

Modul 3 Social relevance

Faculty of Corporate Strategy

FORD 5. Social Sciences

Topic 3.1 General self-assessment of the social benefits of R & D & I in the areas of research in the evaluated unit and the evaluated unit as a whole

Self-evaluation: The Institute of Business Strategy focuses on education, science and research in the field of economics and related humanities. Implements education of students of economics, as well as technical disciplines. It also participates in the teaching of educational and hobby courses for the general public, which are implemented by the Lifelong Learning Center. Thematic educational events for the corporate sector are also offered.

During its activities, it is in close contact with companies and organizations, especially in the South Bohemian Region, the effort is to connect teaching with practical aspects of business. Teaching is enriched by lectures by experts from practice. Cooperation with the corporate sector is also reflected in scientific research activities, either in the form of obtaining source data for research activities or the direct involvement of business entities and other organizations in research and project activities.

Students also take part in research tasks through activities in the position of auxiliary scientific forces, and competitions are held every year as part of the Student Scientific and Professional Activities.

The Institute of Corporate Strategy emphasizes the connection of its activities with practice and monitors the needs of the labor market in the South Bohemian Region. The combination of the above activities ensures social benefits for the region.

Why does the faculty focus only on relations with the non-academic sector when evaluating the benefits for research, development and innovation in the region?

In addition to cooperation with the non-academic sector, the Institute of Corporate Strategy also places great emphasis on cooperation with entities from the academic sector. Cooperation with other universities and research organizations takes place at several levels, most often in the field of project activities, where project applications are prepared together under various grant titles and subsequently development and research projects are solved together. Cooperation with experts from other these institutions is also reflected in publishing activities publishing the results of joint research. Specifically, it is possible to mention cooperation with the following institutions (note: this is not a final list): Brno University of Technology, Czech University of Life Sciences, University of Economics in Prague, University of West Bohemia in Pilsen, Polytechnic University in Jihlava, etc.

How is the non-academic sector defined?

The division of the subject into categories of the non-academic and academic sector can be defined, for example, with reference to the presentation of the Technology Agency of the Czech Republic on the Horizon 2020 program (<https://www.h2020.cz/files/MSCA-uvod.pdf>). The non-academic sector is defined here as a set of entities that are not included in the

academic sector, while the academic sector includes public and private higher education institutions awarding academic degrees, public and private non-profit research organizations and international European interest organizations.

Does it have the opportunity to collaborate with other academic institutions in the region?

The South Bohemian region is specific in that there are not a large number of academic institutions operating in its territory, but it can be stated that the Institute of Corporate Strategy cooperates with them, both in project and possibly other research and publishing activities. These are the University of South Bohemia, the František Ondříček Film Academy, the University of European and Regional Studies, Cevro Institute and the Polytechnic University in Jihlava.

What is the strategy for integration into the regional trade and innovation system?

The Institute of Corporate Strategy is in close contact with regional subjects of state administration and self-government and with entities participating in innovation processes. These are, for example, the Chamber of Commerce of the South Bohemian Region, the regional office of the Labor Office, the Regional Office of the South Bohemian Region, the South Bohemian Tourist Board, the South Bohemian Society for Human Resources Development, the South Bohemian Agency for Innovation Support and the South Bohemian Science and Technology Park.

Thanks to an extensive network of contacts in these and other similar institutions, ÚPS constantly has an overview of the current needs of the region and has the opportunity to respond to them. The cooperation takes place during the implemented projects, but also affects the teaching process, where students are prepared with regard to the specific conditions of the labor market. Recently, for example, the Human Resources Management study program was accredited, which responded to the increased demand from companies in the region for well-prepared employees in the field of personnel work and HRM.

As part of project activities, the ÚPS, in cooperation with relevant entities, processes project applications aimed at supporting certain areas, such as adaptation to changed conditions in the field of tourism, setting up innovative processes for business entities, etc.

Is there a mention of thematic educational events - what kind? The information needs to be completed.

The Institute of Corporate Strategy prepares educational events for companies according to their current needs, which means that the training is adapted to the specific requirements of the company. This is a key prerequisite for their effectiveness. Educational events are implemented in the field of foreign languages, intercultural management, softskills, etc., in accordance with the focus of ÚPS.

Topic 3.2 Applied research projects

Self-evaluation: Since the establishment of the independent Institute of Business Strategy in 2015, efforts have been made to obtain research projects. In 2017, the Technology Agency of the Czech Republic approved the project Stabilization and Development of SMEs in Rural Areas, No. TL01000349. VŠTE is in the position of the main beneficiary, other applicants are

the University of Brno, the Association of Small and Medium-Sized Enterprises and Self-Employed Persons of the Czech Republic, the Research Institute for Entrepreneurship and Innovation, z. ú., The Regional Association of the NS MAS CR of the South Bohemian Region. Until the implementation of the project, the Chamber of Commerce of the Czech Republic and the South Bohemian Chamber of Commerce are also in the position of application guarantors. The implementation of the project was started in 2018. The aim of the project is to create tools for creating an effective corporate strategy for entities operating in rural areas. A significant benefit is also the deepening of cooperation with business practice, especially in the South Bohemian region, the establishment of closer contacts with administrative bodies and local government bodies.

In 2018, the Technology Agency of the Czech Republic supported another project called Digital Transformation for Innovation of Business Models in Small and Medium-Sized Enterprises in the Czech Republic, No. TL02000215. VŠTE acts here as another candidate. The implementation of the project was started in 2019, so the amount of support is not stated in this report.

Furthermore, in 2018, the Technology Agency of the Czech Republic supported the project "Adaptation of the knowledge-intensive services sector to the conditions of Company 4.0, No. TL02000136. VŠTE acts here as another candidate. The implementation of the project was started in 2019, so the amount of support is not stated in this report.

It is therefore clear that within the ÚPS we managed to start the solution of applied research projects, the solution of which contributes to the development not only of the region of South Bohemia.

Incomplete or starting projects - please have information about this type of project ready.

Did the faculty participate in any unsuccessful project application in H2020?

All the above projects are properly implemented according to schedule, so they are not yet completed.

- Stabilization and development of SMEs in rural areas (TL01000349): implementation period 2/2018 - 1/2021

- Digital transformation for innovation of business models in small and medium enterprises in the Czech Republic (TL02000215): implementation period 2/2019 - 1/2022

- Adaptation of the knowledge-intensive services sector to the conditions of Company 4.0 (TL02000136): implementation period 1/2019 - 12/2021

We also present a project within the TAČR Trend, for which the implementation was started in 2020:

- Optimization of custom piece production management in real time using IoT and digital technologies (FW01010460): implementation period 1/2020 - 6/2023

The Institute of Corporate Strategy has not yet submitted project applications for H2020.

Topic 3.4 Revenues from non-public sources (except grants or contract research) from research work

Self-evaluation: Revenues from non-public sources obtained through research activities can include lifelong learning courses, thanks to which their participants increase their qualifications. Lifelong learning should be a natural part of the professional development of employees and management of organizations. Continuous education leads to increased work efficiency and increased professional satisfaction of employees.

Non-public sources are primarily associated with the provision of further education based on the experience of faculty members.

It would be good to see the general content of the courses, the number of participants, the total budget or the results of feedback from course graduates. Table 3.4.1 (page 15) is empty - there is no information on course income.

| Revenue Type | Revenues | | | | |
|----------------------|---------------|---------------|---------------|---------|---------------|
| | 2014 | 2015 | 2016 | 2017 | 2018 |
| počet účastníků DVPP | 40 | 25 | 12 | 0 | 23 |
| | | | | | |
| příjmy (v Kč) | 720 000,00 Kč | 450 000,00 Kč | 216 000,00 Kč | 0,00 Kč | 414 000,00 Kč |

DVPP: Further education of pedagogical staff is a course accredited by the Ministry of Education, Youth and Sports, which is provided by the Institute of Corporate Strategy.

Topics 3.5 and 3.6 Results of applied research with existing or potential economic impact on society, Significant results of applied research with non-economic impact on society

Self-evaluation: The applied research projects were in the implementation phase during the evaluated period, so it is not yet possible to comprehensively evaluate the achieved results. All applied research projects and other project activities are designed to bring a positive impact on society, taking into account the principles of social responsibility. The expected economic impact can be realized, for example, at the level of individual entities, which will use the methodologies and procedures created during the implementation of research projects. When using innovated procedures, it is possible to expect a positive trend within the economic indicators of the institution.

Applied research projects were in the implementation phase during the evaluated period. The results of applied research were therefore in the process of creation and will be completed outside the evaluated period, so it is not yet possible to comprehensively evaluate the achieved results. Given the focus of research projects, benefits with a non-economic impact can be expected in the future, such as increased competitiveness, use of modern technologies in accordance with the principles of Industry 4.0, stabilization and development of rural regions in connection with SMEs.

The results of applied research go beyond the evaluation period, but it would be appropriate to list the most interesting ongoing impacts in terms of orientation to the South Bohemian Region and research, development and innovation.

Within the project Stabilization and Development of SMEs in Rural Areas (TL01000349), a number of tools are being created to help entities from the ranks of small and medium-sized enterprises in the South Bohemian region. The project is primarily focused on SMEs in rural areas, where a greater need for support is perceived, but it will be practically usable, but the outputs will be for all subjects in this category. Specific outputs include, for example, a certified methodology aimed at strengthening the competitiveness and economic performance of small and medium-sized enterprises and containing principles, procedures and methods for SMEs to accelerate and generate their higher added value. Manuals supplemented by examples of good practice, which are prepared in close cooperation with the user sphere, will serve as a practical guide to innovative practices in key areas (economics and finance, management and strategy, human resources and education, rural areas, innovation activities, legislation). Another practical tool is software to determine the generation of the value potential of SMEs. All outputs, including others not listed here, will be available to companies free of charge on the web portal.

As part of its project activities, the Institute of Corporate Strategy also focuses on the situation on the labor market. Due to the location of the South Bohemian Region, the inhabitants of especially border regions are motivated to apply in the common border labor market, eg in the form of their own business activities, or in the position of employees operating in the intercultural environment of international companies. ÚPS, in cooperation with the German Ostbayerische Technische Hochschule in Regensburg, participated in the preparation of a multimedia online course Entrepreneurial Competences in the Czech-Bavarian Labor Market, which aims to develop so-called entrepreneurial competencies and entrepreneurial thinking.

Conferences, whether with domestic or international participation, during which the transfer of innovative knowledge and the sharing of the latest trends take place, also contribute to the support of research and innovation in the region.

Topic 3.7 The most significant interactions of the evaluated unit with the non-academic application / company sphere

Self-evaluation: During its scientific research and teaching activities, ÚPS cooperates with a number of companies, organizations and institutions of state administration and self-government. The most intensive cooperation is during the preparation and solution of research projects and in the solution of contract research. The implemented cooperation brings a number of synergetic effects, enables the creation of lasting relationships and networks between the institutions involved. The most important interactions include the following entities:

- South Bohemian Chamber of Commerce
- Chamber of Commerce of the Czech Republic
- Regional Association NS LAG of the South Bohemian Region

- Research Institute for Entrepreneurship and Innovation
- Association of small and medium enterprises and sole traders
- South Bohemian Science and Technology Park
- Regional Employment Pact
- South Bohemian Agency for the Support of Innovative Entrepreneurship
- South Bohemian Society for Human Resources Development, Human Resources Club at JHK
- Regional Office of the South Bohemian Region

Interaction with the corporate sphere is also supported and developed. The Institute of Corporate Strategy is in long-term contact especially with companies in the South Bohemian Region, both with multinational corporations, which are also major employers in the region, and with small and medium-sized companies, which are focused on applied research projects to increase their competitiveness.

Is the Faculty of Business Strategy a member of any of these institutions? If so, what are the rights and obligations of membership? How is it involved in their activities and direction?

How does it address long-term cooperation in research, development and innovation with business partners? Does it have partnership contracts or just individual contracts?

Do you provide information about multinational corporations - can you list some of them?

Topic 3.7 deals with the interaction of the Institute of Business Strategy with the non-academic sphere. This interaction is implemented on several levels, either in the form of professional cooperation, including the project, our institution, or the membership of academic staff of ÚPS in some of the above institutions.

From our point of view, mutual interaction is very beneficial, especially in the area of project activities. With most of the above entities, projects with a specific impact directed at the region have been or are being implemented. We especially appreciate this cooperation. Cooperation on solved projects is formally handled by contracts for the implementation of projects, individually according to the relevant grant title. Specifically, it is possible to mention, for example, the implemented project Stabilization and Development of SMEs in Rural Areas (TL01000349), in the solution of which the Association of Small and Medium-Sized Enterprises and Self-Employed Persons, Research Institute for Business and Innovation, Regional Association NS MAS Jihočeského kraje and in the position of application guarantors also the Chamber of Commerce of the Czech Republic and the South Bohemian Chamber of Commerce. This is a prime example of extensive interdisciplinary interaction in solving the common goal of the project.

As a professionally oriented public university with regional competence, the activities of school representatives are directed mainly to the regional level, to a lesser extent to the statutory city of České Budějovice, mostly to the user sphere, ie South Bohemian companies, institutions and municipalities. In particular, working in regional bodies is the subject of increased attention of the public and the managing bodies themselves, when it is mainly on the part of VŠTE representatives about the professional content resulting from the relevant

professional profile of academic staff. In this case, the rights and obligations are precisely defined in the relevant rules of procedure. This is not the case in professional or interest commissions, where a school representative acts according to specific conditions and needs; The operation of our AP at the level of municipalities is not subject to evaluation, however, they are subject to social, respectively. civil control.

The management of the university in cooperation with the management of the institute decides on the representation of VŠTE in ČB in individual institutions (at the international and national level). Membership rights arise from the nature of the relevant institution, the fact that the school and institute management has an ongoing overview and information (especially from the relevant records and processed documents) about the quality of the relevant representative in the institution and in case of non-fulfillment of obligations (minimum cases) representative. This applies in particular to representatives requested from the competent authorities and institutions. For requested memberships, information is provided at the relevant meetings of the school management, the institute, resp. departments.

It is characteristic of the work of school representatives within the academic and scientific research environment in the Czech Republic that these are mostly requested academic staff who have professional and social respect within their work; these are highly professionally erudite workers. In the vast majority of cases, their activities, especially their professional contribution, are very favorably evaluated and these workers are repeatedly nominated for the next period. The required rights are usually exhaustively defined here, similarly to the manner of their fulfillment, often in accordance with the valid legislation, especially in the field of higher education, and to a lesser extent by the internal regulations of VŠTE in ČB.

In cooperation with the corporate sector from the sector of multinational corporations, we mention, for example, VISCOFAN CZ, s. R. O., Which is part of the Spanish Viscofan Group, the world's largest manufacturer of artificial casings designed especially for the meat industry. Other model companies could be mentioned, such as Kern-Liebers CR, spol. s r. o., Sahos, a. s., and others. Many findings from cooperation with companies have already been used in teaching and in the preparation of study materials. Selected experts from practice also work in teaching and thus provide students with valuable contact with the corporate sphere.

Topic 3.8 System and support of technology transfer and protection of intellectual property (can be extended to the whole university with emphasis on the specifics of the evaluated unit)

Self-evaluation: In the monitored period, the implementation of applied research projects was started, during which outputs will be used that can be used by the general public (certified methodology, methodology, manuals, software, etc.). Any protection of intellectual property will be addressed after the completion of outputs that are in the period of creation within the given period.

Please indicate the office or department that has the task of supporting technology transfer - state some rules, regulations, guidelines for faculty members regarding technology transfer.

What strategy does the Faculty of Business Strategy apply to support technology and IP transmission? Has it adopted internal guidelines for this activity? How are the individual

rights of the employees of the Faculty of Business Strategy to the results subject to transfer or IPP regulated?

During its activities, the Institute of Corporate Strategy follows the internal regulations of VŠTE, which are binding for the entire institution. So they do not create their own standards. All standards are available in the school's information system, all employees have access to them and at the same time they are continuously informed about possible updates.

The area of technology transfer and the results of employees' creative activities is coordinated by the Vice-Rector's Office for Creative Activities in accordance with the currently valid internal guidelines, eg:

- Directive No. 9/2019: Commercialization of research and development results
- Directive No. 2/2014: System of operation of start-up and spin-off companies
- Directive 12/2017: Research projects
- Directive No. 11/2016: Economic and non-economic activity at VŠTE
- Directive 25/2017: Contract research
- Directive No. 2/2020: Rules of specific university research at VŠTE

Topic 3.9 Strategies for establishing and supporting spin-off companies or other forms of commercialization of R & D & I results (can be extended to the entire university with emphasis on the specifics of the evaluated unit)

Self-evaluation: No spin-off company was established within the ÚPS in the monitored period. The initial prerequisite for the future establishment of a spin-off company is the acquisition of a suitable intellectual property. The evaluated unit will strive to establish a spin-off company in the future. However, this is a long-term process.

As above, does the faculty's business strategy have internal guidelines in place for the creation of by-products or other forms of commercialization of research results? How are the rights of the employer and employees of the Faculty of Business Strategy regulated? Does the faculty have a developed technology transfer system?

As already mentioned in point 3.9, VŠTE in the area of commercialization of research results is governed by the internal directive No. 9/2019: Commercialization of research and development results. The Directive contains a procedure for dealing with outputs that have the potential for commercialization, including the possible subsequent protection of intellectual property rights.

3.10 The most significant individual awards for R & D & I

Self-evaluation: A significant success in the publishing activity is the article "Polemics on Ethical Aspects in the Compost Business", which achieves the Highly Cited Paper classification within the Web of Science database, where it has long held a position among the 1% most cited articles. The co-authors of this article are academic staff of ÚPS (Prof. Váchal, Dr. Vaníčková). This is an output of a permanent nature, which ensures the long-term dissemination of research results among the professional public.

Is this recognition really from 2014-2018? Pop-up information says "September / October 2019"

Why this contribution of Mr. Marousek - is Mr. Marousek a member of the faculty? Mr. Marousek and his papers (articles) are used for all three faculties.

We recommend adding a link to the Web of Science for this article.

Self-evaluation:

The article "Polemics on Ethical Aspects in the Compost Business" has been a great publishing success. The article has been, on a long-term basis, in the top 1% of most frequently cited articles. The Web of Science therefore justly classifies it as a "Highly Cited Paper". Prof. Váchal and Dr. Vaníčková, both FCS academics, are co-authors of the article. This output is of a permanent nature, which ensures the research results are spread far and wide among experts.



Polemics on Ethical Aspects in the Compost Business

By: Marousek, J. (Marousek, Josef)^[1]; Haskova, S. (Haskova, Simona)^[1]; Zeman, R. (Zeman, Robert)^[1]; Zak, J. (Zak, Jaroslav)^[1]; Vanickova, R. (Vanickova, Radka)^[1]; Marouskova, A. (Marouskova, Anna)^[1]; Vachal, J. (Vachal, Jan)^[1]; Myskova, K. (Myskova, Katerina)^[2]

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SCIENCE AND ENGINEERING ETHICS
Volume: 22 Issue: 2 Pages: 581-590
DOI: 10.1007/s11948-015-9664-y
Published: APR 2016
Document Type: Article
View Journal Impact

Abstract

This paper focuses on compost use in overpasses and underpasses for wild animals over roads and other similar linear structures. quality of compost may result in faster and more resistant vegetation cover during the year. Inter alia, this can be interpreted also as reduction of damage and saving lives. There are millions of tones of plant residue produced every day worldwide. These represent prospective business for manufacturers of compost additives called "accelerators". The opinions of the sale representatives' with regards to other alternatives of biowaste utilization and their own products were reviewed. The robust analyses of several "accelerated" composts revealed that the quality was generally low. Only two accelerated composts

Citation Network
In Web of Science Core Collection

43
Highly Cited Paper

As of September/October 2019, this highly cited paper received enough citations to place it in the top 1% of the academic field of Social Sciences, general based on a highly cited threshold for the field and publication year.

Data from Essential Science Indicators

Close Window

38
Cited References

The above image shows that in September and October 2019, the Web of Science article was rated "Highly Cited Paper". This rating is automatically updated in the database over time.

Link to article in WoS: https://apps-webofknowledge-com.ezproxy.techlib.cz/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=E3JNAXkT5TKFwlxYHLe&page=1&doc=1

Doc. Maroušek worked at the Institute of Corporate Strategy in the period under review, which is why his publication output is presented here.

Topic 3.11 Recognition by the international R & D & I community

Self-evaluation: Academic staff of the Institute of Corporate Strategy work, among other things, on the editorial boards of foreign scientific journals. These are mostly journals published by higher education institutions with which VŠTE cooperates in the field of science and research.

Within the framework of international cooperation of scientific institutions, academic staff also present the results of their activities abroad, even in the form of so-called lectures. Reciprocally, foreign experts are also invited to give lectures at our institution.

Many academic staff of ÚPS are members in various professional societies according to the area of the topic of their research activities. Membership in professional societies enables academic staff intensive contact with the professional public, ensures reciprocal exchange of experiences and monitoring of current trends. Operating within these scientific communities is very beneficial both from the point of view of professional development of individual employees and building the prestige of the school. In the future, it is also a prerequisite for other possible scientific research or custom activities.

Please indicate the events at which the faculty members and the invited lecturers presented their papers. I recommend mentioning links to event pages and magazines that are used for recognition.

Upon request, we add links to the conference proceedings to the table with an overview of the most important invited lectures and lectures by foreign scientists. In the case of the lecture "Ethical Business Management in the Content of a Globalized Economy", we enclose a scanned confirmation of the invited lecture. The title of the events where the lecture was given is also contained in the tables below.

3.11.2 The most important invited lectures of academic staff of the evaluated unit at foreign institutions in the evaluated period 2014 to 2018

| Jméno, příjmení a titul(-y) pracovníka hodnocené jednotky | Název zvané přednášky | Název hostitelské instituce, popř. název konference či akce |
|---|---|--|
| Mgr. Zdeněk Caha, Ph.D., MBA, MSC. | Ethical Business Management in the Content of a Globalized Economy | 18th International Scientific Conference Globalization and Its Socio-Economic Consequences v Rajecských Teplicích, Slovensko ve dnech 10.-11. 10. 2018 |
| Mgr. Zdeněk | Výuka na vysokých školách v regionu východní Bavorsko a jižní Čechy | Ostbayerische Technische |

| | | |
|--|---|---|
| Caha, Ph.D., MBA, MSc., Ing. Iveta Kmecová, PhD. | http://www.enterprisingbehavior.eu/repository/medialib/user_273/Sbornik_Regensburg.pdf | Hochschule Regensburg, Německo |
| Ing. Lukáš Polanecký | Vliv interních vnitropodnikových faktorů na konkurenceschopnost podniku http://www.enterprisingbehavior.eu/repository/medialib/user_273/Sbornik_Regensburg.pdf | Ostbayerische Technische Hochschule Regensburg, Německo |
| doc. PhDr. František Stellner, Ph.D. | Problémy současného trhu práce v České republice http://www.enterprisingbehavior.eu/repository/medialib/user_273/Sbornik_Regensburg.pdf | Ostbayerische Technische Hochschule Regensburg, Německo |
| Ing. Marek Vokoun, Ph.D. | Analýza podnikatelského prostředí a jeho vliv na inovativnost firem http://www.enterprisingbehavior.eu/repository/medialib/user_273/Sbornik_Regensburg.pdf | Ostbayerische Technische Hochschule Regensburg, Německo |
| Mgr. Libuše Turinská | Differences in the Perception of E-Learning Resources: A cross-cultural analysis between logistics students in Austria and the Czech Republic https://www.researchgate.net/publication/325619557_Proceedings_Cross-Cultural_Business_Conference_2018 | FH Oberösterreich, Rakousko |

Note: Give a maximum of 10 examples.

3.11.3 The most important lectures of foreign researchers and other guests relevant to the field of R & D & I at the evaluated unit in the evaluated period 2014 to 2018

| Jméno, příjmení a titul(-y) pracovníka hodnocené jednotky | Zaměstnavatel přednášejícího v době přednášky | Název zvané přednášky |
|--|--|---|
| Prof. Dr. Sean Patrick Sassmannshausen | Ostbayerische Technische Hochschule Regensburg | Koncepce podnikání v založených společnostech, znovuzískání konkurenceschopnosti http://www.vstecb.cz/wp-content/uploads/2019/02/Sborn%C3%ADk_Podnikatelsk%C3%A9-kompetence.pdf |
| Univ.-Prof. Dr. Wolfgang H. Güttel | Johannes Kepler Universität Linz | Heuristika a jednoduchá pravidla: řízení kompetencí v turbulentních časech http://www.vstecb.cz/wp-content/uploads/2019/02/Sborn%C3%ADk_Podnikatelsk%C3%A9-kompetence.pdf |
| Dr. Xenia Justus | Ostbayerische Technische Hochschule Regensburg | Akademické vzdělávání v oblasti podnikání - výzvy a současné trendy http://www.vstecb.cz/wp-content/uploads/2019/02/Sborn%C3%ADk_Podnikatelsk%C3%A9-kompetence.pdf |

| | | |
|----------------------------|---|---|
| Johann Faltermeier, MBA | Ostbayerische Technische Hochschule Regensburg | Podnikatelské kompetence v teorii a praxi - studie na případu profesně zaměřených vysokých škol http://www.vstecb.cz/wp-content/uploads/2019/02/Sborn%C3%ADk_Podnikatelsk%C3%A9-kompetence.pdf |
|----------------------------|---|---|

Topic 3.12 The most important activities in the popularization of R & D & I and communication with the public

Self-evaluation: Organizing the Night of Scientists 2018 - self-funded: Events promoting science and research activities to the general public have a very good response. The public has the opportunity not only to get acquainted with the premises and equipment of the school, but above all the areas on which the school's research focuses are presented in a popular-science form.

Involvement in the Smart Accelerator project in the South Bohemian Region: In the South Bohemian Region, the project focuses on increasing the competitiveness and attractiveness of the region by streamlining the existing regional innovation system and with the help of a quality professional team that will connect key players in the region given the strengths of the region and the key domains of specialization. The project involves representatives of the public and private sectors and academia.

Appearances on regional television on the topic of science: Television appearances are realized mainly through South Bohemian Television, which has regional operations in the South Bohemian Region. There is also space for the presentation of research institutions. The share of viewership of this television station is steadily growing, according to the data of Jihočeská televize, it is watched every week by about 300 thousand. spectators.

Articles in the press (Návštěvník magazine published by VŠTE, other periodicals): The Návštěvník magazine was primarily intended for students, employees and partner institutions of VŠTE in the monitored period. The magazine brings up-to-date information about school events, interesting projects, cooperation with practice, etc.

Participation in trade fairs and workshops at the regional and international level: Employees and in some cases students of the Institute of Corporate Strategy regularly participate in workshops organized by domestic and foreign higher education institutions and state and local government entities, as well as trade fairs focused on stage and career choice.

Please attach some photos from Scientists' Night.

Is it possible to receive a list of exhibits and activities from the Night of Scientists?

We recommend including links to TV shows and articles, trade fairs and workshops where popularization has taken place.

Night of Scientists 2018

Exhibits other than 3D printing models were all laboratory equipment that could be tested by visitors during the night of scientists.

Activities 2018 - Example of psychotest, simulation computer game, experiment with thermal camera, experiment with hardness tester, experiment with 3D measuring device, experiment with roughness tester, demonstration of machining on CNC, experiment with microscopes, demonstration of 3D scanner and 3D printing, experiment with ripper, drone simulator , soap production.

Photos from Night of Scientists:



More photos can be found at: <http://nocvedcucb.cz/fotogalerie/>

Links to articles, videos and other contributions in the media that popularize research, development and innovation, implemented at VŠTE:

Appearances on regional television on the topic of science: Television appearances are realized mainly through South Bohemian Television, which has regional operations in the South Bohemian Region. There is also space for the presentation of research institutions. The share of viewership of this television station is steadily growing, according to the data of Jihočeská televize, it is watched every week by about 300 thousand. spectators.

<https://www.jihoceskatelivize.cz/>. Every two months a part of Life at the University is created: <https://www.jihoceskatelivize.cz/archiv/zivot-na-vysoke-skole/3155.html>

Articles in the press (Návštěvník magazine published by VŠTE -

<http://www.vstecb.cz/navstevnik/>, other periodicals eg: <https://www.reflex.cz/>,

<https://budejcka.drba.cz/>, [http : //www.techmagazin.cz/](http://www.techmagazin.cz/): The Visitor magazine was primarily

intended for students, employees and partner institutions of VŠTE in the monitored period. The magazine brings up-to-date information about school events, interesting projects, cooperation with practice, etc.

<https://budejcka.drbna.cz/zpravy/spolecnost/27721-letosni-preference-ceskych-turistu-budou-jine-ukazal-pruzkum-vste.html>

<https://budejcka.drbna.cz/zpravy/spolecnost/noc-vedcu-na-vste.html>

<https://www.kampomaturite.cz/pr-clanky/katerina-holubova-diky-podpore-vste-jsem-o-kous>

<https://www.parlamentnilisty.cz/zpravy/tiskovezpravy/VSTE-se-zameri-na-prvni-rocniky-ceka-je-rada-novinek-i-stale-studijni-kruhy-636359>

https://prachaticky.denik.cz/zpravy_region/cekame-na-ceske-turisty-volaji-zamestnanci-v-pohostinstvi-cile-turistu-se-meni-20200617.html

<https://budejcka.drbna.cz/zpravy/spolecnost/27721-letosni-preference-ceskych-turistu-budou-jine-ukazal-pruzkum-vste.html>

Table 3.1.1

It only shows research work - we are not sure whether

- Subcontracting for another faculty
- Sales of services
- Realization of International Business Week

It can be considered as research work. Describe these activities more precisely.

The mentioned activities were mentioned in the Contract Research section within the self-evaluation report. During the preparation of the report, this topic was conceived as a contract activity, ie revenues based on services provided by various contracting authorities. These were professional activities related to the research carried out at the Institute of Corporate Strategy.

Subcontracting for another institute of our university means joint professional work on the realized order of elaboration of an expert opinion.

The marketing study for České Budějovice Airport, for example, represented complex professional work closely related to the research activities that the Institute of Corporate Strategy deals with. First, an analysis of primary and secondary data was performed (Introduction to previous marketing study and methodology of Deloitte; Desk research - collection and analysis of secondary data; analysis of primary data of South Bohemian Airport; evaluation of current contribution of South Bohemian Airport to the region; analysis of individual target segments, clients, partners). This was followed by the implementation of our own marketing research, including the elaboration of the methodology, a questionnaire survey, pilot verification and subsequent data processing and evaluation. Based on the acquired knowledge, the company's own marketing strategy proposal was made, divided into stages: before the start of airport operations and subsequently after the start of operations. The strategy also included communication activities with regard to target groups, a proposal for the management of communication activities, a proposal for framework pricing, etc.

International Business Week is an educational event organized for foreign students. During this event, students work on solving a project with a specific assignment according to their study focus. As part of this educational event, fictitious companies are set up using simulation games. Within the simulated market, students compete in teams for the position of their company in the market.

In the case of elaboration of the analysis of the need for accreditation of the study field "Personnel Management" in terms of usability of its graduates for solving problems of business entities, it was also a research activity responding to the demand of the Regional Office of the South Bohemian Region resources in companies.