

CURRICULUM VITAE

LENKA BRANSKÁ

EDUCATION AND SCIENTIFIC AND PEDAGOGICAL DEGREES

- 2011 Successfully completed procedure for appointment as an associate professor in the field of Management and Economics of Enterprises, Tomas Bata University in Zlin, Faculty of Management and Economics
Habilitation thesis on the topic “Quick Response Method Application in Supply Chains Involving Chemical Continuous Productions”
- 1997 – 2001 Doctoral study in the field of Enterprise Management and Economics, University of Pardubice, Faculty of Chemical Technology
Dissertation on the topic “Strategic Planning of Distribution Channels in Chemical Companies”
- 1987 – 1991 Master’s study in the field of Economics and Management of chemical and food industries, University of Chemistry and Technology, Pardubice
Diploma thesis on the topic “Analysis of Organizational Structure of Project Institution”

EMPLOYMENT

- 2012 – present University of Pardubice, Faculty of Chemical Technology, associate professor (2007 – 2015 Head of the Department of Economy and Management of Chemical and Food Industries, 2015 – 2018 Deputy Head of the Department of Economy and Management of Chemical and Food Industries)
- 1999 – 2012 University of Pardubice, Faculty of Chemical Technology, assistant professor (2005 – 2007 Deputy Head of the Department of Economy and Management of Chemical and Food Industries for pedagogical activities)

STUDY AND WORK ABROAD

- 2018 – 4 weeks University of Dubrovnik, Dubrovnik, Croatia
- 2017 – 1 week Lund University, Lund, Sweden, program Erasmus
- 2017 – 1 week University of Dubrovnik, Dubrovnik, Croatia, program Erasmus
- 2015 – 1 week University of Dubrovnik, Dubrovnik, Croatia, program Erasmus
- 2014 – 1 week University of Madeira, Funchal, Portugal, program Erasmus
- 2012 – 1 week Link School of English, Valleta, Malta
- 2008 – 1 week Kaunas University of Technology, Kaunas, Lithuania, program Erasmus
- 2005 – 4 weeks University of Malta, English Language Institute, Malta

PEDAGOGICAL ACTIVITY

LECTURING

UNIVERSITY OF PARDUBICE, FACULTY OF CHEMICAL TECHNOLOGY

Doctoral study programmes: Process Management of Manufacturing Systems (2009 – present), Quality, Environmental, Health and Safety Management (2009 – 2015)

Master's study programmes: Economics and Management of Chemical Manufacturing (2007 – present); Quality, Environment and Safety Management (2007 – present); Business Operations (2019 – present).

Bachelor's study programmes: Management of Chemical and Food Manufacturing (2005 – 2018), Introduction to Management of Chemical and Food Manufacturing (2019 – present), Management (2010 – 2014)

SUPERVISION OF FINAL THESES (defended theses)

Diploma theses: University of Pardubice, Faculty of Chemical Technology (20)

Bachelor's theses: University of Pardubice, Faculty of Chemical Technology (14)

MEMBERSHIP IN COMMITTEES FOR STATE DOCTORAL AND FINAL EXAMINATIONS

MEMBERSHIP IN COMMITTEES FOR STATE DOCTORAL EXAMINATIONS AND DEFENCE OF DISSERTATIONS: University of Chemistry and Technology, Faculty of Chemical Engineering, Prague, Czech Republic; University of Pardubice, Faculty of Chemical Technology, Pardubice, Czech Republic

MEMBERSHIP IN COMMITTEES FOR STATE FINAL EXAMINATIONS: University of Pardubice, Faculty of Chemical Technology, Pardubice, Czech Republic

GUARANTEE OF STUDY PROGRAMMES

Guarantor of the bachelor's study programme Economy and Management of Chemical and Food Industry at the Faculty of Chemical Technology, University of Pardubice (2013 – 2021)

PEDAGOGICAL GRANTS

Project IRS/2019/003 Creating Subjects of “Forecasting in Business Management“ and “Business Operations“ in the newly accredited Master's Degree Programme “Economy and Management of Chemical Industry Enterprises“, Ministry of Education, Youth and Sports CZ, member of researcher team, 2019.

Project IRS/2017/006 “Innovation of the Quality, Environment and Safety Management Course Taught in Master's Degree Programmes at FCHT“, Ministry of Education, Youth and Sports CZ, lead researcher, 2017.

Project IRS/2015/062 “Multimedia Presentations of Selected Business Processes to Increase Effectiveness of Economic-Managerial Courses“, Ministry of Education, Youth and Sports CZ, member of researcher team, 2015.

Project CZ.1.07/2.2.00/15.0343 “Innovation of Tuition in the Fields of Study Economy and Management of Chemical and Food Industry Enterprises at the University of Pardubice”, Operational Programme “Education for Competitiveness”, guarantor of project, 2010 – 2013.

Project IRS/2008 “Creation of a New Subject Management of Chemical and Food Productions” Ministry of Education, Youth and Sports CZ, lead researcher, 2008.

RESEARCH

RESEARCH PROJECTS

Standard projects supported by the Grant Agency of the Czech Republic (GAČR), member of project team: Project No 403/12/1279 “Tools for Strengthening the Long-term Relationships with Customers based on Integration and Cooperation of Value Network Subjects”, 2012 – 2014.

Standard projects supported by the Grant Agency of the Czech Republic (GAČR), member of project team: Project No 402/06/0577 “Increase of Company Performance Efficiency through Differentiated CRM on a Basis of Customer Actual and Potential Value to a Company”, 2006 – 2008.

Specific science projects, University of Pardubice grant competition, member of the project team: Advanced Practices of Environmental Engineering and Value Management (2019), Modern Practices in the Fields of Environmental Engineering and Value Management (2018), Methods and Techniques of Environmental Engineering and Value Management (2017), Development and Application Methods and Techniques of Environmental Engineering and Value Management (2016), Application of Modern Techniques in Environmental and Chemical Engineering, and Management of the Value Networks (2015), Modern Practices and Operations in Environmental and Chemical Engineering, and Performance Management in the Value Networks (2014), Advanced Practices of Environmental Engineering and Value Management (2011), Development of New Procedures for Environmental Engineering and Network Value Management (2010).

Scientific projects funded by grant agency of University of Pardubice: lead researcher: Analysis of the State of Implementation of QMS, EMS a HSMS Systems and Possibilities their Integration (2006), Transformation of Quality Management System in Chemical Enterprise (2002), Influence of the Market Environment Turbulence for the Distribution Channels Creation in Chemical Enterprises (1998), Organization of Marketing in Chemical Enterprises (1997).

Scientific projects funded by grant agency of University of Pardubice: member of researcher team: Attributes of the Offer Quality Increasing for Products Intended for Production Consumption (2003).

MEMBERSHIP IN COMMITTEES OF CONFERENCES

2019 – 9th International Congress “CLC 2019 – Carpathian Logistics Congress“; AGH University of Science and Technology, Poland, VŠB – Technical University of Ostrava, Czech Republic, VŠ ŠKODA AUTO University, Czech Republic, Technical University Kosice, Slovakia, 2 – 4 December 2019, Zakopane, Poland.

2018 – 8th International Congress “CLC 2018 – Carpathian Logistics Congress“; AGH University of Science and Technology, Poland, VŠB – Technical University of Ostrava, Czech Republic, VŠ ŠKODA AUTO University, Czech Republic, Technical University Kosice, Slovakia, 3 – 5 December 2018, Praha, Czech Republic

2017 – 17th International Business Logistics in Modern Management, University J.J. Strossmayer in Osijek, Faculty of Economics in Osijek, 12 – 13 November 2017, Osijek, Croatia.

2017 – 7th International Congress “CLC 2018 – Carpathian Logistics Congress“; AGH University of Science and Technology, Poland, VŠB – Technical University of Ostrava, Czech Republic, VŠ ŠKODA AUTO University, Czech Republic, Technical University Kosice, Slovakia, 28 – 30 June 2017, Liptovský Ján, Slovakia.

2008 – International Scientific Conference “Customer Relationship Management ‘08“, University of Pardubice, Faculty of Chemical Technology, 24 – 25 September 2008, Lázně Bohdaneč, Czech Republic.

2007 – International Scientific Conference “Customer Relationship Management ‘07“, University of Pardubice, Faculty of Chemical Technology, 10 – 11 September 2007, Lázně Bohdaneč, Czech Republic.

2006 – International Scientific Conference “Customer Relationship Management ‘06“, University of Pardubice, Faculty of Chemical Technology, 7 – 8 November 2006, Lázně Bohdaneč, Czech Republic.

2006 – International Scientific Conference “Mladý ekonóm 2006 – Spájanie vedy, výzkumu a praxe podmienkach budovania znalostnej ekonomiky“, EU Bratislava, OF, 7 June 2006, Bratislava, Slovakia.

2005 – International Scientific Conference “ECOMA 2005 – Economy and Management of Enterprises in Transition Economies in the Global Market Environment“, University of Pardubice, Faculty of Chemical Technology, 29 – 30 June 2005, Lázně Bohdaneč, Czech Republic.

2003 – Scientific-Pedagogical Conference “Výuka a výzkum v odvětvových ekonomikách a podnikovém managementu na vysokých školách“, University of Pardubice, Faculty of Chemical Technology, 21 – 22 October 2003, Lázně Bohdaneč, Czech Republic.

2000 – International Pedagogical Conference “Výuka a výzkum v odvětvových ekonomikách a podnikovém managementu na technických vysokých školách“, University of Pardubice, Faculty of Chemical Technology, 19 – 20 September 2000, Lázně Bohdaneč, Czech Republic.

2000 – International Scientific Conference “Mladý ekonóm 2000“, EU Bratislava, OF, 18 April 2000, Bratislava, Slovakia.

1999 – International Conference “EKOMA ‘99 – Ekonomika a management podniků v podmínkách jejich restrukturalizace“, University of Pardubice, Faculty of Chemical Technology, 7 – 8 September 1999, Lázně Bohdaneč, Czech Republic.

PUBLICATIONS

Author or co-author of 7 monographs (Preferences of Logistics Services in Supply Chains with Fast Moving Consumer Goods, Tools to Strengthening Relations with Customers in B2B Market, Differentiated Customer Relationship Management: Modern Strategy of Company Growth, Customer Relationship Management (CRM) through Differentiated Value-Based Management, Differentiated CRM Strategy according to a Customer Value to a Company etc.).

Author or co-author of more than 30 professional articles (Ekonomski vjesnik, Engineering Economics, Chemické listy, Przemysl Chemiczny, Scientific Papers of the University of Pardubice, Series A, Scientific Papers of the University of Pardubice, Series B, Economics and Management, Transport and Logistics, Contemporary & Economics, KSI Transactions on Knowledge Society, Logistic-marketing Aspects of the Enterprise Management, Acta academica karviniensia, Trends Economics and Management, Marketing & Komunikace, Moderní řízení, Vedecké listy aj.).

Author or co-author of 70 conference papers.

CITATIONS REGISTERED IN THE WEB OF SCIENCE (WOS) DATABASE

Number of citations in WoS without self-citations: 24

REVIEWING

REVIEW OF PROFESSIONAL ARTICLES for journals

The Service Industries Journal, Journal of Business Economics and Management; Journal of Industrial and Production Engineering; Trends Economics and Management

REVIEW OF DOCTORAL THESES AND DISSERTATIONS TO QUALIFY FOR ASSOCIATE PROFESSORSHIP

1 doctoral theses: University of Chemistry and Technology, Prague, Faculty of Chemical Engineering, Prague, Czech Republic

MEMBERSHIP IN BODIES AND ORGANISATIONS

Departmental Board of the doctoral study programme Chemical and Process Engineering, field of study Enterprise Management and Economics, University of Chemistry and Technology, Prague, Faculty of Chemical Engineering (2015 – 2020)

Departmental Board of the doctoral study programme Chemical and Process Engineering, field of study Enterprise Management and Economics, University of Pardubice, Faculty of Chemical Technology (2008 – 2011, 2013 – 2018)

Czech Industrial Chemistry Society (2017 – present)

LIST OF SELECTED PUBLICATIONS

Monograph

1. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, Z. *Preference logistických služeb v dodavatelských systémech s rychloobrátkovými produkty*. 1st ed. Pardubice: Univerzita Pardubice, 2019. 112 p. ISBN 978-80-7560-265-7
2. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; PECINOVÁ, Z.; VLČKOVÁ, V.; PATÁK, M.; BRANSKÁ, L. *Nástroje posilování vztahů se zákazníky na B2B trhu*. 1st ed. Praha: Grada Publishing, 2017. 320 p. ISBN 978-80-271-0419-2
3. LOŠŤÁKOVÁ, H.; BEDNAŘÍKOVÁ, M.; BRANSKÁ, L.; DĚDKOVÁ, J.; JANOUCHEK, V.; JELÍNKOVÁ, M.; NOŽIČKA, J.; PECINOVÁ, Z.; SIMOVÁ, J.; VÁVRA, J.; VLČKOVÁ, V. *Diferencované řízení vztahů se zákazníky. Moderní strategie růstu výkonnosti podniku*. 1st ed. Praha: Grada Publishing, 2009. 268 p. ISBN 978-80-247-3155-1
4. LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; BEDNAŘÍKOVÁ, M.; DĚDKOVÁ, J.; JANOUCHEK, V.; JELÍNKOVÁ, M.; NOŽIČKA, J.; PECINOVÁ, Z.; SIMOVÁ, J.; VÁVRA, J.; VLČKOVÁ, V. *Řízení vztahů se zákazníky (CRM) prostřednictvím diferencovaného hodnotového managementu*. 1st ed. Pardubice: Univerzita Pardubice, 2008. 275 p. ISBN 978-80-7395-140-5
5. LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; DĚDKOVÁ, J.; GROS, I.; GROSOVÁ, S.; HONZÁKOVÁ, I.; JELÍNKOVÁ, M.; PECINOVÁ, Z.; SIMOVÁ, J.; VÁVRA, J.; VLČKOVÁ, V. *Strategie diferencovaného CRM podle hodnoty zákazníků pro podnik*. 1st ed. Pardubice: Univerzita Pardubice, 2006. 96 p. ISBN 80-7194-919-1

Articles in scientific journals indexed in Web of Science

1. PATAK, M.; BRANSKA, L.; PECINOVA, Z. Importance of Reverse Logistics Services as an Antecedent for Building a Green Supply Chain. *Ekonomski Vjesnik*, 2020, 33(1), 165-174. ISSN 0353-359X
2. PATAK, M.; BRANSKA, L.; PECINOVA, Z. Perfect Order and Its Components: Application for Deliveries of Fast Moving Consumer Goods to Retail Stores. *Engineering Economics*, 2020, 31(2), 233-242. ISSN 1392-2785
3. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, Z. Postoje malých a středních chemických podniků k logistickým technologiím. *Chemické listy*. 2019, 113, 244-248. ISSN 0009-2770
4. PATAK, M.; PECINOVA, Z.; BRANSKA, L. Demand Forecasting in Chemical Industry. *Przemysl Chemicny*, 2018, 97(8), 1259-1262. ISSN 0033-2496
5. BRANSKA, L.; PATAK, M.; PECINOVA, Z. Collaboration between Small Retail Stores and Suppliers of Food Products. *Ekonomski Vjesnik*, 2017, 30(2), 311-321. ISSN 0353-359X

Articles in professional journals included in the SCOPUS and ERIH+ database

1. PATAK, M.; BRANSKA, L.; PECINOVA, Z. Impacts of Horizontal Integration on Czech Retail Stores with Fast-moving Goods. *Acta academica karviniensia*, 2020, 20(3). ISSN 1212-415X

- BRANSKA, L.; PECINOVA, Z.; PATAK, M.; STANKOVA, M.; KHOLOVA, P. Maintenance Management Systems in the Czech Enterprises of Chemical and Food Industries. *Trendy ekonomiky a managementu*. 2016, 27, 20-29. ISSN 1802-8527

Articles in professional journals with a scientific editorial staff

- PATAK, M.; BRANSKA, L.; PECINOVA, Z. Possibilities of Reducing the Volume of Plastic Packaging for Consumer Chemicals. *Sci. Pap. Univ. Pardubice 26. Ser. A*, 2020, 269-277. ISBN 80-7194-297-9, ISSN 1211-5541
- BRANSKA, L.; MARKOVIC, L. Integration of Quality Management Systems in Chemical Laboratory. *Sci. Pap. Univ. Pardubice 19. Ser. A*, 2013, 281-298. ISBN 80-7194-297-9, ISSN 1211-5541
- BRANSKA, L.; LENORT, R. Identification of Main Problems of Supply Chain Management in Companies of Chemical and Metallurgical Industry. *Sci. Pap. Univ. Pardubice 17. Ser. A*, 2011, 381-402. ISBN 80-7194-297-9, ISSN 1211-5541
- BRANSKA, L.; LOSTAKOVÁ, H. Collaborative Planning in the System of Supply Chain Management Based on the CPFR Method. *Transport and Logistics*, 2011, 9, 34-43. ISSN 1451-107X
- BRANSKA, L. Maintenance Management in Quick Response Systems. *Economics & Management*, 2011, 16(1), 676-682. ISSN 1822-6515
- BRANSKÁ, L. Zvyšování flexibility dodavatelských řetězců prostřednictvím implementace kooperativních strategií. *Acta academica karviniensia*, 2010, 10(1), 22-33. ISSN 1212-415X
- BRANSKA, L.; SILHAVA, K. Increasing of Equipment Reliability by RCM Application. *Sci. Pap. Univ. Pardubice 16. Ser. A*, 2010, 179-190. ISBN 80-7194-297-9, ISSN 1211-5541
- HYRSLOVA, J.; BRANSKA, L.; SPACEK, L. Transformation of Company Management Systems in Czech Chemical Industry. *Sci. Pap. Univ. Pardubice 12. Ser. A*, 2006, 157-170. ISBN 80-7194-297-9, ISSN 1211-5541
- BRANSKÁ, L.; PECINOVÁ, Z. Změny v hodnototvorném procesu po implementaci strategie CRM. *Marketing & Komunikace*, 2006, 16(3), 7-10. ISSN 1211-5622
- BRANSKA, L.; PECINOVA, Z. Increasing Quality through Implementing the Quick Response Method to Achieve Competitiveness of the Company. *Contemporary & Economics*, 2008, 8(4), 81-88. ISSN 1897-9254
- BRANSKA, L. Transport Operations as a Part of Supply Chain Management based on the Quick Response method. *Sci. Pap. Univ. Pardubice 15. Ser. B*, 2008, 15(1), 235-244. ISBN 978-80-7395-233-4, ISSN 1211-6610
- PECINOVA, Z.; BRANSKA, L. Value-creating Process Management in Knowledge-based Enterprise. *KSI Transactions in Knowledge Society*, 2009, 3, 68-71. ISSN 1313-4787
- PECINOVA, Z.; BRANSKA, L. The Possibilities of Using the Optimum Concept of Individual Customer Service System. *Economics and Management*, 2008, 13(April), 292-297. ISSN 1822-6515

14. BRANSKÁ, L.; VLČKOVÁ, V. Jak využít princip metody Quick Response při poskytování hodnoty pro zákazníka? *Marketing & Komunikace*, 2006, 18(3), 21-23. ISSN 1211-5622
15. VLCKOVA, V.; PECINOVA, Z.; BRANSKA, L. Customer Database – Content and Possibilities of its Usage for Needs of Differentiated CRM. *KSI Transactions in Knowledge Society*, 2008, 3, 62-65. ISSN 1313-4787
16. LOSTAKOVA, H.; BRANSKA, L.; JELINKOVA, M.; PECINOVA, Z.; VLCKOVA, V. Differentiation of Care about Customers in Selected Czech Enterprises. *Economics and Management*, 2007, 12(1), 424-431. ISSN 1822-6515
17. BRANSKA, L.; VLCKOVA, V. Quick Response a CPFR jako metody zvyšování hodnoty zákazníka. *Transport and Logistics*, 2007, 1-4. ISSN 1451-107X
18. PECINOVA, Z.; LOSTAKOVA, H.; BRANSKA, L.; VAVRA, J.; VLCKOVA, V. Estimation of Customer Value to the Firm in Selected Czech Enterprises. *Economics and Management*, 2007, (1), 439-445. ISSN 1822-6515
19. PECINOVA, Z.; BRANSKA, L. The Influence of a Customer Value Approach on Value-creating Process Management. *Management*, 2007, 9(2), 39-48. ISSN 1822-3133
20. BRANSKÁ, L.; LOŠŤÁKOVÁ, H. Strategické plánování distribučních cest pro produkty chemických oborů podnikání. *Sci. Pap. Univ. Pardubice. 6 Ser. D*, 2001, 19-24. ISBN 80-7194-403-3, ISSN 1211-555X
21. BRANSKÁ, L.; LOŠŤÁKOVÁ, H. Vlivy působící na podobu distribučních cest pro výroby chemického průmyslu. *Sci. Pap. Univ. Pardubice 5. Ser. D*, 2000, 12-16. ISBN 80-7194-310X, ISSN 1211-555X

Articles in proceedings registered in the Conference Proceedings Citation Index database

1. BRANSKA, L.; PATAK, M.; PECINOVA, Z. Innovation of Customer Chemicals Packaging in Concern of Sustainability. In: *Hradec Economic Days (HED)*; University of Hradec Kralove, Hradec Králové, Czech Republic, April 2-3, 2020, 2020, 61-67. ISBN 978-80-7435-776-3
2. BRANSKA, L.; PATAK, M.; PECINOVA, Z. Tools for Developing Collaboration in the Field of Supply Chain Management. In: *8th Carpathian Logistics Congress on Logistics, Distribution, Transport and Management (CLC)*; Tanger Ltd., Praha, Czech Republic, December 3-5, 2018, 2019, 21-27. ISBN 978-80-87294-88-8
3. PECINOVA, Z.; BRANSKA, L.; PATAK, M.; HALASKA, A. Importance of Logistics Services in Indirect Distribution Channel with Food Products. In: *8th Carpathian Logistics Congress "CLC 2018"*; Tanger Ltd., Praha, Czech Republic, December 3-5, 2018, 2019, 712-717. ISBN 978-80-87294-88-8
4. PATAK, M.; BRANSKA, L.; PECINOVA, Z.; JANATA, D. Attitudes of Small and Medium-Sized Chemical Companies Towards Information Sharing within Supply Chains. In: *8th Carpathian Logistics Congress "CLC 2018"*; Tanger Ltd., Praha, Czech Republic, December 3-5, 2018, 2019, 43-49. ISBN 978-80-87294-88-8
5. BRANSKA, L.; PATAK, M.; PECINOVA, Z.; HORAK, L. Tools for Developing Collaboration in the Field of Manufacturing Processes. In: *6th International Conference on Chemical Technology „ICCT 2018“*; Česká společnost průmyslové chemie, Mikulov,

- Czech Republic, April 16-18, 2018, 2018, 132-136. ISBN 978-80-86238-77-7, ISSN 2336-8128
6. PATAK, M.; PECINOVA, Z.; BRANSKA, L. Demand Forecasting of Over-Promoted FMCG Products in a Manufacturing Company. In: *7th Carpathian Logistics Congress "CLC 2017"*; Tanger Ltd., Liptovský Ján, Slovak Republic, June 28-30, 2017, 2017, 40-46. ISBN 978-80-87294-80-2
 7. BRANSKA, L.; PATAK, M.; PECINOVA, Z. Possibilities of the CPFR Implementation between Food Companies and their Suppliers. In: *7th Carpathian Logistics Congress "CLC 2017"*; Tanger Ltd., Liptovský Ján, Slovak Republic, June 28-30, 2017, 2017, 32-38. ISBN 978-80-87294-80-2
 8. PECINOVA, Z.; BRANSKA, L.; PATAK, M. Cooperation in value Networks in Area of Financial flows. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, Book 2, Volume 3, 2016, 785-792. ISBN 978-619-7105-74-2, ISSN 2367-5659
 9. PATAK, M.; BRANSKA, L.; PECINOVA, Z. Segmentation of Food Retailers according to the Considered Factors in Demand Forecasting. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, Book 2, Volume 3, 2016, 1013-1020. ISBN 978-619-7105-74-2, ISSN 2367-5659
 10. BRANSKA, L.; PECINOVA, Z.; PATAK, M. Applying the Total Productive Maintenance Principle to Improve the Maintenance System in a Food Company. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, Book 2, Volume 3, 2016, 729-736. ISBN 978-619-7105-74-2, ISSN 2367-5659
 11. BRANSKA, L.; PECINOVA, Z.; PATAK, M. Maintenance as a Tool for Increasing the Efficiency of Chemical-Technological Process. In: *9th International Scientific Conference "Business and Management 2016"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 12-13, 2016, 2016, 1-9. ISBN 978-609-457-921-9, ISSN 2029-929X
 12. PECINOVA, Z.; BRANSKA, L.; VAVRA, J. Consignment Stocking of Metallurgical Materials – a Tool to Build Partnerships in the Chain. In: *25th International Conference on Metallurgy and Materials „METAL 2016"*; TANGER Ltd., Brno, Czech Republic, May 25-27, 2016, 2016, 1968-1974. ISBN 978-80-87294-67-3
 13. BRANSKA, L.; RADOVA, B. Possibilities of Deepening Cooperation with Suppliers based on the CPFR Method in a Company Producing and Supplying Fish and Fish products-case study. In: *5th Carpathian Logistics Congress "CLC 2015"*; Tanger Ltd., Jeseník, Czech Republic, November 4-6, 2015, 2016, 237-243. ISBN 978-80-87294-64-2
 14. BRANSKA, L.; PATAK, M.; PECINOVA, Z.; HORAK, L. Supplier Relationship Management as a Tool for Strengthening Partnerships in Supply Chain. In: *9th International Scientific Conference "Business and Management 2016"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 12-13, 2016, Book 2, Volume 3, 2016, 1051-1058. ISBN 978-619-7105-74-2, ISSN 2367-5659
 15. PECINOVA, Z.; PATAK, M.; BRANSKA, L. Terms of Payment for Purchase of Goods in Retail Grocery Stores in the Czech Republic. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2015"*; SGEM, Albena, Bulgaria, August 26-31, 2015, Book 2, Vol. 2, 2015, 915-922. ISBN 978-619-7105-47-6, ISSN 2367-5659

16. PATAK, M.; BRANSKA, L.; PECINOVA, Z. Demand Forecasting in Retail Grocery Stores in the Czech Republic. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2015"*; SGEM, Albena, Bulgaria, August 26-31, 2015, Book 2, Vol. 2, 2015, 693-700. ISBN 978-619-7105-47-6, ISSN 2367-5659
17. VAVRA, J.; PECINOVA, Z.; BRANSKA, L. Economic Implications of Providing Order Driven Production with Metallurgical Materials. In: *24th International Conference on Metallurgy and Materials „METAL 2015"*; TANGER Ltd., Brno, Czech Republic, June 3-5, 2015, 2026-2032. ISBN 978-80-87294-62-8
18. VAVRA, J.; BEDNARIKOVA, M.; BRANSKA, L. Social Impacts of Chemical Company on Local Communities. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2015"*; SGEM, Albena, Bulgaria, August 26-31, 2015, Book 1, Vol. 1, 2015, 847-854. ISBN 978-619-7105-44-5, ISSN 2367-5659
19. KOVARIKOVA, P.; BRANSKA, L. Tools Used in an Enterprise Providing Telecommunication Services to Ensure Feedback- case study. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2015"*; SGEM, Albena, Bulgaria, August 26-31, 2015, Book 2, Vol. II, 2015, 971-979. ISBN 978-619-7105-47-6, ISSN 2367-5659
20. BRANSKA, L.; PATAK, M.; PECINOVA, Z. Method of Cooperation between Czech Retail Stores and Their Suppliers in Replenishing Food Products. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2015"*; SGEM, Albena, Bulgaria, August 26-31, 2015, Book 2, Vol. 2, 2015, 799-806. ISBN 978-619-7105-47-6, ISSN 2367-5659
21. BRANSKA, L.; PECINOVA, Z.; VAVRA, J. The Influence of Specific Forms of Cooperation in Supply Chain on Inventory. In: *24th International Conference on Metallurgy and Materials „METAL 2015"*; TANGER Ltd., Brno, Czech Republic, June 3-5, 2015, 1859-1865. ISBN 978-80-87294-62-8
22. BRANSKA, L.; PECINOVA, Z.; LOSTAKOVA, H. Building Customer Loyalty as the Basis for the Stabilization of Relationships in the Supply Chain. In: *5th Carpathian Logistics Congress "CLC 2015"*; TANGER Ltd., Lázně Priesnitz, Jeseník, Czech Republic, November 4-6, 2015, 231-236. ISBN 978-80-87294-64-2
23. PECINOVA, Z.; LOSTAKOVA, H.; BRANSKA, L.; PATAK, M. Price as a Factor Strengthening the Relationships – Comparison of Supplier's and Customer's Points of View. In: *1st International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2014"*; SGEM, Albena, Bulgaria, September 3-9, 2014, Volume II, 2014, 583-591. ISBN 978-619-7105-26-1, ISSN 2367-5659
24. KOVARIKOVA, P.; BRANSKA, L. Using the Retention Process in an Enterprise Providing Telecommunication Services to Improve the Competitive Position in the Segment of Individual Users – case study. In: *1st International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2014"*; SGEM, Albena, Bulgaria, September 3-9, 2014, Volume III, 2014, 771-780. ISBN 978-619-7105-27-8, ISSN 2367-5659
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