

# **CURRICULUM VITAE**

**MARTINA JELÍNKOVÁ**

## **EDUCATION AND SCIENTIFIC AND PEDAGOGICAL DEGREES**

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- 1998 – 2001     Doctoral study in the field of Enterprise Management and Economics, University of Pardubice, Faculty of Chemical Technology  
Dissertation on the topic “Identification of Integrated Competitive Advantage in Chemical Industry Companies”
- 1993 – 1998     Master’s study in the field of Economics and Management of Chemical and Food Industry, University of Pardubice, Faculty of Chemical Technology  
Diploma thesis on the topic “Marketing Planning of Nitrocellulose”

## **EMPLOYMENT**

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- 2002 – present   University of Pardubice, Faculty of Chemical Technology, assistant professor  
2001 – 2002     University of Pardubice, Faculty of Chemical Technology, assistant

## **PEDAGOGICAL ACTIVITY**

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### ***LECTURING***

UNIVERSITY OF PARDUBICE, FACULTY OF CHEMICAL TECHNOLOGY

Master’s study programmes: Marketing (2001 – 2003), Marketing Management (2013 – 2016, 2019), Strategic Management (2018), Marketing Research (2019), Management of Innovations and Investments for Sustainable Development (2019 – present), New Trends in Business and Management (2020 – present), Marketing Management of Chemical Enterprises (2020 – present).

Bachelor’s study programmes: Management (2001 – 2003), Business Economics and Management I (2001 – 2003), Business Management (2006 – 2008), Social Communication (2004 – present), Basic Marketing (2006 – present), Marketing (2013 – 2019).

UNIVERSITY OF PARDUBICE, FACULTY OF ARTS AND PHILOSOPHY

Bachelor’s study programmes: Marketing (2003 – 2019), Management (2016)

### ***SUPERVISION OF FINAL THESES*** (defended theses)

Diploma theses: University of Pardubice, Faculty of Chemical Technology (13)

Bachelor’s theses: University of Pardubice, Faculty of Chemical Technology (11)

### ***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***

Projekt EHP-CZ-ICP-4-019 „NEW Trends in Education of Sustainability Oriented Courses – NEWTEC“, EEA and Norway Grants, member of the project team, 2022 – 2024.

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 IRS/2018/012 “Support for Pedagogical Work of Academic Staff of the Department of Economics and Management of Chemical and Food Industry and Innovation of Selected and Preparation of New Economic Courses in English“, Ministry of Education, Youth and Sports CZ, member of the project team, 2018.

Project CZ.02.2.69/0.0/0.0/16\_015/0002320 “Development of Quality of Education, Evaluation and Strategic Management at the University of Pardubice“, Ministry of Education, Youth and Sports CZ, member of the project team, 2018 – 2019.

Project CZ.1.07/2.2.00/28.0272 “Integration and Innovation of Teaching within the Study Programs Implemented at the University of Pardubice“, Ministry of Education, Youth and Sports CZ, member of the project team, 2014.

Project FRVŠ/141/2008/F5/a “Innovation of the Subject Psychology for Managers“, FRVŠ, member of the project team, 2008.

Project FRVŠ/350/2005/F5/d “Multimedia Support for Teaching the Subject Social Communication“, FRVŠ, lead researcher, 2005.

Project FRVŠ/2004 “Multimedia Support for Teaching the Basics Marketing“, FRVŠ, member of the project team, 2004.

Project FRVŠ/2003 “Innovation of Teaching Management and Marketing Using Simulation MARKSTRAT 3.01“, FRVŠ, member of the project team, 2003.

Project FRVŠ/1422/2000 “Identification of Competitive Advantage in Companies of the Chemical Industry“, FRVŠ, member of the project team, 2000.

Project FRVŠ/1178/1998 “Employment of Graduates of Economic and Managerial Fields from Technical Universities“, FRVŠ, member of the project team, 1998.

## **RESEARCH**

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### ***RESEARCH PROJECTS***

Research project “Towards Regenerative and Sustainable Development and Society”, Fund for Bilateral Relations within the framework of the EEA and Norway Grants 2014-2021, member of the project team, 2022 – 2023, EHP-BFNU-OVNKM-4-079-2022.

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 “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 “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.

Research project „Increase of Company Performance Efficiency through Differentiated CRM on a Basis of Customer Actual and Potential Value to a Company”, GAČR, member of the project team, 2006 – 2008, GA402/06/0577.

Internal Grant of the University of Economics in Bratislava “Progressive Methods of Measurement in Consumer Surveys in Non-profit Organizations Providing Services of General Interest“, Slovak Republic, member of the project team, 2005 – 2006, no. 160039/05.

Research project “Corporate Restructuring and its Regional Aspects”, Ministry of Education, Youth and Sports CZ, Priority M, member of the project team, 2005 – 2006, no. 19083/2005-30/302.

Grant project “Identification of Factors of Dynamics of Consumers' Shopping Preferences Using Databases“, VEGA, Slovak Republic, member of the project team, 2004 – 2005, no. 1/1228/04

Internal Grant of the University of Economics in Bratislava “Identification of Factors of Dynamics of Consumers' Shopping Preferences Using Databases“, Slovak Republic, member of the project team, 2004, no. 160027/03.

Specific science projects, University of Pardubice grant competition, member of the project team: Research in Key Areas of Environmental Chemistry and Engineering and Management of Sustainable Business Processes (2022), 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).

Projects of the Grant Fund for Development of Scientific Activity of the University of Pardubice, lead researcher: Tools for Building Customer Loyalty in the Industrial Market (2004), Attributes of Increasing the Quality of Supply for Products Intended for Production Consumption (2003), Creating Value for Customers as a Basis for Modern Management of Chemical Industry Companies (2002).

Projects of the Grant Fund for Development of Scientific Activity of the University of Pardubice, member of the project team: Use of Costing According to Activities as a Tool for Analysing Customer Profitability (2005), The Impact of the Implementation of Environmentally Oriented Management Systems on Increasing the Competitiveness of Companies (2003).

### ***MEMBERSHIP IN COMMITTEES OF CONFERENCES***

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.

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.

## **PUBLICATIONS**

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Author or co-author of 7 monographs (Tools to Strengthening Relations with Customers in B2B Market; Research Report I - Corporate Restructuring and its Regional Aspects; 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; Diverzity management; University and Municipal Social Responsibility: Examples of Good Practice from the Czech Republic and Norway).

Author or co-author of more than 22 professional articles (Sustainability, Przemysl Chemiczny, Chemické listy, Scientific Papers of the University of Pardubice, Economics and Management, Management, Engineering Economics, Ekonomika a manažment podniku, Marketing & Komunikace, Marketingová panoráma, Listy cukrovarnické a řepařské, Verejná správa a spoločnosť etc.).

Author or co-author of 70 conference papers.

## **CITATIONS REGISTERED IN THE WEB OF SCIENCE (WOS) DATABASE**

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Number of citations in WoS without self-citations: 21

h-index: 3

## **REVIEWING**

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### ***REVIEW OF PROFESSIONAL ARTICLES for journals***

Economics and Business; Journal of Business Economics and Management; Journal of Competitiveness, Scientific Papers of the University of Pardubice

### ***REVIEW OF PROFESSIONAL BOOKS***

Tetřevová, L. a kol. Veřejný a podnikatelský sektor; Podsklán, A., Šalgovičová, J., Hyřšlová, J. Marketingová strategie podniku orientujícího sa na TQEM.

### ***REVIEW OF DIPLOMA AND DOCTORAL THESES***

7 diploma theses: University of Pardubice, Faculty of Chemical Technology, Pardubice, Czech Republic (5); University of Pardubice, Faculty of Economics and Administration (2) and 2 doctoral theses: University of Pardubice, Faculty of Chemical Technology, Pardubice, Czech Republic (1); University of Chemical Technology, Faculty of Chemical Engineering, Prague, Czech Republic (1).

### ***MEMBERSHIP IN BODIES AND ORGANISATIONS***

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Czech Industrial Chemistry Society (2017 – present)

Czech Marketing Association (2002 – present)

CMA Marketing Teachers Club (2015 – present)

## LIST OF SELECTED PUBLICATIONS

### Monograph

1. LOŠŤÁKOVÁ, H. ET AL. *Strategie diferencovaného CRM podle hodnoty zákazníků pro podnik*. Pardubice: Univerzita Pardubice, 2006. 96 p. ISBN 80-7194-919-1
2. TETŘEVOVÁ, L. ET AL. *Research Report I – Podniková restrukturalizace a její regionální aspekty*. Pardubice: Univerzita Pardubice, 2006. 110 p. ISBN 80-7194-837-3
3. LOŠŤÁKOVÁ, H. ET AL. *Řízení vztahů se zákazníky (CRM) prostřednictvím diferencovaného hodnotového managementu*. Pardubice: Univerzita Pardubice, 2008. 275 p. ISBN 978-80-7395-140-5
4. LOŠŤÁKOVÁ, H. ET AL. *Diferencované řízení vztahů se zákazníky. Moderní strategie růstu výkonnosti podniku*. Praha: Grada Publishing, 2009. 268 p. ISBN 978-80-247-3155-1
5. LOŠŤÁKOVÁ, H. ET AL. *Nástroje posilování vztahů se zákazníky na B2B trhu*. Praha: Grada Publishing, 2017. 320 p. ISBN 978-80-271-0419-2
6. KOŠŤÁLOVÁ, J. A KOL. *Diversity management*. Pardubice: Univerzita Pardubice, 2021, 150 p. ISBN 978-80-7560-390-6
7. TETŘEVOVÁ, L. AT AL. *Moderní trendy společenské odpovědnosti firem, univerzit a municipalit: Příklady dobré praxe z České republiky a Norska*. Pardubice: Univerzita Pardubice, 2022. 198 p. ISBN 978-80-7560-418-7

### Articles in scientific journals with an impact factor

1. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; VLČKOVÁ, V. Prospěšnost nástrojů integrace výrobců chemických produktů se zákazníky pro posilování vzájemných vztahů. *Chemické listy*, 2017, 111(6), 404-409. ISSN 0009-2770, E-ISSN1213-7103
2. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; VLČKOVÁ, V. Assessment of Employment Attractiveness in the Czech Chemical Industry. *Przemysl Chemiczny*, 2018, 97(11), 1945-1948. doi: 10.15199/62.2018.11.27 ISSN 0033-2496, e-ISSN 2449-9951
3. TETŘEVOVÁ, L.; JELÍNKOVÁ, M. Municipal Social Responsibility of Statutory Cities in the Czech Republic. *Sustainability*, 2019, 11(8), 1-19. doi:10.3390/su11082308. E-ISSN 2071-1050
4. JELÍNKOVÁ, M.; VANCOVÁ, A. Kritéria hodnocení reputace chemických průmyslových podniků v očích zákazníků. *Chemické listy*, 2020, 114(8), 513-568. ISSN 0009-2770, E-ISSN1213-7103
5. JELÍNKOVÁ, M.; TETŘEVOVÁ, L.; VÁVRA, J.; MUNZAROVÁ, S. The Sharing Economy in the Context of Sustainable Development and Social Responsibility: The Example of the Czech Republic. *Sustainability* 2021, 13(17), 9886. E-ISSN 2071-1050 doi: 10.3390/su13179886
6. JELÍNKOVÁ, M.; TETŘEVOVÁ, L. Postoje zákazníků ke komunikování společensky odpovědných aktivit cukrovary. *Listy cukrovarnické a řepařské*, 2021, 137(9-10), 335-338. ISSN 1210-3306

7. TETŘEVOVÁ, L.; JELÍNKOVÁ, M.; MUNZAROVÁ, S. Traditional and Developing Segments of the Sharing Economy from the Point of View of the Customers. *Inzinerine Ekonomika-Engineering Economics*, 2021, 32(5), 469-483. doi: 10.5755/j01.ee.32.5.28337

#### Articles in professional journals

1. KOHOUTOVÁ, M.; LOŠŤÁKOVÁ, H. Analýza úrovně marketingového plánování v podnicích chemického průmyslu. *Sci. Pap. Univ. Pardubice 3. Ser. D*, 1998, 93-97. ISSN 1211-555X, ISBN 80-7194-232-4
2. KOHOUTOVÁ, M. Podniková strategie a konkurenční výhoda. *Sci. Pap. Univ. Pardubice 4. Ser. D*, 1999, 161-165. ISSN 1211-555X, ISBN 80-7194-232-4
3. LOŠŤÁKOVÁ, H.; KOHOUTOVÁ, M. Substance and Process of Integrated Competitive Advantage Creation. *Sci. Pap. Univ. Pardubice 7. Ser. A*, 2001, 261-272. ISSN 1211-5541, ISBN 80-7194-186-7
4. LOŠŤÁKOVÁ, H.; KOHOUTOVÁ, M. Proces formování, poskytování a měření kvality služeb poskytovaných zákazníkům. *Marketingová panoráma*, 2003, 1(2), 27-29. ISSN 1336-1864
5. LOŠŤÁKOVÁ, H.; KOHOUTOVÁ, M.; KOBLÍŽKOVÁ, A. Customers' Loyalty Building on a Basis of Different Customer Lifetime Value. *Economics*, 2004, 45(67), 57-66. ISSN 1392-1258
6. LOŠŤÁKOVÁ, H.; KOHOUTOVÁ, M. Nástroje podpory loajality klíčových zákazníků na globálních průmyslových trzích. *Marketing & Komunikace*, 2004, 14(3), 12-14. ISSN 1211-5622
7. JELÍNKOVÁ, M.; LOŠŤÁKOVÁ, H.; MUNZAROVÁ, S. Process of Complex CRM. *Management*, 2006, 10(1), 49-59. ISSN 1822-3133
8. JELÍNKOVÁ, M. Moderní přístupy k vnímání a implementaci CRM na globálních trzích. *Marketing & Komunikace*, 2006, 16(2), 20-22. ISSN 1211-5622
9. JELÍNKOVÁ, M.; TETŘEVOVÁ, L. Integrace a konkurenceschopnost podniku. *Ekonomika a management podniku*, 2006, 4(2), 51-56. ISSN 1336-4103
10. LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; JELÍNKOVÁ, M.; PECINOVÁ, Z.; VLČKOVÁ, V. Differentiation of Care about Customers in Selected Czech Enterprises. *Economics and Management*, 2007, 12(1), 424-431. ISSN 1822-6515
11. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; SIMOVÁ, J.; DĚDKOVÁ, J. Diagnostická metoda kvantifikace hodnoty pro zákazníka. *Vědecké listy*, 2007, 3(2), 45-51. ISSN 1336-815X
12. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; DĚDKOVÁ, J. How to Create Knowledge System for Value-Based Management. *KSI Transactions on Knowledge Society*, 2008, 3(1), 26-29. ISSN 1313-4787
13. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M. Atributy hodnoty pro zákazníka u produktů určených pro výrobní spotřebu. *Marketing & Komunikace*, 2008, 18(3), 8-9. ISSN 1211-5622
14. DĚDKOVÁ, J.; JELÍNKOVÁ, M.; LOŠŤÁKOVÁ, H. Budoucnost podniku je ve vytváření marketingové hodnoty výrobku pro zákazníky. *Vědecká pojednání*, 2008, XIV(1), 86-93. ISSN 1801-1128

15. JELÍNKOVÁ, M. Legislativní regulace sdílené ekonomiky a její odraz ve vnímání občanů České republiky. *Verejná správa a společnost*, 2021, No. 2, 5-23. ISSN 1335-7182 doi: 10.33542/VSS2021-2-01 (ERIH+)

#### Articles in conference proceedings for the last 5 years

1. JELÍNKOVÁ, M.; LOŠŤÁKOVÁ, H. Segmentation of Garages by their Needs and Requirements Concerning the Level of Cooperation with Car Oil Distributors. In: *CLC 2017 Carpathian Logistics Congress*; Tanger Ltd., Liptovský Ján, Slovak Republic, June 28-30, 2018, 2018, 217-222. ISBN 978-80-87294-80-2
2. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; PETRIK, D. Attractiveness of the Study of Chemistry and Employment in the Chemical Industry from the Point of View of the Czech Public. In: *6th International Conference on Chemical Technology ICCT 2018*; Czech Society of Industrial Chemistry, Mikulov, Czech Republic, April 6-18, 2018, 2018, 96-101. ISBN 978-80-86238-65-4, ISSN 2336-8128
3. JELÍNKOVÁ, M.; LOŠŤÁKOVÁ, H.; PAKOSTOVÁ, E. Tools for Creating Positive Reputation with Customers for Chemical Industrial Enterprises. In: *10th International Scientific Conference "Business and Management 2018"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 3-5, 2018, 2018, 427-435. ISBN 978-609-476-119-5, ISSN 2029-4441
4. VANCOVÁ, A.; LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M. Vnímání reputace podniků Synthesia, a. s., Explosia, a. s. a Paramo, a. s. v očích veřejnosti z hlediska jejich vlivu na životní prostředí. In: *Studentská vědecká odborná činnost 2017/2018*; University of Pardubice, June 11, 2018, 187-192. ISBN 978-80-7560-157-5
5. JELÍNKOVÁ, M.; MUNZAROVÁ, S. Research into Partial Problems in Building Brand Image in Selected Small and Medium-Sized Enterprises of Chemical Industry in the Czech Republic. In: *Hradec Economic Days*; 10(1), University of Hradec Králové, Hradec Králové, Czech Republic, April 2-3, 2020, 304-312. ISSN 2464-6059
6. JELÍNKOVÁ, M.; LOŠŤÁKOVÁ, H.; MACHÁČKOVÁ, K. The Level of Use of Public Relations Tools and Evaluation of their Impact on the Reputation of Chemical Companies From the Perspective of the Czech Public. In: *11th International Scientific Conference "Business and Management 2020"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 7-8, 2020, 2020, 293-301. doi: 10.3846/bm.2020.518, ISSN 2029-4441, eISSN 2029-929X
7. JELÍNKOVÁ, M.; LOŠŤÁKOVÁ, H.; MACHÁČKOVÁ, K. The Use of Various PR Tools and Analysis of Their Effectiveness for Influencing the Public as Viewed by Managers of Czech Chemical Companies. In: *International Scientific Conference "Hradec Economic Days"*; 11(1), University of Hradec Králové, Hradec Králové, Czech Republic, March 25-26, 2021, 2021, 297-308. doi: 10.36689/uhk/hed/2021-01-030, ISSN 2464-6059, e-ISSN 2464-6067
8. KREJČÍK, J.; LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M. Utilisation of Online Public Relations Tools in Chemical Companies in the Czech Republic. In: *International Scientific Conference "Hradec Economic Days"*; 12(1), University of Hradec Králové, Hradec Králové, Czech Republic, June 9-10, 2022, 2022, 358-369. doi: 10.36689/uhk/hed/2022-01-035, ISSN 2464-6059, e-ISSN 2464-6067