



UNIVERSITY OF ECONOMICS IN BRATISLAVA

FACULTY OF COMMERCE, MARKETING
DEPARTMENT

Invitation for sending article for scientific papers proceeding book with working title:

The circle is closing. From linear economy to circular economy

Proceedings of scientific papers will be financed from the funds of the scientific grant VEGA, grant number: 1/0587/19: *Possibilities and perspectives of marketing during the transition period on the circular economy in Slovakia as a new business model*, supported by the Ministry of Education of the Slovak Republic.

List of researchers from the University of Economics in Bratislava, Slovak Republic (update for 2020):

- Ing. Zuzana Francová, PhD.
- prof. Ing. Eva Hanuláková, PhD.
- Mgr. Miroslav Jurkovič
- Ing. Marek Kukura
- Ing. Paulína Masláková
- doc. Ing. Monika Matušovičová, PhD.
- doc. Ing. Milan Oreský, PhD.
- Ing. Jozef Orgonáš, PhD.
- Mag. Alexander Pecherský
- Ing. Dana Vokounová, PhD.

Note to all authors. Papers must take into account the application of the areas of circular economy and marketing in relation to sustainable consumption, sustainable development objectives and economic efficiency. Besides papers of research team members also additional papers would be published, submitted by post-graduate students, researchers and experts from practice.

Articles from foreign universities and submitted by international research teams are welcomed. The authors of the papers are expected to contribute to the sharing of theoretical methodological and empirical knowledge from the practice to improve understanding of processes and to bring best practices. **Project annotation could be the supporting guideline.**

Project annotation: *The circular economy reflects the transition from the current model of the linear economy, dependent on the high consumption of non-renewable resources. Integrating the circular economy system into corporate business brings number of benefits associated with new business models, marketing, corporate culture. On the other hand, it presents challenges in the form of limited opportunities for using new technologies, innovations, changing products features and lifecycle. The project will examine the state and level of introduction of the circular economy system in enterprises operating within the Slovakia, to identify the role, importance, benefits and limits of marketing in the circular economy system focusing on the product, price, distribution and communication strategies of enterprises. Based on the survey, a new business model will be proposed in line with the principles of the circular economy and regard to profitability and competitive advantage based on the principles of sustainable marketing.*

EDITORS

assoc. prof. Ing. Mr. Milan Oreský, PhD.
prof. Ing. Eva Hanuláková, PhD.

DEADLINES

30th of April 2020 submission of full papers
July 2020 proceeding publishing

INFORMATION FOR AUTHORS

1. Scientific papers published in proceedings must be prepared in English, Slovak or Czech language.
2. Scope of papers minimum 8 pages. Articles will not be edited, so we ask authors to follow the instructions for authors and use link to paper template.
3. The scientific paper must contain an abstract in English (excluding the language of the article) of minimum 500 words.
4. The deadline for submitting scientific papers is 30 April 2020.
5. All papers will be reviewed. The proceedings will be published in printed form, available also in pdf.
6. Publishing of papers in the proceedings is free for authors. Proceedings will be distributed in July 2020.

Please, join the core team of project developers and share your research findings and results.

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INSTRUCTIONS FOR AUTHORS

Link to paper template:

http://www.oresky.eu/paper_template_vega_project/

THANKS FOR KIND KEEPING TO THESE GUIDELINES