



SELF-EVALUATION REPORT COVERING PERIOD 2020 - 2024

Department: Department of Business Economics and Management

STAFFING AND EDUCATIONAL ACTIVITIES

The **Department of Business Economics and Management (DBEM)** was established at the School of Business Administration in Karviná (**SU SBA**) in 2014. In its current form, DBEM constitutes a fundamental pillar of the faculty. The department is divided into three specialized sections: **Business Economics, Management, and Marketing**. It comprises a team of 18 academic staff members, three teaching staff members, and nine internal doctoral students. This composition aligns with the requirements of qualification structures and areas of expertise that reflect current market needs.

Department members actively engage in scientific research activities, publishing in professional peer-reviewed journals, and regularly presenting their findings at academic conferences. They also contribute to the development of monographs and teaching materials. The department fosters collaboration with both domestic and international universities. Since 2023, its international cooperation has been primarily focused within the **European University project STARS EU** (<https://starseu.org/>).

In the field of research activities, the department participates in and collaborates with business entities on contractual research projects through the **Institute of Interdisciplinary Research**. The outcomes of these activities are reflected in the practical application of bachelor's and master's theses. During the period 2023–2026, the department is involved in a research project funded by the *Technology Agency of the Czech Republic (TACR)* in cooperation with partners from the University of Economics in Prague and CzechInvest national agency. In 2023–2024, the department was engaged in an international research project under the **Visegrad Fund**, and from 2020 to 2023, it participated in a project within the **international COST network**. The department resumed its social sciences research within the **COST network** for the period 2024–2028. Among the successfully completed projects is the **Horizon 2020** project, implemented between 2021 and 2022.

State of the staff as of 31/12/2024	
Position	Number
Academic staff	
Professor	0
Associate Professor	5
Assistant Professor	13
Assistant	0
Lecturer	0
Teaching staff	
Professor	0
Associate Professor	0
Lecturer III.	0
Lecturer II.	1
Lecturer I.	2
Doctoral students	
Full-time	9
Part-time	2



By the end of 2024, the DBEM guarantees the largest undergraduate and follow-up master's degree programs in *Economics and Management*. Additionally, it oversees professionally oriented study programs, including *Innovative Business*, *Marketing*, *Management in Social Services (Social Management)*, and *Digital Business*. The undergraduate program in *Economics and Management* offers two specializations: *Trade and Marketing*, and *Entrepreneurship*. The follow-up master's program in *Economics and Management* provides three specializations: *Trade and Marketing*, *Entrepreneurship*, and *Finance, Accounting, and Taxation*.

Furthermore, we offer a popular study option in the English-taught bachelor's and follow-up master's degree program *Economics and Management* (<https://study-economics.slu.cz/>). The DBEM also plays a significant role in doctoral programs in *Economics and Management (English-taught as well)*.

The department provides a broad range of courses (also taught in English), covering areas such as entrepreneurship, business economics, management, human resources, project management, business digitalization support, marketing, as well as business law, information support for corporate activities, business establishment, and investment. These courses are designed to align with the professional and academic focus of the study programs and integrate industry experts directly into the teaching process.

Graduates of our programs typically secure managerial positions in middle and senior management or pursue their own entrepreneurial ventures.

1 st -year students 2020-2024										
Period	2020		2021		2022		2023		2024	
Fields of study	BA	MA	BA	MA	BA	MA	BA	MA	BA	MA
Marketing	103	-	205	-	129	-	203	-	189	-
Management in Social Services	46	-	71	-	45	-	45	-	36	-
Digital Business	-	-	127	-	25	-	30	-	49	-
Innovative Entrepreneurship	-	-	-	-	26	-	33	-	28	-
Economics and Management (specialization Trade and Marketing)	-	-	-	-	92	92	113	132	67	127
Economics and Management (specialization Entrepreneurship)	-	-	-	-	68	36	45	55	47	50
Economics and Management (specialization Finance, Accounting, and Taxes)	-	-	-	-	-	44	-	41	-	31
Business Economics and Management (Entrepreneurship)	198	81	106	52	-	-	-	-	-	-
Business Economics and Management (Marketing and Trade)	285	107	82	96	-	-	-	-	-	-
Business Economics and Management (Business Finance)	-	-	-	21	-	-	-	-	-	-
Business Economics and Management (Accounting and Taxes)	-	71	-	56	-	-	-	-	-	-
Business Economics and Management (Hotel Management)	56	-	29	-	-	-	-	-	-	-



Economics and Management (taught in English)	-	14	-	32	2	45	2	40	-	*23
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* The admission process for the 2024/2025 academic year is still open, and enrolment is possible until the end of February 2025.

By the end of 2024, approximately 48% of all students at SU SBA (around 2,300 in total, compared to 1,800 in 2019) were enrolled in study programs accredited by DBEM, a decrease from 70% in 2019. The adjusted number of students per DBEM staff member, including doctoral students, was approximately 37 (compared to 50 in 2019).

The undergraduate program with the highest student enrolment was *Marketing*, with 264 students, accounting for 12% of all study programs. Among the follow-up master's programs, *Economics and Management* had the highest enrolment, with 450 students, representing 20% of all study programs.

The trend in applications has remained stable over the observed period, and demographic forecasts indicate the beginning of an upward trend. The previously high demand for an increased number of seminars and supervision of final theses has been successfully managed through staff expansion. New department members, primarily engaged on a part-time basis, have contributed to DBEM's activities, allowing for a balanced approach to teaching and thesis supervision (with an average of 10–20 theses per staff member). This adjustment has also facilitated a stronger focus on scientific research and project activities.

Graduates 2020-2024										
Period	2020		2021		2022		2023		2024	
Fields of study	BA	MA	BA	MA	BA	MA	BA	MA	BA	MA
Marketing	-	-	-	-	-	-	17	-	34	-
Management and Marketing	1	-	-	-	-	-	-	-	-	-
Business Economics in Trade and Services	1	-	-	-	-	-	-	-	-	-
Digital Business	-	-	-	-	-	-	-	-	16	-
Management in Social Services	-	-	-	-	-	-	5	-	15	-
Social Management	6	-	9	-	15	-	9	-	1	-
Economics and Management (specialization Entrepreneurship)	-	-	-	-	-	-	-	-	-	15
Economics and Management (specialization Trade and Marketing)	-	-	-	-	-	-	-	-	-	38
Economics and Management (specialization Finance, Accounting, and Taxes)	-	-	-	-	-	-	-	-	-	13
Business Economics and Management (Entrepreneurship)	8	24	19	22	18	27	39	21	24	8
Business Economics and Management (Marketing and Trade)	33	76	39	61	52	38	52	49	38	9
Business Economics and Management (Business Finance)	8	6	5	5	1	1	-	6	1	4



Business Economics and Management (Hotel Management)	13	-	11	-	7	-	13	-	5	-
Business Economics and Management (Tourism Economics)	13	-	13	-	2	-	2	-	-	-
Business Economics and Management (Accounting and Taxes)	-	29	-	26	-	21	-	24	-	9
Economics and Management (taught in English)	-	4	-	2	-	5	-	6	-	22

The student-to-graduate conversion rate during the observed period remained at 20%, regardless of the specific study program. The highest dropout rates were recorded in the first year of study.

Czech universities, in general, were under pressure from the Ministry of Education, Youth, and Sports of the Czech Republic to maintain student intake levels comparable to previous years. As a result, due to a declining population trend, competition among higher education institutions increased, leading to the admission of applicants who ultimately failed in their first year.

In later years, students who left SU SBA were primarily those who found immediate employment opportunities. The unemployment rate in the Czech Republic was among the lowest in the EU during the observed period, which created pressure on employers to recruit even among university students.

FOCUS OF SCIENTIFIC AND RESEARCH ACTIVITIES

During the observed period, DBEM focused its research activities on the overarching theme of **“Development of Entrepreneurial Activities with the Aim of Strengthening the Innovation Potential of Organizations.”** This focus provided a content foundation for all three specialized sections within DBEM and enabled the integration of theoretical perspectives with empirical insights.

As part of secondary research, the department examined the impact of the business environment on decision-making processes within enterprises in both the Czech Republic and abroad. The goal was to identify key success factors influencing business operations. The findings from this research were further supplemented by primary research conducted among business owners, managers, startup entrepreneurs, and customers.

DBEM's research direction was shaped primarily by trends that are transforming the business environment, as well as by central institutions that play a role in supporting enterprises—such as the *European Commission*, the *Government of the Czech Republic*, ministries, and regional self-governing bodies. These institutions emphasized their commitment to fostering an innovation-friendly environment, supporting business creation and growth, and facilitating the rapid adoption of technologies in both manufacturing and services.

Building on the department's core research theme, four specific research areas have been identified:

1. **Business Process Management**
2. **Sustainable Development of Business Entities**
3. **Strategic Business Management**
4. **Consumer Mechanisms**



LEVEL OF SCIENTIFIC AND RESEARCH ACTIVITIES

Between 2020 and 2024, the majority of DBEM's publication output consisted of conference proceedings (*D*), with 58 published contributions. However, this represents a significant decline compared to the previous period (2015–2019), when 117 such outputs were recorded. While conference participation remains relevant for doctoral students, as well as for the initial validation of new research projects, networking, and supporting attendance at domestic conferences, the overall trend shows a shift in focus.

A decline was also observed in the number of monographs (*B*), decreasing from 14 in 2015–2019 to just 4 in 2020–2024. This is likely due to the time-intensive nature of monograph preparation, leading academic staff to prioritize publications in peer-reviewed journals instead. This shift is evident in the increased number of articles published in journals indexed in *Web of Science* with an impact factor (*Jimp*), which grew significantly from 5 in 2015–2019 to 18 in 2020–2024. Conversely, the number of articles published in *Scopus*-indexed journals (*Jsc*) slightly decreased from 33 to 26 over the same period. In contrast, publications in other journals (*Jost*) increased moderately from 13 to 19.

An interesting emerging trend is the renewed interest in book chapters (*C*), which rose sharply from 2 in 2015–2019 to 17 in 2020–2024. This suggests that faculty members are increasingly focusing on higher-quality outputs in *Jimp*-indexed journals and favouring book chapters over conference proceedings.

Publishing in indexed journals is a crucial requirement for study program accreditation and a key qualification criterion for career advancement, particularly in habilitation and appointment procedures. During this period, DBEM welcomed one new associate professor (docent) in the field of *Business Economics and Management*, who was previously a core assistant professor at the department and successfully completed the habilitation process.

However, according to the *Ministry* evaluation methodology, preference is given to outputs published in the top two quartiles of *Jimp*-indexed journals, based on the *Article Influence Score*. During the observed period, only one *Jimp* article from DBEM was placed within these quartiles. This indicates the need for a future shift in the department's publishing strategy, with an increased emphasis on securing publications in higher-quality impact factor journals.

	Publications	2020	2021	2022	2023	2024
1	Monograph (<i>B</i>)	1	0	1	2	0
2	Chapter in monograph (<i>C</i>)	5	5	2	1	4
3	Article in the scientific journal with impact factor (<i>Jimp</i>)	3	4	3	3	5
4	Article in the scientific journal listed in Scopus database (<i>Jsc</i>)	8	5	9	1	3
5	Article in other scientific journal (<i>Jost</i>)	6	2	4	6	1
6	Article in conference proceedings (<i>D</i>)	6	15	11	17	9

At SU SBA, there has been a long-standing effort to support the sharing of preliminary research findings by faculty members through the [Working Paper Series](#) published on the website of the *Institute of Interdisciplinary Research*. The purpose of this initiative is to obtain feedback from the expert



community before submitting articles to journals or academic conferences. However, in recent years, working papers have been published only sporadically, mainly for the initial dissemination of project research findings. During the observed period, five articles authored by DBEM members were published within this series, accounting for 56% of all contributions at SU SBA.

In collaboration with the *Department of Informatics and Mathematics* at SU SBA, DBEM regularly organizes the international conference DEMSME ([*Decision Making for Small and Medium-Sized Enterprises*](#)). This conference focuses on current research trends in decision-making processes and methods applied in SMEs, incorporating insights from business economics, informatics, management, and marketing. A significant portion of the conference is dedicated to the digitalization of business models and internal corporate processes. During the observed period, two editions of the conference were held.

During the observed period, DBEM organized regular scientific seminars, primarily featuring international academics and journal editors. The purpose of these seminars was to familiarize DBEM staff with best practices in conducting research, data processing, analysis, and subsequent publication in prestigious peer-reviewed journals.

The following seminars were conducted:

- “Alternative Sources of Financing in the Light of Empirical Research” – Dr. Joanna Małecka, Poznan University of Technology, Poland (June 5, 2024)
- “Insights, Ideas, and Experiences of the Erasmus+ Projects” – Dr. Ana Maria Bercu, Alexandru Ioan Cuza University, Romania (February 20, 2024)
- “Showing Life Opportunities: Increasing Opportunity-Driven Entrepreneurship and STEM Careers through Online Courses in Schools” – Dr. Igor Asanov, INCHER, University of Kassel, Germany (November 2, 2022)
- “Utilization of Modern Trends in Logistics” – Dr. Patrik Richnák, Faculty of Business Management, University of Economics in Bratislava (September 29, 2022)
- “How the 2030 Agenda for Sustainable Development Goals Are Impacted by the Pandemic? Perspectives from Administrative Science” – Dr. Ana Maria Bercu, Alexandru Ioan Cuza University, Romania (January 28, 2022)

These seminars provided valuable insights into contemporary research methodologies and enhanced the academic competencies of DBEM staff, supporting their efforts in high-impact scholarly publishing.

SCIENTIFIC PROJECTS

Scientific research projects are among the fundamental mechanisms for funding science and research at Czech universities. They also serve as key qualitative indicators of the research activity of both individuals and institutions. Projects are categorized based on their funding sources as either internal or external. At SU SBA, internal projects include the *Student's Grant Competition* and the *Internal Grant System*. External projects encompass EU-funded initiatives such as *Horizon 2020* and *COST EU*, as well as national and regional projects such as those supported by the *Czech Science Foundation*, the *Technology Agency of the Czech Republic*, the *Visegrad Fund*, and the *Moravian-Silesian Region*.

In the Czech Republic, securing and successfully implementing externally funded research projects is essential for academic career advancement and for obtaining accreditation for study programs.

During the observed period, DBEM staff members successfully obtained and completed a total of **27 research projects** (compared to 15 in 2015–2019). There was a significant increase in externally funded research projects, rising from **1 in 2015–2019 to 8 in 2020–2024**. A major achievement was DBEM's



collaboration in international research projects under *Horizon 2020* and *COST EU*. Additionally, for the first time, DBEM secured funding from the *Technology Agency of the Czech Republic*.

The experience gained through collaboration with high-calibre international researchers will be instrumental in the department's future research development. It will also enhance the training of new doctoral students by integrating insights from these projects into dissertation research closely aligned with their areas of study.

Projects financed from external sources				
Source	Time period	Project Title	Co-/Investigator	Registration number
COST	2024 - 2028	Program COST, project Religious Identity, Bullying and Wellbeing at School: A Transnational Collaboration (ORBIT)	doc. Šperka (team members: doc. Duháček Šebestová, dr. Bauerová, dr. Kopřivová, dr. Halaška, dr. Marková, dr. Adámek)	CA23120
TACR	2023 - 2026	Second career entrepreneurship – from corporate to unicorn	doc. Duháček Šebestová (team members: doc. Klepek, doc. Šperka, dr. Krejčí, dr. Pražák)	TQ01000115
HORIZONT	2021 - 2022	Program HORIZONT 2020, project Enhancing and Facilitating Funding Evaluation and data Collection Techniques focused on startup/ SME support programmes	doc. Gongol (team members: dr. Šimek, doc. Klepek)	970893 - EFFECT-SME
COST	2020 - 2023	Program COST, project Transnational Collaboration on Bullying, Migration and Integration at School Level (TRIBES)	doc. Šperka (team members: doc. Duháček Šebestová, dr. Zapletalová, dr. Bauerová, Dr. Kopřivová, doc. Klepek)	CA18115
Visegrad fund	2023 - 2024	Program Visegrad Fund, project Past, present and future challenges of HRM in V4 countries, principal researcher UMB Banská Bystrica	dr. Marková (team members: doc. Malátek, dr. Krejčí)	VISEGRAD FUND 22230227
INTEREG	2021 - 2023	EUREGIO INFO	dr. Pražák	CZ.11.4.120/0.0/0.0/20_032/0002 847



MSK 2017	2017 - 2020	Program Support for Science and Research in the Moravian-Silesian Region, project Support for talented doctoral students at the University of Silesia in Opava	prof. Engliš (team members: dr. Bauerová, dr. Halaška, dr. Pražák)	MSK 03788/2017/ RRC
MSK 2018	2019 - 2021	Program Support for Science and Research in the Moravian-Silesian Region, project Support for talented doctoral students at the University of Silesia in Opava	prof. Engliš (team members: dr. Kubalová, dr. Pokorná)	MSK 06732/2019/ RRC

Projects financed from internal sources (university sources)

Source	Time period	Project Title	Co-/ Investigator	Registration number
Student Grant Competition	2018 - 2020	Economic Literacy of Business Entities	doc. Duháček Šebestová	SGS/6/2018
Student Grant Competition	2018 - 2020	Advanced Methods and Procedures of Business Processes Improvement	dr. Šimek	SGS/8/2018
Student Grant Competition	2020 - 2021	Pareto principle in e-commerce marketing context	doc. Klepek	SGS/15/2020
Student Grant Competition	2020 - 2021	Business Strategies of Online Trade Organizations and Customers	dr. Zapletalová	SGS/17/2020
Student Grant Competition	2021	Non-skippable advertisement in the context of performance marketing	dr. Bauerová	SGS/12/2021
Student Grant Competition	2021	Smart Performance Dashboards in Business Practice	dr. Čemerková	SGS/14/2021
Student Grant Competition	2022	Predicting customer lifetime value for e-shops	doc. Klepek	SGS/12/2022
Student Grant Competition	2022	The opportunities of using the metaverse in the implementation of product sales and marketing communication	dr. Bauerová	SGS/18/2022
Student Grant Competition	2023	Specifics and use of virtual reality in companies in selected work activities and internal team communication	dr. Bauerová	SGS/21/2023
Student Grant Competition	2023	Identifying profitability of customer segments in e-commerce using automated marketing data processing	doc. Klepek	SGS/25/2023
Student Grant Competition	2023	Determinants of e-shopping adoption among customers in an international context	doc. Klepek	SGS/26/2023



Student Grant Competition	2023	Predicting the value of a company's customer base by analysing customer buying behaviour	Ing. Kvíčala	SGS/27/2023
Student Grant Competition	2023	Predicting customer buying behaviour in the online environment in the post-COVID-19 pandemic with respect to regional firms	Ing. Mikšík	SGS/28/2023
Student Grant Competition	2024	Demystifying Cognitive Biases to Enhance Information Literacy in the Era of Digital Reviews	dr. Bauerová	SGS/18/2024
Student Grant Competition	2024	Do customers prefer own country brands in online shopping?	doc. Klepek	SGS/21/2024
Internal Grant System	2021	Methods of comprehensive company evaluation and their use in the conditions of selected countries of the Visegrad Group	dr. Pražák	IGS/10/2021
Internal Grant System	2022	Preparation for the habilitation procedure at SU SBA in 2022 "Modeling customer behavior in an e-commerce environment"	doc. Klepek	IGS/13/2022
Internal Grant System	2022	The influence of investment expenses on the financial situation of companies	dr. Pražák	IGS/14/2022
Internal Grant System	2023	The influence of investment expenses on the financial situation of companies	dr. Pražák	IGS/10/2023

NATIONAL AND INTERNATIONAL COOPERATION

At the national level, DBEM has actively developed collaborations with other Czech universities during the observed period. One notable example is the group cooperation among departments from approximately 20 economics-oriented faculties across the Czech Republic, focusing on marketing. This collaboration includes an annual nationwide meeting, which serves as a platform for exchanging experiences in education and research and for familiarizing participants with the host university's environment, which changes each year.

Other key departmental activities include:

- **Scientific research cooperation with the Prague University of Economics and Business and CzechInvest** in the field of entrepreneurship research in the Czech Republic since 2023. The main output is an ongoing project funded by the *Technology Agency of the Czech Republic*.
- **Scientific research cooperation with Tomas Bata University in Zlín** on online grocery shopping in 2021. The result was a peer-reviewed journal article indexed in the *Scopus* database.
- **Cooperation with the Czech University of Life Sciences Prague** on the development of the [*Innovative Entrepreneurship*](#) study program based on the *Team Academy* concept since 2020.



The department has also collaborated with multinational and regional professional agencies in the field of business support. Examples of these partnerships include:

- **European Council for Small Business and Entrepreneurship (ECSB)** – Partner of the DEMSME conference. Assoc. Prof. Duháček Šebestová currently serves as the [Country Vice-President](#) of ECSB.
- **Czech Confederation of Commerce and Tourism**
- **Czech Marketing Association, Regional Branch in Ostrava** – Cooperation in business support.
- **Moravian-Silesian Innovation Center** – Supporting entrepreneurship in the *Moravian-Silesian Region*, fostering innovation ecosystems, and collaborating on joint scientific projects focused on impact evaluation of support programs.
- **Association of HR Professionals of the Czech Republic**
- **Society for Economic and Social History of the Czech Republic**
- **Cluster for Social Innovation and Enterprises – SINEC, z.s.**
- **CzechInvest: Investment and Business Development Agency** – Collaboration within the ongoing *Technology Agency of the Czech Republic* project.
- **Regional Association for Territorial Cooperation of Cieszyn Silesia** – The cooperation resulted in the implementation of the *Interreg CZ/PL V-A* project (CZ.11.4.120/0.0/0.0/20_032/0002847).

At the international level, the department has developed cooperation in the following key activities during the observed period:

- **Long-term cooperation within the European University [STARS EU](#) (2024–2028)** – The outputs include numerous academic staff and student mobilities, joint courses, Blended Intensive Programs (BIPs), microcredentials, and joint scientific projects. In 2024, a joint *Horizon Europe* project proposal was submitted (*ICoNE – Innovation Through Connected Networks for Entrepreneurship*).
- **Long-term cooperation with J. F. Oberlin University, Tokyo, Japan (2024–2026)** – *Erasmus+* project facilitating mutual mobility of academic staff and students. The outcome includes mobility for 6 academics (short-term) and 6 students (long-term).
- **Cooperation with the World Bank** – Organizing and conducting interviews with entrepreneurs, mapping the support ecosystem of *MSIC* and the *Moravian-Silesian Region*, creating reports, and processing data (09/2022–11/2022).
- **Cooperation with Jagiellonian University in Krakow** – Submission of a grant project proposal on December 31, 2024 (registration no. 26-19872L), under the *Lead Agency Program* for 2025: “*The Impact of Digital Skills on the Purchasing Behaviour and Preferences of Consumers Aged 50+ in Tourism.*”
- **Cooperation with WSB University, Poland** – Joint research in entrepreneurship, resulting in two peer-reviewed journal articles.
- **Scientific research cooperation with Poznań Technical University** – Focus on sustainable business, with outcomes including two peer-reviewed journal articles, a research stay in Karviná, bilateral academic mobility, and a joint research project submitted to the *Czech Science Foundation*.
- **Long-term cooperation with the Institute of Computer Science, University of Tartu, Estonia** – Research and educational activities in business process management and process



mining. The outputs include one long-term research stay and one successfully defended dissertation.

- **Collaboration with the University of Iași, Romania** – Joint research and education activities in social innovation, labor market studies, youth unemployment, and human resource management. Outputs include four bilateral *Erasmus+* short-term teaching mobilities, one conference paper, one peer-reviewed journal article, and collaboration on organizing the [EU-PAIR Conference](#) and [EUFIRE Conference](#).
- **Cooperation with CETYS Universidad, Mexico (2022–2023)** – Research in sustainable entrepreneurship mindset under the project “*Benevolence and Universalism as Sustainable Entrepreneurship Mindset Triggers on Undergraduate Students: A Cross-Cultural Study*.” The output includes two peer-reviewed journal articles.
- **Collaboration with the Institute of Minority Entrepreneurship Dublin, GYB International Limited, and TU Dublin, Ireland** – Research in minority entrepreneurship, social entrepreneurship, and social innovation. The current output includes two short-term teaching mobilities.
- **Cooperation with the University of Bucharest, Romania** – Research in business processes and entrepreneurship, leading to two peer-reviewed journal articles, two conference contributions, and one book chapter.
- **Scientific cooperation with Shanxi University of Finance and Economics, China** – Research in entrepreneurship, resulting in one peer-reviewed journal article and one short-term academic mobility.
- **Collaboration with Universidade Aberta, Portugal, and the University of Malta** – Research in education for immigrants, as part of an ongoing *COST EU* project. The current output includes one book chapter.
- **Implementation of the Interreg CZ/PL project** – Collaboration with *Stowarzyszenie Rozwoju i Współpracy Regionalnej ‘Olza’* and *Akademia WSB, Poland*. The outcome was the successful completion of the project.
- **Project collaboration with the Faculty of Management, Rzeszów University of Technology, Poland** – Joint organization of the *International Student Seminar on Management and Financial Issues* (held twice per year—once at SU SBA and once in Poland or online). Students present research results in English before an expert panel. These seminars have taken place throughout the observed period.
- **Scientific cooperation with REA Technology, Denmark** – Participation in the *EU Operational Programme Research, Development, and Education* project (CZ.02.2.67/0.0/0.0/16_016/0002502), focused on the modernization of the teaching infrastructure at the School of Business Administration in Karviná, Silesian University in Opava (2018–2023). This included the development of the *MAREA 2* simulation software for management and marketing education.

These international collaborations have significantly contributed to the department’s academic development, scientific research, and student mobility, fostering global engagement in key research areas.

SOCIAL IMPORTANCE OF SCIENTIFIC AND RESEARCH ACTIVITIES

During the observed period, DBEM’s research activities focused on key aspects of entrepreneurship, including the influence of the business environment, financing, competency development, and marketing strategies that contribute to successful business ventures. Emphasis was placed on creativity, critical thinking, entrepreneurial mindset, technological adoption, value creation, and the pursuit of



sustainable and innovative entrepreneurship—particularly within the regional context of the *Moravian-Silesian Region*.

Future research and development at DBEM will be closely linked to the support of **innovative entrepreneurship** in connection with newly accredited and planned study programs. These include the *Sustainable Entrepreneurship* master's degree program, currently in the accreditation process, and the *International Innovative Entrepreneurship* joint master's degree, which aspires to obtain the *European label*.

This development will be supported by the construction of a modern facility, as part of the **CEPIS** (*Centre for Entrepreneurship, Professional, and International Studies*) project, which is currently being implemented and will be located next to the main SU SBA building. CEPIS is one of the strategic priorities of the *Moravian-Silesian Region*, with a strong focus on fostering entrepreneurial development in a region where the number of startups and new businesses remains below the national average. Given the region's economic transformation from heavy industry toward more modern alternatives, strengthening business and entrepreneurship education represents a crucial contribution to its sustainable development.

Across all areas of research, there has been a marked increase in interest in digitalization, cloud technologies, artificial intelligence (AI) with large language models (LLMs), virtual and augmented reality, cryptocurrencies, and the influence of social media.

Research in business economics and management at DBEM provides insights into the current management practices of Czech enterprises and identifies key factors affecting **corporate decision-making**. The international perspective of DBEM's research aims to enhance Czech business management by integrating global trends to improve competitiveness. As Czech businesses expand internationally, there is a growing need to understand the specific management challenges they face. Additionally, business management is closely linked to the development of new business models, which remain a central focus of DBEM's research activities.

COOPERATION OF THE DEPARTMENT WITH THE APPLICATION SPHERE

Collaboration with corporate partners is one of the most important interactions in aligning study programs accredited by DBEM with current labour market trends. It also enables the development of external research and contractual projects, the involvement of industry professionals in teaching activities, and the establishment of connections between students and potential employers. DBEM's corporate partners primarily consist of strategic and professional partners with whom SU SBA has contractual agreements, managed by DBEM staff.

This collaboration includes various activities, such as engaging industry experts to consult on study program content, reviewing course syllabi and learning materials, proposing and supervising final thesis topics, and directly participating in the teaching process. Companies actively contribute to student internships and professional training and are involved in teaching activities.

During the observed period, the following key activities were carried out:

- **Scientific research cooperation with Lanex, a.s. (2024)** in the field of situational analysis and market share estimation. Output: research report with strategic steps.
- **Scientific research for the Statutory City of Karviná (2023–2024)** focused on the quality of life of seniors in Karviná. Output: research report.



- **Scientific research cooperation within non-profit organizations** (*Centre for Business Support and Employment* and *PetrklíčHelp*) to conduct research activities within their Erasmus+ cooperation projects.
- **Scientific research cooperation with Behavio Labs, s.r.o. (2022–2024)** in the area of marketing empirical generalizations. Output: 1 article in a peer-reviewed journal ([DOI](#)).
- **Scientific research cooperation with Dva Mluvčí, s.r.o. (2020–2024)** in the area of consumer behavior in e-commerce, specifically measuring customer loyalty based on e-shop transaction data. Output: 1 article in a peer-reviewed journal ([DOI](#)) and one conference paper.
- **Scientific research cooperation with Net Direct, s.r.o. (2021–2023)** in the area of e-commerce transaction data analysis and predictions. Output: partially used in habilitation thesis.
- **Scientific research cooperation with WITKOWITZ ENVI a.s. (2022–2023)** in the field of international strategic benchmarking. Output: research report.
- **Application research cooperation with Net Direct, s.r.o. (2022)** in the area of e-qualitative research on e-shop platform vendor selection. Output: research report for the client on how B2B managers process platform provider selection.
- **Scientific research for ATE System (2023–2024)** focused on competitive analysis. Output: research report.
- **Scientific research for the Statutory City of Karviná (2023–2024)** focused on the quality of life of seniors in Karviná. Output: research report.
- **Scientific research cooperation with Synergine, s.r.o. (2018–2021)** within the grant project “*Digital Business*,” funded by the *Moravian-Silesian Region* (Project No. 00736/2019). Output: development of an educational software version with source models and documentation.
- **Scientific research cooperation with Intelligent Studios s.r.o. (2018–2021)** in the field of process mining data acquisition on the *Xeelo* platform. Output: research report on the usability of exported data from ongoing business processes.
- **Scientific research cooperation with Techstra s.r.o. (2018–2021)** in the field of robotic process automation (RPA) from a managerial perspective on implementation strategies. Output: 1 article in a peer-reviewed journal and 1 successfully defended dissertation.
- **Guest lectures by industry experts** focusing on management and marketing disciplines, in collaboration with companies such as *Kaufland Česká Republika v.o.s.*, *Beskydské uzeniny a.s.*, *Semag s.r.o.*, *Ad Visio Marketing s.r.o.*, *Dva Mluvčí s.r.o.*, *Karlovarské minerální vody a.s.*, *Mölnlycke Health Care s.r.o.*, and others.
- **Intergenerational housing project at the Archa Community Center in Karviná**, a joint initiative between SU SBA and *RESIDOMO, s.r.o.* The center serves seniors from Ostrava and Karviná who wish to remain active, learn new skills, and engage socially.
- **Consulting cooperation in the preparation of external research projects** with companies and associations, student theses supervision, student internships, and industry participation in teaching. Partners include: *Cluster for Social Innovation and Enterprises – SINEC, z.s.*, *COOP Beskydy*, *Unika Relax, s.r.o.*, *Petrklíč Help, z.s.*, *Bochemie, a.s.*, *KVADOS, a.s.*, *Moravian-Silesian Innovation Center*, *České Radiokomunikace, a.s.*, *Adsvantage, s.r.o.*, *Respond, s.r.o.*, *Proficio, s.r.o.*, *Karviná Sustainably, z.s.*, *New Dimensions, s.r.o.*, *Taskyo, s.r.o.*, *Keysmash, s.r.o.*, *NIL Textile, s.r.o.*, and others.



- **Organization of the faculty event “Entrepreneurship Week”**, focused on fostering entrepreneurial skills and business engagement. Participating companies offer students opportunities for internships, professional practice, and thesis supervision.

This collaboration has strengthened the connection between academia and business, ensuring that students develop practical competencies, research outputs align with industry needs, and entrepreneurship and innovation are promoted in the region.

DBEM staff actively participated in evaluation committees for various grant programs and development working groups at the regional level. Selected activities include:

- **Participation in the “Education” working group** at the *Ministry of Labour and Social Affairs*, Czech Republic, focusing on social entrepreneurship.
- **Membership in the Innovation Councils of the Moravian-Silesian Region**.
- **Serving as evaluators in regional grant programs**, including *Innobooster*, *Vouchers for Entrepreneurs*, and *Startup Voucher*.
- **Engagement in regional working groups**, such as *Entrepreneurial Region Talent Attraction Management* and *Regional Innovation Strategy*.
- **Involvement in statutory city working groups**, such as the “*Employment*” working group in Ostrava, which focuses on supporting social enterprises and social entrepreneurship, and evaluations of education and talent management programs.
- **Assessment of educational activities** in the cities of Třinec, Karviná, and Havířov.
- **Evaluation of local action plans** for education in Český Těšín (2024) and Karviná (2023–2024).
- **Founding member** of *Start up MSK, z.s.*, a key initiative connecting stakeholders in the regional innovation ecosystem since 2021.

During the observed period, DBEM staff participated in contract research, organized through the Institute of Interdisciplinary Research at SU SBA. Selected activities include:

- **Implementation of the Moravian-Silesian Region grant**: “*Provision of maintenance services for the proper functioning of the web application Financial Stability of Municipalities in the Moravian-Silesian Region*”. This project was implemented from 2020 to 2023 and has continued into the 2024–2026 period.
- **Scientific research cooperation with the Statutory Cities of Karviná and Opava** in business environment analysis. Outputs: Business Environment Survey Karviná (2020) and Business Environment Survey Opava (2023).
- **Scientific research cooperation with the Statutory City of Ostrava** (2021) in audiovisual creation for the *Moravian-Silesian Online MICE Tour*.
- **Scientific research cooperation with CZ Testing Institute s.r.o. (2021–2024)** in strategic management consulting and marketing strategy development. Outputs: research report and expert consultations for business development.
- **Scientific research cooperation with municipalities (2020–2024)** in strategic development planning and their updates. Outputs: Strategic Development Plans for Střítež, Dolní Životice, and Bravantice, and updates for Střítež, Bravantice, Velká Polom, and Petrovice u Karviné.
- **Scientific research cooperation with Enotep, a.s. (2022)**. Output: feasibility study for the Chuchelná Project.
- **Scientific research cooperation with NetDirect** (2021) in market perception analysis. Output: research report.



- **Scientific research cooperation with TSK a.s.** on customer satisfaction with provided services and interest in new services. Output: research report.
- **Providing consultations for startup entrepreneurs** as part of [*Business Gate*](#) activities. Implementation of four consultations (Jaxx Watches, Zahrady Kukrecht, Daniel Kudláček, Adam Liška).

These activities highlight DBEM's strong engagement in regional development, strategic consulting, and applied research, ensuring a direct connection between academia, public administration, and private sector stakeholders.

Another important aspect of collaboration with the application sphere is the connection of students with practical experience through the **Business Gate** centre. The centre operates based on a partnership between SU SBA and the statutory city of Karviná. Its primary mission is to support entrepreneurship and entrepreneurial thinking in the region while engaging SU SBA students in solving real-world business challenges.

Students actively participate in projects within the **Business Gate Academy**, where they contribute to the development of specific assignments based on company requirements. This enables students to apply their acquired knowledge to real-world cases during their studies and confront theoretical concepts with practical reality. Within the **Business Gate Academy**, both students and faculty members have the opportunity to attend a variety of workshops.

During the reporting period, DBEM staff played a significant role in managing and administering the center, providing expert consultations for student teams, advising aspiring entrepreneurs, and offering mentoring. Throughout this period, the centre accommodated a total of 300 students from Czech study programs and 32 international students.

Additionally, during this time, **Business Gate** established a partnership with the entrepreneurship support organization *Podnikni to!* and has since been annually implementing this program of practical workshops as an elective course at DBEM. Under the guidance of an experienced entrepreneur, this course is designed for students who have a business idea and wish to develop it further.

Furthermore, **Business Gate's** activities have been expanded to include an additional pillar—**Business Gate Solution**, which functions as a student-run marketing agency. This initiative provides students with the opportunity to work on specific assignments from business entities seeking innovative and original solutions. DBEM staff serve as expert consultants in these activities.

Business Gate Solution has been operational since 2023 and, during its existence, has worked on a total of seven business projects, primarily in the field of marketing (e.g., development or revision of a company's marketing strategy, social media management, etc.).

METHOD AND RESULTS OF INTERNAL EVALUATION OF SCIENTIFIC AND RESEARCH ACTIVITIES

Scientific research activities at SU SBA are evaluated annually. Each academic year, department heads conduct individual consultations with academic staff to establish a **Personal Development Plan**, specifying concrete tasks and measurable outputs for the upcoming academic year. These tasks fall into four key areas: career development, teaching, research, and other academic activities.

Typical objectives include meeting the criteria for habilitation, participating in international academic mobility, innovating teaching methods in specific courses, preparing and submitting articles to peer-



reviewed journals indexed in *Scopus* or *Web of Science*, drafting and submitting internal or external research project proposals, or continuing work on ongoing projects.

At the end of the academic year, the completion of these tasks is assessed, and the success rate directly influences performance-based salary adjustments. This system provides an effective mechanism for monitoring and guiding both individual and departmental research activities, while also supporting career advancement and long-term engagement in academia.