA 2023. 23rd International Conference, Athens, Greece, July 3-6, 2023, Proceedings, Part II Cham* (Švajčiarsko): Springer Nature, 2023.
5. BERSECKÁ, J., HRONEC, Š., HRONEC, M., HRONCOVÁ, J., SVETLÍKOVÁ, V. 2023. Education and socially responsible management as an effective communication tool in local self-government. In: *Forum scientiae oeconomia Dąbrowa Górnicza* (Poľsko) WSB. Vol 11, No. 2 (2023), pp. 197-210. ISSN 2300-5947.

6. ČERNÁ, J. 2014. Religiousness and religious tourism in Slovakia: case study. In: *European Journal of Science and Theology-Jasy (Rumunsko):Academic organisation for environmental engineering and sustainable development*. Vol. 10, No. 1 (2014), pp. 21-37. ISSN 1841-0464.
7. ČERNÁ, J., STACHO, Z., MIKLE, L. 2021. *Dynamic transformation of tourism*. (Poľsko): Oficyna Wydawnicza Stowarzyszenia Menedżerów Jakości i Produkcji, 2021, 97 p. ISBN 978-83-63978-94-5.
8. ČERNÁ, J. 2021. The Forest Tourism and Marketing Communication in PostCovid Era. In: *The response of the forest-based sector to changes in the global economy: proceedings Zagreb (Chorvátsko): WoodEMA - International Association for Economics and Management in Wood Processing and Furniture Manufacturing; Ljubljana (Slovinsko):Univerza v Ljubljani*, 2021, pp. 273-278. ISBN 978-961-6144-41-4.
9. ČERNÁ, J., LEJSKOVSKÁ, P., LIŽBETINOVÁ, L., MATÚŠOVÁ, J. 2022. Transformation of Marketing Macro-Economic Environment of Tourism with Emphasis on Changes in Mobility During COVID-19 Pandemic. In: *LOGI -Scientific Journal on Transport and Logistics*. 2022. Vol. 13, no. 1 (2022), pp. 186-197. ISSN 1804-3216.
10. ČERNÁ, J., LIŽBETINOVÁ, L. 2024. Digital Transformation Processes in Tourism. In: *Forum scientiae oeconomia*. 2024, Vol. 12, no. 2 (2024), pp. 65-83. ISSN 2300-5947.
11. FEDORKO, R., GBUROVÁ, J. 2019. Shopping decisions of selected Slovak consumers when shopping on the internet. In: *Vision 2025: education excellence and management of innovations through sustainable economic competitive advantage: proceedings of the 34th international business information management association conference*. Norristown: International business information management association, 2019, pp. 7986-7992. ISBN 978-0-9998551-3-3.
12. GANOBČÍK, J., LUKÁČ, M., ČAPOŠOVÁ, E., LITOMERICKÝ, J., PAJTINKOVÁ BARTÁKOVÁ, G. 2024. Influence of communication infrastructure on visitation of selected UNESCO locations. In: *International Journal of Religion*, 2024. 5(2), pp. 213-233.
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16. HRONCOVÁ, J., HRONEC, M., BERESECKÁ, J., LAPUNÍK, R. 2023. Efficiency of institutions providing sports activities: a case study. In: *Entrepreneurship and Sustainability Issues Vilnius (Litva)*. Vol. 11, No. 2 (2023), pp. 541-553. ISSN 2345-0282.

17. HUŇADY, J., ORVISKÁ, M., **PISÁR, P.** 2019. The effect of higher education on entrepreneurial activities and starting-up successful businesses. In: *Engineering Economics*. 2018, Vol. 29, no. 2 (2018), pp. 226-235. ISSN 1392-2785.
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19. KUPEC, V., **LUKÁČ, M.**, ŠTARCHOŇ P., PAJTINKOVÁ BARTÁKOVÁ, G. 2020. Audit of museum marketing communication in the modern management context. In: *International Journal of Financial Studies: international, peer-reviewed, scholarly open access journal*. Vol. 8, č. 3 (2020), pp. 1-13. ISSN 2227-7072.
20. **LUKÁČ, M.**, KUPEC, V., PÍSAŘ, P., ŠTARCHOŇ, P. 2021. The interaction between the marketing communications audit and visitors in museum facilities. In: *Communication Today*. Vol. 12, No. 1 (2021), pp. 80-94.
21. **LUKÁČ, M.**, MIHÁLIK, J. 2018. Data Envelopment Analysis - a Key to the Museums' Secret Chamber' of Marketing? In: *Communication Today*. Vol. 9, no.2 (2018), pp. 106-117. ISSN 1338-130X.
22. **PISÁR, P.**, ŠIPIKAL, M., JAHODA, R., ŠPAČEK, M. 2019. Performance based funding of universities: Czech Republic and Slovakia. Chapter 13. In: *Performance-based budgeting in the public sector*. Springer Nature Switzerland, 2019, pp. 237-254. ISBN 978-3-030-02076-7.
23. **PISÁR, P.**, ĎURČEKOVÁ, I., STACHOVÁ, M. 2020. The contribution of innovation actors into business R&D funding - Does the substitution effect of public support work in the EU? In: *E&M Economics and Management*. ISSN 1212-3609. Vol. 23, No. 1 (2020), pp. 121-134.
24. **PISÁR, P.**, PRIŠČÁKOVÁ, S., ŠPAČEK, D., NEMEC, J. 2022. Digitization as a tool of e-government in selected public services of the state: international comparison of Slovakia and the Czech Republic. In: *Administratívne a Management Public*. 2022. No. 39 (2022), pp. 111-132. ISSN 1583-9583.
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