

Curriculum Vitae

Personal information

First name / Surname	Elena Horská, Prof. Dr. Ing.
Address	Nitrianska 47, 949 01 Nitra, Slovak Republic
Telephone	+421 903 261 081
Fax	
E-mail	Elena.Horska@gmail.com
Nationality	SR (Slovak republic)
Date of birth	28.2.1969
Gender	Female

Employment / Occupational field **University teacher, dean of the Faculty of Economics and Management, Slovak University of Agriculture in Nitra**

Dates	2015 – onwards
Position	Dean of the Faculty of Economics and Management, Slovak University of Agriculture in Nitra

Dates	2010-2014
Occupation or position held	Vice-rector for International and Public Relations, the first vice-rector, Slovak University of Agriculture in Nitra

Dates	2003 - 2010
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Occupation or position held	Vice-dean for International and Public Relations, Faculty of Economics and Management
Dates	1996 – onwards

Occupation or position held	University teacher
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| Main activities and responsibilities | <ul style="list-style-type: none">- Teaching the subjects Marketing, International marketing, European consumer and consumer behaviour, Merchandising and Retail Marketing- Research in the area of internationalization of agricultural subjects on the European and global markets, opportunities of territorial expansion of the agricultural subjects in global conditions, enforcing the theory of international marketing in the conditions of the business subjects, intercultural studies directed on executing marketing activities and consumer behaviour on the food market in Europe, marketing strategy for emerging markets and factors of territorial expansion and sustainable business doing internationally- Establishing the consumer behavioural and neuroscience research unit at the Department of marketing- Coordinator of the Slovak-Russian Master Program: Agrarian Marketing and Trade, running in cooperation with the Russian Timiryazev State Agrarian University in Moscow and St. Petersburg State Agrarian University, St. Peterburg, Russia. |
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Name and address of employer	Department of Marketing, Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Tr. A. Hlinku 2, 949 76, Nitra, Slovakia
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Type of business or sector	Education, science and research
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Education and training

Dates	2011
Title of qualification awarded	Professor honoris causa
Name and type of organisation providing education and	Delhi School of Professional Studies and Research, New Delhi, India

training

Dates 2010
 Title of qualification awarded Professor of Management and Marketing
 Name and type of organisation Mendel University, Brno, Czech Republic
 providing education and training

Dates 2004
 Title of qualification awarded Doc. - Associate profesor
 Principal subjects/occupational skills covered Teaching and research in the area of marketing disciples
 Name and type of organisation Faculty of Economics and Management, Slovak University of Agriculture in Nitra,
 providing education and specialization: Economics and management in agriculture, food-processing industry and
 training forestry

Dates 1991 – 1994
 Title of qualification awarded Dr. – PhD.
 Principal subjects/occupational skills covered Teaching and research, marketing, business enterprise
 Name and type of organisation Faculty of Operational Economics, Slovak University of Agriculture in Nitra,
 providing education and specialization: Business and economic theory and management of agri-food complex,
 training forestry and wood-processing enterprises

Dates 1987 – 1991
 Title of qualification awarded Ing. – master degree
 Principal subjects/occupational skills covered Economics and management
 Name and type of organisation Faculty of Operational Economics, Slovak University of Agriculture in Nitra,
 providing education and specialization: Operational economics of agriculture
 training

Native language **Slovak**

Other language(s)
 Self-assessment
European level ()*

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	

English	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user
Russian	B2 Independent user	B2 Independent user	B2 Independent user	B2 Independent user	B2 Independent user
Spanish	A1 Basic user	A1 Basic user	A1 Basic user	A1 Basic user	A1 Basic user

(*) [*Common European Framework of Reference for Languages*](#)

Social skills and competences Work in team, empathy, intercultural experiences from Europe, Asia and America and their utilization in working in international collectives, experiences from lecturing activities for students as well as experts in Slovakia and abroad.

Organizational skills Coordination of project activities both at national and international level

Computer skills and competences Microsoft Office - Word, Excel, PowerPoint, Internet Explorer

Driving licence since 1987 for categories A and B of vehicle (motorcycle, car)

Subsidiary information

Membership in professional organisations and editorial boards:

- Member of the editorial board of the Journal of International Food&Agribusiness Marketing, USA (2008 -2010)
- Member of the editorial board of the scientific journal Economics and Management, Gunadarma University, Indonesia (since 2011)
- Member of the editorial board of the scientific Journal SERIA (Polish Association of Agricultural and Agribusiness Economics), Warsaw (since 2011)
- Member of the editorial board of scientific journal Acta Oeconomica et Informatica, Slovakia (until 2011)
- Member of the editorial board FOLIA HORTICULTURAE, Agricultural University Cracow, Poland (since 2012)
- Member of the editorial board EPISTEME (Journal for Science and Culture), Cracow, Poland (since 2012)
- Member of the editorial board of „Entrepreneurial Business and Economics Review (EBER) published by the Cracow University of Economics, Poland (since 2014)
- Member of the Editorial Board of the Collection of Scientific Papers of Vinnitsia National Agrarian University, Vinnitsia, Ukraine, edition "Economic Sciences (since 2013)
- Member of the Editorial Board of the Oeconomice Jadertine, University of Zadar, Department of Economics (since 2014)
- Member of the Editorial Board of the International Journal of Food and Beverage Manufacturing and Business Models, Technical University of Crete (since 2014)
- Managing director of the international scientific journal, Visegrad Journal on Bioeconomics and Sustainable Development, SUA Nitra, Slovakia (since 2012)
- Member of the Czech marketing association
- Member of the Scientific council of FEM SUA in Nitra, SUA Nitra
- Liaison Officer of the Visegrad University Association (since 2012)
- guest editor of the special issue of the Journal of Risk and Financial Management (2020 Customer Studies and Local Market Development)

Since 2012 – a member of the European Accreditation Agency for the Life Sciences Board (with EAALS Secretariat in France)

Since 2013 – a member of the Slovak Academic Association for International Cooperation Board (SAAIC) in Bratislava, Slovakia

Since 2017 – a member of ARSA MOSCOW

Lectors, lecturing in Slovakia and Abroad:

TMC consulting Nitra

SOPK Nitra, Trnava

MaltaEnterprise Hamrun, Malta

Personal website: www.fem.uniag.sk/Elena.Horska

Coordinator of the following projects:

Research projects:

VEGA 1/3757/06 Factors of internationalization successfulness of agricultural subjects in Slovakia, Solution time : 2006-2008

KEGA 3/6197/08 Merchandising and event marketing for agricultural products. Development of integrated teaching and creating multimedia didactic tools, Solution period: 2008-2010

MVTS: European studies of cultural dimensions of international business enterprise RAK/SPAN/SR/07, Solution time : 2007-2009, G-516/01110

ASO SK-05/06-BA-010 The Path of Internationalisation and Integration in the Europe of Regions; Solution time : 2006- 2007 (7200 EUR)

VEGA 1/0951/12 Sustainable development at the food chain in the Slovak Republic, Solution time: 2012 – 2013 (4400 EUR + 4400 EUR) (project coordinator)

IVF Nr. 21310034 Standard: Patterns of Business Internationalization in Visegrad Countries - In Search for Regional Specifics (partner, coordinator Cracow University of Economics) 2013-2014

VEGA 1/0874/14, 2014-2016: Využitie neuromarketingu vo vizuálnom merchandisingu potravín (Using of Neuromarketing in Visual Food Merchandising) (project coordinator)

KEGA 038SPU-4/2016: Implementácia nových technológií a interdisciplinárnych vzťahov v praktickej výučbe spotrebiteľských štúdií (Implementation of new technologies and interdisciplinary relations in practical training of consumer studies) (project coordinator and team member)

BIOREGIO: Regional circular economy models and best available technologies for biological streams, Interreg 2016 – 2020 (project team member)

Commercial research study **GRANVIA** – based on Contract Nr.606/2017/SPU (Zmluva o dielo)
"Marketing Communication Study: Social, Economic and Environmental Impacts of Expressway Road R1 PR1BINA Nitra"
For buyer GRANVIA, a.s. (CRZ č. 3109522). Value: 24 000 EUR. Project period: 27.9.2017 - 15.1.2018
(project coordinator)

APVV (project team member) Nr. APVV-16-0244: (2017 – 2020) Kvalitatívne faktory vplývajúce na výrobu a spotrebu mlieka a syrov

VEGA 2017 – 2019: Osobnosť spotrebiteľa a jej vplyv na iracionálne správanie a rozhodovanie spotrebiteľa (Consumer's personality and its impact on irrational behaviour and consumer decision making process) (project team member)

APVV (project coordinator) APVV-17-0564 "The Use of Consumer Neuroscience and Innovative Research Solutions in Aromachology and its Application in Production, Business and Services" "Využitie spotrebiteľskej neurovedy a inovatívnych výskumných riešení v aromachológii a jej aplikácie vo výrobe, obchode a službách" (2018 – 2022) 210 000 EUR

Commercial project MONDI: NI/1-255/2019/SPU Analýza dostupnosti hlavných a alternatívnych vstupov pre priemysel spracovávajúci buničinu, 2019, 38 000 EUR, zodpovedná riešiteľka

APVV Bilateral cooperation SK-BY-RD-19-0014 The formulation of novel compositions and properties study of the polysaccharides based edible films and coatings with antimicrobial and antioxidant plant additives (2019-2021/project team member)

VEGA 1/0245/21: Implementation of the new EU strategy in the Food Chain in Slovakia (project coordinator 2021 – 2023)

H2020 GRANT AGREEMENT Nr.101005259 COMFOCUS (Community on Food Consumer Studies),
2021 – 2024 (local coordinator, WP 3 leader)

Educational projects

SK/05/A/F/EX-5025105 Leonardo da Vinci VETPRO

Transfer of managerial know-how and development of contacts with the practice for enhancement of specialistic education

Solution time : 2005- 2006

SK/05/A/F/EX-5034108 Leonardo da Vinci

Development of specialistic abilities of university students in the area of business management, economics and marketing research

Solution time : 2005- 2006

GRU2/2006/17-k-NR-1 Socrates Grundtvig 2

Multicultural Education for European Citizenship

Solution time : 2006-2007

2006-1903/001-001 Jean Monnet Modul

European consumer and consumer behaviour

Solution time : 1.9.2006-31.8.2009 (15 000 EUR)

74120590/p-NR Grundtvig 2

Multicultural Education for European Citizenship

Solution time : 1.10.2007-31.7.2009

LDV SK/06/A/F/EX-6024094 Leonardo da Vinci, VETPRO, Competitiveness, growth and innovations in theory, research and practice, Solution time : 1.1.2007- 16.9.2007

74221083 Grundtvig

Preparation visits – Grundtvig european conference

Solution time : 27.9.2007-30.9.2007

SK/07/LDV/PRO/01-73230370 Leonardo da Vinci

Improvement of quality of the special economic and managerial education for agricultural sector I.

Solution time : 1.9.2007- 20.7.2008

Leonardo da Vinci SK/09/LDV/PRO/01-93230432 „Zlepšenie kvality odborného ekonomického a manažérskeho vzdelávania pre agropotravinársky sektor III.“ (Improvement of quality of professional economic and managerial education for agri-food sector III), project period: 2009 - 2010

CEINET Project Nr. 1005-003.09: Central European Business, project period: 2010 (21000 EUR)

CEEPUS Applied Economics and Management CEEPUS CIII-SK-0044-06-1112, Network coordinator 2008, 2009, 2010, 2011, 2012, 2013, 2014

Cross-Cultural Management, IP Erasmus, 2011- 2012, local coordinator, coordinator: Technological Institute of Crete, Greece

Leonardo PLM: European Expertise for Slovak Agri-sector: The Training Program for the University Graduates Nr. 11322 1154 (2011 – 2013) (72 000 EUR)

IVF VUSG: International Marketing: A Visegrad Perspective. 2012 – 2015, Nr. 61100001, coordinator (10 000 EUR)

ERASMUS MUNDUS ERANET 2011 – 2014: EU-Russian Academic Network, AGREEMENT NUMBER 2011 – 2573 / 001 - 001 – EMA2, local coordinator

IP Erasmus Socio-economic implications of global crisis for European Youth, ERA/2012/IP/W/0045, 2012, local coordinator, coordinator: Economic University Cracow, Poland

LEONARDO VETPRO Nr. 12323 0202 Green Bridge: European Experiences for Local Sustainable Development, 2012 – 2014 (39 000 EUR)

TEMPUS 530284-TEMPUS-1-2012-1-ES-TEMPUS-JPHES High Objectives of National Organizational Reform, 2012 – 2015, local coordinator, coordinator: Polytechnic University of Catalonia, Barcelona, Spain (67 000 EUR)

IVF Standard Grant: How to teach to live together? Nr. 21220327, local coordinator, coordinator: The Centre of Continuing Education Teachers' Continuing Education Institution, Gdańsk, Poland

Leonardo PLM Nr. 133220344 Európske skúsenosti pre slovenský agrosektor – program odborných stáží pre vysokoškolských absolventov II. 2013 – 2014, Grant 99 584 EUR

TEMPUS 543902-TEMPUS-1-2013-1-SK-TEMPUS-SMGR: (PAGAGRO) Development of Public Accreditation of Agricultural Programs in Russia (980 000 EUR) (main coordinator)

FOODCOST Food quality & Consumer studies. Erasmus plus 2014 – 2017, KA2 Strategic partnership, Nr. 2014-1-SK01-KA203-000464, grant 304 107 EUR (main coordinator)

EULALinks SENSE Partnership: Erasmus Mundus Action 2, Strand 1, Lot 8, Latin American Regional, GA No 2014-0874/001-001 (Local coordinator)

Capacity building in higher education: 581810-EPP-1-2015-SE-EPPKA2-CBHE-JP (RISE)
Modernising Human Resource Management in South Mediterranean Higher Education
koordinátor: Princess Sumaya University for Technology (REGION 3)
celková suma na projekte 988 830,00 EUR (2015 – 2018) (local coordinator)

Therapeutic effects of Apitherapy in Higher Education KA2 Strategic partnership (researcher) Be(e)Therapy. Nr. 2017-1-TR01-K203-045990, 2017- 2020 (project team member)

SAMRS/CETIR/127/393/2018 – 16/4/2018-SAMRS: Towards Agriculture and Rural Development in Albania (TARDA) 5776 EUR (project coordinator) (reg. č. 129/2018/SPU)

Strategické partnerstvo č. 2018-1-TR-01- K204-058739: Assessing and Changing Adult's Behaviour on Sustainable Consumption of Food (local project coordinator) (K2) 31 375 EUR, 2018 - 2021

Professional experience

Date from - Date to	Location	Company	Description
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1993	Netherlands	Agricultural College Deventer	a month study stay oriented on marketing
1996	USA	University of Delaware	a month study stay oriented on international marketing
1998	USA	Cornell University	a two-month study stay oriented on international marketing
1999	Hungary	Agricultural university in Gödöllő	study stay CEEPUS oriented on agrarian and international marketing
2000	USA	University of Delaware	a month study stay – oriented on agrarian and international marketing
2005	Finland	ABO AKADEMI TURKU	lecturing stay Socrates Erasmus on the topic: Comparative study of consumer behaviour in different countries of Central and Eastern Europe (a week stay in September 2005)
2006	Romania	Regional education centre, Bucarest	specialistic stay Leonardo da Vinci - a week stay in April 2006
2006	Finland	PAN – EUROPEAN INSTITUTE TURKU	study and lecturing stay Leonardo da Vinci on the topic Stright foreign investitions in Central and Eastern Europe, Conditions for business in Central and Eastern Europe (2-week stay in September 2006)
2007	Vila Real Portugal	Univerzita De Trás-Os-Monets E Alto Douro	lecturing stay Socrates Erazmus on topic: Doing Business in Slovakia: Marketing and Managerial Approach, How to compete in the Globalized Food Market: Case Study of Successful Slovak Food Producing Companies“ (a week stay in March 2007)
2007	Greece	Chania	specialistic stay Leonardo da Vinci on Mediterranean agronomic institute - a week stay in June 2007
2007	Italy	University of Bari	specialistic and lecturer stay Leonardo da Vinci on topic International marketing (a week stay in July 2007)
2007	Spain	University of Cordoba, ETEA	lecturer stay during the European week on topic: Consumer in Europe of Regions: consumer behaviour and marketing consequences (Jean Monnet Activity) (a week stay in November 2007)
2008	Austria	BOKU Wien	lecturer stay CEEPUS in November 2008 oriented on business relationships of Slovakia, V4 countries, EU countries and countries outside EU.
2010	Poland	Agricultural University Cracow	CEEPUS lecturing stay, May, 2010
2010	Malta	Consolidated Biscuits, Co. Birkirkara	Leonardo da Vinci study stay, July 2010
2011	India	Delhi School of Professional Studies and Research	Visiting lecturer at the course of International marketing (delivering lectures and grading the students, January 2011
2011	Croatia	University of Zagreb	CEEPUS lecturing stay, May 2011
2011	Kazakhstan	Kazakh National Agrarian	Visiting lecturer at the course of International

		University, Almaty	marketing (delivering lectures and grading the students, November 2011)
2012	Poland	Economic University in Poznan	CEEPUS teacher (May 2012), lecture on Marketing innovations
2012	Kazakhstan	Kazakh National Agrarian University, Almaty	Visiting lecturer at the course of International marketing: Visegrad Perspective (delivering lectures and grading the students, October 2012)
2013	Kenya	Jomokenyatta University of Agriculture and Technology, Nairobi	Presentation of the SUA at the regional Expo „Global South South Development“ and JKUAT (October 2013)
2014	Singapore	Global marketing conference 2014	Presentation of the conference paper in the section: Neuromarketing
2015	Croatia	University of Zagreb	MBA lecture on International marketing strategies
2015	Poland	Agricultural University in Krakow	CEEPUS teacher (May 2015), lecture on Marketing strategies for emerging markets
2016	USA	Louisiana State University, USA	Preparing the concept of the double degree program in the field of Business economics and Certification program for LSU students
2016	Hong-Kong	Global marketing conference 2016	Presentation of the conference paper in the section: Neuromarketing
2016	Poland	Economic University Poznan	Serie of lectures for PhD students on international marketing and innovative trends in marketing
2017	Poland	Agricultural University in Krakow	CEEPUS teacher: lecture on Marketing strategies for emerging markets
2018	Mongolia	Mongolian University of Life Sciences in Ulaanbaatar	One week Erasmus plus program
2018	Japan	Tokyo Food and beverages conference	Conducting workshop and presentation of research paper