



CIII-SK-0044-00-2223

Applied Economics and Management



"Applied Economics and Management" is the **17th prolongation** of the CEEPUS network coordinated by the Faculty of Economics and Management of the Slovak University of Agriculture in Nitra, Slovakia. Based on the very positive feedback, good practice and experience from previous academic years, we are planning to:

- ❖ Continue and expand the networking between universities in the field of applied economics and management and related topics as well as carry out coordinating network activities while facing the challenges of the global pandemic;
- ❖ In order to make the network activities more efficient, we are re-evaluating the cooperation within the partnership annually and based on the growing interest in participation in our network, we are accepting new members if beneficial for both parties (in the current project proposal, due to the uncertainty in regards the pandemic we have decided not to increase the partner numbers);
- ❖ Achieve high number of mobilities (physical, blended and virtual) for lecturers and students on all levels of study, also as a support for the implementation of the international study programmes, while balancing the continuously growing demand for mobilities at all partner universities (using additional network freemover mobilities) – given that travelling will be possible again or virtual mobility options will be extended to all programme countries;
- ❖ Organise a short term excursion as a planned joint network activity and a coordination meeting using also network freemover mobilities;
- ❖ Implement participation in lectures, workshops, conferences and seminars devoted to areas of expertise – special focus on guest lectures aimed at the transfer of know-how and enriching the education process by innovative approaches (including online forms of cooperation);
- ❖ Implement the International Master Double Degree study programme "*Business Economics*" offered by two universities of the network – the Slovak University of Agriculture in Nitra and the University of Agriculture in Krakow, as well as develop the International Master Double Degree study programme "*Agrarian Trade and Marketing*" offered by two universities of the network – the SUA in Nitra and the Mendel University in Brno;

- ❖ Involve teachers from partner universities in lecturing at the MBA programme "*Agribusiness and Commerce*" at the SUA in Nitra (<https://fem.uniag.sk/sk/mba-program/>) as well as lecturing at the MBA programme "*Management of Co-operative Bank*" at the University of Agriculture in Krakow (<https://mba.urk.edu.pl/>);
- ❖ Based on the module cooperation within the doctoral study programme "*Economics and Management*" between the SUA in Nitra and the University of Agriculture in Krakow, we plan to use CEEPUS doctoral and staff mobilities to support this form of doctoral programme;
- ❖ Introduce Doctoral and Master theses with consultants from CEEPUS partner institutions;
- ❖ Prove common interest in supporting joint studies, cooperation on joint syllabus and publishing activities, with joint research activities between partners (see details below);
- ❖ Prepare, adapt and deliver common curricula and teaching materials to wider educational community in the field of managerial courses, agricultural economics, marketing, finance and business studies;
- ❖ Share e-learning experience, especially in case of prolonged online teaching;
- ❖ Promote freemover mobilities based on Letters of Acceptance;
- ❖ Involve colleagues from partner universities as members in scientific councils of faculties/universities, conference scientific committees as well as editorial boards and reviewers in scientific journals;
- ❖ Submit joint educational, scientific and research project proposals (e.g. within the Call for Proposals in the framework of the Erasmus+ Programme, the Calls of the International Visegrad Fund and other national and bilateral initiatives) with network partners;
- ❖ Continue the cooperation of network partners also as members of the Visegrad University Association, which supports Central European educational activities, CEEPUS partners' initiatives including (<http://www.vua.uniag.sk/>);
- ❖ Maintain and coordinate the level of mutual ICT communication (including mainly e-mails, phone calls, Skype/MS Teams/Zoom calls, chats, social media etc.) among network partners;
- ❖ Ensure dissemination, promotion and publicity of network activities.

CEEPUS Network Members – Academic Year 2022/2023:

1. Slovak University of Agriculture in Nitra (SUA), Faculty of Economics and Management, Nitra, Slovak Republic – Coordinating Institution
2. University Aleksandër Moisiu Durrës (UAMD), Faculty of Economics and Administration, Durrës, Albania
3. Canadian Institute of Technology (CIT), Faculties of Economy and Engineering, Tirana, Albania
4. BOKU - University of Natural Resources and Life Sciences, Institute of Marketing and Innovation, Vienna, Austria
5. University of Banja Luka (UNIBL), Faculty of Economics, Banja Luka, Republic of Srpska, Bosnia and Herzegovina
6. University of National and World Economy (UNWE), Department of Natural Resources Economics, Sofia, Bulgaria
7. Mendel University in Brno (MENDELU), Faculty of Business Economics, Brno, Czech Republic
8. Czech University of Life Sciences Prague (CZU), Faculty of Economics and Management, Prague, Czech Republic
9. University of South Bohemia in České Budějovice (USB), Faculty of Economics, České Budějovice, Czech Republic
10. University of Zagreb (UNIZG), Faculty of Agriculture, Zagreb, Croatia
11. University of Slavonski Brod (UNISB), Biotechnical Department, Slavonski Brod, Croatia
12. Polytechnic of Rijeka (PR), Croatia
13. University of Sopron (SOE), Alexandre Lamfalussy Faculty of Economics, Sopron, Hungary
14. University of Szeged (SZTE), Faculty of Engineering, Szeged, Hungary
15. Hungarian University of Agriculture and Life Sciences (MATE), Szent István Campus, Gödöllő, Hungary
16. University of Montenegro (UCG), Faculty of Economics, Podgorica, Montenegro
17. Integrated Business Faculty Skopje (FBE), North Macedonia
18. Cracow University of Economics (CUE), Department of International Trade, College of Economics, Finance and Law, Krakow, Poland
19. Poznan University of Economics and Business (PUEB), Department of Commerce and Marketing, Poznan, Poland
20. University of Agriculture in Krakow (UAK), Faculty of Agriculture and Economics, Krakow, Poland
21. Warsaw University of Life Sciences (WULS), Faculty of Economic Sciences, Warsaw, Poland
22. University of Oradea (UO), Faculty of Environmental Protection, Oradea, Romania
23. University of Novi Sad (UNS), Faculty of Technical Sciences, Novi Sad, Serbia
24. University of Ljubljana (UL), Biotechnical Faculty, Ljubljana, Slovenia
25. University of Primorska (UPR), Faculty of Management, Koper, Slovenia

The network also includes silent partners.

The cooperation is ongoing for network partners when applying within the Call for Proposals of the Erasmus+ Programme as well as the Calls of the International Visegrad Fund and other bilateral and national initiatives with **educational, scientific and research project proposals**.

Currently, there are several new, already running or recently completed Erasmus+ KA2 projects where project members include(d) network partners among others with focus on very specific and cutting-edge topics, such as:

- *COVID-19 pandemic as an “opportunity window” for the transition towards new and more inclusive internationalisation through virtual mobility (COVIMO)*, no. 2020-1-CZ01-KA226-HE-094453 (2021-2023) – coordinator: CZU, partners include: BOKU, WULS, SUA, MATE, UNIZG and UL (<https://covimo.czu.cz/>);
- *Strengthening capacities for the implementation of dual education in Montenegro Higher Education (DUALMON)*, no. 617392-EPP-1-2020-1-RS-EPPKA2-CBHE-SP (2021-2024) – coordinator: UCG, partners include: UNS (<https://www.dualmon.ucg.ac.me/>);
- *Viability of small farms managed by young farmers under new “farm-to-fork” strategy*, no. 2020-1-CZ01-KA203-078495 (2020-2023) – coordinator: CZU, partners include: SUA and SZTE (<https://visyfarm.pef.czu.cz/>);
- *Teaching Sustainability in Higher Education in the Field of Economics and Management (SUSTA)*, no. 2020-1-PL01-KA203-081980 (2020-2022) – coordinator: PUEB, partners include: SUA, CZU, UNIZG and SZTE (<https://ue.poznan.pl/en/university,c13/projects,c15039/erasmus-strategic-partnership,c14814/>);
- *Challenges and practices of teaching economic disciplines in era of digitalization (DIGI4Teach)*, no. 2020-1-HR01-KA202-077771 (2020-2022) – coordinator: UNIZG, partners include: UEK (<https://digi4teach.net.efzg.hr/>);
- *Transnational Quality Education for Organic Food Safety (SAFE-ORGfood)*, no. 2020-1-PL01-KA203-081809 (2020-2022) – coordinator: WULS, partners include: UNIZG (<http://safe-orgfood.eu/>);
- *Educational Capacity Strengthening for Risk Management of Non-native Aquatic Species in Western Balkans Albania, Bosnia and Herzegovina and Montenegro (RiskMan)*, no. 619384-EPP-1-2020-1-TR-EPPKA2-CBHE-JP (2020-2022) – partners include: UNIZG and UCG (<http://www.riskman.mu.edu.tr/>);
- *Implementation of Consumer Neuroscience and Smart Research Solutions in Aromachology (NEUROSMARTOLOGY)*, no. 2018-1-SK01-KA203-046324 (2018-2021) – coordinator: SUA, partners included: PUEB (www.neurosmartology.com);
- *Assessing and Changing Adults' Behaviour on Sustainable Consumption of Food (SusCoF)*, no. 2018-1-TR01-KA204-058739 (2018-2021) – partners included: SUA and BOKU (www.suscof.com);
- *Creating Theory to Practice Centers for Innovation and Employment (T2P)*, no. 586347-EPP-1-2017-1-XK-EPPKA2-CBHE-JP (2018-2021) – partners included: UNWE and UL (<https://t2p-centers.com/>);
- *Applied Innovation for Students and Business (AISAB)*, no. 2017-1-UK01-KA203-036715 (2017-2020) – partners included: SOE and UPR (<https://www.aisab.eu/>).

Thanks to the long-term cooperation within this CEEPUS network, PUEB have prepared the strategic academic partnership project application "*Central European Network for Sustainable and Innovative Economy*" (CENETSIE), no. PPI/APM/2019/1/00047/U/00001 (2019-2022), with the participation of SUA, CZU, UNIZG and SZTE among others, which is financed by the Polish National Agency for Academic Exchange (NAWA). The main objective of the project is to build a network for common research and teaching (<http://cenetsie.ue.poznan.pl/>) and common teaching materials have already been prepared in 2021 (available here: <http://cenetsie.ue.poznan.pl/educational-materials/>).

As one of the outputs of this project, the abovementioned Erasmus+ SUSTA project was submitted and is solved with the involvement of CENETSIE partners, as well as another CEEPUS network PL-1605-01-2122 "*Central European Network for Sustainable and Innovative Economy*" was established, coordinated by PUEB, with partners from this network including CZU, SUA, SZTE, UNIZG, CUE, UPR and UNWE.

There was also a project within the bilateral cooperation of the Republic of Serbia and the Republic of Montenegro between UCG and UNS titled "*Organic product branding based on the principles of sustainable development – a comparative study between Montenegro and Serbia*" (2019-2021).

UNS has also finished a bilateral project with UPR within the bilateral cooperation of the Republic of Serbia and the Republic of Slovenia titled "*Employee Competencies for Industry 4.0*" (2020-2021).

BOKU succeeded in receiving a research grant funded by the Austrian Development Cooperation and the Republic of Kosovo under the HERAS Grant (Higher Education, Research and Applied Science) [K-09-2018] with partners from Kosovo and Albania.

SZTE and UO were consortium members within the project EFOP-3.4.3-16-2016-00014 "*A Szegedi Tudományegyetem oktatási és szolgáltatási teljesítményének innovatív fejlesztése a munkaerő-piaci és a nemzetközi verseny kihívásaira való felkészülés jegyében*" (2017-2021), where the aim was educational material development for joint degree.

The cooperation among network members was strengthened by an International Visegrad Fund projects, too:

- USB and SUA have completed the Visegrad 22010034 project "*Are countries of the Visegrad Group (V4) ready for the consequences of population aging?*" (2020-2021);
- USB and MATE have been partners in the Visegrad 21830123 project "*Social media and trust building*" (2019-2020);
- Visegrad University Studies Grant 61200004 "*Business Economics – International V4 Studies*" from the academic year 2013/2014 was coordinated by SUA, with the cooperation of CEEPUS partners MENDELU, USB, UEK and UAK and was declaring the Visegrad dimension for three more years after its end.

Teachers participating in mobilities have been involved as reviewers and **members of editorial boards** (e.g. bilateral agreement on the cooperation between the journals *Agris Online* from CZU and *EBER* from UEK, Polytechnic of Rijeka Journal), **scientific councils** and international conference committees (e.g. ISD in Nitra, ICoM in Brno) as well as lecturers at MB programmes (e.g. at UAK, SUA) for several years now, too.

Network partner staff (from MATE, CZU, MENDELU, UAK, WULS, SZTE, USB) are members of the **scientific committee** of the International Scientific Conference ISD – International Scientific Days 2022 “*Efficient, Sustainable and Resilient Agriculture and Food Systems – The Interface of Science, Politics and Practice*”, organised by the SUA to be held in Nitra (Slovak Republic) on May 11-12, 2022, as well as reviewers (<https://spu.fem.uniag.sk/mvd2022/>).

The annual ICoM international scientific conference of MENDELU is organised in cooperation with SUA and MATE, last year it was held between June 10-11 and titled “*10th International Conference on Management – Zero Waste Management and Circular Economy*” (<https://icom.pef.mendelu.cz/>).

The organiser of the annual “*18th International Scientific Conference on Industrial Systems – Industrial Innovation in Digital Age*” is UNS, with program committee members from UCG and UL, too. On the conference held between October 7-9, 2020, a research paper of UCG, UNS and PR authors was presented (<https://www.iim.ftn.uns.ac.rs/is20>).

The editorial board of the peer reviewed Journal of the Polytechnic of Rijeka (indexed by the WOS-ESCI and ERIH PLUS and included in the Norwegian Register for Scientific Journals, Series and Publishers) includes staff from UPR and UNS, and teachers who participated in CEEPUS mobilities were hired as reviewers (<https://doi.org/10.31784/zvr>).

Staff from partner universities are involved in lecturing at the **MBA programme** “*Agribusiness and Commerce*” at SUA (the course is accredited by the international network of universities AGRIMBA under the auspices of Wageningen University, Netherlands and ICA; <https://fem.uniag.sk/sk/mba-program/>), as well as at the MBA programme “*Management of Co-operative Bank (Zarządzanie bankiem spółdzielczym)*” at UAK (within the three-semester studies, the pedagogical staff from SUA is teaching the modules: Economics in Bank Management (Ekonomia w zarządzaniu bankami) and Marketing Management of Bank (Marketing w zarządzaniu bankami) based on a bilateral agreement signed between the two universities; <https://mba.urk.edu.pl/>).

There were many **joint scientific papers, books and articles** published with co-authors from partner universities. Specifically, they were chapters in monographs published in renowned publishing houses and in teaching materials (e-books), papers in journals indexed in Wos and SCOPUS and conference papers, here are some of them:

Borusiak B., Szymkowiak A., Kucharska B., Gálová J., Mravcová A. (2022) Predictors of intention to reduce meat consumption due to environmental reasons – Results from Poland and Slovakia. *Meat Science*, 184(February 2022): 108674. <https://doi.org/10.1016/j.meatsci.2021.108674> (authors from SUA and PUEB)

Stefanska M. et al. (2021) *Sustainability and Sustainable Development*. 270 p. <https://doi.org/10.18559/978-83-8211-074-6> (24 chapters with authors from PUEB, SUA, SZTE and UNIZG)

Berčík J. et al. (2021) *The Use of Aromatization and Smart Solutions in Selected Economic Sectors*. 103 p. <https://doi.org/10.15414/2021.9788055223957> (6 chapters with authors from SUA and PUEB)

- Kubicová L., Predanócyová K., Šedík P., Smutka L., Kádeková Z., Košičiarová, I. (2021) Consumption trends of milk and dairy products in Slovakia and its comparison with other V4 countries. *Innovative Marketing*, 17(3): 56-73. [http://dx.doi.org/10.21511/im.17\(3\).2021.05](http://dx.doi.org/10.21511/im.17(3).2021.05) (authors from SUA and CZU)
- Illés B.Cs., Oravecz T., Žufan P., Šedík P., Mucha L. (2021) Honey production competitiveness between the Visegrad countries analysis based on the relative comparative advantages indices. *Economic Annals*, 189(5): 5-6. <https://doi.org/10.21003/ea.V189-06> (authors from MATE, MENDELU and SUA)
- Melovic B., Veljkovic S.M., Cirovic D., Radojicic I.D. (2020) Managerial Decision-Making Process in the Modern Business Conditions in the EU: Importance of Cultural Influence. *Handbook of Research on Social and Economic Development in the European Union*. IGI Global, 324-348. ISBN 9781799811886. <https://www.igi-global.com/book/handbook-research-social-economic-development/231553#description> (authors from UCG and UNS)
- Melovic B., Rondovic B., Mitrovic-Veljkovic S., Ocovaj S.B., Dabic M. (2020) Electronic Customer Relationship Management Assimilation in Southeastern European Companies — Cluster Analysis. *IEEE Transactions on Engineering Management*, 1-20. <https://doi.org/10.1109/TEM.2020.2972532> (authors from UCG and UNS)
- Melović B., Veljković S.M., Ćirović D., Vukčević M. The impact of the Covid-19 pandemic on the business operations of micro, small and medium companies in Montenegro. (authors from UCG, UNS and PR)
- Raut J., Mitrović Veljković S., Melović B., Ribarić Čučković E., Ćelić Đ. (2020) Analysis of the influential elements of the entrepreneurial ecosystem. *18th International Scientific Conference on Industrial Systems – Industrial Innovation in Digital Age*, UNS, 7-9 October 2020. (authors from UCG, UNS and PR)
- Raut J., Mitrović Veljković S., Melović B., Stefanović D. (2020) Significance of application of digital education methods and techniques in risk conditions. *VI International Scientific Conference – Education and Sustainable Development*, UNS. (authors from UCG, UNS and PR)
- Subotić M., Mitrović Veljković S., Melović B., Nikolić D. (2020) Uticaj inovativnih obrazovnih metoda i modela na razvoj preduzetničkog potencijala mladih. *XXVI Skup Trendovi razvoja: "Inovacije u modernom obrazovanju" TREND 2020*, Kopaonik. ISBN 978-86-6022-241-3 25. (authors from UNS and UCG)
- Raut J., Mitrović Veljković S., Ćelić Đ., Melović B., Lolić T. (2020) Inovacije kao poluga privrednog rasta i razvoja. *XXVI Skup Trendovi razvoja: "Inovacije u modernom obrazovanju" TREND 2020*, Kopaonik. ISBN 978-86-6022-241-3 25. (authors from UNS and UCG)
- Mitrović Veljković S., Nešić Tomašević A., Dudić B., Gregus M., Delić M., Meško M. (2020) Emotional Intelligence of Engineering Students as Basis for More Successful Learning Process for Industry 4.0. *Mathematics*, 8(8/1321): 1-9. ISSN 2227-7390. (Special Issue Mathematical Methods and Analysis for the Industrial Management and Business, 28/325; IF 2019 = 1,747) <https://doi.org/10.3390/math8081321> (authors from UNS and UPR)
- Nešić Tomašević A., Mitrović Veljković S., Meško M., Bertnocel T. (2020) Correlation of Trust and Work Engagement: a Modern Organizational Approach. *Amfiteatru Economic*, 22(14): 1283-1300. ISSN 1582-9146. (Economics, 150/373; IF 2019 = 1.625) <https://EconPapers.repec.org/RePEc:aes:amfeco:v:22:y:2020:i:special14:p:1283> (authors from UNS and UPR)
- Nešić Tomašević A., Mitrović Veljković S., Meško M., Bertnocel T. (2020) Demographic characteristics of employees as work engagement predictors: Case study of Serbia, 6. *New Trends in Sustainable Business and Consumption*. Mesina: Bucharest: Editura ASE, 4-6 June, 259-266. ISSN 2457-483X. (authors from UNS and UPR)