

REPORT ON EVALUATION OF SCIENTIFIC ACTIVITIES OF DEPARTMENT OF BUSINESS ECONOMICS AND MANAGEMENT IN THE PERIOD 2015 - 2019

Department: Department of Business Economics and Management

EVALUATION COMMITTEE

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SCOPE OF THE EVALUATION

The evaluation applies to: (1) the department's overall results in research activities covering period 2015 till 2019 and its conception of research activity in general and (2) the individual department's members which depend for the most part on funding from.

GOAL OF THE EVALUTATION

The committee was asked to provide: (1) an overall assessment of the department's research activities and its conception, including specific recommendations towards conceptual or organizational changes for its further development and (2) assessment of the individual members of the department from the point of view of their contribution towards the excellence of the research activities of the department – publication productivity and quality, level of international collaboration, or their overall perspective for further development of the research activity of the department.

The envisaged outcome in part (2) was a ranking of the evaluated department members into several categories according to their performance, from the best to the worst. In order to grade systematically the scientific quality of their research, faculty adopted the following scale for ranking the individuals:

Grade A (excellent) – researcher provides science activities at a high international level of international interest with broad impact within its field and with substantial ratio of high quality publications also in internationally leading journals. The researcher is internationally known as one of leading experts at least in a subfield of his/her interest. The researcher publishes with appropriate frequency. It is expected that the high quality and the frequency of outputs will be preserved in next years.

Grade B (very good) – researcher provides science activities at an international level with impact within its field and with a reasonable ratio of high quality publications in internationally well-known journals. The researcher has an international reputation within the field. The researcher publishes with good frequency. It is expected that the quality and the frequency of outputs will be preserved in the next years.

Grade C (good) – researcher provides outputs that are of good standard and impact and at least partially published in well-known journals. An adequate scientific contribution is required. There is a hope for improving the situation in near future.

Grade D (acceptable) – researcher provides infrequent research outputs of good standard during a longer period of time, the research activities contributes to effort of the department only to a limited extent.

Grade E (insufficient) – researcher provides very low number of publications during observed period. The research activities contribute to the effort of the department in the field of science only to a negligible extent.

OVERALL ASSESSMENT OF THE DEPARTMENT

Scope of scientific activities of the department

Evaluate, whether the scope of scientific activities of the department is in accordance with modern trends in the field of business economics and management; evaluate a research vision and concept of the department for the period 2021–2025.

Department of Business Economics and Management (DBEM) has a wide scope of research activities. Research areas where the employees of the DBEM contribute are up-to-date and reflect modern trends in business economics and management research. The research directions also are built around core competencies of employees in certain areas.

Faculty members published the results of their research projects in national and international journals, including those listed in Scopus and Web of Science (WoS) databases, as well as journals with the high impact factor.

There are four key research areas where the employees of DBEM aim to contribute during the next five years (years 2021-2025), i.e.

- (a) Business process management
- (b) Sustainable development of business entities
- (c) Strategic management of companies
- (d) Consumer mechanisms.

Each group consists several employees (groups of 3-9 scholars), including senior researchers and PhD students. Furthermore, the intended key research activities are based on previously fulfilled research projects and grants.

It is planned to apply both quantitative and qualitative research methods in order to contribute to the exploration of proposed research topics. The research is planned to be done both by employees of DBEM alone or in collaboration with leading management scholars. Several grant proposals are already submitted and it is also planned to prepare grant proposals and apply for new grants, including EU projects, in 2020-2023.

The results of the research projects will be disseminated at international conferences. In addition, DBEM's faculty members intend to publish the results of scientific work in the high-ranked journals with impact and/or journals that are listed in Scopus or Web of Science databases.

Importantly, DBEM is responsible for organization of international scientific conference Decision Making for Small and Medium-Sized Enterprises (DEMSME) in 2021, 2023, and 2025.

Finally, it is proposed to actively involve master and PhD students to research activities.

Quantity and quality of publication activities

Evaluate quantity and quality of publication outputs, e.g. whether research results are published in international scientific journals listed in WoS or SCOPUS databases; evaluate proportion of papers published in journals with high influence in the relevant field of science (e.g. journals with a high AIS score)

The DBEM faculty members publish actively in international and national scientific journals. The significant number of publications are in journals listed in Scopus and WoS. Notably, the number of publications in journals listed in Scopus and WoS was growing in 2015-2019.

The scope of publications is wide. Faculty members publish both alone and in cooperation with Czech and foreign scholars. The quality of published papers is high. Both quantitative and qualitative methods are applied. Various methods of analysis and different data collection methods are used. The share of publications with a high AIS score (AIS > 1) is not very high yet (10% of journal articles). It is recommended to faculty members to select journals with the high impact factor for future publications.

Correspondence between scientific activities and educational activities

Evaluate whether the focus of the research activities of the department is in accordance with the educational activities of the department

The department's faculty members teach a great range of business, management, marketing and economic related courses. The current and planned research activities (including the proposed research areas, application submissions, intended publications, organization of scientific conferences) of DBEM for 2021-2025 are in line with the teaching and educational activities of the department.

Importantly, not only PhD students but also master students are planned to be involved into research.

Department staff and its development

Evaluate composition of the team, e.g. whether there is appropriate number of professors, associate professors, assistant professors with Ph.D., assistants without Ph.D. and internal Ph.D. students; evaluate the personnel development of the department in the covering period

The department employs 16 academic staff, including 5 associate professors, 10 assistant professors, and 1 assistant. Then, 1 person as teaching staff and 7 doctoral students. Considering the very short perspective of DBEM's operation (less than 6 years), we positively assess its systematic and well-thought-out evolution, as well as the professional development of employees. We positively assess the change of publication priorities from conference articles to journal articles as the basis for obtaining academic degrees. This strategy was reflected in the professional promotions of three people as associate professors.

However, we believe that each department should employ no less than one professor who is academically active in the international research, grants and publishing arena; a person who would set a high and ambitious standard for others. Here, however, there is a visible potential

for promotion among its own research staff: prof. Šebestová, prof. Šperka, and prof. Zapletalová (associate professors). We positively assess the number of Ph.D. students who are more or less active. Certainly, this is a potential to be used for their own development, and in the future for DBEM, if they planned their career path at university.

The number of people employed depends on the financial capacity of each university and the needs in terms of building a scientific position, educational offer in connection with market conditions.

Scientific and publication activities of Ph.D. students

Evaluate the involvement of Ph.D. students in scientific activities (e.g. students grants, publications)

The scientific and publishing activity of doctoral students is visible and worth a positive assessment. Especially when it comes to doctoral students: Radka Bauerova (16 publications, including 7 in journals) and Veronika Bracinikova (14 publications, including 2 in journals). We rate the other two Ph.D. students equally well: Michal Halaska (10 publications, including 4 in journals) and Petra Krejci (10 publications, including 3 in journals). In this respect, Ph.D. students: Pavla Pokorna (5 publications, including 2 in journals) and Dalibor Simek (4/1 respectively) fare slightly worse.

In terms of conference activity, Bracinikova and Bauerova stand out. We positively assess that each doctoral student is involved from 1-3 grants, including 2 external and 8 internal grants. Only one Ph.D. student (Halaska) is involved as a member of one organization (here KES International). On the other hand, organizational activity (conferences, workshops) is visible only in two Ph.D. students: Halaska (5) and Simek (4), and the Ph.D. student Halaska also completed educational / foreign stays (4). Internal awards went to Bracinikova (1) and Bauerova (2).

We rate the commitment of doctoral students, especially in the field of publication and projects, highly. It would be worthwhile to activate Ph.D. students in the context of other evaluation criteria: membership, organization of conferences/workshops, or mobility.

Scientific projects

Evaluate research projects, consider particularly results achieved, internalisation and the share of projects funded from external resources

The department noted only one project implemented in 2014-2015 financed from external sources. Out of 15 projects, 14 are financed from internal sources (Student Grant Competition; Internal Grant System; Institutional Support of Long-term Research Development). It was rightly noted in the self-evaluation report that this was a significant weakness in the context of obtaining accreditation for program degrees. The level of internationalization of the external project is low, and the team is composed of the department staff. There are two sides to this high number of internal projects. The positive thing is that every employee has a chance to carry out statutory research in the unit, and that funding is provided. On the other hand, however, it weakens the motivation to make efforts and apply

for external grants, especially extremely demanding and challenging to obtain (which does not mean that it is impossible) EU grants.

National and international cooperation

Evaluate national and international co-operation of the department – e.g. whether department members are involved in international research teams; incoming and outgoing research mobilities

The involvement of the department is relatively strong in national and international cooperation. The department cooperates with 20 institutions in the Czech Republic. The topics that are addressed in this cooperation are current. The cooperation contributes to the scientific research development of the members of the department. Many of the outputs from this collaboration have the character of monographs or scientific articles included in WoS or Scopus databases.

The department also cooperates with important professional agencies in the field of business support, both at the local and national level.

At the international level, cooperation was established with a total of 11 institutions from countries such as France, Estonia, Poland, Ireland, Slovakia, Denmark. In many cases, this cooperation is long-term in nature. For the most part, the outputs from these activities are short-term teacher or student mobility, workshops and organization of seminars. Other, though not so frequent, outputs are joint articles or projects (e.g. a research project).

Although the activity of the department in terms of foreign cooperation is at a high level with great potential, it is necessary to strengthen more activities focused on joint publications with foreign institutions and the preparation of international projects.

Social significance of scientific activities

Evaluate scientific activities and their impact on society in the covering period 2015 – 2019 – e.g. whether there is a positive impact of the department's research activities on society

In the monitored period, the department dealt mainly with the support of the development of aspects of business. Social significance can be seen in the transfer of new knowledge in this area, especially at the levels of the Moravian-Silesian region and the town of Karviná. Members of the department participated in the solution of projects assigned to the Moravian-Silesian (MS) region, which was focused on "Sustainable business and its support in the context of the expected socio-economic development of the Moravian-Silesian (MS) region" (2014-15).

Another example of social significance of scientific activities is a project from the subsidy of the statutory city of Karviná No. MMK / SML / 1107/2018 "Research of conditions for small and medium business in the city of Karviná" (2019). Furthermore, the members of the department deal with projects aimed at helping the development of other municipalities (Hrádek, Písek, Bravantice).

The development of the company is also helped by the connection of students with practice through the Business Gate Center.

The mentioned area is solved by the department at a sufficient level.

Cooperation of the department with the application sphere

Evaluate the most significant interactions with the non-academic application/corporate sphere. Take into consideration how the evaluated department looks for and cooperates with application partners.

The department has cooperated with more than 11 companies such as Exasoft, a.s., Synergine, s.r.o., Intelligent Studios, s.r.o., Techstra, s.r.o., Kaufland Czech Republic, v.o.s. etc.

The outputs of the cooperation are, in addition to the solution of the assigned application spheres, publications in scientific journals. The members of the department mainly develop cooperation in the field of business process management, management and marketing. These are the key topics of the department.

Cooperation in the field of contract research is also strong. These are mainly projects aimed at strengthening the development of municipalities.

As a standard, cooperation is also ensured through the involvement of application-sphere experts in teaching.

The cooperation of the department with the application sphere is at a sufficient level and the topics addressed correspond with the focus of the department.

Overall assessment and recommendations

Summarize here the key findings of your assessment in the context of the whole evaluation and suggest concrete recommendations for improvement and progress.

The DBEM has done an impressive work taking into account that the department operates during the period of 6 years.

The department members research and publish in areas that are in line with modern trends. The number of publications in outlets that are listed in Scopus and WoS ratings is significant and constantly growing.

The scientific activities planned for the next period (2021-2015) are also interesting and up-to-date. The lines of current and future research comply with educational profile of the DBEM. The department has received several grants for research projects. However, only one project (implemented in 2014-2015) was financed from external sources. Out of 15 projects, 14 are financed from internal sources. Several grant applications are submitted and are planned to be submitted in the near future.

The department employs not only experienced professors but also contributes to the development of young scholars and employs 6 PhD students. The work of many PhD students is at high scientific level. Importantly, all faculty members publish monographs, articles, and book chapters in national and international outlets.

The cooperation activity of department is well organized. The department cooperates with industrial firms. The department also established cooperation relations with 11 foreign universities. The department members actively stay abroad within teacher and student mobility programs.

We would like to provide several recommendations to the department.

Future publications could target to be published in international journals with impact.

Employment of a professor or adjunct professors with the experience of publications in top management journals will benefit the professional development of the department members and PhD students. Carrying out of, for example, writing seminars 1-2 times per year by international scholars could be useful for young scholars willing to publish in top journals. Also writing papers in cooperation with international scholars might lead to more publications in journals with the impact.

Cooperation in publications might also be beneficial for future joint applications for EU and foreign grants. Participation in international research projects would be helpful for competence development of the department.

INDIVIDUAL ASSESSMENT OF THE DEPARTMENT MEMBERS

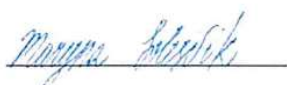
The committee provided individual assessment of each department member based on her/his contribution towards the excellence of the research activities of the department. Each member also received a grade on the scale A - E. For reasons of the personal data protection the personal assessments are not presented. The following table summarizes frequency of individual grades of all 15 department members.

Overview of the individual grades

A	B	C	D	E
3	5	2	3	2

September 29, 2020

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