

Scientific research projects conducted at SBA in 2019–2023

EXTERNAL PROJECTS

Projects GAČR

Project number	Project name	The main researcher of the project	Project solution time	Research members
18-01246S	Non-standard optimization and decision-making methods in management processes	SU SBA Karviná, Ramík Jaroslav, prof. RNDr. CSc.	2018 - 2020	doc. Bartl, dr. Mazurek, dr. Górecki, dr. Perzina
21-03085S	Supporting decision processes with pairwise comparisons and data mining	SU SBA Karviná, Ramík Jaroslav, prof. RNDr. CSc.	2021 - 2024	doc. Bartl, doc. Mazurek, dr. Górecki, dr. Perzina

Projects TAČR

Project number	Project name	The main researcher of the project	Project solution time	Research members (partners)
TITSMSMT933	Assessment of the impact of the system changes in an university education since 2016	PROCES – Center for the Development of Municipalities and Regions, s.r.o., Ostrava	2021 - 2022	SU SBA Karviná, doc. Tuleja, doc. Tvrdoň, Ing. Verner
TIRDMSMT015MT07	Mapping of activities and associated personnel capacities within the framework of support for kindergar-tens, primary and secondary schools at the level of individual regions	SU SBA Karviná, Tvrdoň Michal, doc. Mgr. Ing. Ph.D.	04 – 10/2023	PROCES – Center for the Development of Municipalities and Regions, s.r.o., Ostrava
TQ01000115	Second career entrepreneurship – from corporate to unicorn	Prague University of Economics and Business	2023 - 2026	SU SBA Karviná, doc. Duháček Šebestová, doc. Klepek, doc. Šperka, dr. Krejčí, dr. Pražák
TQ01000130	Resilience of Smart Cities and Villages of the Moravian-Silesian Region	SU SBA Karviná, Nevima Jan, doc. Ing. Ph.D., MBA	2023 - 2025	BeePartner, University of Ostrava, Czech Technical University in Prague

Other external projects

Project number	Project name	The main researcher of the project	Project solution time	Research members
970893 - EFFECT-SME	Program HORIZONT 2020, project Enhancing and Facilitating Funding Evaluation and data Collection Techniques focused on startup/ SME support programmes	Moravian-Silesian Innovation Centre; Ostrava	2021 - 2022	SU SBA Karviná, Gongol Tomáš, doc. Mgr. Ph.D., dr. Šimek, doc. Klepek
CA18115	Program COST, project Transnational Collaboration on Bullying, Migration and Integration at School Level (TRIBES)	Šperka Roman, doc. RNDr. Ing. Ph.D.	2019 - 2023	doc. Duháček Šebestová, dr. Zapletalová, dr. Bauerová, dr. Bracíníková, doc. Klepek

Projects of the Moravian-Silesian Region

Project number	Project name	The main researcher of the project	Project solution time	Research members
Program Support for science and research in the Moravian-Silesian Region 2017				
MSK 03788/2017/RRC	Support for talented doctoral students at the Silesian University in Opava	SU Opava, Engliš Miroslav, prof. RNDr. DrSc.,	2017 - 2020	dr. Bauerová, dr. Halaška, dr. Pražák
Program Support for science and research in the Moravian-Silesian Region 2018				
MSK 00449/2019/RRC	Support for talented doctoral students at the Silesian University in Opava	SU Opava, Engliš Miroslav, prof. RNDr. DrSc.,	2018 - 2021	dr. Chmielová
Program Support for science and research in the Moravian-Silesian Region 2019				
MSK 06732/2019/RRC	Support for talented doctoral students at the Silesian University in Opava	SU Opava, Engliš Miroslav, prof. RNDr. DrSc.,	2019 - 2021	dr. Kubalová, dr. Pokorná

INTERNAL PROJECTS

Projects SGS SU (Student grant competition)

Project number	Project name	The main researcher of the project	Project solution time	Research members
SGS/7/2017	Acceptance of technology from the perspective of marketing tools	Matušínská Kateřina, Ing. Ph.D., KPEM	2017 - 2019	dr. Bauerová, dr. Bracíníková, Ing. Langerová, Ing. Štroch, Ing. Mokrý, Ing. Karaska
SGS/6/2018	Economic Literacy of Business Entities	Čemerková Šárka, Mgr. Ph.D., KPEM	2018 - 2020	doc. Duháček Šebestová, dr. Rylková, Ing. Vlček,

				dr. Krejčí, Ing. Čespířová, Ing. Lejková, Ing. Svobodová
SGS/7/2018	Evaluation of the impact within selected aspects on financial structure in condition among Central and Eastern Europe countries	Růčková Petra, doc. Ing. Ph.D., KFIÚ	2018 - 2019	dr. Heryán, dr. Šeligová, Ing. Kubošová
SGS/8/2018	Advanced Methods and Procedures of Business Processes Improvement	Šimek Dalibor, Ing., KPEM	2018 - 2020	doc. Šperka, doc. Suchánek, dr. Dolák, dr. Halaška, Ing. Dišek, Ing. Chmiel, Ing. Fober
SGS/19/2019	Application of Customer Relationship Management Systems in Small and Medium-sized Enterprises	Janáková Milena, Mgr. Ph.D., KINM	2019 - 2020	doc. Suchánek, dr. Krkošková, Ing. Botlík, Ing. Šauman, Ing. Padyšák
SGS/20/2019	Brownfields in urban and rural space: geographic, economic, business and public administrative contexts and their importance for regional development (BURAN 2)	Turečková Kamila, Ing. Ph.D., KEVS	2019 - 2020	dr. Chmielová, dr. Škrabal
SGS/15/2020	Pareto principle in e-commerce marketing context	Klepek Martin, Ing. Ph.D., KPEM	2020 - 2021	dr. Kvičala
SGS/16/2020	Influence of selected internal and macroeconomic determinants on financial structure of companies in selected countries of Central and Eastern Europe	Škulářová Nicole, Ing., KFIÚ	2020 – 2021	doc. Růčková
SGS/17/2020	Business Strategies of Online Trade Organizations and Customers	Zapletalová Šárka, Ing. Ph.D., KPEM	2020 - 2021	dr. Bauerová, dr. Kvičala
SGS/12/2021	Non-skippable advertisement in the context of performance marketing	Bauerová Radka, Ing. Ph.D., KPEM	2021	Ing. Vavrušková, Ing. Ikášová, Ing. Švarc
SGS/13/2021	Comparison of social security systems in the V4 countries with a focus on family policy	Buryová Ivona, Mgr. Ph.D., KEVS	2021	dr. Kubalová, Ing. Morzolková, Ing. Morzolková, Ing. Molinová, Ing. Rusková
SGS/14/2021	Smart Performance Dashboards in Business Practice	Čemerková Šárka, Mgr. Ph.D., KPEM	2021	dr. Krejčí, dr. Pokorná, Ing. Cieluch
SGS/16/2021	Determinants of financial stability of banks and insurance companies in the Czech Republic	Klepková Vodová Pavla, doc. Ing. Ph.D., KFIÚ	2021	Ing. Ivanecká, Ing. Kostka, Ing. Thielová
SGS/12/2022	Predicting customer lifetime value for e-shops	Klepek Martin, Ing. Ph.D., KPEM	2022	dr. Kvičala
SGS/14/2022	Financial stability determinants of the selected financial institutions	Přečková Lenka, Mgr. Ph.D., KFIÚ	2022	doc. Palečková, Ing. Ivanecká, Ing. Kostka, Ing. Thielová, Ing. Brzežková, Ing. Tomková

SGS/18/2022	The opportunities of using the metaverse in the implementation of product sales and marketing communication	Bauerová Radka, Ing. Ph.D., KPEM	2022	dr. Halaška, Ing. Vavrušková, Ing. Vavruška, Ing. Mikšík, Ing. Poláchová, Bc. Haladejová, Bc. Gavendová
SGS/19/2022	Social security systems in selected Central European countries with a focus on maternity and parenthood	Duda Danuta, Mgr. Ph.D., KEVS	2022	doc. Turečková, dr. Buryová, dr. Kubalová, Bc. Haladejová, Bc. Gorzolková, Bc. Šimočková, Bc. Podhrázký
SGS/20/2022	Factors influencing conversions on the corporate website	Ikášová Tereza, Ing., KINM, KPEM	2022	doc. Suchánek, doc. Klepek, Bc. Morawiecová, Ing. Goldmanová
SGS/25/2022	Regenerative potential of brownfields in the Czech Republic with a focus on chateaus and mansions	Turečková Kamila, Ing. Ph.D., KEVS	2022	Bc. Příkrylová, Ing. Glacová
SGS/21/2023	Specifics and use of virtual reality in companies in selected work activities and internal team communication	Bauerová Radka, Ing. Ph.D., KPEM	2023	dr. Kopřivová, dr. Halaška, dr. Kvíčala, Ing. Vavrušková, Ing. Foltisová, Bc. Venglář, Bc. Gelatková
SGS/23/2023	Factors influencing conversions on the corporate website	Ikášová Tereza, Ing., KINM, KPEM	2023	doc. Suchánek, doc. Klepek, dr. Pražák, Bc. Spěvák, Bc. Kubálková
SGS/24/2023	Support of customer relations processes in the field of marketing through information technology for small and medium-sized businesses	Janáková Milena, Mgr. Ph.D., KINM	2023	dr. Franěk, Ing. Botlík, Bc. Laža, Bc. Przybyla
SGS/25/2023	Identifying profitability of customer segments in e-commerce using automated marketing data processing	Klepek Martin, doc. Ing. Ph.D., KPEM	2023	dr. Kvíčala
SGS/26/2023	Determinants of e-shopping adoption among customers in an international context	Klepek Martin, doc. Ing. Ph.D., KPEM	2023	Ing. Thulaseedharan Mallika
SGS/27/2023	Predicting the value of a company's customer base by analysing customer buying behaviour	Kvíčala Daniel, Ing., KPEM	2023	doc. Starzyczná, Ing. Mikšík
SGS/28/2023	Predicting customer buying behaviour in the online environment in the post-COVID-19 pandemic with respect to regional firms	Mikšík Ondřej, Ing., KPEM	2023	doc. Starzyczná
SGS/29/2023	Regeneration potential of brownfields in the Czech Republic with reference to public sector activities	Turečková Kamila, doc. Ing. Ph.D. MBA, KEVS	2023	doc. Nevima, Ing. Glacová, Bc. Grundzová, Bc. Suchanková, Bc. Jančíková

Projects SGF SU (Student Grant Agency)

Project number	Project name	The main researcher of the project	Project solution time	Research members
SGF/6/2020	Consumer decision making in the presence of contexts effects and brands	Kubalová Radka, Ing., KEVS	2020 - 2021	doc. Kelepek
SGF/7/2020	The measures of the public sector for the strengthening of the regeneration potential brownfields in the area of the Czech Republic	Škrabal Jaroslav, Ing., KEVS	2020 - 2021	doc. Nevima, doc. Turečková, dr. Chmielová
SGF/8/2020	Analysis of the influence of macroeconomic variables on the profitability of companies in selected industries	Škuláňová Nicole, Ing., KFIÚ	2020 - 2021	doc. Růčková

Projects IGS SU (Internal grant competition)

Project number	Project name	The main researcher of the project	Project solution time	Research members
IGS/15/2019	Using the customer persona creation process in creative content production for marketing communications	Klepek Martin, Ing. Ph.D., KPEM	2019	-
IGS/17/2019	Determinants of efficiency in the banking sectors of Central and Eastern Europe	Palečková Iveta, doc. Ing. Ph.D., KFIÚ	2019	-
IGS/18/2019	Managerial decision-making in relation to corporate profitability management in the Czech Republic	Šeligová Markéta, Ing. Ph.D., KFIÚ	2019	-
IGS/19/2019	Exchange rate as a determinant of foreign trade development in the food industry	Šimáková Jana, Ing, Ph.D., KFIÚ	2019	-
IGS/14/2020	Aspects of financial accounting and management accounting outputs in connection with the decision-making processes of accounting entities	Šeligová Markéta, Ing. Ph.D., KFIÚ	2020	-
IGS/15/2020	Dynamic effects of exchange rates on the balance of services in Central European countries	Šimáková Jana, Ing, Ph.D., KFIÚ	2020	--
IGS/10/2021	Methods of comprehensive business evaluation and their application in selected Visegrad Group countries	Pražák Tomáš, Ing. Ph.D., KPEM	2021	
IGS/11/2021	Working capital management in relation to business size and profitability in the Czech Republic	Šeligová Markéta, Ing. Ph.D., KFIÚ	2021	-
IGS/12/2021	Dynamic effects of exchange rates on the balance of services in selected Central and Eastern European countries	Šimáková Jana, Ing, Ph.D., KFIÚ	2021	-
IGS/12/2022	The influence of the business environment on economic performance	Chmielová Petra, Ing. Ph.D., KEVS	2022	-

IGS/13/2022	Preparation for the habilitation procedure at SBA SU in 2022: "Modeling customer behavior in the e-commerce environment"	Klepek Martin, Ing. Ph.D., KPEM	2022	-
IGS/14/2022	The impact of investment spending on the financial situation of companies	Pražák Tomáš, Ing. Ph.D., KPEM	2022	-
IGS/15/2022	Capital management and capital structure in relation to the economic added value of enterprises in the Czech Republic	Šeligová Markéta, Ing. Ph.D., KFIÚ	2022	-
IGS/10/2023	The impact of investment expenditures on the financial situation of companies	Pražák Tomáš, Ing. Ph.D., KPEM	2023	-
IGS/11/2023	Working capital management policy and its financing across selected companies by size in the Czech Republic	Šeligová Markéta, Ing. Ph.D., KFIÚ	2023	-

Projects within the Institutional Support for the Long-term Conceptual Development of a Research Organization

Project number	Project name	The main researcher of the project	Project solution time	Research members
IP/01/2017	Organizational excellence – resources and dynamic capability factors in "Business Excellence" models in connection with the continuous improvement of organizational performance	Adámek Pavel, Ing. Ph.D., KPEM	2017 – 2019	dr. Bernatík, dr. Kadlubcová, doc. Malátek, dr. Zapletalová, dr. Bauerová, Bc. Buriánek, Bc. Lintner, Bc. Michl, Bc. Najdek, Bc. Štěpánková, Bc. Truxa
IP/02/2017	Trends in tourism in the Moravian-Silesian Region	Kajzar Patrik, Ing. Ph.D., KCVA	2017 – 2019	doc. Pellešová, dr. Kostková, Ing. Václavínková, dr. Helešic, Ing. Zorková, Bc. Kováč, Bc. Nuchalíková, Bc. Kučírka
IP/05/2017	Possibilities and consequences of fiscal decentralization and autonomy in selected EU countries	Sobotovičová Šárka, Ing. Ph.D., KFIÚ	2017 – 2019	doc. Janoušková, dr. Szarowska, dr. Chmielová, Ing. Poláček, Bc. Malířová, Bc. Spielvoglová
IP/06/2017	New trends and specifics of accounting in the context of legislative changes in the Czech Republic	Blechová Beáta, Ing. Ph.D., KFIÚ	2017 – 2019	dr. Košťuríková, dr. Šimíková
IP/01/2019	Comprehensive assessment of the financial stability of banks and insurance	Klepková Vodová Pavla, doc. Ing. Ph.D., KFIÚ	2019 - 2020	doc. Palečková, dr. Přechková

	companies in the Czech and Slovak Republics			
IP/01/2020	Dynamic factors in business modeling	Adámek Pavel, Ing. Ph.D., KPEM	2020 - 2021	dr. Meixnerová
IP/02/2020	Trends in tourism in the Czech Republic	Kajzar Patrik, Ing. Ph.D., KCVA	2020 - 2022	doc. Pellešová, dr. Kostková, Ing. Kijonková, Bc. Mojzyczková
IP/03/2020	Tax policy in the context of substantive and procedural law	Sobotovičová Šárka, Ing. Ph.D., KFIÚ	2020 – 2022	doc. Janoušková, dr. Blechová
IP/04/2020	Aspects of financial accounting and management accounting outputs in connection with the decision-making processes of accounting entities	Šeligová Markéta, Ing. Ph.D., KFIÚ	2020 - 2022	dr. Koštuříková, dr. Blechová, dr. Stzelecká
IP/05/2020	Macro-financial aspects of economic development in EU countries in the process of monetary integration	Szarowská Irena, Ing. Ph.D., KFIÚ	2020 - 2022	dr. Szkorupová, dr. Šimíková, dr. Krkošková
IP/06/2020	Solvency in the context of medium-sized enterprises within the EU	Heryán Tomáš, Ing. Ph.D., KFIÚ	2020 – 2022	doc. Růčková
IP/01/2021	Creating a model for monitoring and predicting the behavior of autonomous systems in selected infrastructure – identification of local extremes	Botlík Josef, Ing., KINM	2021 - 2022	-
IP/04/2021	Rational and emotional aspects of consumer behavior	Matušínská Kateřina, Ing. Ph.D., KPEM	2021 – 2022	dr. Stoklasa
IP/02/2022	Monitoring the impact of changes in the global business environment on the strategic management of business entities in the context of performance and competitiveness	Zapletalová Šárka, Ing. Ph.D., KPEM	2022 - 2024	dr. Adámek, dr. Meixnerová
IP/03/2022	The influence of ownership structure on the financial management of companies	Růčková Petra, doc. Ing. Ph.D., KFIÚ	2022	dr. Heryán, Ing. Škuláňová
IP/04/2022	Management challenges in stabilization and crisis phases	Čemerková Šárka, Mgr. Ph.D., KPEM	2022 - 2024	doc. Duháček Šebestová, dr. Rylková, Ing. Cieluch, Ing. Kowala
IP/05/2022	Integration of process mining and selected technologies with a focus on cost calculation and simulation systems	Halaška Michal, Ing. et Ing. Ph.D., KPEM	2022 - 2023	doc. Šperka
IP/08/2022	The influence of culture on e-commerce customer acceptance in the EU and Asia	Klepek Martin, Ing. Ph.D., KPEM	2022	Ing. Thulaseedharan Mallika
IP/01/2023	Advanced data analysis from ERP system log files	Dolák Radim, Ing. Ph.D., KINM	2023 - 2024	doc. Suchánek, Ing. Botlík, dr. Janáková, dr. Barčák, dr. Halaška
IP/03/2023	The impact of retained earnings distribution on the liquidity of automotive and tourism companies during the COVID-19 pandemic	Heryán Tomáš, Ing. Ph.D., KFIÚ	2023	doc. Růčková
IP/05/2023	Developing intellectual capital in business	Krejčí Petra, Ing. Ph.D., KPEM	2023 - 2024	doc. Duháček Šebestová, Ing. Salat,

				Ing. Nowáková, Ing. Zakaria
IP/08/2023	3D printing technology as a tool for corporate competitiveness – research into the conditions for the usability of 3D printing in a corporate environment with a focus on educational outcomes	Botlík Josef, Ing., KINM	2023	dr. Rylková, dr. Wawlczek Zotyková, Ing. Ikášová
IP/09/2023	How has the COVID-19 pandemic affected commercial banks and insurance companies?	Přečková Lenka, Mgr. Ph.D., KFIÚ	2023	doc. Palečková. Dr. Hlawiczka, Bc. Hodunová, Bc. Brzežková, Bc. Tomková, Bc. Kužňarská, Bc. Fiala
IP/10/2023	Monetary and fiscal policy in a changing macroeconomic environment	Szarowska Irena, Ing. Ph.D., KFIÚ	2023 - 2024	dr. Szkorupová, dr. Šimáková, dr. Krkošková
IP/11/2023	Working capital management policy in selected companies in the Czech Republic	Skupieňová Markéta, Ing. Ph.D., KFIÚ	2023 - 2024	dr. Koštuříková, dr. Konieva
IP/12/2023	The circular economy as a tool for ensuring the sustainable development of the Czech economy	Chmielová Petra, Ing. Ph.D., KEVS	2023 - 2024	dr. Kotlánová, dr. Kubalová
IP/13/2023	Tax policy in the context of substantive and procedural law	Sobotovičová Šárka, Ing. Ph.D., KFIÚ	2023 - 2024	doc. Janoušková, dr. Blechová

Contract Research Projects of Institute of Interdisciplinary Research and Business Gate

SU SBA has established a structured system for transferring research results into practice. The Institute of Interdisciplinary Research plays a key role in facilitating applied research and collaboration with external partners. Institute coordinates knowledge transfer and connects experts from various fields. It supports innovative approaches to problem-solving and the effective utilization of knowledge. It actively establishes and strengthens partnerships with academic institutions, businesses, and public administration. In the field of intellectual property, Institute ensures that innovations and research results are properly protected and efficiently utilized. It provides consultancy on research, copyrights, and commercialization. Additionally, Institute offers administrative support for the project—coordinating activities, managing documentation, and reporting. This allows research teams to fully focus on their expertise in knowledge transfer and innovation.

Moreover, SU SBA maintains continuous cooperation with business partners, ensuring that research and education remain relevant to practical needs. A key initiative in this area is Business Gate, where students work on real business challenges provided by companies. This hands-on approach strengthens their problem-solving skills and enhances direct connections between academia and industry.

An overview of the contract research conducted by the Institute of Interdisciplinary Research and Business Gate between 2019 and 2023 is available on the Institute's website:

<https://www.iivSBA.cz/wp-content/uploads/2025/03/Contract-research-2019-2023.pdf>

Popularization of R&D&I

The findings were disseminated also through the Working Papers in Interdisciplinary Economics and Business Research- <https://www.iivSBA.cz/working-papers/>