

CURRICULUM VITAE

ZUZANA PECINOVÁ

EDUCATION AND SCIENTIFIC AND PEDAGOGICAL DEGREES

- 1996 – 2001 Doctoral study in the field of Enterprise Management and Economics, University of Pardubice, Faculty of Chemical Technology
Dissertation on the topic “Account Receivable Management of Industrial Enterprises under the Current Market Conditions”
- 1991 – 1996 Master’s study in the field of Economy of Industry, University of Economics, Prague, Faculty of Business Administration
Diploma thesis on the topic “Variable Wage Components”

FURTHER EDUCATION

- 2010 – 2013 Statistical data processing in the IBM SPSS Statistics, ACREA CR, Prague
- 2005 Distance teaching course, National Center for Distance Education, Olomouc

EMPLOYMENT

- 1998 – present University of Pardubice, Faculty of Chemical Technology, assistant professor
- 1995 – 1997 University of Pardubice, Faculty of Economics and Administration, assistant professor
- 1989 – 1995 Komerční banka, credit officer
- 1983 – 1989 ÚVR Opočíněk, economist

STUDY AND WORK ABROAD

- 2014 – 1 week Universidade da Madeira, Funchal, Portugal, Erasmus+ programme
- 2012 – 1 week Link School of English, Valleta, Malta
- 2008 – 1 week Kaunas University of Technology, Kaunas, Lithuania, Erasmus programme
- 2005 – 1 month University of Malta, English Language Institute, Malta

PEDAGOGICAL ACTIVITY

LECTURING

UNIVERSITY OF PARDUBICE, FACULTY OF CHEMICAL TECHNOLOGY

Master's study programmes: Financial Management (1997 – present), Management of Innovations and Investments for Sustainable Development (2019 – present), Management of Innovations (1999 – 2002), Funding (1995 – 1996)

Bachelor's study programmes: Business Economics (2007 – present), Corporate Funding (2007 – present), Economics and Management (2004 – 2006), Applied Economics (1998 – 1999)

UNIVERSITY OF PARDUBICE, FACULTY OF ECONOMICS AND ADMINISTRATION

Master's study programmes: Financial Market (1995 – 1997)

SUPERVISION OF FINAL THESES (defended theses)

Diploma theses: University of Pardubice, Faculty of Chemical Technology (33), University of Pardubice, Faculty of Economics and Administration (3)

Bachelor's theses: University of Pardubice, Faculty of Chemical Technology (12), University of Pardubice, Faculty of Economics and Administration (2)

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 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”, Operational Programme “Research, Development and Education”, Ministry of Education, Youth and Sports, Czech Republic, member of the project team, 2017 – 2022.

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”, member of the project team, 2010 – 2013.

Project FRVŠ 1158/2006/F5/d “Multimedia Text to Support the Teaching of Financial Management”, lead researcher, 2006.

Project of development activities programme at University of Pardubice IG 33/05 “Preparation and Implementation of the Course Business Economics in English“, lead researcher, 2006.

Project FRVŠ 720/2004/F5/d “Multimedia text for the course Business Economics and management I“, member of the project team, 2004.

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, 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 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 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).

MEMBERSHIP IN SCIENTIFIC COMMITTEES OF CONFERENCES

2018 – 18th International Business Logistics in Modern Management, University J. J. Strossmayer in Osijek, Faculty of Economics in Osijek, 11 – 12, October, 2018, Osijek, Croatia

PUBLICATIONS

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, New Trends & Challenges in Management: Concepts of Management, Strategic Marketing Management, Differentiated CRM Strategy according to a Customer Value to a Company).

Author or co-author of more than 25 professional articles (Przemysl Chemiczny, Management, Engineering Economics, Ekonomski vjesnik, Chemické listy, Trendy ekonomiky a managementu, Marketing & Komunikace, Scientific Papers of the University of Pardubice, KSI Transactions on Knowledge Society, Acta academica karviniensia, Vedecké listy, Economics and Management, Contemporary & Economics etc.).

Author or co-author of more than 70 conference papers.

CITATIONS REGISTERED IN THE WEB OF SCIENCE (WOS) DATABASE

Number of citations in WoS without self-citations: 18

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)

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.; JANOUCHE, V.; JELÍNKOVÁ, M.; NOŽIČKA, J.; PECINOVÁ, Z.; SIMOVÁ, J.; VÁVRA, J.; VLČKOVÁ, V. *Diferencované řízení vztahů se zákazníky*. 1st ed. Praha: Grada Publishing, 2009. 272 p. ISBN 978-80-247-3155-1
4. LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; BEDNAŘÍKOVÁ, M.; DĚDKOVÁ, J.; JANOUCHE, 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. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, Z. Collaboration between Small Retail Stores and Suppliers of Food Products. *Ekonomski Vjesnik*, 2017, 30(2), 311-321. ISSN 0353-359X
2. PATÁK, M.; PECINOVÁ, Z.; BRANSKÁ, L. Demand Forecasting in Chemical Industry. *Przemysl Chemicny*, 2018, 97(8), 1259-1262. ISSN 0033-2496

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. PATÁK, M.; BRANSKÁ, L.; PECINOVÁ, 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
5. PATÁK, M.; BRANSKÁ, L.; PECINOVÁ, 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

Articles in professional journals indexed in SCOPUS and ERIH+ databases

1. BRANSKÁ, L.; PECINOVÁ, Z.; PATÁK, M.; STAŇKOVÁ, M.; KHOLOVÁ, P. Maintenance Management Systems in the Czech Enterprises of Chemical and Food Industries. *Trendy ekonomiky a managementu*, 2016, 27, 20-29. ISSN 1802-8527
2. PATÁK, M., BRANSKÁ, L.; PECINOVÁ, Z. Impacts of Horizontal Integration on Czech Retail Stores with Fast-moving Goods. *Acta academica karviniensia*, 2020, 3. ISSN 1212-415X

Articles in professional journals with a scientific editorial staff

1. BRANSKÁ, L.; PECINOVÁ, Z. Změny v hodnototvorném procesu po implementaci strategie CRM. *Marketing & Komunikace*, 2006, 16(3), 7-10. ISSN 1211-5622
2. 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(1), 439-445. ISSN 1822-6515
3. PECINOVÁ, Z.; BRANSKÁ, L. The Influence of a Customer Value Approach on Value-creating Process Management. *Management*, 2007, 9(2), 39-48. ISSN 1822-3133
4. 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
5. PECINOVÁ, Z.; BRANSKÁ, L. Návrh systému měření pro výběr optimální koncepce obsluhy individuálních zákazníků. *Vedecké listy*, 2007, 3(2), 68-77. ISSN 1336-815X
6. VLČKOVÁ, V.; PECINOVÁ, Z.; BRANSKÁ, 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
7. PECINOVÁ, Z.; BRANSKÁ, L. The Possibilities of Using the Optimum Concept of Individual Customer Service System. *Economics and Management*, 2008, 13(April), 292-297. ISSN 1822-6515
8. VÁVRA, J.; PECINOVÁ, Z. Cost Related to the Customers – Essential Part of Net Marketing Contribution. *Economics and Management*, 2008, 13(April), 313-318. ISSN 1822-6515

9. BRANSKÁ, L.; PECINOVÁ, Z. Increasing Quality through Implementing the Quick Response Method to Achieve Competitiveness of the Company. *Contemporary & Economics*, 2008, 8(4), 81-88. ISSN1897-9254
10. PECINOVÁ, Z.; VÁVRA, J. Potřebují obchodníci znát hodnotu zákazníka? *Marketing & Komunikace*, 2008, 18(3), 10-13. ISSN 1211-5622
11. PECINOVÁ, Z.; BRANSKÁ, L. Value-Creating Process Management in Knowledge-Based Enterprise. *KSI Transactions in Knowledge Society*, 2009, 3, 68-71. ISSN 1313-4787
12. PECINOVÁ, Z. Deciding on Investment in Customer Oriented Company. *Economics and Management*, 2011, 16(1), 1298-1303. ISSN 1822-6515
13. PECINOVÁ, Z.; ČURDOVÁ, M.; LOŠŤÁKOVÁ, H.; RAJHELOVÁ, H. Strengthening Relationships with Customers in Online Pharmacies as Links of Pharmaceutical Value Networks. *Scientific Papers of the University of Pardubice, Series A*, 2011, 17, 333-345. ISSN 1211-5541
14. LOŠŤÁKOVÁ, H.; PECINOVÁ, Z. The Benefits of a Complex Solution to the Customers? Problem for SRC on the Market with Chemical Products. *Scientific Papers of the University of Pardubice, Series A*, 2013, 19, 345-371. ISSN 1211-5541
15. PECINOVÁ, Z.; LOMNICKÁ, D. Impact of Possible Methods to Classify Tangible Assets in the Accounting on the Amount of Depreciation – Example of Selected Sample of Chemical Company Equipment. *Scientific Papers of the University of Pardubice, Series A*, 2013, 19, 309-317. ISBN 80-7194-297-9, ISSN 1211-5541
16. PATÁK, M.; BRANSKÁ, L.; PECINOVÁ, Z. Possibilities of Reducing the Volume of Plastic Packaging for Consumer Chemicals. *Scientific Papers of the University of Pardubice, Series A*, 2020, 26, 269-277. ISSN 1211-5541

Articles in proceedings registered in the Conference Proceedings Citation Index database

1. PECINOVÁ, Z. Working Capital Assessment in Customer Oriented Company. In: *6th International Scientific Conference "Business and Management 2010"*; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 13-14, 2010, 2010, 1058-1065. ISSN 2029-4441
2. LOŠŤÁKOVÁ, H.; PECINOVÁ, Z. Creation of the Customer's Value within the Value Network of Products Determined for Production Consumption. In: *20th Anniversary International Conference on Metallurgy and Materials "METAL 2011"*; TANGER Ltd., Brno, Czech Republic, May 18-20, 2011, 2011, 1126-1131. ISBN 978-80-87294-24-6
3. BRANSKÁ, L.; PECINOVÁ, Z.; LOŠŤÁKOVÁ, H. Modification of Packaging Management in a Company as a Result of Involvement in a Value Network. In: *21st International Conference on Metallurgy and Materials "METAL 2012"*; TANGER Ltd., Brno, Czech Republic, May 23-25, 2012, 2012, 1634-1641. ISBN 978-80-87294-31-4
4. PECINOVÁ, Z.; EHLOVÁ, Z. Relationship with Customers: Empirical Research on Networking in Pharmacies Business. In: *7th International Scientific Conference "Business*

- and Management 2012*"; Vilnius Gediminas Technical University, Vilnius, Lithuania, May 10-11, 2012, 2012, 433-442. ISBN 978-609-457-116-9
5. PECINOVÁ, Z.; LOŠŤÁKOVÁ, H.; BRANSKÁ, L. Barriers to the Development of Cooperation in Value Networks with a Low Level of Cooperation. In: *22nd International Conference on Metallurgy and Materials "METAL 2013"*, TANGER Ltd., Brno, Czech Republic, May 15-17, 2013, 2013, 2006-2012. ISBN 978-80-87294-41-3
 6. LOŠŤÁKOVÁ, H.; PECINOVÁ, Z.; STEJSKALOVÁ, I. The Attributes of Interconnection between a Chemical Enterprise and Its Customers and Their Importance for Strengthening Mutual Relationships in the Value Network. In: *3rd Carpathian Logistics Congress "CLC 2013"*; TANGER Ltd., Cracow, Poland, December 9-11, 2013, 709-723. ISBN 978-80-87294-50-5
 7. BRANSKÁ, L.; LOŠŤÁKOVÁ, H.; PECINOVÁ, Z. Is a Joint Owner a Guarantee of Coordinated Efforts of Entities in the Value Network? In: *22nd International Conference on Metallurgy and Materials "METAL 2013"*, May 15-17, TANGER Ltd., Brno, Czech Republic, 2013, 2013, 1835-1841. ISBN 978-80-87294-41-3
 8. PECINOVÁ, Z.; LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; PATÁK, 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
 9. LOŠŤÁKOVÁ, H.; BRANSKÁ, L.; PECINOVÁ, Z. Technical Equipment Allowing Flexibility in Serving Customers as a Prerequisite for Strengthening Customer Relationships in the B2B Market. In: *23rd International Conference on Metallurgy and Materials "METAL 2014"*; TANGER Ltd., Brno, Czech Republic, May 21-23, 2014, 2014, 1828-1834. ISBN 978-80-87294-54-3
 10. LOŠŤÁKOVÁ, H.; PECINOVÁ, Z. The Role of Partnership and Flexibility in Strengthening Customer Relationships in the B2B Market. In: *10th International Strategic Management Conference; International Strategic Management & Managers Association, Rome, Italy, June 19-21, 2014, Procedia - Social and Behavioral Sciences, 563-575. ISSN 1877-0428*
 11. BRANSKÁ, L.; PECINOVÁ, Z.; LOŠŤÁKOVÁ, H. Approach to Supplier Evaluation in the Context of Building Value Networks. In: *23rd International Conference on Metallurgy and Materials "METAL 2014"*; TANGER Ltd., Brno, Czech Republic, May 21-23, 2014, 2014, 1610-1617. ISBN 978-80-87294-54-3
 12. PECINOVÁ, Z., PATÁK, M.; BRANSKÁ, 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
 13. PATÁK, M.; BRANSKÁ, L.; PECINOVÁ, 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

14. PECINOVÁ, Z.; STEHNOVÁ, M.; LOŠŤÁKOVÁ, H. Evaluation of Suppliers by Customers as a Way to Increase Business Performance. 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, 723-730. ISBN 978-619-7105-47-6, ISSN 2367-5659
15. VÁVRA, J.; PECINOVÁ, Z.; BRANSKÁ, 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
16. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, 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
17. PECINOVÁ, Z.; PATÁK, M.; LOŠŤÁKOVÁ, H. Customer Preferences in Selecting a Supplier in the Context of the Strengthening of Supplier-Customer Relations. In: *5th Carpathian Logistics Congress "CLC 2015"*; TANGER Ltd., Lázně Priesnitz, Jeseník, Czech Republic, November 4-6, 2015, 438-443. ISBN 978-80-87294-64-2
18. BRANSKÁ, L.; PECINOVÁ, Z.; VÁVRA, 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
19. BRANSKÁ, L.; PECINOVÁ, Z.; LOŠŤÁKOVÁ, 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
20. LOŠŤÁKOVÁ, H.; PECINOVÁ, Z.; HRÁSKÁ, V.; CRHÁKOVÁ, K. Customer Value Attributes in Purchase of OTC Drugs and Food Supplements in Brick-and-Mortar Pharmacies 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, 667-674. ISBN 978-619-7105-47-6, ISSN 2367-5659
21. PECINOVÁ, Z.; BRANSKÁ, L.; PATÁK, 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
22. PATÁK, M.; BRANSKÁ, L.; PECINOVÁ, 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

23. BRANSKÁ, L.; PECINOVÁ, Z.; PATÁK, 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
24. BRANSKÁ, L.; PECINOVÁ, Z.; PATÁK, 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
25. PECINOVÁ, Z.; BRANSKÁ, L.; VÁVRA, 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
26. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, Z.; HORÁK, 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
27. PATÁK, M.; PECINOVÁ, Z.; BRANSKÁ, 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
28. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, 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
29. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, Z.; HORÁK, 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
30. PECINOVÁ, Z.; BRANSKÁ, L.; PATÁK, M.; HALAŠKA, 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
31. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, Z. Tools for Developing Collaboration in the Field of Supply Chain Management. In: *8th Carpathian Logistics Congress „CLC 2018“*; Tanger Ltd., Praha, Czech Republic, December 3-5, 2018, 2019, 21-27. ISBN 978-80-87294-88-8
32. PATÁK, M.; BRANSKÁ, L.; PECINOVÁ, Z.; JANATA, D. Attitudes of Small and Medium-Sized Chemical Companies Towards Information Sharing within Supply Chains.

In: 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

33. BRANSKÁ, L.; PATÁK, M.; PECINOVÁ, Z. Innovation of Customer Chemicals Packaging in Concern of Sustainability. In: *International Scientific Conference on Hradec Economic Days (HED)*; Univerzita Hradec Králové, Hradec Králové, Czech Republic, April 2-3, 2020, 2020, 61-67. ISBN 978-80-7435-776-3

Lecture notes or university textbooks

1. MACHAČ, O. ET AL. *Podniková ekonomika a management I. díl*. Pardubice: Univerzita Pardubice, 1998. 171 p. ISBN 80-7194-142-5 (ch. 9)
2. LOŠŤÁKOVÁ, H. ET AL. *Strategický marketingový management*. Praha: CIMA-B, 2006. ISBN 80-239-8387-3 (chs. 3, 4)
3. TETŘEVOVÁ, L. ET AL. *Podniková ekonomika a management I*. Pardubice: Univerzita Pardubice, 2011. 181 p. ISBN 978-80-7395-433-8 (chs. 5, 6, 7)