Univerzita sv. Cyrila a Metoda v Trnave
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Výsledky tvorivej činnosti učiteľov zabezpečujúcich profilové predmety študijného programu Ekonomika a manažment (II. stupeň)

	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 (16x5)+(24x4)+(52x3)+(8x2)/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. **BERESECKÁ, 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. **BERESECKÁ, 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. **BERESECKÁ, 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. **BERESECKÁ, J.**, HRONEC, Š., HRONEC, M. HRONCOVÁ, J., SVETLÍKOVÁ, V. 2023. Education and socially responsible management as an effective communication tool in local self-governement. 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.
13. **GBUROVÁ, J.**, MATUŠÍKOVÁ, D., BENKOVÁ, E. 2015. Perception of tourist destination brand. In: *Economic Annals-XXI: Research Journal* (Ukrajina). Vol. 151, No. 5-6 (2015), pp. 20-23. ISSN 1728-6220.
14. **GBUROVÁ, J.,** GAVUROVÁ, B., BAČÍK, R., TOMAŠOVÁ, M. 2023. Analysis of the impact of advertising on the change of voter behavior of consumers (voters) in the Slovak Republic. In: *Marketing and Management of Innovations*. Vol. 14, č. 3 (2023), pp. 134–141. ISSN 2218-4511.
15. **GBUROVÁ, J**., LUKÁČ, M., MATUŠÍKOVÁ, D. 2024. Impact of digital tools on the interest in visiting heritage objects in tourism. In: *GeoJournal of tourism and geosites*. 2024, Roč. 53, č. 2, pp. 622-629. ISSN 2065-0817.
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.
18. HUŇADY, J., **PISÁR**, P. SUŠA VUGEC, D., PEJIĆ BACH, M. 2022. Digital transformation in EU: North is leading, and South is lagging behind. In: *International journal of information systems and project management*. 2022, Vol. 10, no. 4 (2022), pp. 39-56. ISSN 2182-7796.
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 journa*l. 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 museumfacilities. 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 worh 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: *Administratie si Management Public*. 2022. No. 39 (2022), pp. 111-132. ISSN 1583-9583.
25. TITTELBACHOVÁ, Š., ČAJKOVÁ, A., **LUKÁČ**, M., LŽIČAŘ, P. 2022. Impact of the COVID-19 pandemic on tourism in the Czech Republic. In: *Terra Economicus*., Vol. 20, p. 3 (2022), pp. 133-145. ISSN 2073-6606.