

Częstochowa, 4th, November 2021

Prof. Eng. Sebastian Kot, Ph.D.
Częstochowa University of Technology
The Faculty of Management
Armii Krajowej 19B, 42-200 Częstochowa
Poland
sebastian.kot@wz.pcz.pl
Mobile: +48 694500065

Opponent Review to the appointment of a Professor for candidate

Name : associate professor, doc. PhDr. Radovan Bačík, PhD., MBA, LL.M.
The field of professorship procedure: Management
Research area: Economics and Management
Faculty of Management, University of Prešov,
Konštantínova 16, 08001 Prešov, Slovak Republic

Based on a decision of the Scientific Board of Faculty of Management, University of Prešov, Slovak Republic from 25 October 2021 I have received the appointment document as an opponent and documents to prepare the Opponent opinion for candidate doc. PhDr. Radovan Bačík, PhD., MBA, LL.M. to the appointment of a Professor, according to university criteria.

Associate professor, doc. PhDr. Radovan Bačík, PhD., MBA, LL.M. graduated from University of Prešov, Faculty of Management, Slovak Republic in 2006, degree in Economics and Management. In 2009, he was awarded a PhD degree in the Management from the Faculty of Management, University of Prešov. In 2015, he received Habilitation degree in Management from the Faculty of management at the University of Prešov.

1. Pedagogical and Teacher profile – an overview of pedagogical experience and results of pedagogical activities

Associate professor doc. PhDr. Radovan Bačík, PhD., MBA, LL.M. has been working for the Faculty of management, University of Prešov from 2009, more than 12 years, since 2015 as an associate professor and 8 years as Head of department of Marketing and International Trade.

In his pedagogical activities, he has played a decisive role in the establishment, creation, development, quality assurance and innovation of marketing subjects of the Department of Marketing and International Trade of the Faculty of Management of the University of Prešov in Prešov. He teaches or has taught the following subjects of the Department of Marketing and International Trade as a guarantor, lecturer but also the leader of seminars:

Marketing, Marketing (in Tourism), Branding and innovation, Marketing communication and specifics of PR, Public relations in tourism companies, Presentation in business and marketing, Marketing of selected areas, Public relations in current management, Personnel marketing, Strategic marketing. He has supervised 135 final successfully defended Bachelor (74) or Diploma (61) thesis and 6 of Dissertation thesis. He has been an opponent of dozens of bachelor's and master's theses and several rigorous theses. He has long been a member and chairman of commissions for state bachelor's, master's and dissertation examinations, as well as commissions for rigorous examinations.

In connection with the creation, development and quality assurance of the pedagogical process and teaching of marketing subjects, he has published 14 scientific monographs, 32 university textbooks, 2 scripts and textbooks in authorship and co-authorship since his acting time at the Faculty of Management of the University of Prešov in Prešov. I can mention a foreign textbook Public Relations or a domestic textbook : Application of public relations activities in the conditions of urban marketing.

Summary

The result of pedagogical experience proves very high level of quality of teaching for internal and external students, in Slovak and English language, beneficial for future managers at different levels of knowledge.

2. Research and Scientific profile of candidate, scientific focus, grants

Associate professor Radovan Bačík is an active researcher in the field of management sciences. Evidence of the applicant's scientific research activity can be seen in his results reflected in the publications - a total of more than 329.

Associate professor Radovan Bačík has published, as author or co-author, 80 publications (ADM, ADN, AFC, AFD) in Web of Science – 40 articles in journals and 40 conference proceedings papers, 42 research articles (ADM, AND, AFC, AFD) in Scopus database, 115 papers in other scientific journals (ADF, ADE), 14 monographs, 32 university textbooks in domestic or foreign publisher.

In the category Web of Science, he has 80 scientific publications and 326 total number of citations, that is a very good score, with H-Index 11. His published works are internationally cited not only in European journals, but also in journals from India, China, Malaysia, New Zealand, Portugal, Arab, Emirates, South Korea, Taiwan, USA, Saudi Arabia, Colombia and others.

His professional focus is on electronic commerce, issues of marketing, internet marketing, branding and innovation and marketing communication. I know his work from publications, which are well-known in international databases.

work at the Faculty of Management of the University of Prešov in Prešov, associate professor Radovan Bačík has been actively involved as a project leader and responsible researcher and co-researcher in research projects. He worked in 14 completed research projects APVV, VEGA, KEGA, Interreg, GAMA, etc. and from the mentioned 3 projects he acted as the main solver. He currently leads one VEGA research project, one VEGA project as a deputy leader and is a member of the KEGA research team:

I/0609/19 - VEGA Research on the development of electronic and mobile commerce in terms of the impact of modern technologies and mobile communication platforms on shopping behavior and consumer preferences

I/0806/16 - VEGA Research on the issue of consumer behavior of a new generation of customers with an emphasis on the identification of preferences and usability of mobile communication platforms in the process of electronic commerce of entities located dominantly in the Central European market

I/0694/20 - VEGA Research in the field of relational marketing - perception of aspects of electronic commerce and its effects on shopping behavior and consumer preferences

1/0789/17 - VEGA Research of dominant marketing procedures and important characteristics of consumer behavior when using mobile communication platforms for the purposes of electronic commerce

1/0857/15 - VEGA Research of economically important factors of reputation perception and its dominant connections in relation to the success of the process of electronic commerce and e-marketing in the Slovak virtual market. Deputy Project Manager

1/0145/14 - VEGA On-line reputation management (ORM) as a tool to increase the competitiveness of Slovak SMEs and its use in the conditions of the Central European virtual market

1/0760/13 - VEGA Analysis and proposal for streamlining decision-making processes in investment decision-making of regional governments

1/1338/12 - VEGA The impact of virtual social networks on potential consumers and increasing the competitiveness of Slovak SMEs

1/0876/10 - VEGA Research of marketing pricing strategies of retailers in the Slovak Republic and perceptions of the value of the euro and inflation in the Slovak Republic during the global financial crisis in various social classes

1/4638/07 - VEGA Research of determinants and activating elements of acceleration of regional development and design of knowledge model leading to increase of competitiveness of the region with the support of specific marketing instruments

048PU-4/2015 - KEGA Implementation of multimedia and multichannel information sources in the educational process

042PU-4/2020 - KEGA Implementation of innovative approaches and teaching materials in the educational process of future managers

MVTS APVV (SK-PL-0056-09) University Role in Regional Development and Knowledge Dissemination

Interreg Danube Transnational Program 2014-2020 - DANUBE GEOTOUR - Valorisation of geo-heritage for sustainable and innovative development of geopark tourism in the Danube region

Interreg Danube Transnational Program 2014-2020 - NETWORLD - Networking to protect the multicultural heritage of the First World War in the Danube region

This makes impressive number of grants where candidate declares transfer of new knowledge to students. He has published his results on an international basis in various publication categories.

Summary

The importance of entire research work and grants of associate professor Radovan Bačík for the academic community has led to achieve an high international recognition.

3. International recognition and organizational experience related to the higher education and research , other activities, international invitations

Associate professor Radovan Bačík actively participated in International conferences and congresses - International multiconference of management science 2021. Security and crisis management in real environment 2019. Management 2018: management and the world in motion. challenges, opportunities and threats. Carpatian Logistics congress – CLC 2014. Management 2014 : business, management and social sciences research.

He relies mainly on his own research results and brings the latest knowledge in the field of research at conferences.

He has published studies at many congresses and international conferences - Marketing Identity: COVID-2.0. 2020, 33rd International-Business-Information-Management-Association (IBIMA) Conference, 34th International-Business-Information-Management-Association (IBIMA) Conference, Vision 2025: Education Excellence and Management of Innovations Through Sustainable Economic Competitive Advantage. 2019 Vision 2020: sustainable economic development, innovation management and global growth. Oxford conference series, Modern science : 4th international multidisciplinary scientific conference on social sciences and arts SGEM. Innovation management, entrepreneurship and sustainability, Economic and Social Development. ESD, The 25th international scientific conference on Economic and social development – “XVII International social congress” and many others.

Associate professor Radovan Bačík is a member of a many scientific councils and editorial boards. He is an active member of the academic community, for example he is the Chairman of the Academic Senate of the Faculty and a member of the University Academic Senate, Head of Department of Marketing and International Trade, Vice-Chairman of the Commission for a system for increasing the career development of

scientific and pedagogical staff, Member of the doctoral study commission at Faculty of management, Supervisor over tutors for full-time and part-time study.

He is a member of mainly scientific councils, such as Scientific Council of the University of Prešov, the Scientific Board of the Faculty of Management of the University of Prešov, the Editorial Board of the Journal of Management and Business, Journal of Global Science, MAD – Magazine of aviation development and eXclusive JOURNAL – Economy & Society & Environment. Associate professor Radovan Bačík has reviewed many articles in science journals.

He also has experiences with practice as a lecturer in MBA and MPH studies for the European Institute and as a lecturer for Slovak Business Agency.

His work at University was recognized with bronze, silver and gold medals for the development of the University of Prešov respectively and Rector's award of the University of Prešov.

Summary

The international organizational and scientific recognition is fully satisfying for the appointment of a Professor.

4. Scientific school – finished PhD. Students, as supervisor

He is currently supervisor of four doctoral students, as a well he has been supervisor of six doctoral candidates with successful defences theses. Besides he was supervisor of the 135 first and second degree theses (61 of second degree theses). He was member of habilitation and doctoral students committee in Faculty of management, University of Prešov, Faculty of economics and Faculty of Aeronautics, Technical University of Košice.

Summary


The international organizational and scientific recognition is sufficient in relation to the appointment of a Professor position.

5. Summary and recommendation

Associate professor Radovan Bačík is an academic expert with international recognition. He is very beneficial to the field in which he works.

In view of the above, I strongly recommend the candidature of Radovan Bačík for the promotion to the degree of Professor as He has accomplished in excess all the criteria of the Faculty of Management , University of Prešov.

Date: 4 November 2021


Prof. Eng. Sebastian Kot, Ph.D.