



Curriculum vitae

First name, surname, title: RASTISLAV STRHAN, Dipl. Ing., PhD.

Personal : Born at 16th September 1968 in Martin, Slovakia

Permanent residence: Pplk. Pljušť'a 30, 909 01 Skalica

Nationality: Slovak

Sex: male

Status: Married

Children: Alexander (2006) Aneta (2008)

Contact:

Phone: + 421 –905 – 721 287

Web: www.strhan.eu

Email: rastislav.strhan@euba.sk rastislav.strhan@gmail.com

Skype : Rasto.Strhan

Facebook : Rastislav Strhan

LinkedIn: Rastislav Strhan

Academia.edu: Rastislav Strhan

Education background:

1993 - 2002 PhD Study at Faculty of Commerce University of Economics, branch Industrial and cross-functional Economics.

PhD. Doctoral Thesis „Environmental aspects of consumers goods markets“,

1987-1991 Masters - Graduate level (Ing), Faculty of Commerce, School of Economics, Bratislava, Slovakia,

1982-1986 Gymnázium L.Novomeského, Tomášikova ulica, Bratislava

Occupation:

October 1993-

Senior assistant at Department of Commodity Science and Quality of Goods, University of Economics, Bratislava

December 2010- August 2015

Senior assistant at Institute of political sciences, University of Central Europe in Skalica, Slovakia, part time job

February 2007 – January 2008

Part time as senior assistant at University of Central Europe in Skalica (Stredoeurópska vysoká škola v Skalici); in period August 2007-January 2008 in position of designated Vice-rector for international relation, science and research.

January 2005- March 2007

Head of Department of Commodity Science and Quality of Goods

September 1992- September 1993

Senior researcher at Research Institute of National Economy University of Economics

October 1991- June 1992 – military service

September 1986- June 1987 – computer operator, Podnik výpočtovej techniky, Bratislava

Selected pedagogical experience:

- *Produktové manažérstvo - Product management (Product strategy)* – since year 1997/98, obligatory subject for selected study program, **subject responsible, lecturer, consultant, seminar tutor, examiner** since year 2001/2002 classes in English.
- *Produkt a kvalita (Product and Quality) (before Tovaroznalectvo a kvalita tovaru, Základy tovaroznalectva)* – since 1994/95, obligatory subject, since year 2001/2002 classes in **English and German** (irregular), **lecturer, consultant, seminar tutor, examiner**.
- *Environmentálny marketing (Environmental marketing)* – 2009-2015, subject at University of Central Europe in Skalica, since 1993/94 (irregular), **lecturer, consultant, seminar tutor, examiner**, *Environmentálny trh a marketing (Environmental market and marketing)* since academic year 1993/94, voluntary subject, seminars and lectures,
- *Manažment (Management), Marketing, Základy marketingu a manažmentu* – 2007-2015, subject at University of Central Europe in Skalica, **lecturer, consultant, seminar tutor, examiner**,
- *Vzťahy s verejnou (Public relations)*- 2008- 2015, subject at University of Central Europe in Skalica, study program Environmental protection, **lecturer, consultant, seminar tutor, examiner**,

Current scientific orientation:

- Product management and product marketing
- Environmental marketing and management
- Product quality, evaluation, conformity assesment

- International marketing, public relations, management

Further education and research activities:

- **Lecture fellowship**

- **lecturing** subject Warenkunde- Produkt und Qualität at University of Hamburg – November 2005
- Lecturing at Katowice School of Economics – Mai 2007
- **Erasmus+ teaching activity abroad** – VŠB – Technical University of Ostrava (2010)
- IAE Lyon (2014), FH Nürtingen (2015), College of Polytechnic Jihlava (2016)

- **participation on project of international co-operation**

- local coordination of international mobility project LEONARDO PATES_Podpora vzdelávania a praxe absolventov technických a ekonomických vied (*Support of education and experience of graduates of technical and economical sciences*) SK/03/A/F/PL/-301365 (2003-2005)
- local coordination of pilot projects LEONARDO Networking in Higher Education-Industry NHEI-SK/98/2/05226/PI/II.1.1.C FPC / (1999-2001)
- TEMPUS EXCETER Excellence of Territory IB JEP 14343-1999 (1999-2002),
- TEMPUS ISO Standards in Slovak University Education (1996-1998),
- TEMPUS QuaMan - Quality Management in a Service Sector, (1997-1998),
- TEMPUS Interuniversity Education of ISO Standards in SR (1998-1999),

- **study fellowship**

- **3 weeks study fellowship from** project CEEPUS at University of Zagreb, Graduate School of Economics and Business – April- Mai 2005
- short time visits (2-3 weeks) as part of international projects Leonardo a Tempus on universities in France (Poitiers, Evry), Great Britain (Lancaster), Austria (Vienna), Netherland (Rotterdam), Irland (Dublin).
- Study program Management of Small and Medium Enterprises na Mediterranean Institute of Management, Nicosia, Cyprus, (Oktober- December 1995),
- Summer school on European integration, Europäisches Forum Alpbach, (august 1994),
- 1. Slovak Summer School in Macroeconomics, Bratislava, september 1993,

- **research projects – contractor and principal investigator**

- Slovak science grant agency project - VEGA 1/2635/05 TRH – ATESTT Transformácia, reformy a harmonizácia slovenského hospodárstva- Analýza trhových, ekonomických, sociálnych dopadov na trh tovarov. (*Transformation and reform of economy, harmonization with EU – Analysis of goods, economic and social impact on product market*). Solution period 2005-2007.
- Slovak science grant agency project VEGA 1/1225/04 Produktové manažérstvo rozhodovania o produktoch v integračných a globalizačných procesoch (*Product management of by decision making process about products in integration and globalization processes*). Solution period 2004-2006. Principal investigator: prof. Ing. Vojtech Kollár, CSc. Representative investigator.

- Grant scheme of University of Economics – Grant Nr. 28/03 Produktové manažérstvo - stav využívania v slovenských podnikoch (*Product management situation of use in Slovak companies*). Solution period 2003-2005
- Grant scheme of University of Economics Project Nr. 0123/97 Environmentálna produktová politika (*Environmental product policy*). Solution period 1997-1999,

Other activities:

- **Representative of Slovakia and** Slovak consumer organization in General Assembly of ANEC – Consumer Voice in Technical Standardisation for the years 2003-2006
- Vice-president of non-governmental organization Consumer institute September 2005-2014.
- Representatives of consumer organizations in **Výboru pre bezpečnosť produktov Ministerstva hospodárstva SR** (Committee for product safety at Ministry of Economy) 2005-2008
- **Member of advisory committee of** Head of Úradu pre normalizáciu, metrológiu a skúšobníctvo pre politiku harmonizácie a technickej normalizácie (Slovak office for standardization, metrology and testing) 2002-2006
- **Member of advisory group by** UNECE Advisory group on Market surveillance (MARS) by WP6 UNECE – Working party 6 on technical technical harmonization and standardization policies, 2002-2006
- Responsible teacher for preparation and realization of exchange seminar Halle-Bratislava between students of University of Economics and Martina Luther University Halle-Wittenberg –years 2002-2005
- **Member and secretary of Academic senat of Faculty of Commerce** 2003-2007
- Member of Slovak marketing society since 2003
- Member of IGWT Internationale Gessellschaft für Warenlehre und Technologie since 1997

Language competences:

Self-assessment CEF	Understanding				Speaking				Writing	
	Listening		Reading		Spoken interaction		Spoken production			
English	B2	Vantage or upper intermediate	C1	Effective operational proficiency or advanced	C1	Effective operational proficiency or advanced	C1	Effective operational proficiency or advanced	C1	Effective operational proficiency or advanced
German	C1	Effective operational proficiency or advanced	C2	Mastery or proficiency	C1	Effective operational proficiency or advanced	C2	Mastery or proficiency	C1	Effective operational proficiency or advanced
Russian	B1	Threshold or intermediate	B1	Threshold or intermediate	B1	Threshold or intermediate	A2	Way stage or elementary	A2	Way stage or elementary
French	A1	Breakthrough or beginner	B1	Threshold or intermediate	A2	Way stage or elementary	A1	Breakthrough or beginner	A1	Breakthrough or beginner
Spanish	A1	Breakthrough or beginner	B1	Threshold or intermediate	A1	Breakthrough or beginner	A1	Breakthrough or beginner	A1	Breakthrough or beginner

Selected publications:

Book and textbooks:

- ORGONÁŠ, J. a KOL. : *Marketing a obchod, ako ich nepoznáte* (Marketing and commerce as you don't know), 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2016. - 302 s. ISBN 978-80-225-4229-6
-
- KNOŠKOVÁ Ľ. A KOL: *Inovačná výprava* (Innovation expedition). 1. vyd. - Bratislava : Vydavateľstvo EKONÓM, 2014. - 120 s. [8,89 AH] [8,89 AH]. - KEGA 017EU-4/2013. - ISBN 978-80-225-3925-8
-
- STRHAN, R. - KNOŠKOVÁ, Ľ: *Produktové manažérstvo* (Product management). 1. vyd. - Bratislava : Vydavateľstvo EKONÓM, 2011. - 194 s. [13,263 AH]. - ISBN 978-80-225-3367-6
- KOLLÁR, V. a KOL.: *Produktová politika*. (Product policy) 1.st Edtion. Sprint – vfra, Bratislava, 2003. ISBN 80-88848-96-2.
- STRHAN, R.: *Ochrana životného prostredia*. (Environmental protection). EDIS – vydavateľstvo Žilinskej univerzity, Žilina, 2001. 45 pp.. 4,7 AH. ISBN 80-7100-800-1.
- STRHAN, R.- KOLLÁR, V. – KAČEŇÁK, I.: *Environmentálna produktová politika*. (Environmental product policy). Ekonóm, Bratislava, 2000, 220 pp.. ISBN 80-225-1172-2
- STRHAN, R. – LACKOVÁ, A. – KOŠÚTOVÁ, T. : *Výrobné stratégie*. (Product strategy) Ekonóm, Bratislava, 1999. ISBN 80-225-1095-5.
- MIZLA, M. editor: *Manažérstvo kvality (21 Slovenských prípadových štúdií)*. (Quality management. 21 Slovak case studies). Oriens, Košice, 1998. ISBN 80-88828-11-2.
- KOLLÁR, V. A KOL.: *Technické prekážky obchodu*. (Technical barriers of trade). Ekonóm, Bratislava, 1996, 253 pp. ISBN 80-225-0784-9

Articles and conference contributions:

- STRHAN, R.: Information et universités: comment les universités évoluent-elles dans le contexte de la société de l'information? In: Les Universités en Europe centrale, 20 ans apres. Volume 2: Économie et management. - Bruxelles : Bruylant, 2011. - ISBN 978-2-8027-2934-1. - S. 147-159.
- STRHAN, R.: Why not productology? About need of new name and new strategy for commodity science / Rastislav Strhan. In Facing the challenges of the future: excellence in business and commodity science : Volume I : 17th IGWT symposium and 2010 International conference on commerce, 21st - 25th September 2010, Romania. - Bucharest : Bucharest Academy of Economic Studies, Faculty of Commerce, 2010. - ISSN 1582-2559. - S. 136-141.
- STRHAN, R.: Environmentálne marketingové prístupy ako prostriedok zmeny vnímania kvality života. In Vedecký obzor = Scientific Horizon. - Skalica : Stredoeu-rópska vysoká škola v Skalici, 2010. - ISSN 1337-9054. - Roč. 2, č. 2 (2010) s. 181-192.
- STRHAN, R.: Nové pripomienky hospodárenia s obalmi z pohľadu environmentálneho správania spotrebiteľov. *Nová ekonomika*, Nové Zámky, 1, 2002, č. 1, s. 72-80, ISSN 1336-1732.
- STRHAN, R.: Miesto a postavenie produktového manažéra. In *Nová ekonomika : vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave = Faculty of Commerce, University of Economics in Bratislava scientific journal*. ISSN 1336-1732. Roč. 3, č. 3 (september 2004), s. 227-235.
- STRHAN, Rastislav. Systém podpora lokálnych a regionálnych produktov ako faktor rozvoja malého a stredného podnikania - podmienky a požiadavky. In *X. mezinárodní*

kolokvium o regionálných viedach : sborník príspevků z kolokvia konaného v Pavlově 20.-22. června 2007 [elektronický zdroj]. - Brno : Masarykova univerzita, 2007. ISBN 978-80-210-4325-1, s. 88-94.

- STRHAN, Rastislav - KNOŠKOVÁ, Ľubica. Rozhodovanie o produktoch v organizačnej štruktúre podnikateľského subjektu. In *Tvůrčí odkaz Tomáše Bati a současné podnikání : Sborník referátu s mezinárodní konference*. Zlín : Univerzita Tomáše Bati ve Zlíně, Fakulta managementu a ekonomiky, 2005. ISSN 80-7318-294-7. S. 1-6..
- STRHAN, R.: KVALITA VÝROBKU – VÝSLEDOK MATERIÁLNEHO A INFORMAČNÉHO TOKU. In. Zborník prednášok Jakost '99, z 8. ročníka medzinárodnej konferencie, konanej 1.-3. júna 1999 v Ostrave, Dom techniky Ostrava, ISBN 80-02-01301-8, s. d 49-54.
- STRHAN, R. - KOLLÁR, V. : Environmental Aspects and Product Quality (Environmentálne aspekty a kvalita produktov). In: Zborník Quality Management and Total Quality at Universities, medzinárodný seminár - Workshop, konaný 2.-4.12.1999 vo Viedni, vydaný v roku 2000, s. 190-195, ISBN 3-901888-15-2.

I confirm correctness of all presented information.

In Skalica 13.9.2013