

Publication	Type	Year
TISOVSKI, Marija. International Distribution through Flagship Stores. Place Matters: Flagships in Fashion Distribution Hierarchy. In: Trendy v mezinárodním podnikání. Praha: Nakladatelství Oeconomica, 2010, s. 378-388. ISBN 978-80-245-1404-8.	intl. conference proceedings paper	2010
TISOVSKI, Marija. Serbia and Challenges of Euro-Atlantic Relations. In: KOVAČOVSKÁ, Lenka; JENÍČKOVÁ, Martina (ed.). Crucial Problems of International Relations through the Eyes of Young Scholars. Praha: Nakladatelství Oeconomica, 2010, s. 477-485. ISBN 978-80-245-1695-0.	intl. conference proceedings paper	2010
MACHKOVÁ, Hana; KRÁL, Petr; LHOTÁKOVÁ, Markéta; TISOVSKI, Marija; SHAMINA, Yana. Analysis of the current perception of the Czech Republic as country of origin. In: ŠTĚRBOVÁ, Ludmila; MARTIN, Claude (ed.). La crise mondiale et les perspectives de reprise dans l'Union Européenne. Praha: Nakladatelství Oeconomica, 2010, s. 396-406. ISBN 978-80-245-1684-4.	intl. conference proceedings paper	2010
KRÁL, Petr; LHOTÁKOVÁ, Markéta; SHAMINA, Yana a TISOVSKI, Marija. Analysis of the Media Coverage concerning the Czech Republic. E-Leader International Journal. 2010, roč. 5, č. 2, s. 1-13. ISSN 1935-4819. Dostupné z: http://g-casa.com/conferences/budapest/papers/Kral.pdf	peer-reviewed article	2010
KRÁL, Petr; LHOTÁKOVÁ, Markéta; SHAMINA, Yana; TISOVSKI, Marija. Analysis of the Media Coverage concerning the Czech Republic. In: The Proceedings of E-Leader Budapest 2010. Budapest: CASA, 2010, s. 1-13. ISSN 1935-4800.	intl. conference proceedings paper	2010
TISOVSKI, Marija. Impact of Economic Crisis on Apparel Manufacturing in the Western Balkans. In: TAUŠER, Josef; KRAJČÍK, Daniel (ed.). Česká republika a Slovensko v mezinárodním obchodě a podnikání. Vliv finanční krize na mezinárodní podnikání. Praha: Nakladatelství Oeconomica, 2010, s. 344-349. ISBN 978-80-245-1583-0.	intl. conference proceedings paper	2010
TISOVSKI, Marija. International Distribution As Communication Tool. What Builds Experience and Value Perception in Luxury Retail Setting? In: Trends in International Business. Lyon: Tout droit réservés, 2011, s. 241-252. ISBN 978-2-36442-005-2.	intl. conference proceedings paper	2011

Publication	Type	Year
KRÁL, Petr; TISOVSKI, Marija. Building "CEE-made luxury" Image - Case of Czech Republic. In: E-Leader Zagreb. USA: CASA, 2011, s. 1-12. ISSN 1935-4800. Dostupné z: http://g-casa.com/conferences/zagreb/papers/Tisovski.pdf	intl. conference proceedings paper	2011
KRÁL, Petr; LHOTÁKOVÁ, Markéta; TISOVSKI, Marija a SHAMINA, Yana. Analýza mediálního obrazu České republiky ve vybraných zahraničních médiích v letech 2010 a 2011. Acta oeconomica Pragensia : vědecký sborník Vysoké školy ekonomické v Praze. 2012, roč. 20, č. 5, s. 36-47. ISSN 0572-3043.	peer-reviewed article	2012
KRÁL, Petr a TISOVSKI, Marija. Building "CEE-made luxury" Image - Case of Czech Republic. E-Leader International Journal. 2012, roč. 7, č. 2, s. 1-12. ISSN 1935-4819. Dostupné z: http://g-casa.com/conferences/zagreb/papers/Tisovski.pdf	peer-reviewed article	2012
LHOTÁKOVÁ, Markéta; KRÁL, Petr; SHAMINA, Yana a TISOVSKI, Marija. Analysis of Media Coverage of the Czech Republic and its Potential Impact on Perception of Czech Republic. Acta Universitatis Bohemiae Meridionales : vědecký časopis pro ekonomiku řízení a obchod = Acta Universitatis Bohemiae Meridionales : scientific journal for economics, management and trade. 2012, roč. 15, č. 2, s. 41-54. ISSN 1212-3285.	peer-reviewed article	2012
TISOVSKI, Marija. The Impact of the Crisis on Luxury Products. In: Günter, HOFBAUER. Challenges, Research and Perspectives. Herausforderungen, Forschung und Perspektiven. Berlin: Herstellung: SDL - Digitaler Buchdruck, 2013, s. 219-226. ISBN 978-3-944072-20-3.	article published in a book	2013
OLŠANOVÁ, Květa; ZLATIC, Marija. CSR Awareness amongst Luxury Customers. Development of the Theoretical Framework for Exploration of CSR Awareness, Impact on Purchase Intent and its Role on the Customer Journey of Luxury Customers. In: ČERNÁ, Iveta (ed.). 18th International Joint Conference: Central and Eastern Europe in the Changing Business Environment. Prague: Oeconomica Publishing House, 2018, s. 284-297. ISBN 978-80-245-2265-4. Dostupné z: https://ceeconference.vse.cz/wp-content/uploads/proceedings2018.pdf	intl. conference proceedings paper	2018

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<p>OLŠANOVÁ, Květa; COOK, Gina a ZLATIČ, Marija. Influence of Luxury Companies' Corporate Social Responsibility Activities on Consumer Purchase Intention: Development of a Theoretical Framework. Central European Business Review. 2018, roč. 7, č. 3, s. 1-25. ISSN 1805-4862. Dostupné z: https://cebr.vse.cz/pdfs/cbr/2018/03/01.pdf</p>	peer-reviewed article	2018
<p>OLŠANOVÁ, Květa; VILIKUS, Ondřej; KRÁL, Petr; COOK, Gina; ZLATIČ, Marija. Opportunities for Development of Local Luxury Brands in the Czech Republic. In: YULDASHEVA, Oksana; SOLOVJOVA, Julia (ed.). 10th EMAC Regional Conference. Innovations in Marketing Models and Customer Experience Management: Emerging Markets Perspectives. St. Petersburg: St. Petersburg State University, 2019, s. 53.</p>	abstract in conference proceedings	2019
<p>OLŠANOVÁ, Květa; COOK, Gina; KRÁL, Petr; VILIKUS, Ondřej a ZLATIČ, Marija. Exploration of Opportunities for Development of Domestic Luxury Brands in CEE: Case of the Czech Republic. Central European Business Review. 2020, roč. 9, č. 4, s. 59-72. ISSN 1805-4862. Dostupné z: https://cebr.vse.cz/pdfs/cbr/2020/04/06.pdf</p>	peer-reviewed article	2020
<p>ESCOBAR RIOS, Andrea; ZLATIČ, Marija. Identifying New Components of Post COVID-19 Luxury Brand Equity. In: HLA VATÝ, Ivan (ed.). 21st International Joint Conference Central and Eastern Europe in the Changing Business Environment : Book of Abstracts. Praha, Bratislava: Vydavatelství EKONÓM, 2021, s. 33. ISBN 978-80-225-4817-5. Dostupné z: https://ceeconference.vse.cz/wp-content/uploads/abstracts2021.pdf</p>	abstract in conference proceedings	2021
<p>OLŠANOVÁ, Květa; ESCOBAR RIOS, Andrea; COOK, Gina; KRÁL, Petr a ZLATIČ, Marija. Impact of the awareness of brand-related CSR activities on purchase intention for luxury brands. Social Responsibility Journal. 2021, č. 17 May, s. 1-2. ISSN 1747-1117. Dostupné z: https://www.emerald.com/insight/content/doi/10.1108/SRJ-10-2020-0398/full/html?skipTracking=true</p>	peer-reviewed article	2021