

# **CURRICULUM VITAE**

## **VLADIMÍRA VLČKOVÁ**

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

---

- 1996 – 2002     Doctoral study in the field of Enterprise Management and Economics, University of Pardubice, Faculty of Chemical Technology  
Dissertation on the topic “Conditions for Implementation of Logistics into Companies of Chemical Industry”
- 1977 – 1982     Master’s study in the field of Technical Physical and Analytical Chemistry, University of Chemical Technology in Pardubice  
Diploma thesis on the topic “Determination of Lead in Biological Material by ASS Method”

### **FURTHER EDUCATION**

- 2011 – 2013     Statistical Data Processing in the IBM SPSS Statistics, Prague
- 2005             Distance Education Course, National Center for Distance Education
- 1984 – 1986     Supplementary pedagogical studies focused on teaching specialized subjects for secondary schools, CTU Prague
- 1982 – 1983     Specialized study of higher education, University of Chemical Technology in Pardubice

### **EMPLOYMENT**

---

- 1998 – present   University of Pardubice, Faculty of Chemical Technology, assistant professor
- 1995 – 1997     University of Pardubice, Faculty of Economics and Administration, assistant professor
- 1990 – 1995     Primary School, Resslova, Pardubice, teacher
- 1989 – 1990     Charles University, Prague, Institute for Language and Training, Department of Pardubice, teacher
- 1987 – 1989     Association for the Sale of Tar Dyes (SODB), Rybitví, research and development worker
- 1982 – 1989     University of Chemical Technology in Pardubice, study stay (August 1983 – December 1986 maternity leave)

### **STUDY AND WORK ABROAD**

---

- 2015 – 1 week     Riga Technical University, Latvia, program Erasmus
- 2012 – 1 week     Universidade da Madeira, Funchal, Portugalsko, program Erasmus

2009 – 2012	Polsko-Czeska Wyższa Szkoła Biznesu i Sportu „Collegium Glacense” w Nowej Rudzie, Nowa Ruda, Poland, lecturer
20012 – 1 week	University of Malta, English Language Institute, Malta, jazykový kurz
2003 – 2004	Lehigh University, Bethlehem, USA, study work stay

## **PEDAGOGICAL ACTIVITY**

---

### ***LECTURING***

UNIVERSITY OF PARDUBICE, FACULTY OF CHEMICAL TECHNOLOGY

Master’s study programmes: Economic Statistics I (1998 – 2004), Economic Statistics II (1998 – 2006), Economic Statistics (2007 – 2019), Logistics Management (2009 – 2014), Methods of Statistical Analysis (2009 – 2019)

Bachelor’s study programmes: Statistics (2001 – 2005), Fundamentals of Logistics (2005 – present), Applied Statistics (2005 – present), Statistics I (from 2020), Statistics II (from 2020), Economics and Management of Enterprises (2020), Business Management (2019 – present)

POLSKO-CZESKA WYŻSZA SZKOŁA BIZNESU I SPORTU „COLLEGIUM GLACENSE” W NOWEJ RUDZIE, NOWA RUDA, POLAND

Bachelor’s study programme: Mathematical Statistics (2009 – 2012), Mathematics (2009 – 2011)

UNIVERSITY OF PARDUBICE, FACULTY OF ECONOMICS AND ADMINISTRATION

Master’s study programmes: Economic Statistics I (1995 – 1997), Economic Statistics II (1995 – 1997)

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

Dissertations: University of Pardubice, Faculty of Chemical Technology (1 – specialist trainer)

Diploma theses: University of Pardubice, Faculty of Chemical Technology (26), University of Pardubice, Faculty of Economics and Administration (1)

Bachelor’s theses: University of Pardubice, Faculty of Chemical Technology (16), University of Pardubice, Faculty of Economics and Administration (5)

### ***MEMBERSHIP IN COMMITTEES FOR STATE DOCTORAL AND FINAL EXAMINATIONS***

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

### ***PEDAGOGICAL GRANTS***

Project IRS/2019/004 “Innovation of Enterprise Resource Planning System and Logistics for Newly Accredited Study Programmes at the Department of Economy and Management of

Chemical and Food Industries“, Ministry of Education, Youth and Sports CZ, member of the project team, 2019.

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 4, 2010 – 2013.

Project FRVŠ/2009/2456/F5a “Innovation of the Subject Management Quantitative Methods“, member of the project team, 2009.

Project FRVŠ/2005/266/F1d “Multimedia Support for Teaching the Subject Applied Statistics“, lead researcher, 2006.

Project FRVŠ/1998/1178 “Application of Graduates of Economic-managerial Fields from Technical Universities“, member of the project team, 1998.

## **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.

Research project “Tools for Strengthening Long-term Relationships with Customers Based on the Integration and Cooperation of Value Network Entities“, GAČR, project team member, 2012 – 2014, GA403/12/1279

Research project “Improving Business Performance through Differentiated Customer Relationship Management Based on their Current and Strategic Value to the Business“, member of the project team, 2006 – 2008, GA402/06/0577.

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).

Internal grant project of the University of Pardubice, member of the project team: The Influence of the Turbulence of the Market Economy on the Creation and Management of Distribution Channels in Chemical Companies (1998).

## **PUBLICATIONS**

---

Co-author of 5 monographs (Logistic-marketing Aspects of the Enterprise Management, Strategie diferencovaného CRM podle hodnoty zákazníků pro podnik, Řízení vztahů se zákazníky (CRM) prostřednictvím diferencovaného hodnotového managementu. Diferencované řízení vztahů se zákazníky, Nástroje posilování vztahů se zákazníky na B2B trhu).

Author or co-author of more than 25 professional articles (Forum Statisticum Slovaca, Economics and Management, Ekonomický časopis, Tertiary Education and Management, European Education, Perspectives: Policy and Practice in Higher Education, Journal of Business and Projects, Chemické listy, Przemysl chemiczny etc.).

Author or co-author of 80 conference papers.

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

---

Number of citations in WoS without self-citations: 51

h-index: 5

## **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 (2005 – 2010, 2010 – 2015)

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 (2003 – 2005)

Czech Industrial Chemistry Society (2017 – present)

Czech Statistical Society (2007– present)

## **LIST OF SELECTED PUBLICATIONS**

### **Monograph**

1. LOŠŤÁKOVÁ H. ET AL. *Strategie diferencovaného CRM podle hodnoty zákazníků pro podnik*. vyd. Pardubice: Univerzita Pardubice, 2006. 96 p. ISBN 80-7194-919-1

2. VLČKOVÁ, V.; BRANSKÁ, L. *Logistic-marketing Aspects of the Enterprise Management*. Serie 8. Czestochowskiej: Sekcja Wydawnictw Wydziału Zarządzania Politechniki Czestochowskiej, 2007. 364 p. ISBN 978-83-61118-00-8
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*. Praha: Grada Publishing, 2009. 272 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

#### Articles in scientific journals with an impact factor

1. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; VLČKOVÁ, V. Beneficial Effect of Tools for Cooperation and Integration between Chemical Companies and their Customers for Mutual Relationship Strengthening. *Chemické listy*, 2017, 111(6), 404-409. ISSN 0009-2770
2. LOŠŤÁKOVÁ, H.; JELÍNKOVÁ, M.; VLČKOVÁ, V. Assessment of Employment Attractiveness in the Czech Chemical Industry. *Przemysł chemiczny*, 2018, 97(11), 1945-1948. doi: 10.15199/62.2018.11.27. ISSN 0033-2496
3. TETŘEVOVÁ, L.; VLČKOVÁ, V. Academic Entrepreneurship in the Czech Republic. *Ekonomický časopis*, 2019, 67(9), 995-1010. ISSN 0013-3035

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

1. TETŘEVOVÁ, L.; VLČKOVÁ, V. Benefits, Limitations, and Measures Concerning the Development of Cooperation between Higher Education Institutions and External Entities. *Tertiary Education and Management*, 2018, 24(4), 377-394. doi: 10.1080/13583883.2018.1476579. ISSN 1358-3883, E-ISSN 1573-1936 (SCOPUS, WoS – Emerging Sources Citation Index)
2. TETŘEVOVÁ, L.; VLČKOVÁ, V. Collaboration between Higher Education Institutions Operating in the Czech Republic and the Non-academic Sphere. *European Education*, 2020, 52(1), 68-79. doi: 10.1080/10564934.2019.1694846. ISSN 1056-4934, E-ISSN 1944-7086 (SCOPUS, WoS – Emerging Sources Citation Index)
3. TETŘEVOVÁ, L.; VLČKOVÁ, V. The Role of Inter-university Cooperation in the Knowledge Society. *Perspectives: Policy and Practice in Higher Education*, 2020, 24(1), 28-34. doi:10.1080/13603108.2018.1519491. ISSN 1360-3108, E-ISSN 1460-7018 (SCOPUS)

#### Articles in professional journals with a scientific editorial staff

1. VLČKOVÁ, V. Výzkum organizačního uspořádání logistiky v podnicích chemického průmyslu. *Sci. Pap. Univ. Pardubice 4. Ser. D*, 1999, 389-395. ISBN 80-7194-232-4, ISSN 1211-555X
2. VLČKOVÁ, V. Implementace logistického řízení v podnicích chemického průmyslu. *Sci. Pap. Univ. Pardubice 5. Ser. D*, 2000, 231-216. ISBN 80-7194-310X, ISSN 1211-555X

3. VLČKOVÁ, V. Určování úrovně logistických služeb zákazníkům. *Sci. Pap. Univ. Pardubice 6. Ser. D*, 2001, 120-123. ISBN 80-7194-403-3, ISSN 1211-555X
4. VLČKOVÁ, V. Conditions for Implementation of Logistics into Companies of Chemical Industry in the Czech Republic. *Sci. Pap. Univ. Pardubice 9. Ser. A*, 2003, 235-244. ISBN 80-7194-632-X, ISSN 1211-5541
5. VLČKOVÁ, V. Jak pokročila implementace logistiky v chemickém průmyslu za 5 let? *CHEMagazín*, 2004, 6, 10-12. ISSN 1210-7409
6. VLČKOVÁ, V. Evaluation of Implementation of Logistics into Czech Chemical Industry in the Period 1998-2003. *Sci. Pap. Univ. Pardubice 10. Ser. A*, 2004, 393-400. ISBN 80-7194-727-X, ISSN 1211-5541
7. VLČKOVÁ, V. Zkušenosti s e-learningem v předmětu Aplikovaná statistika. *Forum Statisticum Slovacum*, 2006, 2(3), 191-201, ISSN 1336-7420
8. VLČKOVÁ, V. ERP and EDI System as Tools for Integrated Logistical Management Support. *VADYBA/Management*, 2006, 10(1), 124-136. ISSN 1822-3133
9. VLČKOVÁ, V.; BEDNAŘÍKOVÁ, M. Influence of CRM Strategy Usage on the Human Resources Development. *VADYBA/Management*, 2006, 15(2), 83-98. ISSN 1822-3133
10. VLČKOVÁ, V.; MACHAČ, O. Zkušenosti s využitím Excelu při výuce Aplikované statistiky. *Forum Statisticum Slovacum*, 2007, 3(5), 131-139. ISSN 1336-7420
11. LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; JELÍNKOVÁ, M.; PECINOVÁ, Z.; VLČKOVÁ, V. Differentiation of Care about Customers in Selected Czech Enterprises. *Economics and Management*, 2007, 12, 424-431. ISSN 1822-6515
12. PECINOVÁ, Z.; LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; VÁVRA, J.; VLČKOVÁ, V. Estimation of Customer Value to the Firm in Selected Czech Enterprises. *Economics and Management*, 2007, 12, 439-445. ISSN 1822-6515
13. VLČKOVÁ, V. Možné dopady implementace CPFR pro podnik. *Vedecké listy, Slovenská technická univerzita v Bratislavě*, 2007, 3(2) 122-129. ISSN 1336-815X
14. BRANSKÁ, L.; VLČKOVÁ, V. Jak využít princip metody Quick Response při poskytování hodnoty pro zákazníka? *Marketing & komunikace*, 2008, 18(3), 21-23. ISSN 1211-5622
15. VLČKOVÁ, V. Demand Forecasting in CPFR. *Economics and Management*, 2008, 13, 336-342, ISSN 1822-6515
16. VLČKOVÁ, V.; KUBÍNOVÁ, J. Analysis of the Status of Logistics in the Chemical Industry Enterprises in the Czech Republic. *Sci. Pap. Univ. Pardubice 17. Ser. A*, 2011, 369-380. ISSN 1211-5541
17. PATÁK, M.; VLČKOVÁ, V. Time Series Forecasting as a Tool of Operative Management *Sci. Pap. Univ. Pardubice 16. Ser. A*, 2012, 219-228. ISSN 1211-5541
18. PATÁK, M.; VLČKOVÁ, V. Sales Structure and Its Impact on the Accuracy of Short-term Sales Forecasting in Manufacturing Companies. *Sci. Pap. Univ. Pardubice 19. Ser. A*, 2013, 335-344. ISSN 1211-5541
19. LOŠŤÁKOVÁ, H. A KOL. Evaluation of Supplier Performance from the Perspective of Customers by their Attitudes. *Logistics Development. Zürich - Uetikon: Trans Tech Publications*, 2014, 39-46. ISBN 978-3-03835-347-8

20. VLČKOVÁ, V. Opportunities for Servitization in Chemical Companies. *Sci. Pap. Univ. Pardubice 25. Ser. A*; 2019, 157-168. ISSN 1211-5541
21. VLČKOVÁ, V.; PODŠKUBKOVÁ, L. Analysis and Assessment of the Achieved Level of Servitization in the Selected Chemical Company - Case Study. *Sci. Pap. Univ. Pardubice 26. Ser. A*, 2020, 279-289. ISSN 1211-5541

**Articles in proceedings registered in the Conference Proceedings Citation Index database**

1. VLČKOVÁ, V.; PATÁK, M. Role of Demand Planning in Business Process Management. In: *6th International Scientific Conference "Business and Management 2010"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 13-14, 2010, 2010, 1119-1126. doi:10.3846/bm.2010.151. ISSN 2029-428X CD
2. VLČKOVÁ, V. Reasons of Insufficient Cooperation in Information Sharing within Czech Entrepreneurial Environment and its Impact on Supply Chain. In: *20th Anniversary International Conference on Metallurgy and Materials „METAL 2011"*; TANGER Ltd., Brno, Czech Republic, May 18-20, 2011, 2011, 1259-1264. ISBN 978-80-87294-24-6
3. VLČKOVÁ, V.; EXNAR, F.; MACHAČ, O. Quantitative Methods for Support of Managerial Decision-making in Logistics. In: *7th International Scientific Conference "Business and Management 2012"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 10-11, 2012, 2012, 1015-1022. doi: 10.3846/bm.2012.130. ISSN 2029-4441
4. VLČKOVÁ, V.; PATÁK, M. Outsourcing and its Impact on Demand Planning. In: *21st International Conference on Metallurgy and Materials „METAL 2012"*; TANGER Ltd., Brno, Czech Republic, May 23-25, 2012, 2012, 1687-1694. ISBN 978-80-87294-31-4
5. PATÁK, M; VLČKOVÁ, V. Demand Planning Specifics in Food Industry Enterprises. In: *7th International Scientific Conference "Business and Management 2012"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 10-11, 2012, 2012, 1168-1175. doi: 10.3846/bm.2012.150. ISBN 978-609-457-116-9, ISSN 2029-4441
6. VLČKOVÁ, V. Kaizen as the Tool for Supply Chain Flexibility Raising. In: *2nd Carpathian Logistics Congress "CLC 2012"*; TANGER Ltd., Lázně Priesnitz, Jeseník, Czech Republic, November 7-9, 2012, 2012, 675-681. ISBN 978-80-87294-36-9
7. VLČKOVÁ, V.; MÁCALOVÁ, V. Optimization of the Order Fulfilment Process in the Selected Catering Company. In: *3rd Carpathian Logistics Congress "CLC 2013"*; TANGER Ltd., Cracow, Poland, December 9-11, 2013, 2013, 641-646. ISBN 978-80-87294-50-5
8. VLČKOVÁ, V.; LOŠŤÁKOVÁ, H.; PATÁK, M. Selected Problems Arising within Cluster Analysis Usage for Market Segmentation. In: *23rd International Conference on Metallurgy and Materials „METAL 2014"*; TANGER Ltd., Brno, Czech Republic, May 21-23, 2014, 2014, 1932-1939. ISBN 978-80-87294-54-3
9. VLČKOVÁ, V.; PATÁK, M.; LOŠŤÁKOVÁ, H.; ŠPITÁLSKÝ, L. The Impact of Standardization of Variables on the Outcomes of Service Market Segmentation. In: *1st International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2014"*; SGEM, Albena, Bulgaria, September 3-9, 2014, 2014, 621-628. doi: 10.5593/sgemsocial2014B23. ISBN 978-619-7105-27-8, ISSN 2367-5659

10. PATÁK, M.; VLČKOVÁ, V. The Impact of Aggregation Level on the Forecasting Accuracy of Petroleum Consumption. In: *1st International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2014"*; SGEM, Albena, Bulgaria, September 3-9, 2014, 2014, 629-636. doi: 10.5593/sgemsocial2014B23. ISBN 978-619-7105-27-8, ISSN 2367-5659
11. LOŠŤÁKOVÁ, H.; PECINOVÁ, Z.; BRANSKÁ, L.; VLČKOVÁ, V.; PATÁK, M. Evaluation of Supplier Performance from the Perspective of Customers Focused on Customer Attitudes to and Readiness for Repeat Purchases. In: *4th Carpathian Logistics Congress "CLC 2014"*; TANGER Ltd., Podbanské, Slovakia, August 24-26, 2014, 2014, 518-524. ISBN 978-80-87294-64-2
12. PATÁK, M.; LOŠŤÁKOVÁ, H.; ČURDOVÁ, M.; VLČKOVÁ, V. The E-Pharmacy Customer Segmentation Based on the Perceived Importance of the Retention Support Tools. In: *10th International Strategic Management Conference; International Strategic Management & Managers Association, Rome, Italy, June 19-21, 2014, Procedia-Social and Behavioral Sciences, 2014, 552-562. doi: 10.1016/j.sbspro.2014.09.075*
13. VLČKOVÁ, V.; VRBOVÁ, H. Development and Assessment of Chosen Supply System Structure in the Czech Chemical Industry. In: *5th Carpathian Logistics Congress "CLC 2015"*; TANGER Ltd., Lázně Priesnitz, Jeseník, Czech Republic, November 4-6, 2015, 2015, 518-524. ISBN 978-80-87294-64-2
14. JELÍNKOVÁ, M.; VLČKOVÁ, V.; LOŠŤÁKOVÁ, H.; LOVEČKOVÁ, Z. Using Mass Communication and Mass Media to Increase the Effectiveness of Integrated Marketing Communications of Chemical Industry Enterprises. 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, 989-998. doi: 10.5593/SGEMSOCIAL2015/B22. ISBN 978-619-7105-47-6, ISSN 2367-5659
15. BEDNAŘÍKOVÁ, M.; MUNZAROVÁ, S.; VÁVRA, J.; VLČKOVÁ, V.; BUREŠOVÁ, K. Indicators of S-LCA 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 26-31, 2015, Book 1, Vol. 1, 2015, 613-620. doi: 10.5593/SGEMSOCIAL2015/B11/S2.078. ISBN 978-619-7105-44-5, ISSN 2367-5659
16. VLČKOVÁ, V.; MUNZAROVÁ, S.; SEBRÁNKOVÁ, E. Decision on Location of a New Warehouse for the Reverse Logistic Company. 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, 683-692. doi: 10.5593/SGEMSOCIAL2015/B22/S7.088. ISBN 978-619-7105-47-6, ISSN 2367-5659
17. VLČKOVÁ, V. Ways of cooperation within Supply Chain in Metallurgy from the Point of View of company processing Steel Coils. In: *24th International Conference on Metallurgy and Materials „METAL 2015"*; TANGER Ltd., Brno, Czech Republic, June 3-5, 2015, 2015, 2118-2124. ISBN 978-80-87294-62-8
18. MUNZAROVÁ, S.; VÁVRA, J.; BEDNAŘÍKOVÁ, M.; VLČKOVÁ, V.; RITSCHELOVÁ, A. Cost Management and Product Costing, Evidence from the Practice of Medium-sized Brewery in the Czech Republic. In: *2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2015"*; SGEM, Albena, Bulgaria, August 26-31, 2015, Book 2, Vol. 2, 2015, 645-652. doi: 10.5593/SGEMSOCIAL2015/B22/S7.083. ISBN 978-619-7105-47-6, ISSN 2367-5659



19. TETŘEVOVÁ, L.; VLČKOVÁ, V. Microeconomic Analysis of Selected Aspects of the First Mission of Public Universities Operating 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, 895-902. doi: 10.5593/sgemsocial2016/B11. ISBN 978-619-7105-70-4, ISSN 2367-5659
20. VLČKOVÁ, V.; MACHAČ, O. The Possibilities of Optimization of the Steel Coil Inventory in the Processing Company. In: *25th International Conference on Metallurgy and Materials „METAL 2016"*; TANGER Ltd., Brno, Czech Republic, May 25-27, 2016, 2016, 2076-2081. ISBN 978-80-87294-67-3
21. VLČKOVÁ, V. Assessment of Cooperation within Chosen Supply System in the Czech Chemical Industry. In: *9th International Scientific Conference "Business and Management 2016"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 12-13, 2016, 2016, 1-9. doi:10.3846/bm.2016.21 ISBN 978-6-0945-7921-9, ISSN 2029-4441
22. VLČKOVÁ, V.; LOŠŤÁKOVÁ, H.; BÁRTOVÁ, K. Deciding Between Railway and Road Transport of Dangerous Items with Respect to the Level of Customers Services. In: *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts "SGEM 2016"*; SGEM, Albena, Bulgaria, August 22-31, 2016, 2016, 839-846. doi: 10.5593/SGEMSOCIAL2016/B23/S07.105. ISBN 978-619-7105-70-4, ISSN 2367-5659
23. VLČKOVÁ, V.; KUBÍČKOVÁ, L.; MACHAČ, O. Packaging Material Inventory Management as a Tool Increasing the Level of Customer Services in the B2B Market In: *5th Carpathian Logistics Congress "CLC 2017"*; TANGER Ltd., Liptovsky Jan, Slovakia, EU, June 28-30, 2017, 2017, 358-363. ISBN 978-80-87294-80-2
24. VLČKOVÁ, V.; PODŠKUBKOVÁ, L. Assessment of Provided Service Quality in B2B Market from the Manufacturer's Perspective. In: *8th Carpathian Logistics Congress "CLC 2018"*; TANGER Ltd., Prague, Czech Republic, December 3-5, 2018, 2018, 890-895. ISBN 978-80-87294-88-8
25. VLČKOVÁ, V.; BALÁŠOVÁ, V. An Analysis of the Possibilities of Application of Servitization at Selected Manufacturing Companies. In: *28th International Conference on Metallurgy and Materials "METAL 2019"*; TANGER Ltd., Brno, Czech Republic, May 22-24, 2019, 2019, 1873-1879. ISBN 978-80-87294-92-5
26. VLČKOVÁ, V.; PODŠKUBKOVÁ, L. The Approach to Servitization in the Czech Manufacturing Companies. In: *Hradec Economic Days*; University of Hradec Králové, Hradec Králové, Czech Republic, April 2-3, 2020, 2020, 861-870. ISBN 978-80-7435-776-3

#### **Lecture notes or university textbooks**

1. LOŠŤÁKOVÁ, H. ET AL. *Podniková ekonomika a management II. díl*. Pardubice: Univerzita Pardubice, 1998. 179 p. ISBN 80-7194-143-3
2. LOŠŤÁKOVÁ, H. ET AL. *Strategický marketingový management*. Praha: CIMA-B, 2006. ISBN 80-239-8387-3
3. VLČKOVÁ, V.; MACHAČ, O.; PATÁK, M. *Aplikovaná statistika*. Pardubice: Univerzita Pardubice, 2013. 226 p. CD-ISBN 978-80-7395-668-4