

# Mgr. Ľubica Hulajová, PhD.

**Position(s):** Assistant Professor in Technical English

**Department:** Department of Languages

**Location:** Faculty of Chemical and Food Technology, STU

**Courses:** Technical English I  
Technical English II  
Slovak For Foreigners



## About:

Ľubica Hulajová has particular interests in teaching ESP. She worked on intercultural communication, media communication and marketing.

She is the co-author of university textbooks: Economic Informatics, English for the Faculty of International Relations, and Media, Marketing Communication and Politics : specialized academic textbook in English a has published articles on teaching English as ESP, intercultural communication, and marketing .

During the years when she worked at the previous universities she translated lots of professional articles and texts.

She was a deputy of the Head of the Language Department at FCHPT and a member of Academic Senate at the University of Economics in Bratislava.

Dr Hulajova worked at the University of Economics in Bratislava and at the University of Ss. Cyrill and Methodius in Trnava.

She completed her Ph.D. in International Relations at the University of Economics in Bratislava.

She supervised and opposed theses at bachelor and master study programmes in marketing, sponsorship and media relations.

Dr Hulajova participated in KEGA and VEGA projects:

2007-2009 VEGA 1/4591/07 Methodological Outcomes in the Selection of Communication Tools in Entrepreneurial Activities of Small and Medium-sized Businesses

2008-2010 VEGA 1/0561/08 – Cultural Plurality, Intercultural Communication and Shaping Intercultural Competencies

2018-2019 VEGA 1/0078/18 – Aspects of Marketing Communication in Managerial Processes of Circular Economy

2017 – 2019 KEGA 014UCM-4/2016 – Textbook of English for Students of Massmedia Communication

## Published works:

## Selected Articles and Book Chapters:

1. „Media, Marketing Communication and Politics : specialized academic textbook in English“ / Ľubica Hulajová, Magdaléna Ungerová ; reviewers: Ján Višňovský, Norbert Vrabec. - 1. vyd. - Trnava : Fakulta masmediálnej komunikácie, 2018. – p.105 . - ISBN 978-80-8105-970-4.

2. „English for the Faculty of International Relations: textbook/ Ľubica Hulajová, Zuzana Ondrejová; reviewers : Eva Tandlichová, Marta Grossmannova. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2013. p. 194 . ISBN 978-80-225-3655-4.
3. „Economic Informatics/ Eva Stradiotová, Ľubica Hulajová, Jolana Mešitová, Ľubica Kurdelová, Gabriela Zitová;/ reviewers: Eva Tandlichová, Marta Grossmannová. Vydavateľstvo EKONÓM,2006, dotlač 2007.p.124 . ISBN 80-225-2202-3.
4. „Acting on behalf of the employer in labor law relations and commercial law relations „/ Ľubica Hulajová, 2016. In: Labor Code and its variations: (selected institutes) / editors: Andrea Olšovská, Miriam Laclavíková reviewers: Miloš Lacko, Jana Žuľová. - Bratislava: Veda, 2016. - ISBN 978-80-224-1567-9, p. 57-72.
5. „The phenomenon of internet addictive behaviour among Slovak youth „/ Vladimíra Hladíková, Ľubica Hulajová, 2016. In: European Journal of Science and Theology. - ISSN 1841-0464, Vol. 12, no. 6 (2016), p. 143-153.
6. „The Role of Translation in Teaching English at the University of Economics.“ In: Foreign Languages in the Context of Professional Communication“: Proceedings of Scientific Papers - Trenčín. 2008 Alexander Dubček University of Trenčín ISBN 978-80—075-355-9, p.86-88.
7. “Impact of globalisation process on circular economy “/ Denisa Janosova, Lubica Hulajova, 2018. In: [Globalization and Its Socio-Economic Consequences](#) : Proceedings: Part 1. - Economic Impact of Migration / edited by Tomas Kliestik; reviewed by Jaroslav Belas, Tatiana Čorejová. - Žilina: Žilinská univerzita, 2018. - ISBN 978-80-8154-249-7. - ISSN 2454-0943, p. 151-157.