

# Curriculum vitae (CV)

## Personal information

Title, name, surname: Ing. Zuzana Vaculčíková, Ph.D.  
Birth surname: Jurigová  
Nationality: Slovak  
Email: [vaculcikova@utb.cz](mailto:vaculcikova@utb.cz)  
Phone number + 420 728 691 283

## Education

**2013-2017** **Tomas Bata University in Zlín**, Faculty of management and economics  
Programme: *Economics and Management (Ph.D.)*

**2011 – 2013** **Tomas Bata University in Zlín**, Faculty of management and economics  
Programme: *Economics and management(master 's study, Ing.)*  
Study field: *Business Administration and Entrepreneurship,*  
*specialization: Entrepreneurship in Tourism Services*

**2008- 2011** **Tomas Bata University, Faculty of Humanities**  
Programme: *Filology (bachelor study, Bc.)*  
Study field: *English for Business Administration*

## Work experience

**2016 – present** **Tomas Bata University in Zlín**, Faculty of management and economics  
Function: *senior lecturer*

**2013 – 2017** **ZELENKA Czech Republic s.r.o., Zlín**  
Function: *Business Development Manager*

## Language skills

Mother tongue **slovak**  
Other languages **English** – C1(state exam from English language on level B2)  
**German** – A1

## Computer skills

**Microsoft Office**  
– *Word, Excel, PowerPoint, Outlook*

**Hoteltime software**  
– *Information and reservation software and platform for hotels*

**LivePlan software**  
– *Software for creating and simulating a business plan*

**QuaHill**

### **Pedagogical activities**

- teaching subjects: Economics and entrepreneurship in tourism services, Service economics, Enterprise Economics, Information technology in tourism, International tourism, Business economics 1, Business support and its sustainability, Services Economics, Basics of business economics
- management and opposition of bachelor's and diploma theses
- reviews of articles (DOKBAT conference, IDS conference, Sustainability)

### **Projects**

<b>2022 – 2024</b>	coresearcher – <i>Smart Business Skills of Tourism University Students Applicable on International Labour market</i> (Erasmus+ Cooperation partnerships in Higher Education (HED))
<b>2021 - 2024</b>	coresearcher – <i>Development of a system for monitoring and evaluating selected risk factors of the physical load of work operations in the context of Industry 4.0.</i> (TAČR – Trend FW03010194)
<b>2021 - 2023</b>	coresearcher – <i>New joint education in the tourism segment with an emphasis on the competencies required by the labor market in the spa industry of selected cross-border regions</i> (Interreg V-A SK CZ NFP304011AZS2)
<b>2021 - 2022</b>	coresearcher – <i>IDS International doctoral seminar</i> (Interreg V-A SK CZ Fond malých projektov)
<b>2021</b>	coresearcher – NAWA – <i>Competent student – Experienced graduate</i>
<b>2020 – 2021</b>	coresearcher FSR-S/2020/FaME/001 – <i>The concept of sustainable development of tourism in the conditions of individual economies</i>
<b>2018 - 2022</b>	coresearcher – <i>Innovation of management systems of tourism entities using process management tools</i> (TAČR ÉTA)
<b>2018</b>	coresearcher – <i>Innovation of the field of Business Economics</i> (OP VVV – ESF)
<b>2017, 2018</b>	coresearcher – <i>Knowledge-intensive business activities, social entrepreneurship and management innovation</i> (RVO)
<b>2017</b>	coresearcher – <i>The creation and support of the research team in the logistics industry as the base for bilateral cooperation</i> (Norwegian grants)
<b>2017</b>	coresearcher of IGA – <i>Economic sustainability in spa services</i>
<b>2015 – 2016</b>	key researcher of IGA – <i>Economic sustainability of tourism enterprises</i>
<b>2016 - ongoing</b>	coresearcher of IGA – <i>Student scientific and professional activity - SVOČ</i>
<b>2016</b>	coresearcher of Norwegian grants – <i>Building a research team in the field of social economy as sources of sustainable economic growth of post-industrial European regions</i>

## **SELECTED PUBLICATIONS**

TUČKOVÁ, Zuzana, VACULČÍKOVÁ, Zuzana, HRABAL, Martin and Jitka MATTYAŠOVSKÁ. *Klíčové procesy v cestovním ruchu a jejich charakteristika*. Praha: Wolters Kluwer, ČR, 2021, 252 p.

HUNG, Vo Viet, Sandeep Kumar DEY, Zuzana VACULČÍKOVÁ and Hoang Anh Trieu LE. The influence of tourists' experience on destination loyalty: A case study of Hue City, Vietnam. *Sustainability (Switzerland)*. 2021, Vol. 13, No. 16. ISSN 2071-1050.

DEY, Sandeep Kumar, Zuzana VACULČÍKOVÁ and Zuzana TUČKOVÁ. Measuring business process innovations among tourism enterprises in the Czech Republic: A PLS-GLM approach. *Marketing and Management of Innovations*. 2021, iss. 4, p. 218-229. ISSN 2218-4511.

VACULČÍKOVÁ, Zuzana, TUČKOVÁ, Zuzana and Arsen Jomardyan, 2020. Destination branding as an effective economic tool for increasing awareness: Czech Republic case study. *International Advances in Economic Research*, Vol. 26, p. 453–455. DOI: <https://doi.org/10.1007/s11294-020-09804-1>

ŠÍP, J. VACULČÍKOVÁ, Z., TUČKOVÁ, Z. and kol. *Venkovský cestovní ruch*. Společnost vědeckých expertů cestovního ruchu (SVECR), z.s., 2020. p. 72-81. ISBN 978-80-210-9593-9

VACULČÍKOVÁ, Zuzana, TUČKOVÁ, Zuzana and Xuan Thanh NGUYEN, 2020. Digital marketing access as a source of competitiveness in traditional Vietnamese handicraft villages. *Innovative Marketing*, Vol. 16 2020, iss.1, p. 1-10. DOI: [http://dx.doi.org/10.21511/im.16\(1\).2020.01](http://dx.doi.org/10.21511/im.16(1).2020.01).

VACULČÍKOVÁ, Zuzana, TUČKOVÁ, Zuzana and Adriana DORKOVÁ, 2019. Evaluation of yield management as a revenue-increasing tool: Case study. *Proceedings of the 2nd International Conference on Tourism Research (ICTR 2019)*. p. 338-344.

KUNCOVÁ, Martina, TUČKOVÁ, Zuzana and Zuzana VACULČÍKOVÁ, 2019. The tourism infrastructure in the Czech regions – Multi-criteria comparison. *Proceedings of the 32nd International Business Information Management Association Conference, IBIMA 2018 - Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth*. p. 3336-3344.

VACULČÍKOVÁ, Zuzana and Zuzana TUČKOVÁ, 2018. Economic Sustainability of Tourism Businesses – known or unknown concept in the hotel sector? *International Conference on Tourism Research*, p. 1-9.

JURIGOVÁ (Vaculčíková), Zuzana and Zuzana TUČKOVÁ, 2018. Social Aspects of Business and their Impact on the Potential Development and Performance of a Firm: Case Study of Norway. *International Advances in Economic Research*, Vol. 24, iss. 3, p. 1-2.

SLINTÁK, Karel, BRIŠ Petr and Zuzana VACULČÍKOVÁ, 2018. Innovative company: A story of Linet. *Journal of Security and Sustainability Issues*, Vol. 7, p. 533-548.

JURIGOVÁ (Vaculčíková), Zuzana, TUČKOVÁ Zuzana and Oskar SOLENES, 2017. The Impact of Chosen Economic Indicators on Tourism Sustainability: Case Study of the Czech Republic and Norway. *Journal of Security and Sustainability Issues*. Vol. 7, No. 1, p. 113-121.

SVĚRÁK, Petr and Zuzana JURIGOVÁ (Vaculčíková), 2017. Investment Decisions' Analysis in the Hotel Industry in Chosen Czech Regions. *Proceedings of the 18th European Conference on Knowledge Management*. UK: Academic Conferences and Publishing International Limited. p. 1220-1227. ISBN: 978-1-911218-49-4.

JELÍNKOVÁ, Darina, TUČKOVÁ, Zuzana and Zuzana JURIGOVÁ (Vaculčíková), 2017. Market segment of families with children: a new stimulus for modern Czech spa industry? *Journal of International Studies*. Vol. 10, iss. 2, p. 158-169- DOI: 10.14254/2071-8330.2017/10-2/12.

SLINTÁK, Karel and Zuzana JURIGOVÁ (Vaculčíková), 2017. Transformation of traditional management model. *Proceedings of the 8th International Scientific Conference Finance and Performance of Firms in Science, Education and Practice*. p. 986-993.

TUČKOVÁ, Zuzana et al., 2016. *The Social Economy, Social Enterprises and Outline of Sustainability*. Praha: Wolters Kluwer, s. 152. ISBN 978-80-7552-459-1. Kapitola v odborné knize (C).

TUČKOVÁ, Zuzana and Zuzana JURIGOVÁ (Vaculčíková), 2016. European cultural routes as a tourist phenomenon. *Czech Hospitality and Tourism Papers*. Vol. 12, iss. 26, p. 87-99. ISSN 1801-1535.

TUČKOVÁ, Zuzana, JURIGOVÁ (Vaculčíková), Zuzana and Gabriela ROŠLAPILOVÁ, 2016. Analysis of the Attractiveness and Potential of the Local Region with Emphasis on Culinary Tourism. *International Journal of Tourism*. Vol. 1, p. 1-6. ISSN: 2367-9131.

JURIGOVÁ (Vaculčíková), Zuzana, 2016. Tourism industry analysis with the Czech Republic as the focal point. *Procedia Economics and Finance*. Vol. 39, p. 305-312. DOI: 10.1016/S2212-5671(16)30328-8.

JURIGOVÁ (Vaculčíková), Zuzana, Zuzana TUČKOVÁ and Martina KUNCOVÁ, 2016. Economic sustainability as a future phenomenon: moving towards a sustainable hotel industry. *Journal of Security and Sustainability Issues*. Vol. 2016, iss. 6, p. 103-112. DOI: 10.9770/jssi.2016.6.1(7)

JURIGOVÁ (Vaculčíková), Zuzana, 2016. Tourism: New Destination of Global Business Environment. *International Advances in Economic Research*. US: Springer. Vol. 22, iss. 3, p. 351-352. DOI: 10.1007/s11294-016-9584-x. Článek v recenzovaném časopise SCOPUS.

JURIGOVÁ (Vaculčíková), Zuzana and Zuzana TUČKOVÁ, 2016. Sustainable tourism in a knowledge based economy. *Proceedings of the 17th European Conference on Knowledge Management, ECKM*. Academic Conferences Ltd. Vol. 2016-January, p. 1038-1046. ISBN: 978-1-911218-02-9.

STASIAK-BETLEJEWSKA, Renata, Zuzana TUČKOVÁ, Zuzana JURIGOVÁ (Vaculčíková) and Darina JELÍNKOVÁ, 2016. Is transportation the most stable sector within the Czech tourism industry? *Periodica Polytechnica Transportation Engineering*. Vol. 44, iss. 4, p. 228-234.

TUČKOVÁ, Zuzana, Zuzana JURIGOVÁ (Vaculčíková) and Monika PALATKOVÁ, 2015. Performance of Tourism in the Czech Republic. *Proceedings of the 7th International Scientific Conference Finance and Performance of Firms in Science, Education and Practice*.

SLINTÁK, Karel and Zuzana JURIGOVÁ (Vaculčíková), 2015. The Hidden Costs of „How“ Companies. *Proceedings of the 7th International Scientific Conference Finance and Performance of Firms in Science, Education and Practice*.

JURIGOVÁ (Vaculčíková), Zuzana and Zuzana LENCŠÉSOVÁ, 2015. Monitoring System of Sustainable Development in Cultural and Mountain Tourism Destinations. *Journal of Competitiveness*. Vol.7, no.1, p. 35-52. DOI: doi.10.7441/joc.2015.01.03.

TUČKOVÁ, Zuzana and Zuzana JURIGOVÁ (Vaculčíková), 2014. *The Meaning of Tourism and Tourism Services in the V4 Countries*. GEORG, Žilina, p. 257. ISBN: 978-80-8154-079-0.

## **Conferences**

2019, University Portucalense, Porto (Portugal): the 2nd International Conference on Tourism Research

2019, Seville, Spain: S-BPM ONE (business process management oriented conference)

2018: JAMK University of Applied Sciences (Finland), Jyväskylä, Finland: International Conference on Tourism Research

2018 – Colombo, Sri Lanka: International Tourism Research Conference in Colombo and Tourism Leaders' Summit

IBIMA 2018 - Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth.

2016, Belfast, UK: the 17th European Conference on Knowledge Management