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### Education

|              |                                                                                      |
|--------------|--------------------------------------------------------------------------------------|
| Assoc. prof. | 2015, University of Hradec Kralove, Faculty of Information and management            |
| Ph.D.        | 2010, University of Hradec Kralove, Faculty of Information and management            |
| Master       | 2006, University of Hradec Králové, Faculty of Education                             |
| Master       | 2006, Czech University of Life Sciences Prague, Faculty of Economics and Management, |
| Bachelor     | 2004, Czech University of Life Sciences Prague, Faculty of Economics and Management, |

### Affiliation

#### Academic history

##### Current:

since 2016      associate professor at University of Hradec Králové, Faculty of Informatics and Management, Department of Economics

##### Previous:

2011–2015      assistant professor at University of Hradec Králové, Faculty of Informatics and Management, Department of Economics

2006–2010      Ph.D. candidate at University of Hradec Králové, Faculty of Informatics and Management, Department of Economics

#### Professional history

##### Current:

since 2017      editor of Hradec Economic Days (ISSN 2464-6059, eISSN 2464-6067) and Hradecké ekonomické dny (ISSN 2464-6032, eISSN 2464-6040)

##### Previous:

2016      Member of Program Committee of IBIMA conference

### Grants

#### External

since-2017      Grant Agency of the Czech Republic project Investment evaluation of medical device development, reg. no. GAČR 17-03037S, project executor

since-2016      Technology Agency of the Czech Republic Application proposal for economic evaluation of IT infrastructure migration into the cloud, reg. no. TAČR TG02010020, project executor

2011-2014      European Structural Fund OP Interregional Partnership for Competitiveness project  
MEPKIT reg. no. CZ.1.07/2.4.00/17.0120, expert guarantor

## Reviewer

### Journal

E&M Economics and Management Journal, ISSN 1212-3609;

iBusiness, ISSN: 2150-4075

Applied Economics ISSN 1466-4283

### Conference:

Hradec Economic Days

International Business Information Management Association (IBIMA)

Informatics, Management, Economics, Administration (IMEA), 2010-2011

## Scientific publications

### Books and book chapters

1. MAREŠOVÁ, Petra. Potential of ICT for Business in the Czech Republic. Praha: Professional publishing, 2013. 227 s. ISBN 978-80-7431-132-1.
2. MAREŠOVÁ, Petra. Měření ve znalostním managementu - aplikace metody Cost Benefit Analysis. Vyd. 1. Hradec Králové: Gaudeamus, 2012. 126 s. ISBN 978-80-7435-229-4.
3. KELEMEN, Jozef, BUREŠ, Vladimír, MOHELSKÁ, Hana, MAREŠOVÁ, Petra. Knowledge in Context: Few Faces of the Knowledge Society. Vyd. 1. Bratislava: Iura edition, 2010. 319 s. ISBN 978-80-8078-339-6.
4. MAREŠOVÁ, Petra, BUREŠ, Vladimír, OTČENÁŠKOVÁ, Tereza, THORNTON, Richard Brunet. An Evaluation of Customer-Centric Benefits Associated with Knowledge Management. In: Customer-centric knowledge management : concepts and applications. Hershey: Information science reference, 2011, s. 124-145. ISBN 978-1-61350-089-7.

### Journal articles

1. KLÍMOVÁ Blanka, MAREŠOVÁ Petra, KUČA Kamil. Non-pharmacological approaches to the prevention and treatment of Alzheimer's disease with respect to the rising treatment costs. Current Alzheimer research. 2016, 13(11), s. 1249-1258. ISSN 1567-2050.
2. MAREŠOVÁ Petra, KACETL Jaroslav. Legislative and Ethical Aspects of Introducing New Technologies in Medical Care for Senior Citizens in Developed Countries. Clinical interventions in aging. 2016, 11(July), s. 977-984. ISSN 1178-1998.
3. ČERNÁ Lucie, MAREŠOVÁ Petra. Patients' attitudes to the use of modern technologies in the treatment of diabetes. Patient preference and adherence. 2016, 2016:10(10), s. 1869—1879. ISSN 1177-889X.
4. MAREŠOVÁ Petra, SOBĚSLAV Vladimír, KREJCAR Ondřej. Cost-benefit analysis – evaluation model of cloud computing deployment for use in companies. Applied economics. 2016, 49(6), s. 521-533. ISSN 0003-6846.
5. BUŽGA Marek, MAREŠOVÁ Petra, SEIDLEROVÁ Adéla, ZONČA Pavel, HOLÉČZY Pavol, KUČA Kamil. The influence of methods of bariatric surgery for treatment of type 2 diabetes mellitus. Therapeutics and clinical risk management. 2016, 2016(12), s. 599—605. ISSN 1178-203X.
6. MAREŠOVÁ Petra, NOVOTNÝ Michal, KLÍMOVÁ Blanka, KUČA Kamil. Treatment cost of narcolepsy with cataplexy in the Central Europe. Therapeutics and clinical risk management. 2016, 12(11/2016), s. 1709-1715. ISSN 1178-203X.

7. MAREŠOVÁ Petra, KLÍMOVÁ Blanka, VALIŠ Martin, KUČA Kamil, MOHELSKÁ Hana. TREATMENT COSTS OF PARKINSON'S DISEASE IN CENTRAL EUROPE. E+M. *Ekonomie a management*. 2016, 19(3), s. 31-39. ISSN 1212-3609.
8. MAREŠOVÁ Petra, KLÍMOVÁ Blanka, KUČA Kamil. Financial and legislative aspects of drug development of orphan diseases on the European market - a systematic review. *Applied economics*. 2016, 48(27), s. 2562-2570. ISSN 0003-6846.
9. MAREŠOVÁ Petra, ZAHÁLKOVÁ Veronika. The economic burden of the care and treatment for people with Alzheimer's disease: the outlook for the Czech Republic. *Neurological sciences*. 2016, 37(12), s. 1917-1922. ISSN 1590-1874.
10. MAREŠOVÁ Petra, MOHELSKÁ Hana, KUČA Kamil. Social and family load of Alzheimer's disease. *Applied economics*. 2016, 48(21), s. 1936-1948. ISSN 0003-6846.
11. MAREŠOVÁ Petra, KLÍMOVÁ Blanka, NOVOTNÝ Michal, KUČA Kamil. Alzheimer's and Parkinson's disease: expected economic impact on Europe – a call for a uniform European strategy. *Journal of Alzheimer's disease*. 2016, 54(3), s. 1123-1133. ISSN 1387-2877.
12. MAREŠOVÁ Petra, PETEJA Matuš, LERCH M, ZONČA Pavel, KUČA Kamil. Costs of inguinal hernia repair associated with using different medical devices in the Czech Republic. *Therapeutics and clinical risk management*. 2016, 2016(12), s. 1593–1597. ISSN 1178-203X.
13. SOBĚSLAV Vladimír, MAREŠOVÁ Petra, KREJCAR Ondřej, COSTA FRANCA Tanos Celmar, KUČA Kamil. Use of cloud computing in biomedicine. *Journal of biomolecular structure and dynamics*. 2016, 34(12), s. 2688-2697. ISSN 0739-1102.
14. KLÍMOVÁ Blanka, MAREŠOVÁ Petra, KUČA Kamil. Assistive technologies for managing language disorders in dementia. *Neuropsychiatric disease and treatment*. 2016, 12(1), s. 533-540. ISSN 1178-2021.
15. KUČA Kamil, SOUKUP Ondřej, MAREŠOVÁ Petra, KORÁBEČNÝ Jan, NEPOVIMOVÁ Eugenie, KLÍMOVÁ Blanka, HONEGR Jan, DE CASTRO RAMALHO Teodorico, COSTA FRANCA Tanos Celmar. Current Approaches Against Alzheimer's Disease in Clinical Trials. *Journal of the Brazilian chemical society*. 2016, 27(4), s. 641-649. ISSN 0103-5053.
16. MAREŠOVÁ Petra, KLÍMOVÁ Blanka. Investment evaluation of cloud computing in the European business sector. *Applied economics*. 2015, 47(36), s. 3907-3920. ISSN 0003-6846.
17. MAREŠOVÁ Petra, KUČA Kamil. ANALYSIS OF TERRORIST ATTACKS IN EUROPEAN COUNTRIES - INJURIES, CASUALTIES AND WEAPONS. *Vojenské zdravotnické listy=Military medical science letters*. 2015, 84(2), s. 50-56. ISSN 0372-7025.
18. MAREŠOVÁ Petra, SOBĚSLAV Vladimír, KLÍMOVÁ Blanka. Methodological Approach to Efficient Cloud Computing Migration. *Studies in computational intelligence*. 2015, 598(2015), s. 199-208. ISSN 1860-949X.
19. MAREŠOVÁ Petra, PENHAKER Marek, SELAMAT Ali Bin, KUČA Kamil. The Potential of Medical Device Industry in Technological and Economical Context. *Therapeutics and clinical risk management*. 2015, 11(říjen), s. 1505-1514. ISSN 1178-203X.
20. MAREŠOVÁ Petra. Social Networks - Utilisation in the Banking Sector. *Advanced science letters*. 2015, 22(5-6), s. 1526-1529. ISSN 1936-6612.
21. KLÍMOVÁ Blanka, MAREŠOVÁ Petra, VALIŠ Martin, HORT Jakub, KUČA Kamil. Alzheimer's disease and language impairments: social intervention and medical treatment. *Clinical interventions in aging*. 2015, 10(srpen), s. 1401-1408. ISSN 1178-1998.
22. MAREŠOVÁ Petra, KLÍMOVÁ Blanka, TUČEK Vojtěch. Use of social networks in banking: a study in the Czech Republic. *Applied economics*. 2015, 47(57), s. 6155-6169. ISSN 0003-6846.
23. MAREŠOVÁ Petra, KLÍMOVÁ Blanka, KREJCAR Ondřej, KUČA Kamil. Legislative aspects of the development of medical devices. *Česká a slovenská farmacie*. 2015, 64(4), s. 133-138. ISSN 1210-7816.
24. MAREŠOVÁ Petra, MOHELSKÁ Hana, KUČA Kamil. Drugs and Health Care Expenditure on the Aging Population. *Česká a slovenská farmacie*. 2015, 2015(64), s. 173-177. ISSN 1210-7816.
25. MAREŠOVÁ Petra, MOHELSKÁ Hana, DOLEJŠ Josef, KUČA Kamil. Socio-economic Aspects of Alzheimer's Disease. *Current Alzheimer research*. 2015, 12(9), s. 903-911. ISSN 1567-2050.

26. MAREŠOVÁ Petra, KLÍMOVÁ Blanka, KUČA Kamil. Alzheimer's disease: Cost cuts call for novel drugs development and national strategy. Česká a slovenská farmacie. 2015, 64(červen), s. 25-30. ISSN 1210-7816.
27. MOHELSKÁ Hana, MAREŠOVÁ Petra, VALIŠ Martin, KUČA Kamil. Alzheimer's disease and its treatment costs: case study in the Czech Republic. Neuropsychiatric disease and treatment. 2015, 11(září), s. 2349-2354. ISSN 1178-2021.
28. MAREŠOVÁ Petra. Trends in the use of Modern Technologies in Companies in the Czech Republic. SOP transactions on marketing research. 2014, 3(1), s. 1-13. ISSN 2374-5134.
29. MAREŠOVÁ Petra, KUČA Kamil. Porter's Five Forces On Medical Device Industry in Europe. Vojenské zdravotnické listy=Military medical science letters. 2014, 4(83), s. 134-144. ISSN 0372-7025.
30. MAREŠOVÁ Petra, HÁLEK Vítězslav. DEPLOYMENT OF CLOUD COMPUTING IN SMALL AND MEDIUM SIZED ENTERPRISES IN THE CZECH REPUBLIC. E+M. Ekonomie a management. 2014, 17(4), s. 159-173. ISSN 1212-3609.
31. MAREŠOVÁ Petra, SOBĚSLAV Vladimír, KUČA Kamil. BENEFITS OF CLOUD COMPUTING IN BIOMEDICINE. Vojenské zdravotnické listy=Military medical science letters. 2014, 83(2), s. 59-66. ISSN 0372-7025.
32. JAŠÍKOVÁ Veronika, MAREŠOVÁ Petra. Aplikace metody vícerozměrného hodnocení klastrů. Acta Universitatis Bohemiae Meridionales. 2012, 15(1), s. 77-90. ISSN 1212-3285.
33. MAREŠOVÁ Petra. Research of the Behavior of Consumers in the Insurance Market in the Czech Republic. Journal of competitiveness. 2012, 4(2), s. 20-37. ISSN 1804-171X.
34. MAREŠOVÁ Petra, HEDVIČÁKOVÁ Martina. Knowledge Management State in Czech Companies. Journal of communication and computer. 2011, 8(8), s. 654-668. ISSN 1548-7709.
35. MAREŠOVÁ Petra. Analysis of sharing and dissemination of knowledge. Acta Universitatis Bohemiae Meridionales. 2011, XIV(2), s. 61-69. ISSN 1212-3285.