

CURRICULUM VITAE

Assoc. Prof. Lubica Gajanova, PhD.

Bajzova 3210/26, 010 01 Zilina, Slovakia

+421 904 266 041

lubica.gajanova@uniza.sk

DoB: 07/12/1981

EDUCATION

- | | |
|-------------|---|
| August 2025 | University of Zilina, Slovakia – associate professor
Major: Economics and Management of an Enterprise
Habilitation thesis: The Global Consumer Paradigm: Cultural Dimensions and Marketing Implications in the Context of the Dynamics of Globalization Processes |
| 2011 - 2014 | University of Zilina, Slovakia – PhD.
Major: Economics and Management of an Enterprise
Dissertation thesis: The proposal of competitive research model of the enterprise |
| 2001 - 2006 | Matej Bel University, Slovakia – Master's degree
Major: Economics and Management of an Enterprise
Master's thesis: Implementation of Total Quality Management system in the company T+T, a. s. |

ACADEMIC EMPLOYMENT

- | | |
|-------------------|--|
| 09/2020 - Present | Assistant/Associate Professor , Pan-European University, Spálená 76/14, 110 00 Prague 1, Czech Republic
Teaching: Marketing; Marketing management; Marketing in trade and services; International communication; Customer care management; Trade, trading and business skills; Implementation of plans in trade and services |
| 09/2014 - Present | Assistant/Associate Professor , University of Zilina, Univerzitná 8215/1, 011 26 Zilina, Slovakia
Teaching: Accounting, Marketing, Strategic marketing, Master thesis |
| 09/2011 - 06/2014 | PhD student, teaching assistant , University of Zilina, Univerzitná 8215/1, 011 26 Zilina, Slovakia
Teaching: Economics, Economics and business management, General economic theory, Marketing, International marketing |

ACADEMIC-RELATED ACTIVITIES

- Member of the Editorial Board in *European Journal of International Management* (WoS, SCOPUS, ISSN 1751-6757)
- Member of the Editorial Board in Communications – Scientific Letters of the University of Zilina (SCOPUS, ISSN 1335-4205)
- Member of the Editorial Board in Journal of Sustainable Marketing (ISSN 2766-0117)
- Guest editor in Sustainability, Special Issue: Market Orientation, Strategic Marketing and Sustainable Innovation (WoS, SCOPUS, ISSN 2071-1050)
- Project assessor of the Scientific Grant Agency of the Ministry of Education, Science and Culture of the Slovak Republic and the Slovak Academy of Sciences (VEGA), Commission VEGA No. 13 for Economic and Legal Sciences
- Project assessor of the Agency for the Support of Research and Development, Departments of Science and Technology: Economics and Business Management; Business and Marketing
- Member of scientific committee in Research Innovations in Sustainable Marketing – RISMS 2023, 2024, 2025
- Member of scientific committee Applied Management Advances in the 21st Century – 2024, 2023, 2022, 2021, 2020
- Member of organizing committee in Globalization and its socio-economic consequences, an international scientific conference 2022, 2023, 2024, 2025
- Reviewer in:
 - International Journal of Public Administration (ISSN 1532-4265),
 - Journal of Marketing Communications (ISSN 1466-4445),
 - Knowledge Management Research and Practice (ISSN 1477-8238),
 - Sustainability (ISSN 2071-1050),
 - Information (ISSN 2078-2489),
 - Journal of Theoretical and Applied Electronic Commerce Research (ISSN 0718-1876),
 - Sage Open (ISSN 2158-2440),
 - Cogent Engineering (ISSN 2331-1916),
 - Ecological Indicators (ISSN 1470-160X),
 - Systems (ISSN 2079-8954).

OTHER EDUCATION

02/02/2023 – 30/03/2023	Course: ENGLISH FOR EDUCATIONAL PURPOSES, U.S. Embassy Bratislava with University of Zilina, Slovakia
09/2004	State Exam in Economic English, Matej Bel University, Banska Bystrica, Slovakia

SOFTWARE

expert	Microsoft Office Suite , Microsoft Corporation
advanced	IBM SPSS Statistics , IBM
advanced	OMEGA – double entry accounting , KROS a. s.

RESEARCH PROJECTS

01/2026 – 12/2028	Member of the research team , Research on indicators and the design of methods supporting the prevention, diagnosis, and elimination of pathological workplace relationships in the context of their impact on both corporate and individual performance (VEGA 1/0001/26), University of Zilina, Slovakia
01/2023 – 12/2025	Project leader , Forensic marketing as a platform of objective empirical support for managerial decision-making processes (VEGA 1/0409/23), University of Zilina, Slovakia
01/2021 – 12/2023	Member of the research team , Marketing engineering as a progressive platform for optimizing managerial decision-making processes in the context of the current challenges of marketing management (VEGA 1/0032/21), University of Zilina, Slovakia
09/2019 - 06/2023	Member of the research team , Innovative Solutions for Propulsion, Power and Safety Components of Transport Vehicles (ITMS 313010V334), University of Zilina, Slovakia
01/2020 – 12/2022	Member of the research team , Behaviorism in a socially responsible communication strategy of enterprises (VEGA 1/0064/20), University of Zilina, Slovakia
01/2018 – 12/2020	Member of the research team , The impact of psychographic aspects of pricing on the marketing strategy of companies across products and markets (VEGA 1/0718/18), University of Zilina, Slovakia
10/2017 - 01/2020	Member of the project team , Multiple Higher Educational Institution - Master in Entrepreneurship (2017-1-MT01-KA203-026960), University of Zilina, Slovakia
07/2016 – 06/2020	Member of the research team , Integrated model of management support for building and managing the brand value in the specific conditions of the Slovak Republic (APVV-15-0505), University of Zilina, Slovakia
01/2015 – 12/2018	Member of the project team , The fundamental research perception of corporate social responsibility as a value for customer (VEGA 1/0024/15), University of Zilina, Slovakia

PUBLICATIONS

TEXTBOOKS AND BOOK CHAPTERS

- Gajanova, L.,** Nadanyiova, M., Majerova, J., & Romanova, A. (2022). Practicum of service marketing. Zilina: Zilinska univerzita v Ziline, 193 p.
- Kramarova, K., **Gajanova, L.,** & Bartosova, V. (2021). Financial accounting of the public sector. Zilina: Zilinska univerzita v Ziline, 303 p.
- Gajanova, L.,** & Nadanyiova, M. (2020). Analysis of Consumer Behaviour in the Networked Environment: Case Study of the Slovak Republic. In: Sroka, W. (eds) *Perspectives on Consumer Behaviour. Contributions to Management Science*. Springer, Cham.

PEER-REVIEWED INDEXED JOURNAL ARTICLES (WEB OF SCIENCE AND SCOPUS)

- Michulek, J., **Gajanova, L.,** Gajdosikova, D., & Senci, M. (2025). Corporate Culture, Leadership, and Pathological Relationships: A Moderated Mediation Model of Employees' Well-Being. *Administrative Sciences*, 15(10), 399. <https://doi.org/10.3390/admsci15100399>
- Michulek, J., **Gajanova, L.,** Sujanska, L., & Tesarova, E. N. (2024). Understanding how workplace Dynamics Affect the Psychological Well-Being of University Teachers. *Administrative Sciences*, 14(12), 336. <https://doi.org/10.3390/admsci14120336>
- Zvarikova, K., **Gajanova, L.,** & Horak, J. (2024). Exploring CSR performance as a proxy for competitive ad-vantage across sectors in the Central European countries. *Oeconomia Copernicana*, 15(3), 991–1020. <https://doi.org/10.24136/oc.3247>
- Michulek, J., **Gajanova, L.,** Krizanova, A., & Blazek, R. (2024). Why do companies cook the books? Empirical study of the motives of creative accounting of Slovak companies. *Administrative Sciences*, 14(7), 158. <https://doi.org/10.3390/admsci14070158>
- Majerova, J., **Gajanova, L.,** Nadanyiova, M., & Sipos, T. (2024). Who should Communicate to Make the World a Greener Place? Car Brand Loyalty as an Essential Attribute of Pro-Environmental Education. *Acta Polytechnica Hungarica*, 21(7), 107–121. <https://doi.org/10.12700/aph.21.7.2024.7.7>
- Michulek, J., **Gajanova, L.,** Krizanova, A., & Nadanyiova, M. (2023). Determinants of improving the relationship between corporate culture and work performance: Illusion or reality of serial mediation of leadership and work engagement in a crisis period? *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1135199>
- Kicova, E., Rosnerova, Z., Ponisciakova, O., & **Gajanova, L.** (2023). Concept for the customer perspective of the Balanced Scorecard (BSC) system in bus transport companies in the Slovak Republic. *Systems*, 11(12), 575. <https://doi.org/10.3390/systems11120575>
- Majerova, J., Cizku, A., **Gajanova, L.,** & Nadanyiova, M. (2022). The Theory of Generational Stratification in the Context of Brand Marketing Communication Strategy. *Intellectual Economics*, 16(2), 76–94.
- Kliestikova, J., **Gajanova, L.,** Nadanyiova, M., & Derecskei, A. (2021). Intrinsic Motivation Sources as Pillars of Sustainable Internal Marketing Communication in Turbulent Post-Pandemic Times. *Sustainability*, 13(16), 8799. <https://doi.org/10.3390/su13168799>

- Nadanyiova, M., Kliestikova, J., & **Gajanova, L.** (2021). Digital marketing as a source of competitive advantage. *Marketing and Management of Innovations*, 5(4), 92–103. <https://doi.org/10.21272/mmi.2021.4-08>
- Gajanova, L.**, Nadanyiova, M., Kliestikova, J., & Aljarah, A. (2021). Brand value sources in banking industry: Evidence for marketing communication across generational cohorts. *Polish Journal of Management Studies*, 23(1), 151–171. <https://doi.org/10.17512/pjms.2021.23.1.10>
- Gajanova, L.**, Majerova, J., Nadanyiova, M., & Lazaroiu, G. (2021). Legislative changes and their impact on marketing communication: evidence from branding in healthcare sector. *Academy of Strategic Management Journal*, 20(5), 1-9.
- Nadanyiova, M., **Gajanova, L.**, & Kliestikova, J. (2020). Green Marketing as a Part of the Socially Responsible Brand's Communication from the Aspect of Generational Stratification. *Sustainability*, 12(17), 7118. <https://doi.org/10.3390/su12177118>
- Kliestikova, J., Sroka, W., Krizanova, A., **Gajanova, L.**, Lazaroiu, G. C., & Nadanyiova, M. (2020). Sustainable Brand Management of Alimentary Goods. *Sustainability*, 12(2), 556. <https://doi.org/10.3390/su12020556>
- Gajanova, L.**, Kliestikova, J., & Nadanyiova, M. (2020). The impact of influencers on the decision-making process regarding the purchase of the brand product. *Business, Management and Education*, 18(2), 282–293. <https://doi.org/10.3846/bme.2020.12608>
- Gajanova, L.**, Nadanyiova, M., & Lazaroiu, G. C. (2020). Specifics in Brand Value Sources of Customers in the Banking Industry from the Psychographic Point of View. *Central European Business Review*, 9(2), 1–18. <https://doi.org/10.18267/j.cebr.232>
- Nadanyiova, M., **Gajanova, L.**, Kliestikova, J., & Ližbetinová, L. (2020). Influencer marketing and its impact on consumer lifestyles. *Forum Scientiae Oeconomia*, 8(2), 109–120. https://doi.org/10.23762/fso_vol8_no2_7
- Krizanova, A., Lăzăroiu, G., **Gajanova, L.**, Kliestikova, J., Nadanyiova, M., & Moravcikova, D. (2019). The Effectiveness of Marketing Communication and Importance of Its Evaluation in an Online Environment. *Sustainability*, 11(24), 7016. <https://doi.org/10.3390/su11247016>
- Podhorska, I., **Gajanova, L.**, Kliestikova, J., & Popescu, G. N. (2019). Analysis of Internally Generated Goodwill Indicators: A Case Study of the Slovak Republic. *Organizacija*, 52(4), 271–285. <https://doi.org/10.2478/orga-2019-0017>
- Gajanova, L.**, Nadanyiova, M., & Moravcikova, D. (2019). The Use of Demographic and Psychographic Segmentation to Creating Marketing Strategy of Brand Loyalty. *Scientific Annals of Economics and Business*, 66(1), 65–84. <https://doi.org/10.2478/saeb-2019-0005>
- Gajanova, L.**, Nadanyiova, M., Majerova, J., & Olah, J. (2019). The potential of using Bluetooth-based system as a part of proximity marketing in the Slovak Republic. *Marketing and Management of Innovations*, 2, 239–252. <https://doi.org/10.21272/mmi.2019.2-21>
- Nadanyiova, M., **Gajanova, L.**, Moravcikova, D., & Oláh, J. (2019). The Brand Value and its Impact on Sales in Automotive Industry. *Logi*, 10(1), 41–49. <https://doi.org/10.2478/logi-2019-0005>

Krizanova, A., **Gajanova, L.**, & Nadanyiova, M. (2018). Design of a CRM Level and Performance Measurement Model. *Sustainability*, 10(7), 2567. <https://doi.org/10.3390/su10072567>

Note: Stefanikova is maiden name.

Moravcikova, K., **Stefanikova, L.**, & Rypakova, M. (2015). CSR Reporting as an Important Tool of CSR Communication. *Procedia. Economics and Finance*, 26, 332–338. [https://doi.org/10.1016/s2212-5671\(15\)00861-8](https://doi.org/10.1016/s2212-5671(15)00861-8)

Rypakova, M., **Stefanikova, L.**, & Moravcikova, K. (2015). Suggestion of Green Customer Segmentation in Slovakia. *Procedia. Economics and Finance*, 26, 359–366. [https://doi.org/10.1016/s2212-5671\(15\)00865-5](https://doi.org/10.1016/s2212-5671(15)00865-5)

Masarova, G., **Stefanikova, L.**, & Rypakova, M. (2015). The Necessity of Obtaining Information Through Marketing Research in the Field of Pharmaceutical Companies on the Slovak Market. *Procedia Economics and Finance*, 23, 1480–1484. [https://doi.org/10.1016/s2212-5671\(15\)00356-1](https://doi.org/10.1016/s2212-5671(15)00356-1)

Stefanikova, L., Rypakova, M., & Moravcikova, K. (2015). The Impact of Competitive Intelligence on Sustainable Growth of the Enterprises. *Procedia Economics and Finance*, 26, 209–214. [https://doi.org/10.1016/s2212-5671\(15\)00816-3](https://doi.org/10.1016/s2212-5671(15)00816-3)

Stefanikova, L., & Masarova, G. (2014). The Need of Complex Competitive Intelligence. *Procedia - Social and Behavioral Sciences*, 110, 669–677. <https://doi.org/10.1016/j.sbspro.2013.12.911>

Poliak, M., Krizanov, A., Semanova, S., & **Stefanikova, L.** (2014). The influence of contract form choice of the transport services ensuring on performance contracting entity requirement. *Transport Problems*, 9(4), 153–161.

Poliak, M., Krizanov, A., Semanova, S., & **Stefanikova, L.** (2013). The impact of procurement method of the transport services to the financial requirement of performance contracting entity. *Transport Problems*, 8(4), 67–76.

PEER-REVIEWED JOURNAL ARTICLES

Gajanova, L., Gorzelanczyk, P. (2022). The perception of the use of electromobility by enterprises as a component part of green marketing activities, *Ekonomicko-manazerske spektrum*, 16(2), 72–80.

Nadanyiova, M., Kliestikova, J., & **Gajanova, L.** (2020). Online Marketing Communication Trends in Slovak Hotel Industry. *Economics and Culture*, 17(2), 13–21. <https://doi.org/10.2478/jec-2020-0016>

Nica, E., **Gajanova, L.**, & Kicova, E. (2020). Customer segmentation based on psychographic and demographic aspects as a determinant of customer targeting in the online environment. *Littera Scripta*, 12(2), 1–20. https://doi.org/10.36708/littera_scripta2019/2/9

Gajanova, L., Nadanyiova, M., Musat, M., & Bogdan, A. T. (2020). The social recruitment as a new opportunity in the Czech Republic and Slovakia. *Ekonomicko-manazerske spektrum*, 14(1), 65–76. <https://doi.org/10.26552/ems.2020.1.65-76>

- Nadanyiova, M., & **Gajanova, L.** (2018). Consumers' Perception of Green Marketing as a Source of Competitive Advantage in the Hotel Industry. *Littera Scripta*, 11(1), 102–115.
- Gajanova, L.**, & Nadanyiova, M. (2018). Dependence of brand loyalty on customer relationship management. *Littera Scripta*, 11(2), 20–34.
- Gajanova, L.** (2018). Strategy of Online Content Marketing Based the Demographic and Psychographic Segmentation, *Marketing Identity*, 6(1), 303–314.
- Kramarova, K., **Gajanova, L.**, & Gregova, E. (2016). Chosen aspects of the shadow economy in the world and in Slovakia. *Global Journal of Business, Economics and Management*, 6(2), 86–96. <https://doi.org/10.18844/gjbem.v6i2.1240>
- Krizanova, A., **Gajanova, L.**, Nadanyiova, M., & Kramarova, K. (2016). Study of green marketing principles and their implementation in the selected Slovak companies. *Global Journal of Business, Economics and Management*, 6(2), 78–85. <https://doi.org/10.18844/gjbem.v6i2.1371>

Note: Stefanikova is maiden name.

- Stefanikova, L.**, Masarova, G., & Majercak, P. (2014). Third-party logistics as a source of competitive advantage. *Logi*, 5(2), 97–107.
- Krizanova, A., & **Stefanikova, L.** (2012). Importance of the brand for consumer purchasing decision in the Slovak Republic. *Business systems & economics*, 2(2), 25–38.

CONFERENCE INDEXED PROCEEDINGS (WEB OF SCIENCE, SCOPUS)

- Majerova, J., Nadanyiova, M., & **Gajanova, L.** (2021). Before and after COVID-19 car brands: Longitudinal Study of Car Brands Value Sources in Slovak Republic. In *Transport Means - Proceedings of the International Conference*, pp. 549–554.
- Gajanova, L.**, Kliestikova, J., & Nadanyiova, M. (2020). Building and managing the value of higher education. In *14th International Technology, Education and Development Conference (INTED2020)*, *INTED Proceedings*, pp. 2578–2582. <https://doi.org/10.21125/inted.2020.0778>
- Nadanyiova, M., **Gajanova, L.**, & Kliestikova, J. (2020). Building the brand of university through progressive forms of marketing communication. In *14th International Technology, Education and Development Conference (INTED2020)*, *INTED Proceedings*, pp. 6769–6776. <https://doi.org/10.21125/inted.2020.1802>
- Majerova, J., **Gajanova, L.**, & Nadanyiova, M. (2020). Loyal locally vs. loyal globally: Comparative study of brand value sources in contemporary automotive market. In: *Transport Means - Proceedings of the International Conference*, pp. 737–742
- Gajanova, L.**, & Nadanyiova, M. (2020). Reshaping of the retail environment due to internet as a global competitor. In *SHS Web of Conferences*, 74, 01005. <https://doi.org/10.1051/shsconf/20207401005>
- Nadanyiova, M., & **Gajanova, L.** (2020). The impact of Corporate Social Responsibility on brand loyalty in the process of globalization. In *SHS Web of Conferences*, 74, 04017. <https://doi.org/10.1051/shsconf/20207404017>

- Gajanova, L.,** Krizanova, A., & Lăzăroiu, G. (2019). Analysis of Website Performance Dependence on Global Brand Value. In *Springer proceedings in business and economics*. Springer International Publishing, pp. 171–185. https://doi.org/10.1007/978-3-030-38253-7_12
- Kliestikova, J., **Gajanova, L.,** & Vrtana, D. (2019). Price Setting on the Crossroad: A Systematic Literature Review of Trends and Paradigms. In *VISION 2025: Education excellence and management of innovations through sustainable economic competitive advantage*, pp. 10702–10707.
- Vrtana, D., **Gajanova, L.,** & Kliestikova, J. (2019). Purpose of One world Alliance Cooperative Interconnection. In *VISION 2025: Education excellence and management of innovations through sustainable economic competitive advantage*, pp. 13755–13760.
- Gajanova, L.,** & Nadanyiova, M. (2019). Possibilities of using trends of content marketing strategy according to psychographic segmentation of the transport company customers. In: *Transport Means - Proceedings of the International Conference*, pp. 343–347.
- Nadanyiova, M., & **Gajanova, L.** (2019). The impact of psychographic segmentation on marketing communication in transport company. In: *Transport Means - Proceedings of the International Conference*, pp. 216–220.
- Gajanova, L.,** Moravcikova, D., & Nadanyiova, M. (2018). Analysis of Slovak and Czech consumers manners from aspect of behavioural economics on global dimension. In *Globalization and its socio-economic consequences*, pp. 509–516.
- Nadanyiova, M., **Gajanova, L.,** & Moravcikova, D. (2018). Specific aspects of the brand in a global perspective. In *Globalization and its socio-economic consequences*, pp. 771–776.
- Moravcikova, D., Krizanova, A., **Gajanova, L.** (2018). The responsible behavior of Slovak business entities with an emphasis on psychographic aspects of segmentation in the field of price formation. In *Vision 2020: Sustainable economic development and application of innovation management from regional expansion to global growth*, pp. 7923–7934.
- Moravcikova, K., & **Gajanova, L.** (2017). Attitude of Customers to Socially Responsible Products. In *Springer proceedings in business and economics*. Springer International Publishing, pp. 599–606. https://doi.org/10.1007/978-3-319-48454-9_40
- Gajanova, L.** (2017). Global customer relationship management as a tool to increase the competitiveness of businesses. In: *Globalization and its socio-economic consequences proceedings*, pp. 459–464.
- Krizanova, A., & **Gajanova, L.** (2016). The importance of CSR implementation. In: *Innovations in science and education: CBU international conference proceedings*, pp. 515–519. <https://doi.org/10.12955/cbup.v4.807>
- Gajanova, L.,** & Kramarova, K. (2016). Online marketing trends in the Slovak republic. In: *EBMEI international conference on Humanity and social science (EBMEI-HSS 2016)*, pp. 68–73.
- Gajanova, L.** (2015). The proposal of competitive intelligence model for enterprises in the Slovak republic as a prerequisite for sustainable development in a global environment. In: *Globalization and its socio-economic consequences*, pp. 135–143.

Note: Stefanikova is maiden name.

- Moravcikova, K., & **Stefanikova, L.** (2015). Effect of the Road Transport on the Environment and Reduction of Its Negative Impacts through Carpooling as a Part of Corporate Social Responsibility. In *Transport Means - Proceedings of the International Conference*, pp. 51-+.
- Krizanova, A., Masarova, G., **Stefanikova, L.**, & Rypakova, M. (2015). Building a Brand in the Context of Sustainable Development. In: *AEBMR-Advances in Economics Business and Management Research*, 3, pp. 79–84.
- Krizanova, A., Masarova, G., & **Stefanikova, L.** (2014). The Importance of Brand Management in the Automotive Industry in the Slovak Market. In: *Lecture Notes in Management Science*, 44, pp. 23-+. <https://doi.org/10.5729/lnms.vol44.23>
- Stefanikova, L.**, & Masarova, G. (2014). Competitive Intelligence in Conditions of SMEs. In: *Lecture Notes in Management Science*, 44, pp. 29-+. <https://doi.org/10.5729/lnms.vol44.29>
- Krizanova, A., Stefanikova, L., Masarova, G., & Rypakova, M. (2014). Key Success Factors Of Company's Intelligence Program. In: *Business and Management-Spausdinta*, pp. 85–92. <https://doi.org/10.3846/bm.2014.012>
- Stefanikova, L.**, & Masarova, G. (2014). The Important and Benefits of Competitive Intelligence in Transport Enterprises in the Slovak Republic. In: *Transport Means - Proceedings of the International Conference*, pp. 42–45.
- Krizanova, A., **Stefanikova, L.**, & Masarova, G. (2014). The Need of Competitive Intelligence Implementation in Transport Enterprises in the Slovak Republic. In: *Transport Means - Proceedings of the International Conference*, pp. 472–475.
- Krizanova, A., & **Stefanikova, L.** (2014). The need of big data analysis. In: *Hradec economic days 2014: economic development and management of regions*, pp. 370–376.
- Stefanikova, L.**, & Masarova, G. (2014). New skill requirements of financial managers. In: *Financial Management of Firms and Financial Institutions-Ostrava*, pp. 928–933.