

Údaje z profesijného životopisu uchádzača

(požadované podľa § 77, ods. 7, písm. b) v rozsahu podľa § 76, ods. 9, písm. a) zákona č. 131/2002 Z. z. o vysokých školách a o zmene a doplnení niektorých zákonov v znení neskorších predpisov)

Meno, priezvisko, rodné priezvisko akademické tituly, vedecko-pedagogické tituly, umelecko-pedagogické tituly a vedecké hodnosti	Troy Brian Meeker Wiwczarowski, PhD.
Rok narodenia	1967
Vysokoškolské vzdelanie a ďalší akademický rast	1992-2000 Ph.D. Germanic Languages and Literatures Germanic Languages and Literatures, Sociology Washington University in St. Louis, USA 1990-1992 M.A. Germanic Languages and Literatures Germanic Languages and Literatures, Sociology Washington University in St. Louis, USA 1985-1990 B.A. German, History German, History, Public speaking University of Houston, Texas, USA
Priebeh zamestnaní	1995- Associate professor Debreceni Egyetem GTK, Institute of World Economy and International Relations Böszörményi u. 138, 4032 Debrecen, Hungary 2009- Business trainer and leadership development specialist Training professionals in Negotiation skills, Public Speaking, Business Writing and Assertive Communication, all conducted in English, for e.g., OTP Bank Zrt., K & H Bank Zrt., Emerson Process Management, K & H Biztosító, CEEOR Corp., Delphi Corp., Citibank, Lufthansa Systems Hungária Kft., GE Healthcare Hungária Kft., DUNACELL

	Kft., LEGO, Vodafone, T-Systems, HungaroControl Magyar Légiforgalmi Szolgálat Zrt., Magyar Nemzeti Bank, Lilly Hungária Kft., TEVA Magyarország, MVM Magyar Villamos Művek Zrt, Data Expert, Dyntell, inter alia. 1990 - 1995 Teaching and Research Assistant Teaching and research: German language teaching, e.g. professional language communication skills, public speaking for business and academic professionals, intercultural communication, business language, culture and civilization courses, literature courses for advanced students. Founder and coordinator: Middle High German Ph.D. Students' Reading Group. Washington University in St. Louis (USA), Department of Germanic Languages and Literature, Campus Box 8119, 1 Brookings Drive, St. Louis, Missouri 63120 USA 1989 – 1990 Senior Supervisor Pre-flight aircraft interior ground services coordination and supervisory functions, based on a contract with Continental Airlines, Houston Intercontinental Airport, Houston, Texas. HR management, scheduling, daily operation projects and planning, shift employee management, coordination with airlines and US Customs agents, problem analysis and solving, contracting, product stocking and logistics. Senior Supervisor for all London, UK - Houston, TX - London, UK traffic. ITS Services, Houston Intercontinental Airport, Will Clayton Parkway, Houston, Texas, USA
Priebeh pedagogickej činnosti (pracovisko/predmety)	1995- Debreceni Egyetem GTK, Institute of World Economy and International Relations, 4032 Debrecen, Böszörményi u. 138 Teaching and research: In English and German: International Business, Economic development, Advanced Readings in World Economy, International Negotiations,

	Cultural Conflict and World Economy, Soft/Power Skills, Public Speaking for business and academic professionals/ PhD students, Teaching methodology for PhD students, Intercultural Communication, course and curricula development. Grant writing, proofreading, translation, mentoring. Project and special programme coordination
Publikačná činnosť vrátane rozsahu (autorské hárky) a kategórie evidencie (napr. AAB, podľa vyhlášky MŠVVaŠ SR č. 456/2012 Z. z.)	Príloha č. 1

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Údaje o publikačnej činnosti :

Kategórie publikačnej činnosti	Počet
Vysokoškolské učebnice (počet/AH) ACA, ACB	2
Kapitoly vo vedeckých monografiách vydané v zahraničných vydavateľstvách ABC	12
Vedecké práce a iné knižné publikácie ABD, ABB, ACC, ACD, ADE, ADF, AEC, AED	42
Príspevky publikované v zborníkoch (spolu)	87

Projects and Intensive Programmes

PROMINENCE – Promoting Mindful Encounters through Intercultural Competence and Experience

Erasmus+ Strategic Partnership, KA203

Project ID: 2017-1-HU01-KA203-035918 | **Role:** Project Coordinator | **Duration:** 2017–2020

Coordinated a European project focused on enhancing intercultural competence through experiential and reflective learning methodologies in higher education.

New Modes of Mobility

Erasmus+ Strategic Partnership, KA203

Project ID: 2019- 1-DE01-KA203-00505 |

Duration: 2019–2021

Contributed to the development of flexible and inclusive mobility models, integrating digitalisation and cross-institutional learning pathways.

Magellan MSc Programme Development

Erasmus Mundus Design Measures (EMDM)

Duration: 2024–2025

Participating in the design of a joint Master's programme with a global scope, addressing leadership, sustainability, and innovation in international contexts.

**Blended Intensive Programmes (BIPs) – Hosted
GoLiteToLead: Intercultural Leadership in Action**

Erasmus+ BIP

May 2023, Bratislava (hybrid)

April 2024, Bratislava (hybrid)

Designed and hosted intensive programmes that developed intercultural leadership competencies through online modules and on-site workshops.

Markstrat Marketing Simulation – Coordination and Expertise

January 2022: Hosted the **Markstrat Online Challenge**, leading a multi-institutional cohort through advanced strategic marketing simulations.

Developed academic integration of **Markstrat simulation** in curricula, focusing on strategic decision-making, market analysis, and competitive positioning.

Recognised for **expertise in experiential marketing education**, facilitating real-time strategy evaluation and leadership development through business simulation platforms.

BIP and Intensive Programme Participation**PROMINENCE Intensive Programmes** (as Co-Coordinator)

November 2021 (online)

November 2022 (online)

November 2023 (live, Bratislava)

November 2024 (live, Varna)

Co-organised annual intensive study weeks, integrating cross-cultural communication training with academic collaboration and student mobility.

Markstrat Challenge BIPs (Faculty Lead / Participant)

April 2022 – Valencia, Spain

April 2023 – Kassel, Germany

April 2024 – Hertogenbosch, The Netherlands

May 2025 – Valencia, Spain

Actively involved in designing, mentoring, and evaluating student teams in high-stakes marketing simulations, contributing to capacity building in strategic thinking and business acumen.