



MARTA ORVISKA

PROFESSOR

MATEJ BEL UNIVERSITY IN BANSKA BYSTRICA,
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SPEAKER BIOGRAPHY

Marta Orviska is a full professor of finance at Matej Bel University in Banska Bystrica. Her research interest is focused on macroeconomics, public finance, standardization and the analysis of attitudes to new technologies. She held several positions in national and international projects in these areas.

She has published a number of articles in leading international scientific journals (<https://orcid.org/0000-0002-8968-8483>). Her research article with coauthor John Hudson „Firm’s adoption of international standards: One size fits all?“ got an award of the publisher of the Journal of Policy Modeling for one of the most highly cited papers in the period 2014 – 2016. The article „People’s attitudes to autonomous vehicles“ in Transportation Research Part A – Policy and Practice is considered as a Highly Cited Paper in Web of Science Core Collection in 2021.

As a member of the group of experts START-Ed Initiative on education on standardization she created the design of the new course „Standardization and International Standards“ for the accredited Master’s programme „Finance, Banking and Investment“ linked to the UNECE model programme.

She is a member of professional associations and committees, including the Royal Economic Society, the American Economic Association, the European Academy for Standardization, and the SOSMT TC 116 – Services. Since 2021 she is the chair of the Council for the Social Sciences of the Slovak Research and Development Agency.



**Bringing standards to
supply chain experts**

**Launch of the WP.6
Initiative on Education on
Standardization (START-
Ed) Focal Point Network**

Webinar
1 March 2023,
16:00-18:00 (Geneva-time)