

RESEARCH COOPERATION INTEREST 2018/2019



Inštitút manažérskych systémov



**EKONOMICKÁ
FAKULTA**
UNIVERZITA MATEJA BELA
V BANSKEJ BYSTRICI

PROGRAMME	VEGA
TOPIC ID	VEGA 1/0757/18
TOPIC	<p>Consumer behaviour in buying goods of daily consumption with an emphasis placed different contents of goods offered on markets of selected EU countries</p>
Our possible contribution to the project/ Expertise in the field of interest	<p>The aim of the project is to search secondary data concerning the topic in selected EU countries and do research of consumer behaviour of Slovak citizens with an emphasis on their opinion related to different goods contents and their ability to identify them. Research results will support arguments of countries in discussion this topic in EU.</p> <p>The goal of this project is research of consumers' behaviour in buying specific goods of daily consumption which is sold in Slovakia and in selected EU countries as well. Secondary data concerning the topic in selected EU countries will be examined. Primary research will follow the secondary one. Within it opinions of Slovak consumers related to different contents of daily consumption goods produced by multinational companies and sold in Slovakia and abroad will be researched as well as ability of consumers to distinguish these differences.</p> <p>Primary research will be followed by analysis of acquired results and their comparison with the results from selected EU countries and dissemination of information in Slovakia and abroad. A partial goal is to carry out research, analysis and comparison of approaches and attitudes of responsible institutions of European commission and particular professional and interest groups in selected countries related to the topic with the aim to find out, document and define elements of unethical business behaviour and approach of multination companies towards consumers.</p> <p>Due to the fact that the topic about different contents and characteristics of selected goods of daily consumption concerns more EU countries also partners from a few selected EU countries from central and eastern parts of EU will be included in the project. They are also aware of the fact that contents of selected goods produced by multinational companies is different and it influences goods quality in comparison to goods traded in western part of Europe.</p> <p>Utilized methodological procedures provide opportunities to do research not only in Slovakia but in selected EU countries as well and allow international cooperation within primary research of the topic and comparison of its results within international grant schemes.</p>
Description of the research team	<p>Research team is multidisciplinary oriented with long-lasting cooperation based on several domestic and international projects.</p> <p>Ing. Lucia Bartková, PhD., Faculty of Economics (FE), Matej Bel University (MBU), Institute of managerial systems (IMS) – project manager. She dealt with the topic of consumer behaviour in buying foodstuffs within the frame of her dissertation thesis. Results of her research were published in several domestic and foreign publications. As a university</p>

	<p>teacher she gives lectures in Marketing, Marketing strategies and Customers relations management, which are closely related to the research of consumers' behaviour.</p> <p>doc. Ing. Dr. Dagmar Kokavcová, PhD., FE, MBU, Department of corporate economy and management – deputy of project manager. She teaches Management, International management, Strategic management and marketing. In her scientific activities she focuses – beside other topics – on the topics of globalization, multinational companies, international management and events connected with within European Union.</p> <p>Ing. Katarína Zimermanová, PhD., FE, MBU, IMS, deals with the topic of different contents of daily consumed goods during lectures in Corporate economy and International trade.</p> <p>Ing. Lenka Veselovská, PhD., FE, MBU, IMS, is Research Fellow and Lecturer at the Institute of Managerial Systems of Matej Bel University. She obtained her PhD. degree in 2015. Since then she participated in research projects involving applied research with enterprises in practice. She has authored or co-authored more than 50 scientific articles, chapters and studies, including CC and indexed publications with IF.</p> <p>PhDr. Mgr. Marianna Šramková PhD., is an expert in the field of psychology, she also deals with consumer behavior and the impact of social learning on the behavior and thinking of people.</p>
TYPE OF ORGANIZATION	Higher education/ public university
NAME OF ORGANIZATION	Univerzita Mateja Bela v Banskej Bystrici (Matej Bel University in Banska Bystrica) www.umb.sk PIC: 998 462 517
PROFILE OF ORGANIZATION	<p>Matej Bel University in Banska Bystrica (UMB), is the leading university in Central Slovakia. It consists of 6 faculties (Faculty of Economics, Faculty of Arts, Faculty of Natural Sciences, Faculty of Law, Faculty of Political Sciences and International Relations, and Faculty of Education). The University has almost 600 university teachers and researchers, and around 8,000 students. International cooperation has been rapidly developing in recent years mainly through numerous EU programmes including the Framework Programmes. Most of research projects focus on multidisciplinary research especially in the fields of socioeconomic sciences and humanities (sociocultural anthropology, sociology, economics, history, political sciences and education) and natural sciences (mathematics, physics, chemistry and environmental sciences).</p> <p>UMB has an advanced and sufficient infrastructure with all necessary technical equipment (laptops, PC's, printers and scanners, fax and all needed hardware and software) that was improved in recent years with the financial support of European structural funds. All university premises have an access to world databases such as Cambridge Journals: Humanities and Social Sciences, Emerald, Scopus, Science Direct, Springer Link, Web of Knowledge, Wiley Online Library etc. UMB provides ample space and facilities for research, teaching and networking. Besides, UMB has own accommodation premises for visiting lecturers and researchers that are usable for ER and ESR during secondments at UMB.</p> <p>UMB has 3 Centres of Excellence, High Performance Computing Center, Research and Innovation Centre and Talent and Research Centre focused on support of young scholars and students. University Centre for International Projects provides financial management and implementation of international projects on a professional level. All these research premises and facilities are wholly independent from other Beneficiaries and partner organisations in the consortium.</p> <p>University of Matej Bel has participated in project within the 5th, 6th and 7th Framework programme as well as the Horizon2020 and has long-term experience in participation in many other research project financed by various grant schemes, for example NIL funds, OSF, CEEPUS, Central Europe Programme, Erasmus+, British KHF, American Express, EEA GRANTS, VISEGRAD etc. Matej Bel University is involved in 3 running H2020 projects and</p>

	playing a pivotal role in Vision2020, which is a prestigious network of European universities and SMEs aiming at higher participation in Horizon2020.
The most significant publications in the field of interest	<p>Selection of Publications:</p> <ul style="list-style-type: none"> ▪ Different contents of daily consumption goods offered on markets of selected EU countries / Lucia Bartková. In Globalization and its socio-economic consequences : 17th international scientific conference, Rajecké Teplice, 04.-05.10.2017 / rec. Viera Bartošová, Jaroslav Belas ... [et al.]. - 1. vyd. - Žilina : University of Zilina, 2017. - ISBN 978-80-8154-212-1. - Pp. 100-106. ▪ Possible solutions to dual quality of products in the European Union / Lucia Bartková, Lenka Veselovská, Katarína Zimermanová. In Vplyv inovatívnych marketingových koncepcií na správanie vybraných trhových subjektov na Slovensku II. : zborník vedeckých prác z projektu VEGA 1/0802/16 / ed. Zdenka Musová ; rec. Alena Kusá, Martina Minárová, Ladislav Mura. II. - 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2018. - ISBN 978-80-557-1452-3. - S. 8-19. ▪ Rapid internationalization - applying the born global company model in Slovak / Dagmar Kokavcová. In Central and Eastern Europe in the changing business environment : 16th international joint conference, Prague, May 27, 2016 / rec. Peter Baláž, Ilya Bolotov ... [et al.]. - 1. vyd. - Praha : University of Economics, 2016. - ISBN 978-80-245-2145-9. - S. 227-237. ▪ Learning and Knowledge Sharing the Core Processes in Knowledge Management = Učenie sa a zdieľanie znalostí ako kľúčový proces znalostného manažmentu / Dagmar Kokavcová, Lena Theodoulides. In Intergenerational Learning and Education in Later Life / zost. Nives Ličen, Jolana Gubalová ; rec. Anna Krajnc, Mária Badinská, Petra Javrh. - Ljubljana : University of Ljubljana, 2010. - ISBN 978-961-237-357-3. - S. 41-51. ▪ Knowledge sharing culture - an important aspect of the modern organization / Dagmar Kokavcová. In ID EST. - Tetova, Macedonia : State University of Tetova, Department of english language and literature, 2009. - ISSN 1857-6079. - iss. 1 (2009), s. 227-231. ▪ Relationship between information sharing and flexibility in management of enterprises in automotive industry: an empirical study / Lenka Veselovská, Mária Kožárová, Ján Závadský. In Serbian Journal of Management. - Bor : University of Belgrade, Technical Faculty in Bor, 2018. - ISSN 1452-4864. - Vol. 13, no. (2) (2018), pp. 381-393. ▪ Factors influencing countries on their path to sustainable development: implications for organizations / Lenka Veselovská. In Problems and perspectives in management. - Sumy : LLC Consulting Publishing Company "Business Perspectives", 2017. - ISSN 1727-7051. - Vol. 15, no. 2 (2017), pp. 474-485. ▪ A linear programming model of integrating flexibility measures into production processes with cost minimization = Model lineárneho programovania s integrovanými opatreniami na flexibilitu produkčného procesu s minimalizáciou nákladov / Lenka Veselovská. In Journal of small business and entrepreneurship development. - New York : American research institute for policy development, 2014. - ISSN 2333-6374. - Vol. 2, no. 1 (2014), pp. 67-82. ▪ Study of impacts the quality of information systems have on measures used to increase supply chain flexibility in Slovak tourism industry / Lenka Veselovská. In International Journal of Applied Business and Economic Research. - Pasundan : Universitas Pasundan, Management, Faculty of Economics & Business, Indonesia, 2017. - ISSN 0972-7302. - Vol. 15, No. 25 (2017), pp. 391-403.
Keywords	Consumer behaviour, daily consumption goods, goods contents, brand, quality
Role of interest in the project	Partner
Contact person	<p>Lucia Bartková Email: lucia.bartkova@umb.sk Phone: +421 52 426 23 23</p>