

CURRICULUM VITAE

MARIE BEDNAŘÍKOVÁ

EDUCATION AND SCIENTIFIC AND PEDAGOGICAL DEGREES

- 1989 – 1993 Doctoral study in the field of Sectoral and Cross-sectional Economy, VŠCHT Pardubice
Dissertation on the topic “Conditions for Implementation of Target Marketing in Chemical Industry Firms”
- 1983 – 1987 Master’s study in the field of Economy and Management of Chemical and Food Industries, VŠCHT Pardubice
Diploma thesis on the topic “Analysis of Project Process for Use of Computer Graphics“

EMPLOYMENT

- 2003 – present University of Pardubice, Faculty of Chemical Technology, assistant professor
- 2001 – 2002 SSOŠPP, s.r.o. Delta – teacher of economic subjects and law
- 1998 – 2001 ALIACHEM, a.s., o.z. Synthesia Pardubice – Semtín, controlling official, official of Personnel Department, the head of Education section
- 1992 – 1996 University of Pardubice, Faculty of Economics and Administration, assistant professor

PEDAGOGICAL ACTIVITY

LECTURING

UNIVERSITY OF PARDUBICE, FACULTY OF CHEMICAL TECHNOLOGY

Master’s study programmes: Personnel Management (2003 – 2020), Manager Skills (2019 – present)

Bachelor’s study programmes: Psychology for Managers (2003 – present), Social Communication (2007 – 2019), Fundamentals of Psychology and Social Communication (2010 – present)

UNIVERSITY OF PARDUBICE, FACULTY OF ARTS AND PHILOSOPHY

Bachelor’s study programmes: Management (2003 – 2019)

SUPERVISION OF FINAL THESES (defended theses)

Diploma theses: University of Pardubice, Faculty of Chemical Technology and University of Pardubice, Faculty of Economics and Administration (27)

Bachelor’s theses: University of Pardubice, Faculty of Chemical Technology and University of Pardubice, Faculty of Economics and Administration (25)

MEMBERSHIP IN COMMITTEES FOR STATE DOCTORAL AND FINAL EXAMINATIONS

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

PEDAGOGICAL GRANTS

Project EHP-CZ-ICP-1-002 “Innovation of Education Methods and Skills at the University of Pardubice - INEMSUP“, EEA and Norway Grants, member of the project team, 2019 – 2020.

Project CZ.02.2.69/0.0/0.0/16_015/0002320 “Development of Quality of Education, Assessment and Strategic Management at the University of Pardubice“, Operational Programme “Research, Development and Education“, member of the project team, 2017 – 2022.

Project CZ.1.07/2.2.00/28.0272 “Integration and Innovation of Teaching in the Study Programs at the University of Pardubice“, Operational Programme “Education for Competitiveness“, member of the project team, 2012 – 2014.

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“, head of key activity 5, 2010 – 2013.

Project FRVŠ/141/2008/F5/a “Innovation of the Subject Psychology for Managers“, FRVŠ, lead researcher, 2008.

Project FRVŠ/145/2006/F5/d “Multimedia Support of Teaching of Management“, FRVŠ, lead researcher, 2006.

RESEARCH

RESEARCH PROJECTS

Research project “Programme for Exchange of Best Practices in Social Responsibility“, Fund for Bilateral Relations within the framework of the EEA and Norway Grants 2014-2021, member of the project team, 2020 – 2021, EHP-BFNU-OVNKM-3-134-01-2020.

Research project “Multi-disciplinary Innovation for Social Change from the Point of View of the Czech Republic“, COST Action CA18236 „Multi-disciplinary Innovation for Social Change“, member of the project team, 2020 – 2023.

Research project “Economic, Social and Environmental Aspects of Collaborative Economy from the Point of View of the Czech Republic“, COST Action CA16121 “From Sharing to Caring: Examining Socio-Technical Aspects of the Collaborative Economy“, member of the project team, 2019 – 2021.

Specific science projects, University of Pardubice grant competition, member of the project team: Research in Selected Areas of Environmental Engineering and Modern Value Management Procedures (2020), 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 and Chemical Engineering, and Management of the Value Networks (2013), Advanced Practices of Environmental and Chemical Engineering and Value Management (2012), Advanced Practices of Environmental Engineering and Value Management (2011), Development of New Procedures for Environmental Engineering and Network Value Management (2010).

Research project GAČR/402/06/1100 “The Accounting and Reporting Systems of Sustainable Development and their Application on Microeconomic Level”, GAČR, member of the project team, 2006 – 2007.

REVIEW OF GRANT PROJECTS

Research Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic (2009, 2014)

PUBLICATIONS

Author or co-author of 5 monographs (Accounting and Reporting of Sustainable Development on Microeconomic and Macroeconomic Level, Customers Relationship Management (CRM) by Means of Difference Value Management, Differentiated Management of Customer Relationship, Social Life Cycle Assessment, Corporate Social Responsibility in Socially Sensitive Sectors).

Author or co-author of 23 professional articles (Business, Management and Education, Metalurgija, Chemické listy, Maneko: Journal of Corporate Management and Economics, Economics and Management, Human Resources Management and Ergonomics, Management, Scientific Papers of the University of Pardubice Ser. A etc.).

Author or co-author of more than 50 conference papers.

CITATIONS REGISTERED IN THE WEB OF SCIENCE (WOS) DATABASE

Number of citations in WoS without self-citations: 5

Other citations: 74

REVIEWING

REVIEW OF PROFESSIONAL ARTICLES for journal Human Resources Management and Ergonomics

MEMBERSHIP IN BODIES AND ORGANISATIONS

Czech Industrial Chemistry Society (2017 – present)

LIST OF SELECTED PUBLICATIONS (SINCE 2003)

Monograph

1. LOŠŤÁKOVÁ, H. et al. *Řízení vztahů se zákazníky (CRM) prostřednictvím diferencovaného hodnotového managementu*. 1st ed. Pardubice: University of Pardubice, 2008. 280 pp. ISBN 978-80-7395-140-5
2. LOŠŤÁKOVÁ, H. et al. *Diferencované řízení vztahů se zákazníky*. 1st edp. Praha: Grada Publishing, 2009. 272 pp. ISBN 978-80-247-3155-1
3. BEDNAŘÍKOVÁ, M. Kultura vztahů se zaměstnanci jako významnými stakeholdery v podniku chemického průmyslu. In: Žák, M. (ed.). *Účetnictví a reporting udržitelného rozvoje na mikroekonomické a makroekonomické úrovni*. 1st ed. Praha: Linde, 2009. 285 pp. ISBN 978-80-86131-82-5
4. VÁVRA, J., MUNZAROVÁ, S., BEDNAŘÍKOVÁ, M. Assessment of Social Impacts of Chemical and Food Products in the Czech Republic. In: S. S. Muthu (ed.). *Social Life Cycle Assessment, an Insight* (pp. 147–197). Singapore: Springer, 2015. ISBN 978-981-287-295-1
5. TETŘEVOVÁ, L. et al. *Společenská odpovědnost firem společensky citlivých odvětví*. 1. vyd. Praha: Grada Publishing, 2017. 224 pp. ISBN 978-80-271-0285-3

Articles in scientific journals with an impact factor

1. KOŠŤÁLOVÁ, J.; BEDNAŘÍKOVÁ, M.; PATÁK, M. Requirements for Competencies of Project Managers in Metallurgical Companies in the Czech Republic. *Metalurgija*, 2018, 57(1-2), 131-134. ISSN 0543-5846
2. KOŠŤÁLOVÁ, J.; BEDNAŘÍKOVÁ, M. Analýza pracovního trhu chemického průmyslu České republiky, *Chemické listy*, 2019, 113(11), 691-696. ISSN 0009-2770, E-ISSN1213-7103

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

1. KOŠŤÁLOVÁ, J.; BEDNAŘÍKOVÁ, M.; PATÁK, M. Project Management Education in Metallurgical Companies in the Czech Republic. *Business, Management and Education*, 2018, 16(1), 54-64. doi: 10.3846/bme.2018.2223. ISSN 2029-7491, E-ISSN 2029-6169 (ERIH+; WoS – Emerging Sources Citation Index)

Articles in professional journals with a scientific editorial staff

1. VLČKOVÁ, V., BEDNAŘÍKOVÁ, M. Influence of CRM Strategy Usage on the Human Resources Development. *Management*, 2007, 2(15), 83-98. ISSN 1822-3133
2. HYRŠLOVÁ, J., VÁVRA, J., BEDNAŘÍKOVÁ, M. Bezpečnost a ochrana zdraví při práci a jejich vliv na ekonomickou výkonnost podniku. *Human Resources Management and Ergonomics*, 2007, 3, 5-14. ISSN 1337-0871

3. HYRŠLOVÁ, J., BEDNAŘÍKOVÁ, M., VÁVRA, J. Corporate Social Responsibility and its Social Aspects. *Sci. Pap. Univ. Pardubice, Ser. A*, 2007, 147-156. ISBN 978-80-7395-154-2, ISSN 1211-5541
4. HYRŠLOVÁ, J., BEDNAŘÍKOVÁ, M., HÁJEK, M. Material Flow Cost Accounting – “Only“ a Tool of Environmental Management or Tool for the Optimization of Corporate Production Processes? *Sci. Pap. Univ. Pardubice, Ser. A*, 2008, 131-145. ISBN 978-80-7395-154-2, ISSN 1211-5541
5. BEDNAŘÍKOVÁ, M., HYRŠLOVÁ, J. The Importance and Management of Occupational Health and Safety in Chemical Industry Enterprises. *Human Resources Management and Ergonomics*, 2008, 2, 6-16. ISSN 1337-0871
6. BEDNAŘÍKOVÁ, M., EHLOVÁ, Z. Zaměstnanec – významný stakeholder v podniku chemického průmyslu. *Maneko: Journal of Corporate Management and Economics*, 2009, 1(2), 109-117. ISSN 1337-9488
7. HYRŠLOVÁ, J., VÁGNER, M., PALÁSEK, J., BEDNAŘÍKOVÁ, M. Material Flow Cost Accounting (MFCA) – Application in Company Manufacturing Ceramic Tiles. *Sci. Pap. Univ. Pardubice, Ser. A*, 2009, 199-211. ISBN 978-80-7395-154-2, ISSN 1211-5541
8. BEDNAŘÍKOVÁ, M., LINHARTOVÁ, M., HYRŠLOVÁ, J. Aspects Concerning Attractiveness of a Company as an Employer. *Sci. Pap. Univ. Pardubice, Ser. A*, 2010, 167-178. ISBN 978-80-7395-154-2, ISSN 1211-5541
9. HYRŠLOVÁ, J., BEDNAŘÍKOVÁ, M., TESNEROVÁ, P. Quality Costs Monitoring – Pilot Project in Lasselsberger’s Production Plant. *Sci. Pap. Univ. Pardubice, Ser. A*, 2010, 203-217. ISBN 978-80-7395-154-2, ISSN 1211-5541
10. VÁVRA, J., MUNZAROVÁ, S., BEDNAŘÍKOVÁ, M., EHLOVÁ, Z. Sustainable Aspects of Innovations. *Economics and Management*, 2011, 16, 621-627. ISSN 1822-6515
11. BEDNAŘÍKOVÁ, M., EHLOVÁ, Z., KERLESOVÁ, V., VÁVRA, J., PRAŽÁKOVÁ, T. Importance of Employees Recruitment and Selection a Sales Representative Position with Emphasis on their Characteristics. *Sci. Pap. Univ. Pardubice, Ser. A*, 2011, 347-354. ISBN 978-80-7395-154-2, ISSN 1211-5541
12. HYRŠLOVÁ, J., BEDNAŘÍKOVÁ, M. Environment Protection as Part of Corporate Management. *Sci. Pap. Univ. Pardubice, Ser. A*, 2011, 355-367. ISBN 978-80-7395-154-2, ISSN 1211-5541
13. BEDNAŘÍKOVÁ, M., NOŽIČKOVÁ, I., VÁVRA, J. Staffing Methods for Positions of Sales Representatives in Selected Companies. *Sci. Pap. Univ. Pardubice, Ser. A*, 2012, 175-191. ISBN 978-80-7395-154-2, ISSN 1211-5541
14. BEDNAŘÍKOVÁ, M., VÁVRA, J., FILIP, T. Personnel Controlling Instruments and their Use in the Management of Human Resources in the Company Fatra, a.s. *Sci. Pap. Univ. Pardubice, Ser. A*, 2013, 319-333. ISBN 978-80-7395-154-2, ISSN 1211-5541
15. BEDNAŘÍKOVÁ, M., PATÁK, M., SOUČKOVÁ, L. Satisfaction of Company Employees. *Human Resources Management and Ergonomics*, 2014, 1, 33-45. ISSN 1337-0871

16. BEDNAŘÍKOVÁ, M., KOŠŤÁLOVÁ, J., GLAZAROVÁ, M. Modern Trends in Human Resource Management in the Czech Chemical Companies. *Sci. Pap. Univ. Pardubice, Ser. A*, 2019, 141-156. ISBN 978-80-7395-154-2, ISSN 1211-5541

Articles in proceedings registered in the Conference Proceedings Citation Index database

1. VÁVRA, J., BEDNAŘÍKOVÁ, M., EHLOVÁ, Z. Assessment of Sustainability Aspects in a Company. In: *7th International Scientific Conference "Business and Management 2012"*, Vilnius Gediminas Technical University, Vilnius, Lithuania, May 10-11, 2012, 2012, 775-782. doi:10.3846/bm.2012.100. ISBN 978-609-457-116-9
2. VÁVRA, J., BEDNAŘÍKOVÁ, M., MIKOLAJKOVÁ, M. Determination of Environmental Aspects in Metallurgical Industry. In: *21st International Conference on Metallurgy and Materials "METAL 2012"*; TANGER Ltd., Brno, Czech Republic, May 23-25, 2012, 2012, 92-98. ISBN 978-80-87294-29-1
3. VÁVRA, J., BEDNAŘÍKOVÁ, M. Application of Social Life Cycle Assessment in Metallurgy. In: *22nd International Conference on Metallurgy and Materials "METAL 2013"*; TANGER Ltd., Brno, Czech Republic, May 15-17, 2013, 2013, 92-98. ISBN 978-80-87294-29-1
4. VÁVRA, J., BEDNAŘÍKOVÁ, M., EHLOVÁ, Z. Assessment of Environmental and Social Impacts by Social LCA Method along the whole Supply Chain. In: *Carpathian Logistics Congress "CLC 2013"*; Cracow, Poland, December 9-11, 2013, 2013, 652-658. ISBN 978-80-87294-50-5
5. VÁVRA, J., BEDNAŘÍKOVÁ, M., MUNZAROVÁ, S., ŠIMONÍKOVÁ K. Social Impacts on Consumers and its Measurement in Metallurgy. In: *23rd International Conference on Metallurgy and Materials "METAL 2014"*; TANGER Ltd., Brno, Czech Republic, May 21-23, 2014, 2014, 172-179. ISBN 978-80-87294-52-9
6. VÁVRA, J., MUNZAROVÁ, S., BEDNAŘÍKOVÁ, M., MOKRENOVÁ, Z. Social Impacts of Chemical Products on Local Communities and their Measurement. In: *1st International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2014"*; SGEM, Albena, Bulgaria, September 3-9, 2014, 2014, 823-830. doi: 10.5593/sgemsocial12014B12. ISBN 978-619-7105-23-0, ISSN 2367-5659
7. BEDNAŘÍKOVÁ, M., MUNZAROVÁ, S., VÁVRA, J., ŠPAČKOVÁ, A. Social Welfare Aspects of a Company. In: *1st International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2014"*; SGEM, Albena, Bulgaria, September 3-9, 2014, 2014, 823-830. doi: 10.5593/sgemsocial12014B12. ISBN 978-619-7105-23-0, ISSN 2367-5659
8. VÁVRA, J., BEDNAŘÍKOVÁ, M., BRANSKÁ, L., JIRKŮ, P. 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 - September 1, 2015, 2015, 847-854. doi: 10.5593/sgemsocial2015B11. ISBN 978-619-7105-44-5, ISSN 2367-5659
9. BEDNAŘÍKOVÁ, M., MUNZAROVÁ, S., VÁVRA, J., VLČKOVÁ, V., BUREŠOVÁ, K. Indicators of SLCA in Employees Category, their Measurement and Reporting in the Company. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences*

- and Arts "SGEM 2015"; SGEM, Albena, Bulgaria, August 26 - September 1, 2015, 2015, 613-620. doi: 10.5593/sgemsocial2015B11. ISBN 978-619-7105-44-5, ISSN 2367-5659
10. MUNZAROVÁ, S., VÁVRA, J., BEDNAŘÍKOVÁ, M., VLČKOVÁ, V., RITSCHELOVÁ, A. Cost Management and Product Costing, Evidence from the Practice of a Medium-sized Brewery in the Czech Republic. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2015"*; SGEM, Albena, Bulgaria, August 26 - September 1, 2015, 2015, 645-652. doi: 10.5593/sgemsocial2015B22. ISBN 978-619-7105-47-6, ISSN 2367-5659
 11. VÁVRA, J., BEDNAŘÍKOVÁ, M., MUNZAROVÁ, S., TETŘEVOVÁ, L. Relevant CSR Activities for Strengthening Social Profile of Metallurgical Company. In: *25th International Conference on Metallurgy and Materials "METAL 2016"*; TANGER Ltd., Brno, Czech Republic, May 25-27, 2016, 2016, 2061-2068. ISBN 978-80-87294-67-3
 12. BEDNAŘÍKOVÁ, M., VÁVRA, J., MUNZAROVÁ, S., KOHOUTKOVÁ, M. The Assessment of Social Impacts along the Product Life Cycle in Value Chain Actors not Including Consumers as a Part of Social Welfare in the Companies. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, 2016, 955-962. doi: 10.5593/sgemsocial2016B12. ISBN 978-619-7105-71-1, ISSN 2367-5659
 13. VÁVRA, J., BEDNAŘÍKOVÁ, M., MUNZAROVÁ, S., NESLÁDKOVÁ, T. Reasons for Social Impacts Assessment of Chemical Production and Products. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, 2016, 819-826. doi: 10.5593/sgemsocial2016B12. ISBN 978-619-7105-71-1, ISSN 2367-5659
 14. MUNZAROVÁ, S., LOŠŤÁKOVÁ, H., VÁVRA, J., BEDNAŘÍKOVÁ, M., KURTULÍKOVÁ, N. Code of Ethics in the Reporting of Corporate Social Responsibility Activities, the Evidence from the Czech Chemical Companies. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, 2016, 761-768. doi: 10.5593/sgemsocial2016B23. ISBN 978-619-7105-74-2, ISSN 2367-5659
 15. KOŠŤÁLOVÁ, J., BEDNAŘÍKOVÁ, M. Project Management Education in Chemical Companies in the Czech Republic. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, 2016, 999-1006. ISBN 978-619-7105-70-4

Lecture notes or university textbooks

1. LOŠŤÁKOVÁ, H., BRANSKÁ, L., BEDNAŘÍKOVÁ, M., VÁVRA, J. *Podniková ekonomika a management II*. Pardubice: University of Pardubice, 2013. 215 pp. ISBN 978-80-7395-569-4