

**Scientific-Research Grants - Faculty of Management and Business University of Presov**

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
COST Action	CA21103	Implementation of Circular Economy in the Built Environment (CircularB)	<a href="https://www.cost.eu/actions/CA21103/">https://www.cost.eu/actions/CA21103/</a> <a href="https://circularb.eu/">https://circularb.eu/</a>	doc. Ing. Emília Huttmanová, PhD.	<a href="mailto:emilia.huttmanova@unipo.sk">emilia.huttmanova@unipo.sk</a>	1.10.2022	31.10.2026
COST Action	CA21166	Social Sciences and Humanities for Transformation and Climate Resilience (SHIFT)	<a href="https://www.cost.eu/actions/CA21166/">https://www.cost.eu/actions/CA21166/</a> <a href="https://shift-cost.eu/">https://shift-cost.eu/</a>	doc. Ing. Emília Huttmanová, PhD.	<a href="mailto:emilia.huttmanova@unipo.sk">emilia.huttmanova@unipo.sk</a>	1.9.2022	30.9.2026
Iceland Liechtenstein Norway grants	BIN 02_2021_024	Applied research for the improvement of acoustic properties of mobile noise barriers and ecological use of waste generated during their production (Green Industry Innovation)	The submitted project is aimed at the development of innovative technologies and processes in the production of mobile noise barriers and tents designed mainly for the construction industry. These barriers are intended to ensure the reduction of noise emissions into the environment and the reduction of dust during the construction of building objects, the main advantage is their quick assembly and disassembly and also their storability. The aim of the project is to implement in the production process such technologies that will increase the efficiency of the production process and reduce the negative impacts and effects on the environment, mainly by reducing energy consumption and by achieving higher productivity when printing technical textiles intended for further processing, the use of ecofriendly inks in the printing of products using UV LED technology, which primarily meet the standards of Greenguard Gold ( <a href="https://www.ul.com/resources/ul-greenguard-certification-program">https://www.ul.com/resources/ul-greenguard-certification-program</a> ), REACH, SVHC, VoC, RoHS, etc.	Ing. Martin Rovňák, PhD.	<a href="mailto:martin.rovnak@unipo.sk">martin.rovnak@unipo.sk</a>	1.8.2022	31.4.2024
Visegrad Grant	22310003	Readiness of small and medium-sized enterprises in V4 for stress management interventions	The evaluation of existing theoretical and newly acquired knowledge about stress management in a corporate environment. The applicant and experienced partner will propose recommendations for enterprises to incorporate stress management interventions including possible option for the calculation of expenditures of work-related stress costs. It will open the social dialogue between stakeholders.	doc. PaedDr. Zuzana Birknerová, PhD., MBA	<a href="mailto:zuzana.birknerova@unipo.sk">zuzana.birknerova@unipo.sk</a>	1.6.2023	30.11.2024
Plán obnovy	09103-03-V04-0073	Research on the Specifics of Consumer Materialism and Compulsive Consumption in the Context of Neuromarketing	1.Quantify the connections between the spectrum of socio-economic, behavioral, and cognitive/psychological specifics of consumers with selected constructs related to consumer materialism and compulsive consumption. The objective will be verified and assessed through a quantitative survey, which includes a methodology for measuring socio-economic, behavioral, and cognitive/psychological factors of consumers and their relationship with consumer materialism and compulsive consumption. Subsequently, a mathematical-statistical analysis will be conducted to quantify these relationships. 2.Identify the behavioral and cognitive/psychological specifics of consumer materialism and compulsive consumption in the context of electronic commerce. The goal will be verified and evaluated through an experiment in an online store, where the behavior and reactions of consumers during online shopping will be observed. Tracking interactions and measuring cognitive aspects will help identify the specifics of behavioral and psychological factors in this context. Measurements will be conducted using neuromarketing tools such as eyetracking, facial expression biometrics, and GSR/EDA. 3.Develop a model for measuring the level of consumer materialism and diagnosing compulsive consumption using neuromarketing tools. The goal will be verified and evaluated using neuromarketing methods, including eyetracking, facial expression biometrics, and GSR/EDA to monitor physiological responses during online shopping. The model will consist of a combination of traditional measurement tools (validated questionnaires) and the mentioned neuromarketing tools. The data collected will be analyzed to create a model for measuring consumer materialism and compulsive consumption. The proposed model will be tested on a sample of consumers, with its results compared to conventional measurement methods. The model's comparability and accuracy will be evaluated.	Ing. Ivana Ondříjová, PhD.	<a href="mailto:ivana.ondrijova@unipo.sk">ivana.ondrijova@unipo.sk</a>	1.8.2024	30.6.2026
APVV	23-0472	Research on the dynamics of significant consumer behavior patterns within the paradigm of circular economy principles	Studied significant patterns of consumer behavior, specifically consumer ethnocentrism, compulsive consumption, and materialism, are specific forms of consumer behavior that require increasing attention due to their significant impact on traders, consumers, and the environment. The strategic potential is highlighted by changes in consumer behavior observed during the recent crisis associated with the pandemic, the current social crisis related to armed conflict, or the intensifying environmental crisis. The objectives are: 1. Evaluate and quantify the connections of the spectrum of socio-economic, behavioral, and cognitive specifics of the consumer with selected constructs of significant patterns of consumer behavior within the monitored population of Slovak residents. 2. Evaluate and quantify the connections of the spectrum of socio-economic, behavioral, and cognitive specifics of the consumer with the adaptation of circular economy principles by consumers themselves within the monitored population of Slovak residents. 3. Evaluate and quantify the connections of selected constructs of significant patterns of consumer behavior and the adaptation of circular economy principles within the monitored population of Slovak residents. Classic research techniques will be used for processing, as well as applications of neuromarketing tools, specifically eye-tracking, facial biometrics, galvanic skin response. The topic appears strategically important and current, especially due to the necessity of a more thorough understanding of consumer behavior related to the positive inclination towards sustainable consumer preferences. The findings may be useful for the creation of documents related to the development of a circular economy. Understanding consumer behavior can lead to corrective measures, which, according to the principles of beta and sigma convergence, especially in less developed countries, will contribute to their development and thus reduce regional disparities.	prof. Ing. Róbert Štefko, Ph.D.	<a href="mailto:robert.stefko@unipo.sk">robert.stefko@unipo.sk</a>	1.7.2024	30.6.2008

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APVV	23-0244	The Use of Consumer Neuroscience and Innovative Research Solution in the Sensory Perception of Audio Stimul and its Application in Production, Commerce and Services	The aim of the project is to systematically research the synergistic link between brain, physiological and psychological processes and the perception of audio stimuli, as well as their economic efficiency and effectiveness. The main recipients of the outputs are companies from selected section of the national economy (production, commerce and services): Staton s.r.o., Kaufland Slovenská republika v.o.s. and Cotecha, s.r.o. These processes will be surveyed through innovative research solution and consumer neuroscience represented by biometric, neuroscience and behavioral studies in both real and laboratory settings. The objective will be to verify the targeted impact of audio and subliminal stimuli on the behavior of visitors, customers and employees, as a growing number of companies are implementing audio stimulation (i.e. sounding their spaces, creating brand soundtracks or using noise cancelling stimulation).	Ing. Ivana Ondrijová, PhD.	<a href="mailto:ivana.ondrijova@unipo.sk">ivana.ondrijova@unipo.sk</a>	1.7.2024	30.6.2028
APVV	20-0338	Driving forces of economic growth and survival of firms in the sixth K-wave	The apparent slowdown in labor productivity and total factor productivity in the world economy finds its theoretical explanation in the response of the fifth and the onset of the sixth K-wave or Kondratieff cycle. In the with this concept the acceleration of productivity and economic growth in the coming decades can be expected as a result of the implementation of newly developed technologies in industry, but also in other sectors of the economy, including the public sector. In particular, the penetration of digitization, automation, but also other of ICT, artificial intelligence, nanotechnologies and other drivers of future economic growth will significantly affect structural changes in the economic sectors and also the survival of companies. The project, based on theory, own research changes that will affect economic growth and structural changes in the economy in the next decades, as well as the ability of companies to survive during the 6th K-wave. To this purpose the project will develop the relevant model apparatus. At the same time, it will verify the ability of firms, especially in the SME sector, to adapt to new technological challenges and also assess how e-government penetration can contribute to increasing the efficiency of public administration, increasing trust, transparency and cooperation between the public and private sectors.	prof. Ing. Dana Kiselačková, PhD.	<a href="mailto:dana.kiselakova@unipo.sk">dana.kiselakova@unipo.sk</a>	1.7.2021	31.12.2024
VEGA	1/0506/24	Research on aspects of the e-commerce process in the dimension of buying behavior and consumer preferences with an emphasis on the principles of circular economy	Building on the most up-to-date knowledge, and using the current mathematical-analytical processes, the primary aim of the project is to research the way electronic commerce aspects are perceived in relation to consumer behavior, consumer preferences and the principles of the circular economy in selected areas. Electronic commerce has become a fast-developing and growing area of the economy that is also highly competitive. The pace of growth of electronic commerce is directly proportional to the rapid change in and implementation of new technologies. Analogously, the implementation and acceptance of circular economy principles in this segment of trade can be considered a highly relevant topic at present. These facts have a significant impact on changes in consumer behavior, and, therefore researching them both from a theoretical and a practical point of view is crucial.	doc. Mgr. Richard Fedorko, PhD.	<a href="mailto:richard.fedorko@unipo.sk">richard.fedorko@unipo.sk</a>	1.1.2024	31.12.2027
VEGA	1/0449/24	Design of an integrated system for measuring the sustainable businesses' performance in the era of digitalization	The project is oriented towards the creation of an integrated system for measuring the sustainable businesses' performance (ISPMS) with regard to the ongoing process of digitalization of businesses, as a prerequisite for ensuring its competitiveness. The starting point for the creation of ISPMS will be the selection of key financial and non-financial performance features. The identification of performance features will take place with the use of two important approaches in the given area, namely domain knowledge on the one hand and data mining techniques and mathematical and statistical methods on the other. The conceptual framework for the creation of the ISPMS will be based on the principles of the Balanced Scorecard. The framework will be extended by the perspective of digitalization. The created ISPMS will then be verified and tested using selected methods. The benefit of the project will be the creation of an integrated sustainable performance measurement system with key performance features.	doc. Ing. Jarmila Horváthová, PhD.	<a href="mailto:jarmila.horvathova@unipo.sk">jarmila.horvathova@unipo.sk</a>	1.1.2024	31.12.2027
VEGA	1/0428/23	Research on Customers' Subconscious Reactions Using Eye-Tracking and Other Neuromarketing Tools	Crick (1989) came up with the idea that all human feelings, thoughts, and actions — even consciousness — are just products of nerve activity in the brain. For traders, it is a promise that Neuromarketing can reduce the uncertainty and conjecture that traditionally hinders efforts to understand customer behavior. Today, modern technology creates space for research into the subconscious reactions of customers to marketing incentives. The growing interest in this issue and the growing number of publications point to the justification of the solution of the proposed project. Nevertheless, there are a significant number of unanswered questions and unexplored areas of Neuromarketing, especially in Slovak conditions. The presented research project has three dominant areas of application: Science and Research; Development, technological innovation, and quality improvement of professional subjects; connection with practice in terms of applicability of students.	prof. Ing. Róbert Štefko, Ph.D.	<a href="mailto:robert.stefko@unipo.sk">robert.stefko@unipo.sk</a>	1.1.2023	31.12.2026
VEGA	1/0461/23	Potential of Production Factors in Achieving Competitiveness of Agricultural Entities in the Current Business Environment of the Slovak Republic	The aim of the proposed project is to evaluate the determinants of the competitiveness of agricultural primary production according to the regional differentiation of Slovakia by using spatial analysis. The realization of the project will enable to identify individual regions with the greatest potential for ensuring sustainable development of Slovak agriculture while preserving the competitive ability and optimal performance of the agrarian sector in the current business environment of the Slovak Republic. The realization of the project will further contribute to stimulating the research activity of highly qualified workers, thus creates space for the development of cognitive operations (knowledge, abilities, skills) within the project solution and this should contribute mainly to gaining new knowledge in that field of research.	doc. Ing. Rastislav Kotulič, PhD.	<a href="mailto:rastislav.kotulic@unipo.sk">rastislav.kotulic@unipo.sk</a>	1.1.2023	31.12.2026

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VEGA	1/0558/23	Research on Process-Oriented Management of Tax Evasion and Legalization of Proceeds of Crime in the Context of Protection of the Legal Interests of the Society and the Opinions of the Population in Selected EU Countries	Tax evasion and money laundering are a global problem that also affects the countries of the European Union to a large extent. On the one hand, these phenomena cause a reduction in national budgets and, on the other hand, the legalization of proceeds of crime is closely linked to the financing of terrorism and war conflicts. The main goal of the presented scientific project is research and subsequent analysis of tax evasion and money laundering in the EU area, taking into account the time perspective and possible developments in the future. A complementary part of the main goal will be to define and propose effective measures based on research results to minimize the impact of the studied phenomena, as well as a comparison of already adopted national and European rules to combat this crime with the results actually achieved.	doc. Ing. Miroslav Gombár, PhD.	<a href="mailto:miroslav.gombar@unipo.sk">miroslav.gombar@unipo.sk</a>	1.1.2023	31.12.2025
VEGA	1/0575/23	Managing a Sustainable Healthcare System in the Context of Slovakia	Since the establishment of independent Slovakia, the healthcare sector has been struggling with a wide range of problems, especially those related to undersizing (financial, personnel and structural) and inefficient management. These problems have been exacerbated by the COVID-19 pandemic, which has also reduced the quality and quantity of procedural actions and healthcare provided. One of the main challenges in the healthcare sector in the post-covid period is undoubtedly the streamlining of its management with an emphasis on sustainability. The main idea of sustainable healthcare is medical care characterized by high quality, manageable costs and low impact on the environment. The project is focused on the analysis of the current state and research into the assumptions and possibilities of creating a sustainable health care system. The project has a multidisciplinary character in the cross-section of management, medical sciences and sustainability itself with an evident expected contribution to economic and social practice.	doc. Ing. Viktória Ali Taha, PhD.	<a href="mailto:viktoria.ali.taha@unipo.sk">viktoria.ali.taha@unipo.sk</a>	1.1.2023	31.12.2025
VEGA	1/0488/22	Research on digital marketing in the area of tourism with an emphasis on sustainability principles in a post-pandemic market environment	The primary purpose of this scientific project is, following current scientific knowledge and with the help of current mathematical-analytical processes, to enrich the scientific base in the field of sustainable digital marketing with an emphasis on tourism. Tourism is an area proclaimed both in the scientific community and in practice, and its prioritization is evident especially in pandemic and post-pandemic times. Research conducted with the use of secondary data will describe the nature and importance of digital information primarily in the context of tourism visitors and organizations meeting the needs of these visitors in both national and international contexts. Analogous primary research will be focused on the description and expansion of knowledge of the basic, but also applied research of the links between tourism and digital marketing, where the focus of attention will be on a tourism visitor.	prof. PhDr. Radovan Bačík, PhD., MBA, LL.M.	<a href="mailto:radovan.bacik@unipo.sk">radovan.bacik@unipo.sk</a>	1.1.2022	31.12.2025
VEGA	1/0559/21	Heterogeneity of depression: Modern, Posttraumatic, and Smiling subtype of depression	Depression is the most common mental disorder and its prevalence increases annually. The heterogeneity of depression makes the diagnostic process less accurate and the subsequent treatment more difficult. The heterogeneity is partially reflected in its different subtypes. Nowadays, we can see a growing interest in research on modern, smiling, and posttraumatic subtype of depression. Even though these subtypes share the core aspects of the clinical picture of traditional depression, each of them has its specifics. The depression could be easily misdiagnosed or even not diagnosed at all. This complicates the effectiveness of clinical interventions. The project aims to: a) verify the existence and study the prevalence of these subtypes; b) analyze the differences in the clinical picture represented by the symptoms of traditional depression across subtypes; c) examine the link between the symptoms of traditional depression and indicators representing subtypes; d) analyze the specific factors related to subtypes.	doc. Mgr. Gabriel Baník, PhD.	<a href="mailto:gabriel.banik@unipo.sk">gabriel.banik@unipo.sk</a>	1.1.2021	31.12.2024
KEGA	005PU-4/2024	Development of Intercultural Communicative Competence within English Language Training of Future Managers for Practice	The project is focused on the innovation of the concept of teaching subjects Applied Foreign Language 1 – 5 (English) and Applied Foreign Language for Managers 1 – 3 (English) implemented in the study program Management at the Faculty of Management and Business of the University of Prešov in Prešov and on the provision of these subjects with teaching materials to develop intercultural communicative competence among management students. An interdisciplinary approach requiring knowledge of intercultural management and applied linguistics will be used when designing teaching materials. The use of outputs in practice will lead to an increase in the educational level of graduates and their language skills and better preparation of future managers for work in a multicultural environment.	PhDr. Irina Kozárová, PhD.	<a href="mailto:irina.kozarova@unpo.sk">irina.kozarova@unpo.sk</a>	1.1.2024	31.12.2026
KEGA	014PU-4/2024	Support for the innovation of the teaching content of financial courses with a focus on FinTech for the development of key digital competences	The dynamics of innovation and change in financial markets and the potential of digital technologies in financial services in the FinTech sector result in an increase in new types of global risks, especially cyber risks. The ability to critically assess the future of the financial services industry by exploring and solving real-world problems of practice will be among the key competences and digital skills of graduates as part of the management of the business and personal finances. The need for continuous innovation of the content of teaching financial courses in study programs focused on financial management, risk planning, and management, implementation of modern methods, digital technologies, and interactive forms into teaching with a link to practice will shape the future of the financial manager. The main objective of the presented project is to innovate the content of teaching financial courses with a focus on FinTech study programs at the 1st, 2nd and 3rd levels of study while implementing modern methods and forms of teaching to increase the quality of teaching with a more intensive connection of knowledge and experience of experts from financial and economic practice. The motivation of the researchers is to contribute to the improvement of the quality of education in the pedagogical process by focusing on the interdisciplinary aspects of financial innovations and managerial activities. The contribution of the project will be the expansion of the set of managerial skills and competences with an emphasis on the application of digital technologies to the teaching process by creating innovative interactive university study materials in the online learning environment.	prof. Ing. Dana Kiseláková, PhD.	<a href="mailto:dana.kiselakova@unipo.sk">dana.kiselakova@unipo.sk</a>	1.1.2024	31.12.2026

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KEGA	010PU-4/2023	Innovation of the Course Entrepreneurship in Small and Medium-Sized Enterprises in the Context of Sustainability and Circularity	<p>Entrepreneurship in small and medium-sized enterprises is from the point of view of graduates of the Faculty of Management, Economics and Business a promising course in terms of its practical application. In addition to the theoretical foundations dedicated to the forms of entrepreneurship, the importance and position of small and medium-sized enterprises (SMEs) in the national economy, students here also gain practical knowledge on how to develop a logical business plan, identify a favourable business environment, but also potential risks and propose ways to minimize them. However, the business environment is dynamically evolving and therefore it is necessary to take into account new trends that determine the direction of economic development and at the same time respect the principles of social responsibility and environmental sustainability.</p> <p>In response to these new and highly topical trends, the aim of the project is to innovate the course of Entrepreneurship in SMEs and to supplement the curriculum with the topics of sustainability, circular economy (CE) and social responsibility of organisations (CSR). The output of the project will be a complementary textbook (in electronic format) that will introduce students to the basic principles of CE and CSR, but also to the practical aspects of integrating these principles into business and creating sustainable business models. Through the research conducted, the attitudes of entrepreneurs, driving forces but also barriers to the implementation of these concepts faced by SMEs in Slovakia will be identified.</p> <p>Stimulating students' interest and deeper linking of theoretical knowledge with practical applications will be implemented through a series of lectures and workshops with practitioners. By completing this innovative course, the graduate will gain the necessary awareness, practical skills and also the motivation and inspiration to apply the principles of sustainability, CE and CSR in his/her future career. The project idea is in line with the EU priorities declared in the European Green Deal, the new EU Circular Economy Action Plan, the European Strategy for Plastics in a Circular Economy but also the 2030 Agenda for Sustainable Development.</p>	doc. Ing. Emília Huttmanová, PhD.	<a href="mailto:emilia.huttmanova@unipo.sk">emilia.huttmanova@unipo.sk</a>	1.1.2023	31.12.2025
KEGA	012PU-4/2023	Innovation of the structure, content and method of teaching the macroeconomics in the first degree of study at the Faculty of Management and Business of the University of Prešov	<p>The aim of the project is the preparation and implementation of research activities, creating the conditions for elaboration of modern university textbook and new didactic means for current and new accredited study programs at the Faculty of Management and Business of University of Presov in Presov (Management; Business Management and Marketing; Tourism, Hotel and Spa Industry).</p> <p>The project will be aimed at creating a modern textbook for the selected macroeconomic issue, which will be accessible not only to students of the Faculty of Management and Business, but also for other students of non-economic disciplines and professional public via the Internet. The project implementation creates a space for the development of cognitive operations (knowledge, skills) within existing as well as new accredited training programs.</p>	doc. Ing. Rastislav Kotulič, PhD.	<a href="mailto:rastislav.kotulic@unipo.sk">rastislav.kotulic@unipo.sk</a>	1.1.2023	31.12.2025
KEGA	018PU-4/2023	Creation of a Trainig program for the development of entrepreneurial skills and metacognitive skills in the context of eliminating the Dunning - Kruger effect	<p>The comprehensive training of university students at the Faculty of Management and Business includes, in addition to the development of the knowledge area, the development of business and entrepreneurial skills as a prerequisite for effective management of interpersonal relationships and social situations. In the presented project, we propose the creation of a specific training program focused on the development of entrepreneurial skills with regard to the development of metacognitive skills and the elimination of the Dunning-Kruger effect. The training of these skills by university students will take place in an experiential form within the socio-psychological trainings. The newly proposed elective course entitled "Entrepreneurial Skills Training Program" will focus on the development of social entrepreneurial and managerial skills and the personal development of future managers, their metacognitive abilities in the context of eliminating the Dunning-Kruger effect. Part of the project is to verify the operation of the proposed training program with appropriate material and methodological support. The outputs of the project will be represented by the developed university teaching materials and texts for teaching the optional subject entitled "Entrepreneurial Skills Training Program – Textbook" and methodological texts for teachers entitled "Entrepreneurial Skills Training Program – Methodological Manual" which will contain procedures and evaluation of individual activities. The program of the optional subject will include innovative teaching methods such as role-playing games, solving model situations, self-reflection through self-knowledge questionnaires and feedback. The education will focus on the transfer of knowledge and at the same time on the socialization and development of the personality of university students at the Faculty of Management and Business of the University of Prešov.</p>	doc. PaedDr. Zuzana Birknerová, PhD., MBA	<a href="mailto:zuzana.birknerova@unipo.sk">zuzana.birknerova@unipo.sk</a>	1.1.2023	31.12.2025
KEGA	024PU-4/2023	Preparation of an innovative study programme in Green Economy in the field of economics and management	<p>The presented project responds to the societal need for professional training in the field of economic aspects in environmental management at the first level of higher education. It is based on the updated concept of the study field of economics and management, while complementing the core topics of the core knowledge with the professional topics of economics and environmental management. Analysing the current study programmes, it can be stated that there is no programme with a similar focus. The implementation of the project will be carried out by a research team which is unique in its representation of experts in economics, management and environmental management. This project builds on a number of previous projects carried out in the last 10 years in the field of environmental management curriculum development. In spite of the results achieved in the professional and graduate employability fields, due to the process of aligning the programmes and making it more closely aligned with the environmental sciences, it has not been possible to develop the unique aspect of the programme with its emphasis on economics and management disciplines. The project thus aims at developing a new, innovative study programme in the field of green economy, taking into account the previous long experience in a similar programme, and subsequently preparing the initial study materials for the programme.</p>	prof. Ing. Peter Adamišín, PhD.	<a href="mailto:peter.adamisin@unipo.sk">peter.adamisin@unipo.sk</a>	1.1.2023	31.12.2025

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KEGA	033PU-4/2023	Innovative approaches and digitization of teaching materials in the field of human resource management trends	The aim of the project is to implement innovative approaches and digitized methods in the educational process, which can significantly accelerate the building of effective habits related to the acquisition of the necessary digital literacy and selected competencies of students, managers and thus directly contribute to the most effective development of the teaching process. By digitizing content and maximizing the interactivity of learning content through online platforms, it will be possible to reflect on current developments and labor market needs that globalization brings, as well as the expansion of synergies between traditional forms of education and online technologies. The project has the ambition to significantly help students to increase their potential for the labor market.	doc. Mgr. Nella Svetozárovová, PhD.	<a href="mailto:nella.svetozarovova@unipo.sk">nella.svetozarovova@unipo.sk</a>	1.1.2023	31.12.2025
KEGA	034PU-4/2023	Implementation of multimedia tools of asynchronous form of education of selected aspects of digital marketing for future managers	This project focuses on the current market demand for managers with a specific set of skills and competencies that have come to the fore in recent years influenced by a pandemic. Businesses must be able to communicate, present and share information digitally so that they do not lose contact with their customers even in times when it is very difficult to maintain them. However, these needs are conditioned by the manager's ability to control and work with selected tools in the field of marketing and visual-digital communication. The main goal of the project is to significantly modify, innovate and update the content of educational materials of selected subjects to reflect the current demand in the labor market and transform them into a digital asynchronous form of online education using multimedia documents and virtual communication platforms, including mobile communication platforms. In this way, students will gain a new dimension in education and the acquisition of the necessary skills, to which they will have asynchronous access. This will allow them to choose an individual pace, for example by simply catching up with a subject that they may have missed for various reasons, or to increase the pace of adoption of these skills and gain an even greater competitive advantage in their job opportunities.	prof. Ing. Róbert Štefko, Ph.D.	<a href="mailto:robert.stefko@unipo.sk">robert.stefko@unipo.sk</a>	1.1.2023	31.12.2025
KEGA	001PU-4/2022	Application of Modern Trends in Quantitative Methods in the Teaching of Financial and Managerial Subjects	The aim is to apply new modern quantitative methods that follow the state of art trends in finance and management in the teaching process at the bachelor's, master's, and doctoral levels of university study in Economics and Management and new study programs at the Faculty of Management. The project aims to model and implement econometric models in the teaching of specific areas of finance and management, as well as to increase and support the financial literacy of students of non-economic schools. The project is focused on the preparation and creation of algorithms, financial and econometric models, prediction models, monographs, teaching materials, university scripts, and university textbooks with an emphasis on strengthening key competencies, increasing the effectiveness of educational level for managerial and economic practice of students of these study programs. An effort is to support financial literacy by using the state of art trends, which should help strengthen the competencies of graduates of selected study programs in the real managerial practice of financial and non-financial corporations. The outputs of the project will be useful for the given area of education at the Faculty of Management and will contribute to the improvement of the educational process.	doc. Ing. Sylvia Jenčová, PhD.	<a href="mailto:sylvia.jencova@unipo.sk">sylvia.jencova@unipo.sk</a>	1.1.2022	31.12.2024
KEGA	033PU-4/2022	Developing the quality of higher education and increasing the employability of graduates with the involvement of employers	Improving the level of the educational process is very important for the success of the graduates of higher education institutions and universities at the labour market. Identification of the needs of labour market and participation of employers in study programs are one of the key requirements of the standards of the Slovak Accreditation Agency for Higher Education. They should participate in their design, approval and continuous evaluation, but it is equally important to implement these principles in existing curricula. The project is primarily intended for the students and staff of the Faculty of Management in order to contribute to the improvement of teaching, to strengthen students' and teachers' ties to economic practice and to ensure a high success level of graduates of the faculty in the labour market. Through the lectures of experts, as well as through excursions, work practice, through organizing the career days and through other activities will the students and teachers get direct contact with economic practice as well as they will get experience with the application of theory in the economic and managerial practice of business subjects. The presented project will also ensure the preparation, development and publishing of good quality study materials in cooperation with practitioners, for students in accredited study programme Management in the study field Economy and Management, as well as information and technological support for the educational process and it will also ensure the organisation background of events and platforms, where potential employers will offer vacant positions to the students and graduates of the faculty.	Ing. Jaroslav Korečko, PhD. (deputy)	<a href="mailto:jaroslav.korecko@unipo.sk">jaroslav.korecko@unipo.sk</a>	1.1.2022	31.12.2024

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
KEGA	005PU-4/2022	Innovation of the Study Program Tourism, Hotel and Spa Industry in the First Degree of Study in the Field of Study Economics and Management	<p>Tourism industry around the world is currently facing the negative effects of the COVID-19 pandemic. Restrictions on the movement of persons have brought about a rapid decline in tourism performance accompanied by dramatic social and economic consequences. On the other hand, unregulated growth of tourism in many pre-pandemic destinations posed a number of problems. In order to secure the continued existence of humanity, it is necessary to create conditions for and promote the sustainable development of tourism, which on the one hand will ensure economic growth and competitiveness of tourist destinations and, on the other, will respect, protect and enhance the environment and quality of life of local residents. The implementation of environmental education and training of specialists at universities is a prerequisite for sustainable development. Fundamental changes have to occur in approaches and proven methods in education, with an emphasis on an interdisciplinary view on sustainable development. The presented project focuses on the innovation of the bachelor's study program Tourism, Hotel and Spa Industry. It is planned to create study materials focused on the issue of sustainable tourism development, to publish a scientific monograph as an output of the research carried out in cooperation with a university abroad, and to link theoretical education with practice through excursions and lectures by experts from practice. We plan to publish all outputs in electronic form so that they are available to interested parties from the external environment.</p>	doc. Ing. Anna Šenková, PhD.	<a href="mailto:anna.senkova@unipo.sk">anna.senkova@unipo.sk</a>	1.1.2022	31.12.2024