

# Ing. Zdenko Metzker

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Nationality: Slovak

## EDUCATION

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- 2020 – 2024      **Economics and management** – Ph.D. studies  
Thomas Bata University in Zlín, Faculty of management and economics
- 2018 – 2020      **Enterprise economics** – master’s degree  
Thomas Bata University in Zlín, Faculty of management and economics  
**Diploma thesis:** *The Business Plan of Establishing a New Enterprise Subject in the Area of Gambling* – dean awarded thesis  
*Academic degree Ing.*
- 2015 – 2018      **Management and economics** – bachelor’s degree  
Thomas Bata University in Zlín, Faculty of management and economics  
**Bachelor thesis:** *The Analysis of the Operating Model of the Vlastivedné Múzeum v Považskej Bystrici for the Purpose of Establishing a Technical Museum* – dean awarded thesis  
*Academic degree Bc.*

## WORK EXPERIENCES

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- 2020 – Present      **Risk manager**  
Roklen360 a. s. ([www.roklen.cz](http://www.roklen.cz))
- 2020 – Present      **Executive manager**  
Metzker Group s. r. o. ([www.metzker.sk](http://www.metzker.sk))
- 2018 – Present      **Executive chairman;** Collectors club of historical motorcycles from Považská Bystrica ([www.metzker.sk](http://www.metzker.sk))
- 2014 – 2019      **Executive chairman;** Old-timer club Manín Považská Bystrica ([www.veteran-manin.eu](http://www.veteran-manin.eu))

## LANGUAGES

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English - B2  
German - B2

## SELECTED SCIENTIFIC PUBLICATION

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Metzker, Z., Streimikis, J. (2020). CSR activities in the Czech SME segment. *International Journal of Entrepreneurial Knowledge*, 8(1), 49-64. <https://doi.org/10.37335/ijek.v8i2.101>

Svabova, L., Metzker, Z., Tomasz, P. (2020). Development of unemployment in Slovakia in the context of the COVID-19 pandemic, *Ekonomicko-manazerske spektrum*, 14(2), 114-123. <https://doi.org/10.26552/ems.2020.2.114-123>

Metzker, Z., Streimikis, J. (2020). Lotteries in Slovakia. The Business Legislation in the Lotteries Segment and Selected Slovakia’s Region Population’s Relationship to Gambling. *Adiktologie*, 20(3-4), 125-135; <https://doi.org/10.35198/01-2020-002-0006>

Metzker, Z., Zvarikova, K. (2021). The Perception of Company Employees by SMEs with CSR Concept Implementation. *International Journal of Entrepreneurial Knowledge*, 9(1), 81-96. <https://doi.org/10.37335/ijek.v9i1.128>

Amoah, J., Belás, J., Khan, K. A., Metzker, Z. (2021), " Antecedents of Sustainable SMEs in the Social Media Space: A Partial Least Square-Structural Equation Modeling (PLS-SEM) Approach ", Management & Marketing. *Challenges for the Knowledge Society*, Vol. 16, No. 1, pp. 26-46. <https://doi.org/10.2478/mmcks-2021-0003>

Metzker, Z., Belas, J., & Amoah, J. (2021). The Perception of Using Social Media – A Comparison of Entrepreneurs Implementing CSR in Managerial Practice and other Entrepreneurs in Selected V4 Countries. *Marketing and Management of Innovations*, 2, 191-203. <https://doi.org/10.21272/mmi.2021.2-16>

Belás, J., Damborský, M., Metzker, Z., & Šuleř, P. (2021). Perception of selected strategic management factors of SME in V4 countries. *Serbian Journal of Management*, 16(2).

Amoah, J., Belás, J., Khan, K. A., & Metzker, Z. (2021). Antecedents of sustainable SMEs in the social media space: A Partial Least Square-Structural Equation Modeling (PLS-SEM) approach. *Management & Marketing-Challenges for the Knowledge Society*. 16(1), 26-46. <https://doi.org/10.2478/mmcks-2021-0003>

Maloku, S., Çera, G., Metzker, Z., Lushi, I., & Poleshi, B. (2021). The role of access to information in trading relationship and plans for future activities. *Journal of International Studies*. 14(2), 113-127. <https://doi.org/10.14254/2071-8330.2021/14-2/8>

Metzker, Z., Marousek, J., Zvarikova, K., Hlawiczka, R. (2021). The perception of SMEs bankruptcy concerning CSR implementation. *International Journal of Entrepreneurial Knowledge*, 9(2), 85-95. <https://doi.org/10.37335/ijek.v9i2.133>

Metzker, Z., Marousek, J., Hlawiczka, R., Belas, J. Jr., & Khan, K. A. (2021). The Perception of the Market and Operational Area of Business by Service Sector and Tourism Companies in terms of CSR implementation. *Journal of Tourism and Services*, 23(12), 217-236. <https://doi.org/10.29036/jots.v12i23.328>

## PROJECTS

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| 2021 – 2022 | IGA/FaME/2021/005 – Significant factors in the sustainability of economic growth with a focus on the SME segment [main investigator]. |
| 2019 – 2020 | IGA/FaME/2019/002 – The role of institutional environment in fostering entrepreneurship [investigator].                               |

## PEDAGOGICAL ACTIVITIES

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| 2021 – Present | Seminars in subject Enterprise economics, Faculty of Management and Economics, Tomas Bata University in Zlín. |
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