



CATHOLIC UNIVERSITY IN RUŽOMBEROK

—Shaping minds and hearts—

FACULTY OF EDUCATION

Hrabovská cesta 1, 034 01 Ružomberok

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Projects at the Department of Management, Faculty of Education, CU

VEGA

Project name: Nonlinearity of requirements and its integration into the quality management process

Grant agency and project no.: VEGA 1/0663/18

Project duration – 2018-2020

Project leader for FE CU: doc. Mgr. Peter Madzík, PhD.

Annotation:

The aim of this project is to design an integrated quality management model that will be able to respect the natural nonlinearity of requirements - the different relationship between the degree of fulfillment of the requirement and overall customer satisfaction. The proposed model will be based on the knowledge gained in a detailed examination of the links in the so-called a quality loop that represents a comprehensive approach to quality management. The project will process data from national surveys as well as other secondary sources. The results of the project will help to understand the latent links between customer requirements and customer satisfaction as well as enable a structured transfer of requirements into product characteristics. The project covers four areas, the solution of which can be filled with relatively significant shortcomings in the theory of quality management as well as in the practical level of quality assurance: 1) knowledge requirements, 2) their integration, 3) determining quality priorities from the organization and 4) the impact of marketing communication on customer perception of quality.



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KEGA

Project name: Theory and practice of international management and entrepreneurship in a multicultural environment

Grant agency and project no.: KEGA 005SPU-4/2019

Project duration: 2019-2021

Project leader for FE CU: prof. Ing. Iveta Ubrežiová, CSc.

Annotation:

The KEGA project entitled "Theory and Practice of International Management and Entrepreneurship in a Multicultural Environment" focuses on developing the content and didactic side of teaching aids: a modern national university textbook on International Management and Entrepreneurship, university scripts for e-learning and distance learning. Teaching aids reflect on the latest didactic aspects in higher education and bring hither-to unpublished innovative forms of education in Slovakia. These teaching aids will be used for key subjects in study programs accredited in the study fields of Economics and Business Management. Modern bilingual (slovak-english or english) teaching aids in the form of a textbook from the subject International Management and Entrepreneurship do not currently exist, or are sold out for years and therefore these teaching aids would be unique in the domestic market of university textbooks due to their new and innovative grasp of the didactic side. The student will have the opportunity to master professional terms and acquire foreign language competence. Innovative teaching aids, a uniquely designed bilingual textbook will offer students advanced education and maximize successful preparation for the graduate's implementation in the labor market.

Project name: An embodied experience with the use of art action

Grant agency and project no.: KEGA 002KU-4/2019

Project duration: 2019-2021

Project leader for FE CU: doc. PaedDr. Barbora Kováčová, PhD.

Annotation:

The main goal of the project is to compile, implement and present situational-art-action models with the use of art action in artistic activity with a person during his biodromal journey, in terms of preschool age, through school age to adolescence, adulthood to the elderly. The ultimate intention is a public artistic and visual presentation of the possibilities and limits offered by art action during a person's (whole) life journey, regardless of his artistic predispositions and experiences.



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ERASMUS+ PROJECTS

Project name: Implementation of Consumer Neuroscience and Smart Research Solutions in Aromachology

Grant agency and project no.: Erasmus+ KA2 Strategic Partnerships for Higher Education 2018-1-SK01-KA203-046324

Doba riešenia: 2018 – 2021

Project leader for FE CU: Mgr. Karol Čarnogurský, PhD.

Partner organizations: Catholic University in Ružomberok, Aroma Marketing, s.r.o. (SK), University of Chemistry and Technology, Prague (CZ), Poznań University of Economics and Business (PL), Universidad Miguel Hernández (ESP), University of Southern Denmark (DK), REIMA AirConcept GmbH (DE)

Annotation:

The aim is to examine the impact of aromatization and air quality on human emotions in selected areas, and the economic results (number of produced units, accident rate, evaluation of the working environment, sales, sale of specific products, number of scanned goods at the checkout, customer satisfaction, number of sold services, selection of specific service, environmental assessment, etc.).

SLOVAK RESEARCH AND DEVELOPMENT AGENCY

Project name: Use of consumer neuroscience and innovative research solutions in aromachology and its application in production, trade and services

Grant agency and project no.: APPV-17-0564

Project duration – 2018 - 2022

Project leader for FE CU: Mgr. Karol Čarnogurský, PhD.

Project leader for Slovak University of Agriculture in Nitra: Ing. Jakub Berčík, PhD.

Annotation:

The essence of the project is to systematically examine the synergistic connection of brain, physiological and psychological processes with aromachology, as well as their economic efficiency and effectiveness in selected sectors of the national economy: production, trade and services. These processes will be investigated through innovative research solutions and consumer neuroscience represented by biometric, neuroscientific and behavioral studies in real



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and laboratory conditions. The subject of interest will be to investigate the targeted impact of the use of flavors in the behavior of visitors, customers and employees. In the domestic and foreign markets, the number of companies implementing aromachology is rising (i.e. they aromatize their premises or create olfactive traces of the brand), and at the same time they apply it in practice in various sectors. Nevertheless, there is still a lack of substantiated studies and research on the Slovak market, which would confirm the effects of any fragrance on the economic performance of companies, influencing customers when shopping or spending time in premises, as there are no tests of fragrances in real shopping space. The prerequisite for acquiring new relevant knowledge in this area is not only the use of available biometric and neuroimaging methods, but also the involvement and development of new information and communication technologies. A significant benefit in this area will be the precise control of air quality factors on the one hand and their conscious impact on people on the other, in order to detect preferential changes related to air quality. Combinations with other sensory perceptions, such as taste, light, color and sound, will also be an essential part of aromachology research. Their contribution lies mainly in the form of new knowledge about the positive or negative perception of various aromas affecting several senses of man.