



INSTITUTE of MANAGENT, UCM in TRNAVA

About the Institute of Management

- Established at June, 1st, 2020
- Two bachelor study programmes:
 - Quality Management
 - Management of Tourism and Hotel Industry
- Academic year 2020/2021 first enrolment of 151 students
- Academic year 2021/2022 second enrolment of 259 students



The Response of the Forest-Based Sector of Changes in the Global Economy

WoodEMA 2021



Principle Question

What has changed in the Global Economy?



Chicken or Egg?



Chicken or Egg?



VALUES



Reflexion of Circular Economy and Digitization on a Customer Value Proposition in Selected Business Models of Furniture Producers

Jana Šujanová, Renata Nováková, Dagmar Cagáňová, Renata Stasiak-Betlejewska



Research question

If and how a digitization and circular economy transferred to business models in furniture manufacturing, preferably in customer value proposition and products and services?



Conclusions

- Digitization was applied in business models in customer relationship management, preferably for communication channels
- A significantly smaller group applied digitization in design and logistics
- The circular economy had stronger application in business models starting with design, 3Rs (Reduce, Reuse, Recycle), innovative buying models and environmental impact.
- A positive result was also the emphasis on quality in business models



Research methodology

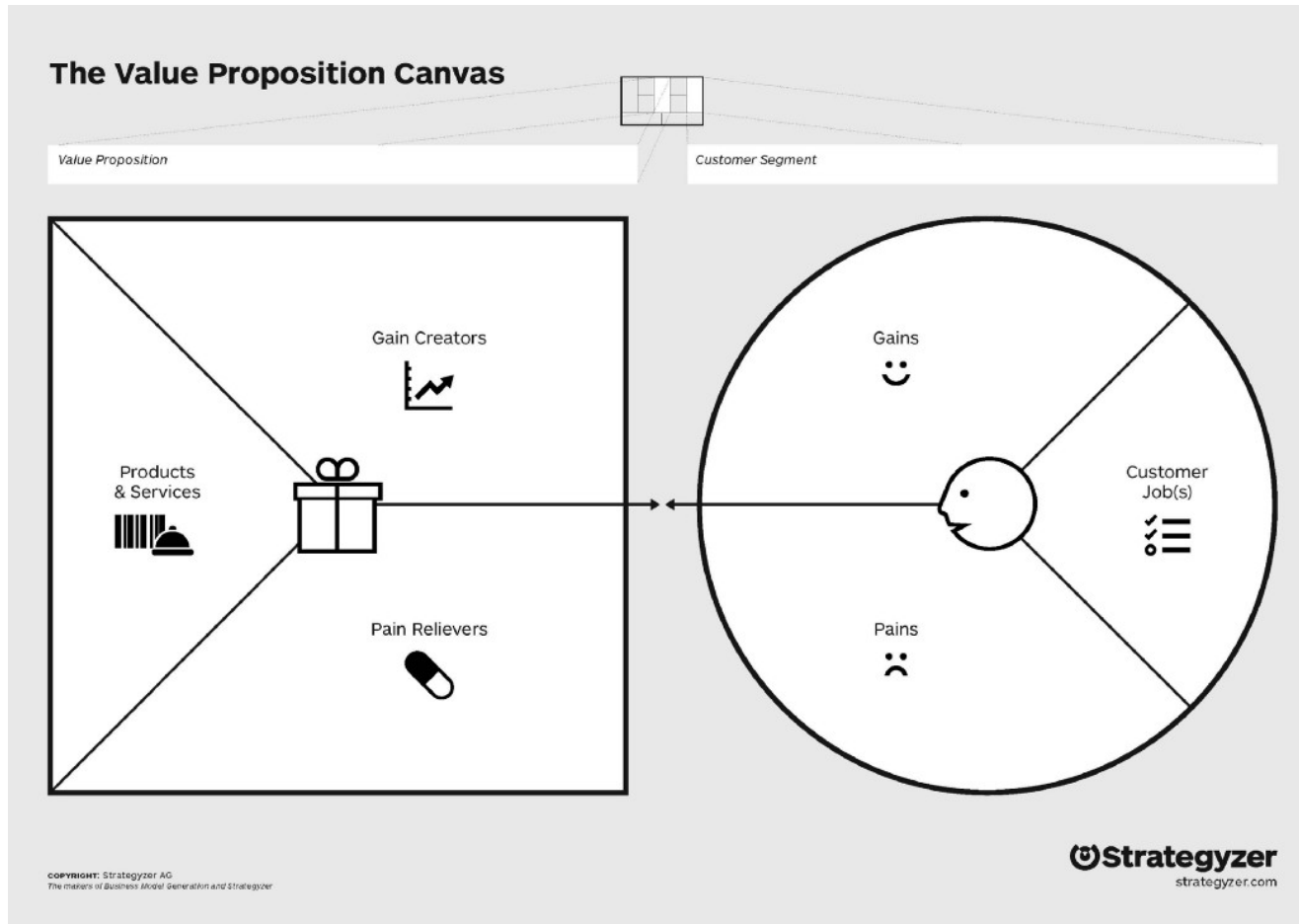
- QDA analysis of the text collected from Twitter
- The selection criteria were “Furniture”
- Three phases:
 - Cleaning phase (3578 tweets/2165 analysed)
 - Word frequencies (9395 word)
 - Text coding



Word Frequencies



Text Coding

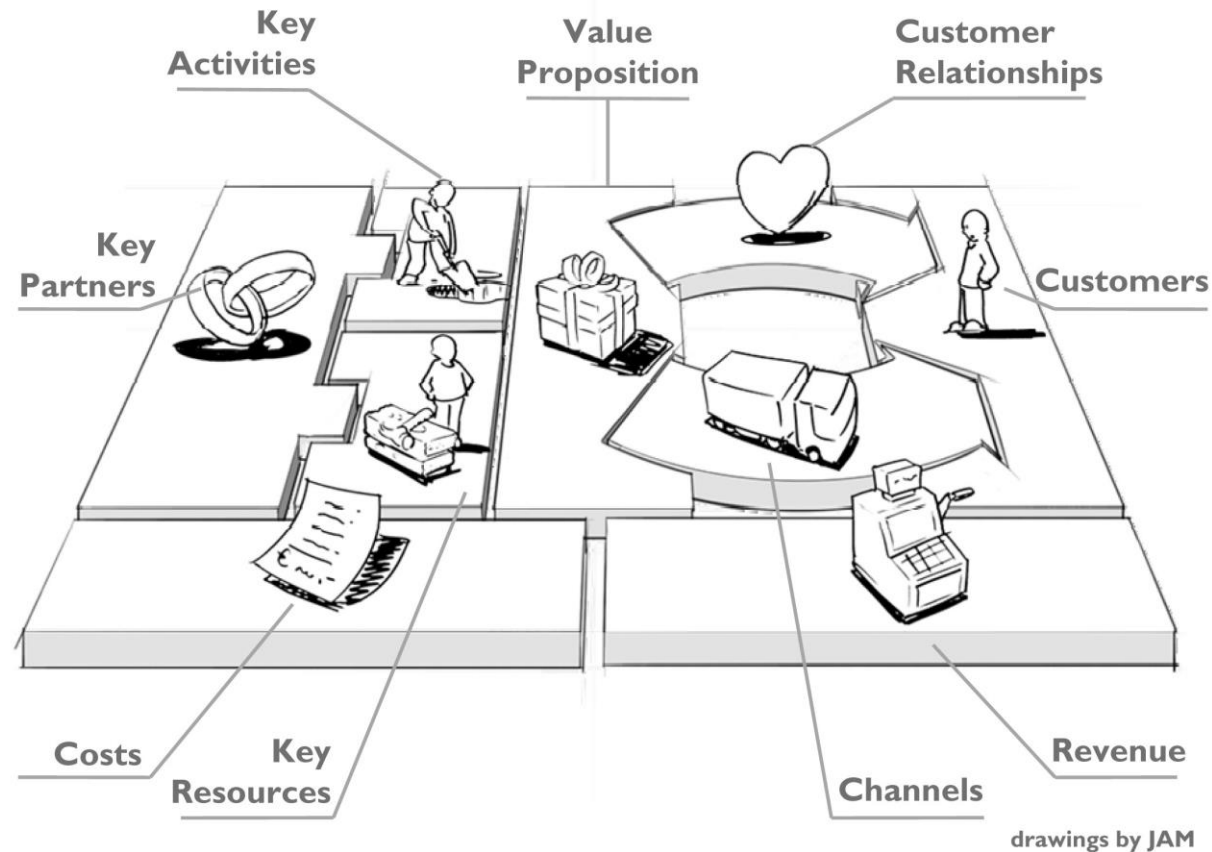


- Business
- CSR
- Customer relationship
- Design
- Digitization
- Ecology
- Emotion
- Function
- Distribution
- Material
- Price
- Quality
- Service
- Style

Osterwalder et al. (<https://www.strategyzer.com/>)



Customer Value Proposition to Business Model



Osterwalder et al. (<https://www.strategyzer.com/>)



Text Coding Results

Code	Frequency
Service	2369
Design	1254
Style	816
Social	685
Function	348
Quality	252
Digitization	189
Material	165
Ecology	121
Emotion	116
Chanel	35
Price	29
CSR	25
Customer relationship	25
Business	14
Marketing	4



Something is wrong

Eurobarometer 2020:

- The average EU27 citizen recognises the importance of environment protection: 51% as very important, 43% of fairly important, 5% of not very important and 1% not at all important

Eurobarometer 2007:

- 64% as very important



What is Next?

You Can Lead a Horse to Water But You Can not Make it Drink.



Thank You

