

Faculty of Mass Media Communication
University of SS. Cyril and Methodius in Trnava

Programme
of International Scientific Conference

MARKETING IDENTITY

2018

DIGITAL MIRRORS

6th – 7th
November 2018
SMOLENICE,
SLOVAKIA

FMK
Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication

CONFERENCE PROGRAMME:

TUESDAY 6TH NOVEMBER 2018

- 08.00 – 09.00** Registration of the participants
- 09.00 – 09.30** Opening ceremony
- Opening speech **Assoc. Prof. Ing. Rudolf Rybanský, CSc.**
Acting Dean of FMK UCM
 - Opening speech **Prof. Ing. Roman Boča, DrSc.**
Rector of the University of SS. Cyril and Methodius in Trnava
 - Presentation of the new issue of the scientific journal **Communication Today**
 - Presentation of the new issue of the art journal **European Journal of Media, Art and Photography**
- 09.30 – 10.30** Main plenary speeches
- **Ako sa nezblázníť z GDPR v marketingu**
Mgr. Tatiana Valentová
Data Protection Expert
 - **Chvála obmedzení v reklame**
Mgr. Pavol Minár
FMK UCM in Trnava, Inspirations Minar
- 10.30 – 11.00** Coffee break
- 11.00 – 12.00** Main plenary speeches
- **Marketing zadarmo**
Mgr. Michal Hrušovský
IDEAMEDIA
 - **Reklama, ktorú ľudia milujú**
Filip Kuna, MBA
Strossle, IAB Slovakia
- 12.00 – 13.00** Lunch
- 13.00 – 14.00** Main plenary speeches
- **Čo hovoria Slováci na kampaň Absolutky a čo táto kampaň hovorí o Slovákoch?**
Mgr. Matúš Hliboký
Triad Advertising
 - **Ako sa nezblázníť z GDPR v (nielen marketingovej) komunikácii**
Assoc. Prof. Dr. Marek Švec, PhD., LL.M.
FMK UCM in Trnava
- 14.00 – 14.30** Coffee break
- 14.30 – 18.30** Discussion sessions
- 19.00** Banquet

WEDNESDAY 7TH NOVEMBER 2018

- 08.00 – 09.00** Registration of the participants
- 09.00 – 10.30** Discussion sessions
- 10.30 – 10.45** Coffee break
- 10.45 – 12.00** Discussion sessions
- 12.00 – 12.30** Closing Ceremony: Announcement of the best conference speakers and award ceremony (Main Hall / Hlavná sála)
- 12.30 – 13.30** Lunch

CONFERENCE SECTIONS:

1. THE MAGIC MIRROR OF COMPANIES' SUCCESS

SECTION 1:

Room / Miestnosť:
Chairs / Garanti:

Main Hall / Hlavná sála
Prof. Ing. Anna Zaušková, PhD.
Assoc. Prof. Dr. Ľudmila Čábyová, PhD.
Dr. Peter Murár, PhD.

2. THE SECRET MIRROR OF GENERATIONS AND CONSUMERS

SECTION 2:

Room / Miestnosť:
Chairs / Garanti:

Hunting Salon / Poľovnícky salónik
Prof. Ing. Alena Kusá, PhD.
Assoc. Prof. Ing. Zdenka Musová, PhD.
Assoc. Prof. Mgr. Ondřej Roubal, Ph.D.

3. THE BROKEN MIRROR OF MEDIA

SECTION 3:

Room / Miestnosť:
Chairs / Garanti:

Red Salon / Červený salónik
Prof. Dr. Hana Pravdová, PhD.
Mgr. Zdenko Mago, PhD.
Mgr. Monika Hossová, PhD.

4. THE CROOKED MIRROR OF LAW (GDPR)

SECTION 4:

Room / Miestnosť:
Chairs / Garanti:

Main Hall / Hlavná sála
Assoc. Prof. Dr. Marek Švec, PhD., LL.M.



ACCOMPANYING EVENT:

CLUSTERS AND THEIR ROLE IN NATIONAL ECONOMY

7th November 2018
09.00 – 10.30
Library

Discussion topics:

- Development of the clusters in Slovakia.
- Policies for cluster development support.
- Financing and sources of financing.
- Problems of clusters.
- Internal and external communication rules and best practices.
- Internationalization and globalization impact on clusters.
- Cluster excellence and certification.

Speakers:

Ing. Artur Bobovnický, CSc.

Director, Department of Innovations and International Cooperation, Slovak Innovation and Energy Agency

RNDr. Vladimír Borza

Director, Department of Programmes and Analyses, Slovak Innovation and Energy Agency

RNDr. Katarína Ružičková

Slovak Innovation and Energy Agency

Ing. Renáta Magulová

Slovak Innovation and Energy Agency

Mgr. Alexandra Vavrdová

Slovak Innovation and Energy Agency



Európska únia
Európsky fond regionálneho rozvoja



OPERAČNÝ PROGRAM
VÝSKUM A INOVÁCIE



SIEA
SLOVENSKEJ ENERGETICkej
A ENERGETICkej AGENTURY



inovujme

1. THE MAGIC MIRROR OF COMPANIES' SUCCESS

SECTION 1:

Chairs / Garanti:

Prof. Ing. Anna Zaušková, Ph.D.
Assoc. Prof. Dr. Ľudmila Čábyová, Ph.D.
Dr. Peter Murár, Ph.D.

Room / Miestnosť: **Main Hall / Hlavná sála**
6th November 2018
14.30 – 18.30

A Magic Mirror of the Success of Czech Family Businesses

Ing. Naděžda Petrů, Ph.D. – Ing. Andrea Tomášková

Faculty of Economic Sciences, University of Finance and Administration in Prague, Czech Republic

Marketing Trends in Social Networking Sites Usage in Sport

PhDr. Josef Voráček, Ph.D. – doc. Ing. Eva Čáslavová, CSc.

Faculty of Physical Education and Sport, Charles University in Prague, Czech Republic

Innovative Thinking in Environmental Marketing Communication

prof. Ing. Jarmila Šalgovičová, CSc.

Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Social Enterprises in Daily Journalism: What Is the Image of Social Enterprises in Media

Ing. Petra Koudelková, Ph.D. – Mgr. Tereza Zavadilová

Faculty of Social Sciences, Charles University in Prague, Czech Republic

Management Marketing in Škoda Auto India

Mgr. Emil Velinov, Ph.D. – Ing. Martina Beránek, Ph.D.

Department of Management and Marketing, Škoda Auto University in Mladá Boleslav, Czech Republic

The Specifics of Marketing Management for the Growing Indian Car Market

Ing. Martina Beránek, Ph.D.

Department of Management and Marketing, Škoda Auto University in Mladá Boleslav, Czech Republic

Preferences of Communication Tools in Choice of High School

Mgr. Eliška Káčerková, Ph.D.

Faculty of Multimedia Communications, Tomáš Baťa University in Zlín, Czech Republic

Web Personalization as a Corporate Digital Agenda Process

Ing. Michael Kupec

Faculty of Economics, University of West Bohemia in Plzeň, Czech Republic

Advertisement and Digital Marketing in Terms of Czech Companies

PaedDr. Jiří Mezulánik, CSc. – Ing. Vladimír Vavrečka, CSc. – PhDr. Lukáš Durda

College of Entrepreneurship and Law, Prague, Czech Republic

Ako byť úspešný či úspešní

Ing. Martin Poliak

Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

„Odkaz pre starostu“ ako forma marketingovej komunikácie verejnej správy

Ing. Štefánia Kruľová

Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Room / Miestnosť: **Main Hall / Hlavná sála**
7th November 2018
09.00 – 12.00

Benefits of Using Social Networks in Integrated Marketing Communications

doc. Ing. Jaromíra Vaňová, PhD. – Ing. Vanessa Prajová, PhD. – Ing. Martina Horváthová, PhD. – Ing. Mária Homokyová, Ph.D.

Faculty of Materials Science and Technology in Trnava, Slovak University of Technology in Bratislava, Slovakia

Emerging Trends in Marketing Communications: Personalization and Eventization

doc. Ing. Pavel Štrach, Ph.D., Ph.D.

Department of Management and Marketing, Škoda Auto University in Mladá Boleslav, Czech Republic

Political Communication of MPs of the People's Party – Our Slovakia in Digital Area

PhDr. Jakub Bardovič, PhD.

Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Analysing the Selected Tools of Marketing Communication in the Field of Health Care from Consumer's Point of View

PhDr. Jaroslava Gburová, PhD. – doc. PhDr. Radovan Bačík, PhD., MBA

Faculty of Management, University of Prešov, Slovakia

The Level of Using Technology in CRM for Marketing Activities and Customer Communication in European Market

Ing. Adéla Chromčáková – doc. Ing. Halina Starzyczná, Ph.D.

School of Business Administration in Karviná, Silesian University in Opava, Czech Republic

Analysis of Most the Valuable Global Brands in 2018 According to BVM Methodology

Ing. Ľudovít Nastišin, PhD.

Faculty of Management, University of Prešov, Slovakia

User Preferences in the Field of Online Ad-Blocking

Mgr. Richard Fedorko, PhD. – PhDr. Igor Fedorko, PhD.

Faculty of Management, University of Prešov, Slovakia

Local Action Groups in Slovakia on Facebook – The Real Mirror of Their Activities

Mgr. Martin Daško, PhD.

Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Interactive Elements in Content Marketing

Mgr. Ivetta Balážiová

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

2. THE SECRET MIRROR OF GENERATIONS AND CONSUMERS

SECTION 2:

Chairs / Garanti:

Prof. Ing. Alena Kusá, PhD.

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Assoc. Prof. Mgr. Ondřej Roubal, Ph.D.

Room / Miestnosť: **Hunting Salon / Poľovnícky salón**

6th November 2018

14.30 – 18.30

Tradiční a nová média? Konkurence nebo kooperace?
prof. PhDr. Dušan Pavlů, CSc.

Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Knowledge Marketing Communication – Determinant of Sales Promotion

doc. Ing. Aleš Hes, CSc. – Ing. Marta Regnerová, CSc.

Faculty of Economic Studies, University of Finance and Administration in Prague, Czech Republic

Consumers' Perception of Digital Marketing Tools

doc. Ing. Zdenka Musová, PhD. – Ing. Eva Poliačiková, PhD.

Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia

Moralizace trhu a moralizace hédonismu

doc. Mgr. Ondřej Roubal, Ph.D.

Faculty of Economic Studies, University of Finance and Administration in Prague, Czech Republic

Social Advertising – a Mirror Image of Social Problems

Dr. hab. Małgorzata Koszembar-Wiklik, PhD.

Silesian University of Technology, Zabrze, Poland

Young Generation's Private Life in New Media

Dr. Katarzyna Ziębakowska-Cecot

Faculty of Philology and Pedagogy, Kazimierz Pułaski University of Technology and Humanities in Radom, Poland

Blog – Effective Tool in Marketing Communication?

doc. Ing. Martina Minárová, PhD. – Ing. Petra Gundová, PhD.

Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia



Official hashtag **#midentity2018**



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Evaluation of Consumer Behaviour on the Food Supplements Market

Ing. Kamila Veselá, Ph.D. – Ing. Miroslava Navrátilová, Ph.D. – Ing. Markéta Beranová
Faculty of Economics and Management, Czech University of Life Sciences in Prague, Czech Republic

Consumer Preferences of Generation Y in Relation to the Fair Trade Concept in the Czech Republic

Ing. Miroslava Navrátilová, Ph.D. – Ing. Markéta Beranová – Ing. Kamila Veselá, Ph.D.
Faculty of Economics and Management, Czech University of Life Sciences in Prague, Czech Republic

První krok marketingového auditu: Analýza rizik
PhDr. Ing. Václav Kupec, Ph.D.

Faculty of Economic Studies, University of Finance and Administration in Prague, Czech Republic

Marketing Communications of Green Product in Automotive Industry

Ing. Eva Jaderná, Ph.D. – doc. Ing. Jana Přikrylová, Ph.D. – Mgr. Radka Picková, Ph.D. – Bc. Nicola Malá
Department of Management and Marketing, Škoda Auto University in Mladá Boleslav, Czech Republic

The Problem of Using Mobile Devices for Purchasing Products in the Online Environment

Mgr. Mária Oleárová, MBA – Mgr. Jakub Horváth, MBA
Faculty of Management, University of Prešov, Slovakia

Typológia spotrebiteľov vo vzťahu k difúzii inovácií a požiadavke simultánneho využívania dostupných komunikačných a distribučných kanálov

Mgr. Zlatica Papcová
City University in Seattle Programs in Trenčín, Slovakia

Vplyv prémiového obalu produktu na nákupné správanie spotrebiteľov

Mgr. Marek Šimončíč, Ph.D. – Mgr. Ivan Vajda
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Room / Miestnosť: **Hunting Salon / Poľovnícky salón**
7th November 2018
09.00 – 12.00

The Brand Building through Viral Marketing on Social Networks and Its Perception by Different Consumers' Generations

Ing. Margaréta Nadányiová, Ph.D.
Faculty of Operation and Economics of Transport and Communication, University of Žilina, Slovakia

Millennials as Digital Media Users

Mgr. Veronika Braciníková – Ing. Kateřina Matušinská, Ph.D.
School of Business Administration in Karviná, Silesian University Opava, Czech Republic

Marketing Communications in Herchel Supply Corporation: The Role of Social Networks

Mgr. Emil Velinov, Ph.D. – Ing. Pavel Štrach Ph.D., Ph.D.
Department of Management and Marketing, Škoda Auto University in Mladá Boleslav, Czech Republic

Identification of Problems in Usability of E-Commerce Websites

PhDr. Igor Fedorko, PhD.
Faculty of Management, University of Prešov, Slovakia

Generation Y – a Mirror of Social Media and Brands as a Reflection in Psychographic Segmentation

Ing. Dominika Moravčíková
Faculty of Operations and Transport of Economics and Communications, University of Žilina, Slovakia

Online Presence of Brands in Product Protective Branding

Bc. Eva Pitrunová – Ing. Michal Stoklasa, Ph.D.
Faculty of Business Administration in Karviná, Silesian University in Opava, Czech Republic

Digitálna kultúra a problém produkcie a recepcie digitálnych médií

Mgr. Veronika Moravčíková
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Strategy of Online Content Marketing Based on the Demographic and Psychographic Segmentation

Ing. Ľubica Gajanová, PhD.
The Faculty of Operation and Economics of Transport and Communications, University of Žilina, Slovakia

Analytical View of the Consumer Behaviour of Slovak Customers in the Online Environment

Mgr. Jakub Horváth, MBA – Mgr. Mária Oleárová, MBA
Faculty of Management, University of Prešov, Slovakia

Perceiving the Annoying Ad Types in Dimension of Gender-Generational Characteristic

Mgr. Martin Rigelský – Mgr. Mária Oleárová, MBA – Mgr. Jakub Horváth, MBA
Faculty of Management, University of Prešov, Slovakia

The Digitization of a Grocery Shopping from a Generation Perspective

Ing. Radka Bauerová – Ing. Martin Klepek, Ph.D.
School of Business Administration in Karviná, Silesian University Opava, Czech Republic

Customers' Behaviour According to Their Reaction on Communication of Vegetarianism in Czech Republic

Ing. František Milichovský, Ph.D., MBA – Ing. Pavel Mráček, Ph.D.
Faculty of Business and Management, Brno University of Technology, Czech Republic

Digitálni konzumenti v predškolskom veku

Mgr. Nikola Kaňuková - doc. Ing. Andrej Trnka, Ph.D.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

The Crooked Mirror of Self-Perception

Mgr. Magdaléna Balážiková, Ph.D.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

New Technologies Used in the Home and Their Impact on Cost Increases

Ing. Robert Halenár, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia



THE BROKEN MIRROR OF MEDIA

3.

SECTION 3:

Chairs / Garanti: Prof. Dr. Hana Pravdová, PhD.
Mgr. Zdenko Mago, PhD.
Mgr. Monika Hossová, PhD.

Room / Miestnosť: Red Salon / Červený salónik
6th November 2018
14.30 – 18.30

Social Media as a Mediator of Political Ideas in European Context

doc. PhDr. Jaroslav Mihálik, PhD. – Mgr. Tomáš Džačovský
Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Masks and Mirrors: The Use of Social Media by Far-Right Political Parties and Movements in the Czech Republic and Slovakia

doc. PhDr. Jaroslav Mihálik, PhD. – Aaron Walter, Ph.D.
Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

K problému kolektívnej inteligencie v kyberpriestore digitálnych médií

prof. PhDr. Slavomír Gálik, PhD. – PhDr. Sabína Gáliková Tolnaiová, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

The Facebook Communication of the Far-Right Political Parties in the Czech Republic Before the 2017 Election to the Chamber of Deputies

Mgr. et Mgr. Ondřej Filipec, Ph.D.
Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Odras vlastníků tradičních médií ve veřejném vnímání

Ing. Pavla Varvažovská, Ph.D.
University of Finance and Administration in Prague, Czech Republic

K digitálnej gramotnosti a (mediálnej) edukácii v kontexte prípravy marketingových profesionálov v digitálnej dobe

PhDr. Sabína Gáliková Tolnaiová, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Krizová komunikace v muzeích

Mgr. Marek Tomašík, Ph.D. – Ing. Kateřina Víchová – Bc. Eva Černohlávková
Faculty of Logistic and Crisis Management, Tomáš Baťa University in Zlín, Czech Republic

The Use of Digital Media during the 2018 Fifa World Cup

PhDr. Jan Šíma, Ph.D.
Faculty of Physical Education and Sport, Charles University in Prague, Czech Republic

Creating a Media Image of People's Party Our Slovakia (ĽSNS) by Denník N in the Period from 31.5.2018 to 30.9.2018

Mgr. Boris Kolman
Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Aspects of Motivation for Sponsorship of Professional Ice Hockey in the Czech Republic

Mgr. Tomáš Ruda – Bc. Martin Matějček
Faculty of Physical Education and Sport, Charles University in Prague, Czech Republic

Digital Media and Their Place in Peacebuilding Media Strategies

Mgr. Mira Abrahamyan
Faculty of Mass Media Study, Metropolitan University Prague, Czech Republic

Mainstream and Alternative Media Coverage of 2018 Group of Seven Summit

Mgr. Eva Karasová
Faculty of Electrical Engineering and Information Technology, Slovak University of Technology in Bratislava, Slovakia

Digital Competences: How to Teach Seniors Control Their Smartphones

Mgr. Magdaléna Švecová, PhD. – Mgr. Michal Kabát, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Moment, kedy hra predbehla film

Mgr. Tomáš Farkaš, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Digitalizácia slobody slova a sublimácia pojmu novinár

PhDr. Jozef Tinka, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia



EJMAP:
Art Journal: European Journal of Media, Art and Photography (Vol. 6, No. 2)



Room / Miestnosť: **Library / Knižnica**
7th November 2018
09.00 – 12.00

Public Media Space and Media Communication in China
doc. PhDr. Milan Čáky, CSc.
Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Seriálny pozičný efekt a jeho modifikácia vplyvom emocionálnych reklamných apelov
Mgr. Veronika Szabóová
Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Migrácia a výroky politikov s ňou spojené ako námet pre karikatúru v krajinách V4
Mgr. Veronika Szabóová – doc. Mgr. Lucia Spálová, PhD. – Dr. Katarzyna Walotek-Ściańska
Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Mediálna logika hlavných spravodajstiev televízií. Rokovacie voľno v znamení zníženia atraktivity politických tém médiami?
Mgr. Matúš Jankoľa
Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Facebook in Use of Political Parties in Slovakia – Tool for Communication of Promotion: Far Right vs Others
Mgr. Michal Garaj, PhD.
Faculty of Social Sciences, University of SS. Cyril and Methodius in Trnava, Slovakia

Current Discourse on Theme of Migration in Selected Slovak Online Media: Thematic Analysis in Context of the European Union and V4 Countries
Mgr. Edita Štrbová PhD. – PhDr. Oľga Púchovská, PhD.
Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Odras postoja k politickej situácii a jeho kreatívne zobrazenie občanmi
Mgr. Lukasz Wojciechowski, PhD. – prof. Mgr. Katarína Fichnová, PhD. – Mgr. Peter Szabo, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia, Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Media and Politics in Current Migration Crisis in the EU
Mgr. Lukáš Kurajda
Faculty of Arts, University of SS. Cyril and Methodius in Trnava, Slovakia

Specifics of the School Radio Stations and Their Online Presentation in the Framework of Slovak Republic
Doc. Mgr. Norbert Vrabec, PhD. – Mgr. Ľubica Bôtošová
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

Celebrity Endorsement within Digital Games' Commercials
Mgr. Zdenko Mago, PhD. – Mgr. Oľga Púchovská, PhD.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia, Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Getting Students of English to Think Critically Using Media Content
Mgr. František Rigo
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia

4. THE CROOKED MIRROR OF LAW (GDPR)

SECTION 4:
Chairs / Garanti: Assoc. Prof. Dr. Marek Švec, PhD., LL.M.

Room / Miestnosť: **Main Hall / Hlavná sála**
6th November 2018
14.30 – 15.00

Obstacles in Marketing Communication of a Waste Management Company Resulting from the Implementation of GDPR
Ing. Anežka Podlasová - doc. Ing. Roman Kozel, Ph.D. – Ing. Petr Šikýř, MBA – Ing. Adam Levit
Faculty of Mining and Geology, Technical University of Ostrava, Czech Republic

GDPR a jeho dopady do riadenia priameho marketingu
doc. JUDr. Marek Švec, PhD., LL.M. - PhDr. Adam Madleňák, PhD. – JUDr. Jan Horecký, Ph.D.
Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, Slovakia, Faculty of Law, Masaryk University in Brno, Czech Republic



SCIENTIFIC COMMITTEE OF THE CONFERENCE

Prof. Diab Al-Badayneh

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Salzburg, Austria

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in Rzeszow, Poland

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University of Finance and Administration, Prague,
Czech Republic

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University of Finance and Administration, Prague,
Czech Republic

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University of SS. Cyril and Methodius in Trnava, Slovakia

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University of SS. Cyril and Methodius in Trnava, Slovakia

Dr. Iulian Rusu

"Gheorghe Asachi" Technical University of Iași, Romania

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Mgr. Zuzana Bučková, PhD.

Mgr. Martin Graca, PhD.

Mgr. Monika Hossová, PhD.

Mgr. Vladimíra Jurišová, PhD.

Mgr. Martin Klementis, PhD.

Mgr. Peter Krajčovič, PhD.

Mgr. Dáša Mendelová, PhD.

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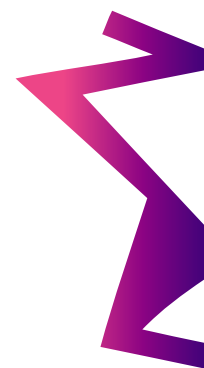
Mgr. Ľuboš Greguš

Mgr. Marija Hekelj

Ing. Alena Hrušková

Mgr. Dominik Jánoš

Mgr. Igor Piatrov

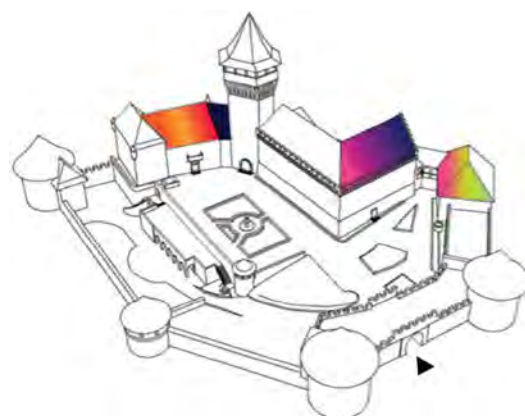


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