



## **JANKA TÁBOŘECKÁ – PETROVIČOVÁ**

### **BIOGRAPHY**

Janka Tábořecká – Petrovičová is Associate Professor and Deputy Head of the Department of Corporate Economics and Management at Faculty of Economics, Matej Bel University, in Banská Bystrica, Slovakia; member of the Faculty Scientific Council; guarantee of Bachelor degree Business Economics and Management and co-ordinator of Double Degree Master study program Marketing Management of Business by Matej Bel University and International Marketing by Faculty of Management Economic University in Krakow, Poland. Previously she was also lecturer, module leader and consultant within MBA study in co-operation with Nottingham Trent University for the courses Managing Strategic Marketing, Understanding Strategy, Consultancy Project and Dissertation and course lecturer of Sales Management for MBA Slovakian Sales Manager Akademie.

Her research and educational interests cover areas of consumer behaviour, strategic marketing and management issues or service quality and customer satisfaction. In this field she published as author or co-author papers in various academic journals (e.g. E&M Economics and Management, Psychology & Marketing, Journal of Economics) and chapters in scientific monographs issued by Springer or IGI Global. Currently she is a member of editorial board for International Review of Management and Marketing and reviewer for various international journals.

She has taught at several universities abroad (Italy, Turkey, Hungary, and Netherland) and actively participated in a number of conferences (Romania, Hungary, UK, Austria). She coordinated or participated in many national and international projects (e.g. Consumer Behaviour Research Network “COBEREN” involving 30 countries in Europe or “Hidden Champions in Central and Eastern Europe” project involving 12 countries).