

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.	emilia.huttmanova@unipo.sk	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.	emilia.huttmanova@unipo.sk	1.9.2022	30.9.2026
Erasmus+ KA220	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. (Chief Researcher for FMB PU)	emilia.huttmanova@unipo.sk	1.12.2024	1.5.2027
Erasmus+ KA210	2025-1-SK02-KA210-YOU-000353986	Green to Business: Empowering Youth for Sustainable Entrepreneurship	The Green2Biz project unites two leading organisations from Slovakia and Cyprus, both key players in their countries' green and sustainable entrepreneurship ecosystems. These organisations actively contribute to the entrepreneurial infrastructure of their national economies by supporting numerous budding entrepreneurs and business founders. The Faculty of Management and Business at the University of Prešov (Slovakia) and UCLan (Cyprus) provide a mix of formal and informal education that promotes eco-innovation, sustainable business practices, and green entrepreneurship. They work closely with businesses, the tertiary sector, municipalities, and public bodies to integrate sustainability and green entrepreneurship into their ecosystems. While entrepreneurship is increasingly taught in universities, integrating entrepreneurial skills with sustainable development principles is still underdeveloped in both countries. As the EU transitions toward a green economy, aligned with the European Green Deal, there's an urgent need to train a new generation of entrepreneurs who can develop sustainable business models and address environmental, social, and climate challenges through circular economy practices. However, the path from an aspiring entrepreneur to a successful green business leader is fraught with obstacles. These include limited hands-on experience with sustainable business, a lack of understanding of green market dynamics and eco-innovation, and restricted access to green industry networks. Green startups often face challenges in securing funding and mentorship within the broader entrepreneurial ecosystem.	doc. Ing. Emília Huttmanová, PhD. (Chief Researchers for FMB PU)	emilia.huttmanova@unipo.sk	1.9.2027	30.4.2027
Interreg Central Europe	CE0301259	Border Regions' Interregional Development through enhanced Governance framework in the Eastern periphery of Central Europe (Bridge2EastCE)	Bridge2East is set to redefine the future of Central Europe's easternmost regions of Hungary, Poland, Slovakia, and Romania bordering Ukraine. These peripheral areas are significantly impacted by demographic decline, weak multi-level governance, and underdeveloped public services, compounded by the humanitarian and economic fallout from Russia's invasion of Ukraine, which have deepened their socio-economic disparities. Yet, they stand at a crossroads, with opportunities emerging from Ukraine's post-war reconstruction and EU integration, positioning them as a strategic gateway between the EU and Ukraine. As a response to the shared challenges and transformative opportunities, Bridge2East lays the foundations for a joint macro-regional 'planning architecture' (human, institutional and technical) to jointly address pressing socio-economic issues by applying an inter-regionally synchronised territorial planning approach. To achieve this, the project will establish (WP1) and validate (WP2) the Interregional Territorial Planning Cooperation (ITPC), an innovative framework for synchronised macroregional territorial planning across Central European regions bordering Ukraine. By fostering territorial planning collaboration amongst CE peripheries across local, regional, and national levels and by elevating their cooperation to a macro-regional level, Bridge2East will address structural bottlenecks in governance, ensuring these regions are better prepared for future socioeconomic dynamics.	Ing. Jana Chovancová, PhD., univer. doc. (Chief Researchers for FMB PU)	jana.chovancova@unipo.sk	1.2.2026	31.1.2028
Visegrad Fund	22520146	Wild This, Wild That: Shared V4 Visions for Re-Naturing the City (WF2V4)	Urban areas across Czechia, Hungary, Poland, and Slovakia face mounting pressures from climate change, biodiversity loss, and rapid urban expansion. Despite increasing awareness of the value of urban green infrastructure, many V4 cities still struggle with fragmented ecological networks, limited public access to green spaces, and inconsistent policy frameworks for nature-based solutions. Urban rewilding—the process of reintroducing natural ecosystems and allowing spontaneous ecological processes to shape city spaces—offers a powerful yet underutilized approach to addressing these challenges. While some rewilding efforts exist at the local level, there is little shared knowledge or coordination across the V4 region. The concept remains poorly defined in urban planning practice, and there is a lack of comparative data on how rewilding is implemented, governed, or perceived by communities. This gap limits the potential for scaling successful approaches, aligning local initiatives with EU biodiversity goals, or embedding rewilding into regional planning strategies. This project addresses the need for regional cooperation and knowledge exchange by examining rewilding practices in four cities—Ostrava, Pécs, Gdańsk, and Prešov. It will identify best practices, engage stakeholders, and generate a policy-relevant toolkit to support greener, more resilient cities in the V4. By integrating fieldwork, academic collaboration, and public engagement, the project seeks to advance both scientific understanding and practical implementation of urban rewilding.	Ing. Jana Chovancová, PhD., univer. doc. (Chief Researchers for FMB PU)	jana.chovancova@unipo.sk	20.9.2025	19.3.2027

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
Plán obnovy	09103-03-V04-00737	Research on the Specifics of Consumer Materialism and Compulsive Consumption in the Context of Neuromarketing	<p>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.</p> <p>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.</p> <p>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.</p>	Ing. Ivana Ondříjová, PhD.	ivana.ondrijova@unipo.sk	1.8.2024	30.7.2026
APVV	23-0472	Research on the dynamics of significant consumer behavior patterns within the paradigm of circular economy principles	<p>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.</p>	prof. Ing. Róbert Štefko, Ph.D.	robert.stefko@unipo.sk	1.7.2024	30.6.2028
APVV	23-0244	The Use of Consumer Neuroscience and Innovative Research Solution in the Sensory Perception of Audio Stimuli and its Application in Production, Commerce and Services	<p>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).</p>	Ing. Ivana Ondříjová, PhD.	ivana.ondrijova@unipo.sk	1.7.2024	30.6.2028
VEGA	1/0673/26	Research on aspects of consumer behavior in e-commerce with emphasis on neuromarketing approaches	<p>The primary aim of the scientific project is to expand the theoretical and empirical base in consumer behavior in e-commerce with current scientific knowledge and with the help of modern neuromarketing, analytical and mathematical-statistical methods. The dynamic development of e-commerce, accompanied by technological innovations, artificial intelligence and increasing competition, creates new challenges in understanding consumer decision-making processes. Traditional and neuromarketing approaches, such as eye-tracking, or facial expression analysis, will further analyse these processes and identify cognitive and emotional factors influencing online purchase behavior. The research focuses on analysing consumer behavior and preferences, perception of marketing stimuli, digital content and user interface. The findings will be beneficial not only from a theoretical perspective but also from a practical perspective in their application in digital marketing, UX design, and personalisation of customer experience.</p>	prof. PhDr. Radovan Bačík, PhD., MBA, LL.M.	radovan.bacik@unipo.sk	1.1.2026	31.12.2029
VEGA	1/0241/25	Prediction of Development and Competitiveness in Tourism	<p>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.</p>	doc. PhDr. Petra Vašaničíková, PhD.	petra.vasanikova@unipo.sk	1.1.2025	31.12.2028
VEGA	1/0426/25	Methodological modeling of the digital passport system tourism in Slovakia.	<p>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.</p>	doc. PhDr. Daniela Matušíková, PhD.	daniela.matusikova@unipo.sk	1.1.2025	31.12.2027

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
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
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
KEGA	048PU-4/2026	Digitalization of education for future marketing managers with a focus on autonomous and modular learning through learning management systems	This project addresses the growing need for innovation in higher education, particularly within the field of marketing management, in response to the ongoing digital transformation. It focuses on the systematic digitalization of instruction for a selected course through the implementation of Learning Management Systems (LMS). These systems facilitate efficient management of the teaching process, personalization of learning pathways, and support for autonomous learning. The current generation of students places a high value on flexibility, individualization, and content accessibility, necessitating new approaches to the form and structure of educational materials. The primary objective of the project is to develop a digital learning environment with a modular structure, enabling students to independently acquire key concepts and practical skills in marketing management. The learning modules will be designed to reflect current industry needs, emphasizing their connection to real-world scenarios in marketing communication and decision-making processes. The content will be enriched with multimedia elements—such as videos, infographics, and interactive quizzes—to enhance engagement and facilitate comprehension of complex topics. An integral part of the project involves optimizing instruction for autonomous study; the LMS will allow students to adjust their learning pace, monitor their progress, and interact with content at varying levels of complexity. The goal is to foster the development of independent thinking, decision-making abilities, and effective problem-solving skills, which are essential competencies for future marketing managers. The outcomes of this project will contribute to improving the quality and relevance of the educational process and will enhance the employability of graduates in a dynamically evolving labor market.	prof. Ing. Dr. Róbert Štefko, Ph.D.	robert.stefko@unipo.sk	1.1.2026	31.12.2028

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
KEGA	052PU-4/2026	Preparation of study materials for the newly accredited study programme Economics and Management in Sustainable Innovative Industry	The submitted project builds on the results of the KEGA project No.024PU-4/2023 "Preparation of an innovative study programme Green Economy in the field of study Economics and Management" and responds to the need for a comprehensive preparation of quality study materials for the newly accredited study programme Economics and Management in Sustainable Innovative Industry, which will be implemented at the research department from the coming academic year. This project builds not only on the above mentioned project but also on other previous projects carried out in the last 15 years in the field of environmental management curriculum development.	prof. Ing. Peter Adamišín, PhD.	peter.adamisin@unipo.sk	1.1.2026	31.12.2028
KEGA	032PU-4/2026	Creation of Educational Materials for the New Study Programme "Green Economy and Business"	The presented project is focused on the creation of professional teaching materials for selected profile courses of the newly accredited bachelor study programme Green Economy and Business at FMB UP in Prešov. The main objective is to create a modern content background that will support the "greening" of economic education. The outputs of the project are a set of educational materials that will form the basis for quality and systematic education of future managers and economists, offering them a comprehensive view of economics and entrepreneurship with an emphasis on current societal challenges in the context of sustainability. The newly developed educational materials will equip students with interdisciplinary knowledge, strengthening their ability to respond effectively to global changes, perceive these changes as opportunities, and strategically position themselves across various sectors of the economy and a broad spectrum of economic and managerial careers. A complementary part of the project is the use of innovative participatory methods and the linking of teaching with professional practice through workshops, excursions and hands-on activities. The project and its outputs have the potential to contribute to the updating, modernisation and innovation of economic education, to strengthen environmental awareness and to support the achievement of the Sustainable Development Goals.	doc. Ing. Emília Huttmanová, PhD.	emilia.huttmanova@unipo.sk	1.1.2026	31.12.2028
KEGA	041PU-4/2026	Innovation of the course Consumer Behavior in the context of neuromarketing principles and tools	The project focuses on enhancing the quality of instruction for the Consumer Behavior course at the Faculty of Management, Economics and Business of the University of Prešov through the integration of neuromarketing insights. This integration will ensure the relevance of education in line with current trends in marketing research and practice. The main goal of the project is to innovate the content of the Consumer Behavior course, improve the quality of the educational process, enhance students' practical experience, and strengthen their connection to the labor market and real-world demands. By incorporating neuromarketing into the course, students will gain both theoretical and practical knowledge. This integration will enable the application of innovative technologies and approaches in practice, adding topicality and a strong focus on the latest marketing trends. The aim is to enrich students' theoretical and practical competencies with the latest research in the field of neuromarketing and its use in analyzing consumer behavior. The project will include a wide range of educational activities such as expert lectures, interactive workshops, and seminars, allowing students to gain deeper insight into neuromarketing techniques and their application in marketing practice. Students will participate in practical demonstrations and hands-on activities conducted in the Neuromarketing Laboratory of the Faculty of Management, Economics and Business. The project will also support the development of professional and popularization materials that will serve as valuable educational resources for students. As part of this initiative, teaching materials, case studies, and promotional content will be prepared to raise awareness in the field of neuromarketing.	prof. PhDr. Radovan Bačík, PhD., MBA, LL.M.	raadovan.bacik@unipo.sk	1.1.2026	31.12.2027
KEGA	054PU-4/2026	Implementation of modern digital educational tools for teaching current trends in human resource management with an emphasis on autonomous and multimedia learning	The project entitled Implementation of Modern digital educational tools for teaching current trends in Human resource management with an emphasis on autonomous and multimedia learning reflects the current need for methodological and technological transformation of higher education in the field of social and economic sciences. Its main objective is to create an innovative digital learning environment that supports the development of autonomous learning, critical thinking, and applied skills among students in the field of Economics and management. The project focuses on the comprehensive didactic innovation of the core undergraduate course Human Resource Management. Its foundation lies in the analysis of current trends in digital pedagogy and e-learning approaches that enable a higher degree of instructional personalization. Based on this analysis, the project will develop digitally structured, modular learning materials incorporating multimedia elements and interactive learning formats, which will be implemented through the university's digital education platform. The expected outcome of the project is an enhancement in the quality of instruction through the effective alignment of course content with current labor market demands, as well as the strengthening of students' digital competencies in the area of human resource management. Additionally, the project will provide methodological support for the future replication of its outputs within other study programs or higher education institutions.	doc. Mgr. Nella Svetozarovová, PhD.	nella.svetozarovova@unipo.sk	1.1.2026	31.12.2028
KEGA	026PU-4/2026	Innovative Persuasion and Negotiation Training for the Development of Managerial Skills	The proposed project focuses on developing an innovative training program aimed at strengthening the persuasion and negotiation skills of university students in order to enhance their overall managerial competencies. The project addresses the need to equip graduates with the abilities necessary to adaptively respond to diverse and dynamic situations in managerial practice. The project proposes the creation of a targeted training program for the development of managerial skills, with a strong emphasis on persuasion and negotiation. These skills will be trained experientially through social-psychological training formats. The innovative nature of the project lies in the integration of insights from behavioral economics, decision-making psychology, and experiential learning with practical negotiation skills in simulated real-life scenarios. The program will be based on the principle of active learning, enabling students to develop abilities in persuasive communication, strategic negotiation, and conducting business dialogues. At the same time, the project sets the foundation for long-term sustainability of its outcomes – the newly developed program and learning materials will be applicable in future academic years, with the potential for adaptation to other study programs or forms of continuing education. This project will strengthen students' abilities not only to communicate effectively, argue persuasively, and strategically manage business negotiations, but also to handle conflict situations, make better decisions, and build long-term professional relationships.	doc. PaedDr. Zuzana Birknerová, PhD., MBA	zuzana.birknerova@unipo.sk	1.1.2026	31.12.2028
KEGA	031PU-4/2026	Innovation of Content Marketing Education through the Integration of Generative Artificial Intelligence and Multimedia Learning Platforms	The aim of this project is to update the content of a selected existing course that reflects the rapid development of generative artificial intelligence and its impact on marketing practice. The revised course will take on a more practical character and be more closely connected with current tools and trends in digital marketing and AI-driven content creation. The project will focus on the implementation of new educational modules that bridge theory with hands-on assignments, allowing students to work directly with generative AI tools. In cooperation with selected partners—leading global companies at the forefront of generative AI development—students will be granted access to trial licenses and free platform capacities. This collaboration represents a unique aspect of the project, significantly increasing its attractiveness and practical relevance for education. Special emphasis will be placed on the practical creation of marketing and e-commerce content, including the generation of texts, visuals, and videos. In addition to content innovation, the project also emphasizes modern forms of teaching and digital platforms with asynchronous access, ensuring flexible and adaptive learning experiences for students.	doc. Ing. Ľudovít Nastišín, PhD.	ludovit.nastisin@unipo.sk	1.1.2026	31.12.2028

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
KEGA	010PU-4/2026	Economic decision-making of companies - implementation of innovative education and research in the second degree of study at the Faculty of Management and Business of the University of Presov	The aim of the project is to prepare and implement research activities that will lay the foundation for the development of a new university textbook and innovative didactic tools for current and a newly accredited master's degree program at the Faculty of Management and Business of the University of Prešov in Prešov (Management; Economics and Management in Sustainable Innovative Industry). The project will focus on creating a new textbook addressing selected issues in the field of corporate economic decision-making. This textbook will be accessible not only to students of the Faculty of Management, Economics and Business but also to students from non-economic fields and the professional public via the internet. The implementation of the project creates an opportunity to develop cognitive operations (knowledge, abilities, skills) within the faculty as part of the newly accredited second-level educational program.	doc. Ing. Rastislav Kotulič, PhD.	rastislav.kotulic@unipo.sk	1.1.2026	31.12.2028
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
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

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
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. The results of the project will bring innovative outputs that will help in the innovative education of professionals who will deal with the issue of marketing research directly or indirectly in real practice. The strong methodological scope of this subject will allow the usability of the offered and acquired knowledge not only in marketing but also in strategic planning, forecasting, risk analysis and management, decision-making processes, and many others.	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. Irina 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.	doc. Ing. Beáta Šofranková, PhD.	beata.sofrankova@unipo.sk	1.1.2024	31.12.2026
Early stage grant - GAPU	GAPU_VF10	Impacts of Electronic Commerce on Consumer Behavior: Analysis of Preferences and Trends	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.	Mgr. Štefan Kráľ, PhD.	stefan.kral@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 - 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 Dzurov Vargová, PhD.	tunde.dzurovargova@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
Early stage grant - GAPU	GAPU_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 - GAPU	GAPU_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

Project scheme	Project code	Project title	Annotation	Chief researcher	Contact	Project starts	Project ends
Early stage grant - GAPU	GAPU_DF/23	Changes in the work environment under the influence of the 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@smail.unipo.sk	1.12.2024	30.4.2026
Early stage grant - GAPU	GAPU_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. Bianka Herichová	bianka.herichova@smail.unipo.sk	1.10.2024	30.4.2026
Early stage grant - GAPU	GAPU_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
Early stage grant - GAPU	GAPU_DF/25/2024	A Comparison of Travel Behavior of Selected Generations	The aim of the project is to identify key changes in the behavior of Generation Z travelers and to provide recommendations on how tourism services, destinations, and marketing agencies can adapt their strategies to this dynamic group.	Mgr. Kateryna Melnyk	kateryna.melnyk@smail.unipo.sk	5.7.2025	30.4.2026