

CURRICULUM VITAE

Assoc. Prof. Ing. Lukas Vartiak, PhD., MBA

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DoB: 20/01/1989

EDUCATION

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| 2014 - 2017 | University of Zilina, Slovakia – PhD.
Major: Economics and Management of an Enterprise
Dissertation thesis: The Business Excellence assessment in relation to the concept of Corporate Social Responsibility |
| 2011 - 2013 | University of Zilina, Slovakia – Master’s degree
Major: E-commerce and Management
Master’s thesis: Business opportunities for graduates of study program E-commerce and Management |
| 2008 - 2011 | University of Presov, Slovakia – Bachelor’s degree
Major: Management
Bachelor’s thesis: Balance of Payments of the Slovak Republic |

ACADEMIC EMPLOYMENT

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| 02/2021 - Present | Associate Professor , Comenius University Bratislava, Faculty of Social and Economic Sciences, Mlynske luhy 4, 821 05 Bratislava, Slovakia
Teaching: Management, Marketing, Economic Literacy, Business English courses |
| 09/2025 - Present | Lecturer, Theses Coordinator , Newton University, Prague Congress Centre, 5. kvetna 1640/65, 140 21 Prague, Czechia
Teaching: Advanced Microeconomics, International Trade, Advanced Macroeconomics |
| 09/2014 - 06/2017 | PhD student, teaching assistant , University of Zilina, Univerzitna 8215/1, 011 26 Zilina, Slovakia
Teaching: Management, Human Resources Management, Accounting, Calculations and Budgeting courses |

OTHER EDUCATION

29/06/2025 – 01/07/2025	Trending Learning Management Systems (LMS) , International Academy of Technology, Education and Development, Palma, Spain
12/11/2024	Digital Equipment and Infrastructure – 21st Century Classroom , National Institute of Education and Youth, Bratislava, Slovakia
01/07/2024 – 03/07/2024	MOOC – Learn anything online , International Academy of Technology, Education and Development, Palma, Spain
2023 - 2024	MBA : University Institute of Economics and Law, Slovakia Major: International Management Thesis: The use of the EFQM model in the international environment
2017 - 2018	LL.M : University Institute of Economics and Law, Slovakia Major: Law and Business Thesis: The legal framework for establishing business companies in the Slovak Republic
10/02/2020 – 14/02/2020	Course: Communication in Business English , University of Zilina, Slovakia
12/2019	Cambridge English: Advanced (certificate) – C1 (196/210 points) , University of Zilina, Slovakia
07/2019 - 08/2019	Teacher Training: Teaching Exam Clasees , Bell English, Homerton College, Cambridge, UK
05/2017	General State Exam in English (C1-C2) , The State Language School, Zilina, Slovakia
09/2012 - 05/2014	Supplementary pedagogical studies , University of Zilina, Slovakia Final thesis: Burnout syndrome in the teaching profession

SOFTWARE

expert	Microsoft Office Suite, Microsoft Corporation
expert	talentLMS, moodle, CloudA, ZOOM, MS Teams, Google Meet
expert	Wondershare Pdfelement, Wondershare Technology

RESEARCH PROJECTS

01/2024 – 12/2026	Manager of the research team, Basic research of new paradigms of social marketing in the context of post-pandemic restructuring of societal values (VEGA 1/0551/24), Comenius University Bratislava, Slovakia
06/2024 – 12/2024	Manager of the research team, Basic research of the perception of social responsibility in the academic environment (FSEV-1/2024), Comenius University Bratislava, Slovakia
02/2021 – 06/2023	Member of the research team, Research of key competences for a knowledge-based society in the context of the historical, social and economic specificities of the Slovak Republic (APVV-18-0479), Comenius University Bratislava, Slovakia
09/2018 – 08/2020	Member of the project team, EUFin (funded with support from the European Commission), KU Leuven, Belgium
10/2018 – 08/2021	Financial Manager and Lecturer, Financial literacy development (funded with support from the European Commission), University Institute of Economics and Law, Slovakia
10/2018 – 08/2021	Project Manager and Lecturer, Financial competences development (funded with support from the European Commission), Benefit Consulting, s.r.o., Slovakia
01/2017 - 06/2017	Member of the research team, Labour market and employment policy in Slovakia and EU (2/KS/2017), University of Zilina, Slovakia
09/2016 - 06/2017	Member of the research team, Research of innovative solutions in the field of Quality Management of clusters (VEGA 1/0693/16), University of Zilina, Slovakia
01/2016 - 06/2017	Member of the research team, The use of personnel controlling as an effective tool of Human Resources Management in selected service sector (4/KS/2016), University of Zilina, Slovakia
09/2015 - 06/2017	Member of the research team, The Business Excellence assessment in relation to the concept of Corporate Social Responsibility (VEGA 1/0916/15), University of Zilina, Slovakia
09/2014 - 08/2015	Member of the research team, Research on strategic business management as a support of competitiveness in a dynamic business environment (VEGA 1/0895/13), University of Zilina, Slovakia

LIST OF SELECTED PUBLISHED WORKS IN THE LAST 5 YEARS

Web of Science Researcher ID: H-4850-2014 (H-index = 6)

Scopus ID: 57193806650 (H-index = 7)

ORCID: 0000-0002-9735-5945

Peer-reviewed journal articles

Vrana, V., Mondal, S., Das, S., **Vartiak, L.**, Majerova, J. (2025). Tweet Sentiments: Understanding X (Twitter) Users' Perceptions of the Russia–Ukrainian Crisis on Consumer Behavior and the Economy. *International Journal of Consumer Studies*. Vol. 49, ni. 1 (2025), e70009. Indexed in: Web of Science and Scopus.

Vartiak, L., Ubreziova, I., Skoda, M. (2025, August). Comparing marketing trends before and after the pandemic. *TPM – Testing, Psychometrics, Methodology in Applied Psychology*. Vol. 32, Suppl. 5 (2025). Indexed in: Web of Science.

Vartiak, L., Jaseckova, G., Konvit, M. (2025). Planetary oikos and planetary oikonomike as a basis for implementing and managing the concept of sustainable development. *Revista Gestão & Tecnologia – Journal of Management and Technology*. Vol. 25, no. 2 (2025), p. 147–178. Indexed in: Web of Science.

Fabus, J., Garbarova, M., **Vartiak, L.**, Mitkova, L. (2025). The use of AI tools in managerial education. *Management Theory and Studies for Rural Business and Infrastructure Development*. Vol. 47, no. 2 (2025), p. 251–259. Indexed in: Web of Science.

Cannistra, M., De Beckker, K., Agasisti, T., Amagir, A., Poder, K., **Vartiak, L.**, De Witte, K. (2024). The impact of an online game-based financial education course: Multi-country experimental evidence. *Journal of Comparative Economics*. Vol. 52, no. 4 (2025), p. 825-847. Indexed in: Web of Science and Scopus.

Vartiak, L., Garbarova, M. (2024). Key performance indicators for the creative industry. *Baltic Journal of Economic Studies*. Vol. 10, no. 2 (2024), p. 14-23. Indexed in: Web of Science.

Vartiak, L., Chrančoková, M., Garbarová, M., & Fabus, J. (2024). Responsible email marketing in higher education. *International Review of Management and Marketing*. Vol. 14, no. 6 (2024), p. 55–60. Indexed in: Scopus.

Kovalová, E., **Vartiak, L.** (2024). Risk and benefit analysis of China's foreign direct investment in the energy sector: Case study of the Belt and Road Initiative. *International Journal of Economics and Financial Issues*. Vol. 14, no. 6 (2024), p. 283–290. Indexed in: Web of Science.

Garbarova, M., **Vartiak, L.** (2024). Support of human entrepreneurial capital in creative industries. *Journal of Organizational Behavior Research*. Vol. 9, no. 1 (2024), p. 1–14. Indexed in: Scopus.

Vartiak, L., Garbarova, M., Fabus, J. (2023). Comparative Analysis of Business Models of Selected Accommodation Portals. *Academic Journal of Interdisciplinary Studies*. Vol. 12, no. 6 (2023), p. 55–69. Indexed in: Scopus.

Gogolova, M., **Vartiak, L.**, Kovalova, E. (2023). Identification of the Starting Points of the Environmental Responsibility of a Transport Company Based on Multi-criteria Analysis. *International Journal of Energy Economics and Policy*. Vol. 13, no. 4 (2023), p. 120-129. Indexed in: Scopus.

Cannistra, M., Agasisti, T., Amagir, A., Poder, K., Holz, O., **Vartiak, L.** (2022). A comparative analysis of financial literacy levels and initiatives among students in five European countries. *Research in Comparative and International Education*. Vol. 17, no. 2 (2022), p. 246-280. Indexed in: Web of Science and Scopus.

Garbarova, M., **Vartiak, L.** (2022). Identification of customer's preferences as one of the main activities of destination management. *TEM Journal*. Vol. 11, no. 1 (2022), p. 159-163. Indexed in: Web of Science and Scopus.

Jaseckova, G., Konvit, M., **Vartiak, L.** (2022). Vernadsky's concept of the noosphere and its reflection in ethical and moral values of society. *History of science and technology*. Vol. 12, no. 2 (2022), p. 231-248. Indexed in: Web of Science and Scopus.

Vartiak, L., Gogolova, M., Majerova, J. (2022). Corporate image and its impact on consumer decision making in Slovakia. *IBIMA Business Review*. Vol. 2022 (2022), Art. No. 340734, p. 1-16. Indexed in: Scopus.

Vartiak, L., Musmann, A., Spaeth, W., Eidenmueller, T., Kopac, L. (2021). Examination and comparison of the global competencies level in the Slovak Republic and Germany. *Empirical Economics Letters*. Vol. 21, no. 7 (2022), p. 1-10.

Vartiak, L., Eidenmueller, T., Kopac, L. (2021). The current state of key competences in the Slovak Republic. *PTEO*. Vol. 17, no. 2 (2022), p. 17-21.

Vartiak, L. (2021). Describing the knowledge economy level in the Slovak Republic. *International Journal of Law Management & Humanities*. Vol. 4, no. 6 (2021), p. 266- 272.

Vartiak, L. (2020). Business excellence models: The literature review. *Humanum*. Vol. 38, no. 3 (2020), p. 111-117.

Vartiak, L. (2020). Theoretical foundations of critical factors of business success. *Podniková ekonomika a manažment*. Vol. 4 (2020), p. 11-18.

Conference Proceedings ____

Vartiak, L., Rentkova, K., Garbarova, M., Kremenova, I. (2024). Sustainable marketing teaching based on case studies. *EDULEARN 2024 Proceedings*, p. 10642-10648.

Fabus, J., Garbarova, M., Kremenova, I., **Vartiak, L.** (2023). MOOC platforms as an e-learning phenomenon. *EDULEARN 2023 Proceedings*, p. 3249-3256.

Vartiak, L., Jaseckova, G. (2022). Environmental competencies as fundamental 21st century skills of students. *EDULEARN 2022 Proceedings*, p. 4111-4115.

Garbarova, M., **Vartiak, L.** (2021). Consequences of the sharing economy on passenger transport. *Transportation Research Procedia*. Vol. 55 (2021), p. 57-62. Indexed in: Web of Science and Scopus.

Gogolova, M., **Vartiak, L.** (2021). Corporate social responsibility in the transport and logistic industry. *Innovation management and information technology impact on global economy in the era of pandemic : proceedings of the 37th international business information management association conference (IBIMA)*, conference, Norristown : International business information management association, 2021.

Garbarova, M., **Vartiak, L.** (2021). SWOT analysis as a destination management tool in the context of the new economy. *Innovation management and information technology impact on global economy in the era of pandemic : proceedings of the 37th international business information management association conference (IBIMA)*, conference, Norristown : International business information management association, 2021.

Majerova, J., **Vartiak, L.** (2021). Before corona and after corona as new global milestones in the theory and practice of consumer behaviour: Evidence from vending industry. *The 20th International Scientific Conference Globalization and its Socio-Economic Consequences 2020*, conference, Les Ulis : Édition Diffusion Presse Sciences, 2021.