

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)	https://www.cost.eu/actions/CA21103/ https://circularb.eu/	doc. Ing. Emília Huttmanová, PhD.	emilia.huttmanova@unipo.sk	1.10.2022	31.10.2026
COST Action	CA21166	Social Sciences and Humanities for Transformation and Climate Resilience (SHIFT)	https://www.cost.eu/actions/CA21166/ https://shift-cost.eu/	doc. Ing. Emília Huttmanová, PhD.	emilia.huttmanova@unipo.sk	1.9.2022	30.9.2026
Erasmus+	2024-1-PL01-KA220-HED-000245082	Preparing universities to cooperate with neuroatypical students	The main goal is to increase the university's openness to neurodiversity and to better prepare for cooperation with neuroatypical students/employees. Three specific goals: 1. Better preparation for accessibility by making the authorities and administration aware of the specific needs. 2. Equipping academic teachers with tools and work methods allowing for an individualized approach to neuroatypical students. 3. Promoting and disseminating knowledge about neurodiversity at universities. We assume work in 4 thematic packages (apart from WP1 management) and the development of 4 results. We will start our activities by deepening the diagnosis of needs (primary qualitative and quantitative research - IDI, FGI and questionnaire research) in target groups. We will then develop preliminary versions of all results, test them extensively in target groups, prepare final versions of results and disseminate them using a wide network of university cooperation. Results: R1 Manual for university authorities and administrative employees - content responding to observed problems and gaps, a set of good practices. R2 Manual for academic teachers - content responding to observed problems and gaps, a set of good practices. R3 Workshops for administrative employees dedicated to the specificity of various types of neuroatypicality and practical preparation. R4 Workshops for academic teachers dedicated to recognizing neuroatypicality and practical preparation.	doc. Ing. Emília Huttmanová, PhD. (UNIPO) Dorota Kwiatkowska-Ciotucha, Director of Development Projects Support Section, UNIWERSYTET EKONOMICZNY WE WROCLAWIU (PL)	emilia.huttmanova@unipo.sk dorota.kwiatkowska-ciotucha@ue.wroc.pl	1.12.2024	1.5.2027
Plán obnovy	09103-03-V04-00737	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 Ondrijová, PhD.	ivana.ondrijova@unipo.sk	1.8.2024	30.7.2026

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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.	robert.stefko@unipo.sk	1.7.2024	30.6.2008
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.	ivana.ondrijova@unipo.sk	1.7.2024	30.6.2028
VEGA	1/0241/25	Prediction of Development and Competitiveness in Tourism	The main scientific aim of the project is to quantify the tourism competitiveness in selected countries at the macro level of countries and at the micro level of tourism enterprises. The contributions of the project will be achieved by solving three aims, two at the macro level and one at the micro level: 1) to identify internally homogeneous and inter-group heterogeneous groups of countries with respect to selected indicators of the Travel and Tourism Competitiveness Index (TTCI) and the Travel and Tourism Development Index (TTDI) with the intention to identify cooperation and competitive strategies of countries within the tourism sector; 2) to quantify associations between destination performance parameters and tourism competitiveness characteristics; 3) to model and quantify the financial health of tourism enterprises.	doc. PhDr. Petra Vašaničová, PhD.	petra.vasanicova@unipo.sk	1.1.2025	31.12.2028
VEGA	1/0426/25	Methodological modeling of the digital passport system tourism in Slovakia.	Rapid onset of technology has significantly changed the world of tourism. Global opinions point to the need for digitization in the industry, not only on the side of service providers, but also on the side of their performance records. Interactive innovative systems enable more detailed identification, tracking and analysis of tourist flows, which leads to a more accurate understanding of market needs. Passporting systems and platforms represent a step towards smarter and more sustainable tourism, responding to dynamic changes in preferences and supporting the efficient use of public resources. They can significantly contribute to future strategic planning, improvement of security protocols and protection of potential. Tourism in SR also tries to reflect on the needs of digitization, and thus the project aims to design a methodological framework for a passporting model of digital data collection of the performance of enterprises and tourism objects in SR and a platform for international knowledge sharing.	doc. PhDr. Daniela Matušiková, PhD.	daniela.matusikova@unipo.sk	1.1.2025	31.12.2027

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VEGA	1/0636/25	Dynamic interactions between economic growth, energy use and environmental sustainability in the context of the European Union's decarbonisation efforts	The aim of the project is to explore the complex relationships between energy use, economic growth and pollutant emissions in the European Union (EU) in the context of the global challenges of climate change and energy dependence. Using a system dynamics approach, the project will analyse the energy-economy-emissions nexus in the EU and identify the key drivers and feedbacks that shape this nexus over time. In addition to the interaction between these variables, we will explore the impact of other factors e.g. urbanisation, low-carbon sources, energy efficiency and other socio-economic indicators that may influence EU countries on their path towards carbon neutrality. The project foresees the use of a wide range of mathematical, statistical and econometric methods taking into account both cross-sectional and temporal perspectives. The outputs of the project will be relevant for policymakers, researchers and stakeholders involved in development of policies supporting a sustainable energy transition.	Ing. Jana Chovancová, PhD.	jana.chovancova@unipo.sk	1.1.2025	31.12.2027
VEGA	1/0564/25	Modeling the measurement of the performance of economies in the context of competitiveness, digitalization, sustainable development and the environmental aspect in the global space	Measuring and comparing the performance of individual economies in the global space is one of the key tools for ensuring economic and social growth as well as sustainable and environmental development. The complexity of any modern economy requires constant monitoring, analysis, and evaluation of the achieved results at the macro and micro levels. The effectiveness of economic processes and the activity of economic entities must be measured with appropriate tools. The goal of the project is to evaluate the current state of measuring the performance of economies with a focus on areas such as competitiveness, digitalization, sustainable development, and the environmental aspect in the global space and to propose models for evaluating the mentioned areas at the macro and micro levels in relation to sustainability goals, increasing digital competitiveness and environmental development.	doc. Ing. Beáta Šofranková, PhD.	beata.sofrankova@unipo.sk	1.1.2025	31.12.2028
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.	richard.fedorko@unipo.sk	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.	jarmila.horvathova@unipo.sk	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.	robert.stefko@unipo.sk	1.1.2023	31.12.2026

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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 realisation 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 realisation 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.	rastislav.kotulic@unipo.sk	1.1.2023	31.12.2026
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 Options 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.	miroslav.gombar@unipo.sk	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.	viktoria.ali.taha@unipo.sk	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.	radovan.bacik@unipo.sk	1.1.2022	31.12.2025
KEGA	001PU-4/2025	Creation of Teaching Materials Based on Models of Artificial Intelligence, Programmed Learning, and Quantitative Methods in the Teaching of Financial and Managerial Subjects as Part of the Innovation of Higher Education Programmes	The aim of the project is the creation of teaching materials based on models of AI, programmed learning, and modern methods in the teaching of financial and managerial subjects as part of the innovation of study programs at the bachelor's and doctoral levels of higher education in the field of economics and management. The intention is to apply new, advanced, modern quantitative methods that follow the up-to-date trends in 21st-century education with an emphasis on the areas of finance and management in the process of teaching the subjects of Statistics, Corporate Finance, Financial-Economic Analysis, Advanced Methods in Financial-Economic Analysis and increasing and support of knowledge level, financial, information and digital literacy of students at non-economic schools. The creation and implementation of a module and a course in advanced statistical methods will be a part of the project.	doc. Ing. Sylvia Jenčová, PhD.	sylvia.jencova@unipo.sk	1.1.2025	31.12.2027

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KEGA	031PU-4/2025	Implementation of modern educational approaches and tools in the educational process of course Entrepreneurship in small and medium-sized enterprises for the development of key digital competences	The presented project responds to current challenges in the field of economic education at the University of Prešov in Prešov from the point of view of current and new accredited study programs in full-time and external form, with a focus on the implementation of modern approaches and technologies as a natural evolutionary development of education in the 21st century. The subject Entrepreneurship in small and medium-sized enterprises is a profile subject at the Faculty of Management and Business of the University of Prešov in Prešov in the study programs of the 1st degree of university studies, and from the perspective of its graduates, it is a subject in which, in addition to theoretical knowledge about the history of small and medium-sized enterprises, forms of entrepreneurship, the importance of small and medium-sized enterprises in the national and world economy, forms of support for small and medium-sized enterprises, etc. they also acquire practical knowledge and skills associated with business practice, including the establishment of business companies in the legal system of the Slovak Republic and the EU, and the preparation of a business plan.	doc. Ing. Alexandra Chapčáková, PhD.	alexandra.chapcakova@unipo.sk	1.1.2025	31.12.2027
KEGA	002PU-4/2025	Support for the Internationalisation of the Education of Selected Profile Subjects of the Study Programme Tourism, Hotel and Spa Industry	Even before the COVID-19 pandemic, tourism has become one of the most important sectors of the world economy. The global pandemic has caused a decline in its performance, threatening millions of jobs, but on the other hand, it has crystallized the importance of tourism as a development path for many countries to improve their economies. In the post-covid period, a number of initiatives were created in the international space for the purpose of implementing activities to strengthen the tourism sector in the face of external factors such as covid or various current crises. In connection with the above, an important prerequisite for the sustainable and competitive development of tourism in the future in Slovakia is also its professionalization. We need a new generation of professionals who will be able to respond to the current challenges related to the green and digital transformation and increasing the resilience of the sector. In the higher education environment, there are currently fundamental changes in the approaches and best practices of education with an emphasis on an interdisciplinary approach and connection to practice even in academically oriented study programs. The presented project is a logical and chronological continuation of the activities dealt with in the previous project supported by the KEGA agency no. 005PU-4/2022. In the presented project, the attention is focused on the implementation of innovative elements in the content of selected profile subjects of the study program Tourism, hotel and spa industry in the 1st degree of study at the Faculty of Management and Business of the University of Prešov in Prešov with the aim of expanding the theoretical basis of the investigated areas of tourism with a dominant focus to new trends in the field of digitalization, sustainable development and innovative management approaches in the provision of complex tourism services. Important elements of internationalization through international cooperation with higher education institutions from Cyprus and Romania are planned. It is envisaged that international case studies will be published in Slovak and English, students will be involved in creative activities through lectures, workshops, an international student conference and theoretical education will be connected to practice through excursions and lectures by experts from practice. We plan to implement all publication outputs in electronic form in order to eliminate barriers to the use of achieved results only by the applicant's target group of students.	doc. Ing. Anna Šenková, PhD.	anna.senkova@unipo.sk	1.1.2025	31.12.2027

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KEGA	013PU-4/2025	Marketing Research in Industry 5.0	The proposed project reflects the necessity of adapting undergraduate students to market requirements and dynamically changing socio-economic conditions, as well as the need to enhance analytical competencies and address the declining trend in mathematical literacy. The aim of the project is to innovate the content, pedagogical processes, and structure of the subject Marketing Research with regard to the aspects mentioned above, focusing on problem-oriented teaching supported by technologies. Problem-oriented teaching supported by modern technologies used in practice could increase the efficiency of the educational process, thereby positively influencing the ability to apply theoretical knowledge, skills, and competencies. It is also necessary to mention the principles of sustainability, digital transformation, and circularity, which appear to be crucial directions not only for economic and educational activities. Their implementation into various areas of the Marketing Research subject content will be considered especially in the preparation and distribution of study materials, as well as in implementing sustainability ideas into teaching materials. The subject of Marketing Research focuses on disseminating knowledge and skills primarily related to marketing, scientific research methodology, and applied statistics. Given the rapid technological development and the introduction of digitalization processes in companies, it is essential to prepare (not only) marketing professionals to work in companies where changed business processes are ongoing and will continue in areas including planning, production, sales, online business processes, customer care, after-sales service, etc. Increasingly, there is also a demand for creating innovative strategic concepts that could effectively and systematically monitor the business environment and its influencing factors, as well as the internal and external potential of companies, and thus continuously build a competitive advantage, which may change as companies transition through phases of digital transformation. This will require not only logical and analytical equipment of employees in strategic planning, production, and sales but also knowledge of forecasting, creating alternative risk scenarios, evaluating them, working with highly heterogeneous data, and making decisions under conditions of risk and in the shortest possible time with uncertain scenarios. Therefore, this subject should practically evaluate the knowledge and skills acquired also in subjects related to mathematics, statistics, marketing, economics, and management. The given subject should significantly expand the level of analytical and digital skills of graduates. Here, we would like to emphasize the connection and creation of strong synergy from these areas, but without a quality concept of innovative marketing research, this connection and expected synergy are not possible. This consistent fact also represents a significant research gap that our project would address. Last but not least, motivational aspects are also	Mgr. Martin Rigelský, PhD.	martin.rigelsky@unipo.sk	1.1.2025	31.12.2026
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. Iriňa Kozárová, PhD.	irina.kozarova@unpo.sk	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 Kiseľáková, PhD.	dana.kiselakova@unipo.sk	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	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. 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. 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.	doc. Ing. Emília Huttmanová, PhD.	emilia.huttmanova@unipo.sk	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	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 (Management; Business Management and Marketing; Tourism, Hotel and Spa Industry). 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.	doc. Ing. Rastislav Kotulič, PhD.	rastislav.kotulic@unipo.sk	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	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.	doc. PaedDr. Zuzana Birknerová, PhD., MBA	zuzana.birknerova@unipo.sk	1.1.2023	31.12.2025

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
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</p> <p>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 Adamišin, PhD.	peter.adamisin@unipo.sk	1.1.2023	31.12.2025
KEGA	033PU-4/2023	Innovative approaches and digitization of teaching materials in the field of human resource management trends	<p>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.</p>	doc. Mgr. Nella Svetozárovová, PhD.	nella.svetozarovova@unipo.sk	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	<p>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.</p>	prof. Ing. Róbert Štefko, Ph.D.	robert.stefko@unipo.sk	1.1.2023	31.12.2025
Early stage grant - GAPU	GAPU_VF10	Impacts of Electronic Commerce on Consumer Behavior: Analysis of Preferences and Trends	<p>The topic of electronic commerce is undeniably current and relevant, especially in the context of the rapidly changing digital environment that shapes consumer behavior and business models worldwide. The importance of electronic commerce is constantly growing, which increases the need for a deeper understanding of its impacts on consumer purchasing behavior and preferences. The aim of the project is to determine the effects between selected aspects of electronic commerce and consumer purchase intention, thereby expanding the theoretical knowledge of the issue by specifying the perception of e-commerce aspects and consumer preferences. The literature review will include processing an overview of the current state of electronic commerce, consumer purchasing behavior and the factors that influence it, and current trends in electronic commerce. In the practical part, the research objectives will be fulfilled by verifying research hypotheses with appropriate mathematical-statistical methods. The obtained results will indicate or not indicate a significant effect of selected aspects of electronic commerce on consumers' purchase intention for online shopping, and also the existence or non-existence of significant differences in the perception of these aspects based on socio-demographic characteristics of consumers. Theoretical and practical implications, possible limitations, and future research directions will be derived from the research results.</p>	Mgr. Štefan Král, PhD.	stefan.kral@unipo.sk	1.12.2024	31.5.2026

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
Early stage grant - GAPU	GAPU_VF/11	Pro-environmental Orientation of Tourism Enterprises Towards a Sustainable Future	Sustainability and environmental protection have become key topics across various industries, including tourism. Tourism, which heavily relies on natural and cultural resources, has significant potential to negatively impact the environment. As the number of tourists and their activities increases, so does the pressure on the environment. Given that tourism depends on the health and attractiveness of the natural environment, its long-term success is directly linked to the ability of enterprises to protect and preserve these resources. Therefore, it is becoming increasingly important for businesses to adopt a pro-environmental orientation to reduce the negative impacts of their activities while contributing to sustainable development. In this context, it is essential to examine how tourism enterprises perceive the importance of applying environmental innovations within their operations and how these innovations influence their long-term sustainability. The current state of implementation of environmental innovations and the future intentions of tourism enterprises to apply them are crucial issues that affect the overall approach to sustainability. The introduction of ecological innovations and sustainable strategies, such as efficient resource use, waste minimization, the use of renewable energy, or the protection of natural and cultural heritage, is becoming a necessary tool for the future prosperity of tourism enterprises. Several factors influence business decisions regarding the implementation of these measures. Research in this field provides important insights into how enterprises can not only minimize their negative impact on the environment but also how ecological approaches can enhance their competitiveness in the global market. Sustainable tourism enterprises have the advantage of being able to attract a growing segment of environmentally conscious tourists who prefer environmentally responsible destinations and services, and their number is increasing. On the other hand, it is now essential for tourism enterprises to adapt to new trends in terms of sustainability and long-term competitiveness while respecting environmental protection. Sustainable business is not only about nature conservation but also about building resilience and economic stability for the entire sector.	Mgr. Tünde Dzuřov Vargová, PhD.	tunde.dzuřovvargova@unipo.sk	1.12.2024	30.4.2026
Early stage grant - GAPU	GAPU_VF/12	Analysis of the performance of hotel companies in a global environment	Tourism is one of the most important sectors in the EU economy, contributing to employment, regional economies and cultural development. Given the topicality of the issue, hotel companies play a key role, as they provide accommodation and services. Hotel companies are considered to be organized groups of hotels and accommodation facilities that combine common branding, marketing and operational standards. These companies can be global (Marriott, Hilton) or local (Accor). Their importance lies not only in providing accommodation services, but also in creating economic demand, supporting employment and strengthening the economy. The most important hotel companies in the world include Marriott International, Hilton Worldwide, AccorHotels and InterContinental Hotels Group (IHG). These companies not only have a wide range of accommodation facilities, but also diverse market segments from luxury hotels to budget options. Given the dynamics of globalization and technological transformation, the hotel sector in a global environment faces many challenges, but also opportunities. Understanding the strategy of the largest hotel companies and their impact on tourism can contribute to the creation of new jobs, the support of local suppliers, the promotion of local traditions and cultural heritage through hosting activities and programs, and the attraction of tourists to less visited areas. In connection with the given topic, a project is presented focused on the analysis of the performance of the largest hotel companies in a global environment. The project plans to publish outputs that will be published at domestic and foreign conferences as well as domestic and foreign scientific journals with a priority orientation to the WOS and Current content databases, for the scientific, academic community as well as for economic and social practice.	Mgr. Stela Kolesárová, PhD.	stela.kolesarova@unipo.sk	1.12.2024	30.4.2026

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
Early stage grant - GAFU	GAFU_VF/13	A Comprehensive Approach to Time Series Modelling and Forecasting: Integration of Advanced Mathematical and Statistical Methods Across Various Sectors	In today's dynamic economic environment, many organizations face numerous challenges that affect their ability to achieve long-term sustainability and competitiveness. With the growing complexity of economic systems and the unpredictability of markets, it has become essential for businesses and institutions to utilize sophisticated analytical methods to identify and evaluate key trends and patterns. Quantitative approaches and advanced statistical techniques allow for in-depth analysis of historical data and forecasting of future developments, thus opening new possibilities for strategic decision-making. The application of advanced methods for time series modeling and forecasting represents a crucial tool for analysts and managers seeking to gain a competitive advantage. Given the increasing competition and the need for innovation across various sectors, it is vital to adapt and respond to rapidly changing market conditions. Our primary objective is to implement advanced mathematical and statistical approaches that enable business entities to better plan, assess, and enhance their performance in an environment full of uncertainty. Within this project, we focus on integrating traditional and modern analytical methods to develop comprehensive time series models applicable to various areas of economic activity, such as retail, industry, and services. The goal of the project is not only to provide a deep understanding of the dynamics in selected sectors but also to support the improvement of financial and operational outcomes through accurate forecasting.	Mgr. Martina Košíková, PhD.	martina.kosikova@unipo.sk	1.12.2024	30.4.2026
Early stage grant - GAFU	GAFU_VF/15	Implementation of Artificial Intelligence Techniques in Predicting Financial Health of Non-Financial Corporations in Selected Sectors of the Economy	Currently, there are many methods and approaches for assessing the creditworthiness of a company, predicting possible bankruptcy. Financial institutions usually hide their procedures, as it is their know-how. Financial metrics play an essential role in all models. Complex approaches include sophisticated statistical procedures that work with historical time data and calculate the probabilities of a firm's bankruptcy based on certain values of financial metrics. The main objective of the project is the implementation of artificial intelligence techniques in the prediction of financial health of non-financial corporations in selected sectors of the economy in the conditions of Slovakia. The partial objective of the project is to estimate the probability of bankruptcy of a company and to forecast the development of financial indicators on the basis of data of non-financial corporations in selected sectors of the economy of Slovakia. For this purpose, the parameters of the prediction models will be estimated using advanced mathematical-statistical methods based on artificial intelligence. The model for a specific sector of the Slovak economy will be able to predict the probability of bankruptcy of a corporation based on the values of significant explanatory variables. The model for forecasting financial ratios will estimate the development for a longer time series.	Mgr. Marta Mišková, PhD.	marta.miskufova@unipo.sk	1.12.2024	30.4.2026
Early stage grant - GAFU	GAFU_DF/23	Changes in the work environment under the influence of the COVID-19 pandemic	The efficiency of enterprises grows depending on properly set management and managerial staff. These factors influence not only employee satisfaction but also the overall performance of businesses. One of the key components affecting employee productivity is the work environment, which can be considered a significant determinant of the work process. Under the influence of the pandemic, alternative work environments have been increasingly utilized, creating a strong connection with the tourism market. In recent years, particularly due to the COVID-19 pandemic, the trend of "digital nomadic travel" has gained momentum. This concept involves working online from a location other than one's home, often traveling to a different destination while continuing professional duties. As a result of these changes, tourism regions have developed conditions for its growth, and the portfolio of services in this field continues to expand. This project focuses on creating an analytical perspective on nomadic tourism as a continuously growing global trend, despite the pandemic fading away. The research aims to be conducted through a questionnaire survey, providing new and unique insights into the specifics of this emerging type of tourism. The goal is to identify which professions benefit most from the flexibility of remote work, what factors play a key role in choosing specific destinations, how this trend influences employees' productivity, and its impact on work-life balance and professional development. The research is planned to take place in two phases: the first in 2024 and the second in 2025. The project results are expected to provide an overview of the present and future direction of nomadic tourism and its sustainability as a lifestyle beyond the pandemic. Furthermore, the study will help identify the model of this phenomenon in relation to changes in the work environment. The findings also have the potential to contribute to discussions and predictions regarding how the global labor market is evolving due to the growing popularity of the nomadic style of both personal and professional life, as well as its future development.	Mgr. Ivana Šaffová, MBA	ivana.saffova@unipo.sk	1.12.2024	30.4.2026

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
Early stage grant - GAFU	GAFU_DF/24	The Impact of Visual Aesthetics on Attention and Emotional Response of Respondents in Neuromarketing	The aesthetics of visuals play a key role in how individuals perceive and respond to images. Previous research has explored the influence of colors, composition, and other visual stimuli on decision-making; however, the impact of aesthetics on attention and emotional response remains underexplored. With the rise of digital platforms, companies increasingly rely on visually appealing content to capture users' attention. This research focuses on understanding how aesthetic visuals in marketing communication influence viewers' attention and emotional responses by using eye-tracking technology and FaceReader. The experiment will aim to evaluate the extent to which aesthetically appealing visuals capture attention compared to neutral or non-aesthetic images. The study will utilize an eye-tracker placed below the computer screen to monitor respondents' gaze and focus, along with facial expression analysis (FEA) to assess emotional reactions while viewing different types of images.	Mgr. Biana Herichová	bianka.herichova@smail.unipo.sk	1.10.2024	1.11.2026
Early stage grant - GAFU	GAFU_DF/26	Sustainability of European economies from the perspective of environmental taxes	Humanity has experienced an unbearable burden on the environment in recent years, with pollution reaching critical limits. These increasingly visible negative environmental changes have drawn massive global attention. Through worldwide agreements, countries have committed to changing their actions in favor of the environment. Achieving the set global goals in mitigating negative environmental impacts is a highly complex issue that requires the unification of numerous sectors. Individual countries and global organizations are making significant efforts to proactively encourage people to change. Many key industries are undergoing major changes and transformations. This project focuses on the sectors requiring the most attention—energy, industry, and transportation. By providing financial compensations, incentives, and subsidies, government representatives aim to set a transformation wave with elements of sustainability. However, in many cases, more decisive measures are needed to bring about real change worldwide. One of the most common practices is the implementation of various forms of environmental taxation. The project is oriented towards assessing the significance of carbon taxes in the transformation process of European economies in the context of the Agenda 2030 goals. The project's objective—through planned research and subsequent presentation of research results in the form of publications—is to evaluate the use of environmental taxes within the European space in relation to achieving selected Sustainable Development Goals (SDGs) and carbon neutrality. Methodologically, the project is based on a comparative analysis of the tax systems of European countries, with an emphasis on environmental taxes. Using correlation analysis, the relationship between the application of carbon taxes and greenhouse gas emissions, as well as the relationship between carbon taxation and the overall economic performance of the economy and its key sectors, will be assessed. Finally, through cluster analysis, we will evaluate the similarities between European countries in applying environmental taxes. The research aims to provide a comprehensive view of the effectiveness of environmental taxes as a tool for transformation towards a sustainable future and to offer recommendations for countries that can share best practices in tax policies.	Mgr. Radoslav Mikča	radoslav.mikca@smail.unipo.sk	1.12.2024	30.4.2026