



Europass Curriculum Vitae



Personal information

First name/ Surnames **Veronika KUCHÁROVÁ MAČKAYOVÁ**
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Nationality Slovak
Date of birth 04.02.1975
Gender Female

Work experience

Dates September 2001 onwards
Occupation or position held University Lecturer (2003-2006 head of department deputy, 2010-2011 head of department deputy for pedagogic activity)
Main activities and responsibilities pedagogic, scientific-research and publication activity in the fields of Management, Human Resources Management and Marketing
Name and address of employer Matej Bel University Banská Bystrica
Faculty of Economics
Institute of Managerial Systems in Poprad
Francisciho 910/8
058 01 Poprad
Slovakia
Type of business or sector higher education

Dates May – December 2001
Occupation or position held Marketing Manager
Main activities and responsibilities complex determination and implementation of marketing strategy of Czech MADETA milk producer brand a subsidiary company on the Slovak market
Name of employer Jihočeské mlékarny Slovakia, s. r. o.
Poprad, Slovakia
Type of business or sector dairy production

Dates September 2000 – March 2001
Occupation or position held Marketing Manager
Main activities and responsibilities new markets analyses, customers analyses, determination and implementation of marketing communication strategy
Name of employer Wal-Mart, S. A. de C. V. - Sam's Club
Mèxico City, Mèxico
Type of business or sector retailing

Dates July 1999 – June 2000
Occupation or position held Marketing Manager
Main activities and responsibilities complex determination and implementation of marketing strategy for milk products of TAMI brand
Name of employer Tatranská mliekareň a.s., Kežmarok
Kežmarok, Slovakia
Type of business or sector dairy production

Education and training

Dates 2002 - 2009
Title of qualification awarded PhD.
Principal subjects/occupational skills covered Thesis title: *Methodological Approaches to Evaluation of Human Resources*
Name and type of organisation providing education and training Matej Bel University Banská Bystrica
Faculty of Economics
Level in national or international classification ISCED 6

Dates 1997 - 1999
Title of qualification awarded Ing. (Master degree - Engineer of Economics)
Principal subjects/occupational skills covered Diploma work title: *Strategy in a medium-sized Enterprise*
knowledge from business planning, production management, international trade, financial analysis and managing of small and medium-sized enterprises
Name and type of organisation providing education and training Matej Bel University Banská Bystrica
Faculty of Economics
Level in national or international classification ISCED 5

Dates 1994 - 1997
Title of qualification awarded Bc. (Bachelor degree - Bachelor of Economics)
Principal subjects/occupational skills covered knowledges from economics, quantitative methods, law, management and marketing
Name and type of organisation providing education and training Matej Bel University Banská Bystrica
Faculty of Economics
Level in national or international classification ISCED 5

Personal skills and competences

Mother tongue **Slovak**

Other languages

Self-assessment

European level (*)

Spanish

German

English

Russian

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C1	Proficient user	B2	Independent user	B2	Independent user	B2	Independent user
B2	Independent user	B2	Independent user	B1	Independent user	B1	Independent user	B1	Independent user
B1	Independent user	B1	Independent user	A2	Basic user	A2	Basic user	B1	Independent user
B1	Independent user	A2	Basic user	A1	Basic user	A1	Basic user	A2	Basic user

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences	Team spirit, good ability to adapt to multicultural environments gained during my work experience abroad, good communication skills gained in the process of a marketing manager and lecturer activities
Organisational skills and competences	Organization of marketing events, science conferences and final state exams, organization of work in groups, systematic and creative work gained in the process of a marketing manager and lecturer activities
Computer skills and competences	Active user level of computer work in Windows (MS Office – Word, Excel, Outlook, PowerPoint), INTERNET, Academic Information System (AIS2), Modular Object-Oriented Dynamic Learning Environment (MOODLE)
Interests	Travelling, getting to know different cultures, photography, golf, summer and winter alpine hiking
Driving licence	Category B
Additional information	<p>Publication activity:</p> <p>AAB Scientific monograph published in domestic publisher: 1 ACD Chapters in university textbooks published in domestic publishers: 2 ADE Scientific works in foreign current journals: 2 ADF Scientific works in domestic non-current journals: 5 AEC Scientific works in foreign reviewed scientific almanac, monograph: 1 AED Scientific works in domestic reviewed scientific almanacs, monographs: 3 AFC Published works in foreign scientific conferences: 5 AFD Published works in domestic scientific conferences: 12 BBB Chapters in professional books published in domestic publishers: 2 BDF Professional works in non-current domestic journals: 4 BEC Professional works in foreign reviewed almanacs (conference and non-conference): 1 DAI Thesis: 1 GII Other publications: 1</p> <p>Scientific-research activity:</p> <p>Projects VEGA, KEGA and other project of nationwide importance: 1 Projects of faculty importance: 3</p>