PERSPECTIVES OF BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT: DIGITAL TRANSFORMATION FOR BUSINESS MODEL INNOVATION

Economic, Management, Finance and System Engineering from the Academic and Practitioners Views

CONFERENCE PROGRAMME

September 16 - 17, 2021, Brno, Czech Republic
www.conference.fbm.vutbr.cz/ic
18TH INTERNATIONAL SCIENTIFIC CONFERENCE

PERSPECTIVES OF BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT: DIGITAL TRANSFORMATION FOR BUSINESS MODEL INNOVATION:

ECONOMIC, MANAGEMENT, FINANCE AND SYSTEM ENGINEERING FROM THE ACADEMIC AND PRACTITIONERS VIEWS

PROGRAMME OF INTERNATIONAL SCIENTIFIC CONFERENCE

SEPTEMBER 16-17, 2021
BRNO, CZECH REPUBLIC
Perspectives of Business and Entrepreneurship Development: Digital Transformation for Business Model Innovation
Programme of international scientific conference

Edited by: Frantisek Milichovsky

Cover Design by: Pavel Mracek

Faculty of Business and Management, Brno University of Technology, Brno, Czech Republic
16th - 17th September 2021
INTRODUCTION

Ladies and gentlemen,

I would like to welcome you to the 18th International Conference of the Faculty of Business and Management of the Brno University of Technology.

In this difficult period, marked by the COVID-19 pandemic, we have decided to go online. However, I hope that the next year’s conference will be held in a standard manner, i.e. in person, and we will be able to meet together both professionally and informally and discuss not only professional topics. After all, it is the conference that provides a natural platform for sharing scientific knowledge and practical experience and thus contributes to the professional and personal development of each of us.

The international conference organised by our faculty represents a pleasant tradition of meeting academic staff from the Czech Republic and abroad together with representatives of the business community. This year’s event, entitled “Perspectives of Business and Entrepreneurship Development: with a Focus on Digital Transformations for Business Model Innovation”, is supported by the ETA TACR programme within the project TL02000215 “DIGITALTRANSMSMP”: Digital Transformations for Business Model Innovation of SMEs in the Czech Republic.

The aim of the conference is to create a professional platform for sharing ideas and opinions and for discussion between academics and practitioners in the field of business development and entrepreneurship, as this area is greatly influenced by the trend of digital transformation.

The Faculty of Business and Management provides education in economic, managerial and interdisciplinary fields and conducts scientific research pursuing the latest theoretical and practical solutions with regard to the needs of the business environment and regional and global economies. We educate our future graduates to become socially responsible, broad-minded, and highly employable in practice. This is also the reason why we have included a student section where students will present the results of their work.
I wish all of us, the participants of the 18th International Conference of the Faculty of Business and Management, a time filled with enriching information and stimulating discussions on professional topics. I believe that our conference will contribute to the acquisition of new knowledge for further creative work.

Thank you.

Vojtech Bartos

dean
CONTENT

ABOUT CONFERENCE ................................................................................................................................................. 6
Further Publication Opportunities ................................................................................................................................. 8
Programme Committee ................................................................................................................................................. 10
Reviewers ....................................................................................................................................................................... 12
Organising Committee .................................................................................................................................................. 13
CONFERENCE PROGRAMME ....................................................................................................................................... 14
PANEL DISCUSSION / Panelová diskuze ...................................................................................................................... 17
PARALLEL SESSIONS .................................................................................................................................................. 26
  Economics in Digital Transformation ............................................................................................................................... 26
  Finance in Digital Transformation .................................................................................................................................. 27
  Management in Digital Transformation ............................................................................................................................ 28
  System in Digital Transformation .................................................................................................................................. 32
  Universities in Digital Transformation ............................................................................................................................ 33
  Master's Degree Students' section .................................................................................................................................. 34
Brno International Week 2021 - Invitation ..................................................................................................................... 35
Projects ............................................................................................................................................................................ 36
  Digital Transformation for Business Models Innovations in small and Medium Sized Enterprises in the Czech Republic ............................................................................................................................ 36
  Strategic Corporate Social Responsibility – the case of Europe (SCoSoRe) .................................................................... 37
  The mutual project of the Kyiv National Economic University and the Faculty of Business and Management ......................................................................................................................................................... 38
  BoostEdU: Boosting Sustainable Digital Education for European Universities .............................................................. 39
  EduLab4Future: Stepping-up and promoting Education & Innovation toward Sustainable Development Goals (SDGs) through Educational Laboratory for Accelerating civic Skills and sustainable Businesses .................................................................................. 40
  Academy of Public Administration (APA), Moldova ......................................................................................................... 41
Partners ............................................................................................................................................................................. 42
ABOUT CONFERENCE

The primary goal of the conference is to provide a unique platform to facilitate the exchange of leading ideas among academics and practitioners in the field for effective advancement of knowledge in the field of economic, management, finance and system engineering from the perspective of challenges to business and entrepreneurship in digital age. This will be achieved through multi-disciplinary panels and discussions of current problems and conditions of business and entrepreneurship in the Europe and the World.

Major highlights of the conference would be creating of the platform for network and communication with distinguished entrepreneurs, managers and traders. Doing Business in the Czech Republic - presentations by businesspersons.

The main theme of the conference is "Perspectives of Business and Entrepreneurship Development: Digital Transformation for Business Model Innovation”. This conference will feature competitive papers, plenary session and panel sessions. Submissions will be subjected to a blind review process and selected papers will be published in the refereed Conference proceedings „Selected papers: Perspectives of Business and Entrepreneurship Development: Digital Transformation for Business Model Innovation: Economic, Management, Finance and System Engineering from the Academic and Practitioners Views“.

Conference Sections:

Section 1: Economic in Digital Transformation
Section 2: Management in Digital Transformation
Section 3: Finance in Digital Transformation
Section 4: Systems in Digital Transformation
Section 5: Universities in Digital Transformation
Section 6: Master's Degree Students’ Section

The aim of this year’s conference is to provide an expert platform for sharing ideas and discussing opinions between the academics and practitioners in the sphere of new trends and perspectives of business development and entrepreneurship influenced by the digital era, especially from the perspective of Digital Transformation for Business Model Innovation. At the same time, the conference organisers wish to extend the discussion platform and open it for students of Master’s programmes of partner universities. This will be achieved through multi-disciplinary panels and discussions of current problems and conditions of business and entrepreneurship in the Europe and the World.
The primary goal of the conference is to provide a unique platform to facilitate the exchange of leading ideas among academics and practitioners in the field for effective advancement of knowledge in the field of economic, management, finance and system engineering from the perspective of challenges to business and entrepreneurships. This will be achieved through multidisciplinary discussions of current problems and conditions of business and entrepreneurships in the Europe and the World. Major highlights of the conference would be creating of the platform for network and communication with distinguished entrepreneurs, managers and traders.

This conference will feature competitive papers, plenary session, panel discussion and sections roundtable. Submissions will be subjected to a blind review process and will be published in the refereed Conference Proceedings „Selected papers: Perspectives of Business and Entrepreneurship Development in Digital Transformation of Corporate Business: Economic, Management, Finance and System Engineering from the Academic and Practioners views“, which will be applied for covering by abstracting / indexing services: Thomson Reuters Conference Proceedings Citation Index (ISI).
FURTHER PUBLICATION OPPORTUNITIES

On the basis of agreed cooperation with editors of the scientific journals there will be offered an opportunity for the authors of high quality contributions to publish extended versions of their contributions in journal indexed in reputable databases:

Trends Economics and Management

Czech Republic
ISSN 1802-8527

Business: Theory and Practice

http://www.btp.vgtu.lt/index.php/btp/index
Lithuania
ISSN 1648-0627

Journal of Business Economics and Management

http://www.tandfonline.com/toc/tbem20/current#.VIjGNv3hb3g
Lithuania
ISSN 1611-1699

Economics and Business

Latvia
ISSN 1407-7337

Engineering Economics

http://www.inzeko.ktu.lt/index.php/EE
Lithuania
ISSN 1392-2785

Business, Management and Education

http://www.bme.vgtu.lt/index.php/bme
Lithuania
ISSN 2029-7491


http://www.equilibrium.umk.pl
Poland
ISSN 1689-765X

Oeconomia Copernicana

http://oeconomia.pl
Poland
ISSN 2083-1277
International Journal of Business and Economic Sciences
Applied Research

http://ijbesar.teiemt.gr/

Greece

ISSN 2408-0098

Intellectual Economics

https://journals.mruni.eu/

Lithuania

ISSN 2156-7069
PROGRAMME COMMITTEE

Chairperson: Vojtech Bartos

Programme Coordinator: Stanislav Skapa

Conference Coordinator: Iveta Simberova

Members:

Adam P. Balcerzak (Nicolaus Copernicus University, Poland)
Artur Bartosik (Kielce University of Technology, Poland)
Ilona Bartuševičienė (Mykolas Romeris University, Lithuania)
Massimo Bianchi (Universita di Bologna, Italy)
Jerzy Boehlke (Nicolaus Copernicus University, Poland)
Jose Carlos Casillas Bueno (Universidad de Sevilla, Spain)
Mirko Dohnal (Brno University of Technology, Czech Republic)
Radek Doskocil (Brno University of Technology, Czech Republic)
Irada A. Dzhalladova (Kyiv National Economic University, Ukraine)
Elina Gaile-Sarkane (Riga University of Technology, Latvia)
Lidia Galabova (Technical University Sofia, Bulgaria)
Romualdas Ginevicius (Vinius Gediminas University, Lithuania)
Michal Gregus (Comenius University in Bratislava, Slovak Republic)
Krzysztof Grysa (Kielce University of Technology, Poland)
Josef Hynek (Univerzity Hradec Kralove, Czech Republic)
Arvid C. Johnson (University of St. Francis, USA)
Michal Karas (Brno University of Technology, Czech Republic)
Jaroslav Kita (University of Economics Bratislava, Slovak Republic)
Alena Kocmanova (Brno University of Technology, Czech Republic)
Jiri Kraft (University of Pardubice, Czech Republic)
Natalja Lace (Riga University of Technology, Latvia)
Justyna Lapinska (Nicolaus Copernicus University, Poland)
Rainer Lenz (University of Applied Sciences Bielefeld, Germany)
International Conference at the Brno University of Technology, Faculty of Business and Management, September 16-17, 2021 Brno, Czech Republic
Perspectives of Business and Entrepreneurship Development: Digital Transformation for Business Model Innovation

Hana Lostakova (University of Pardubice, Czech Republic)
Cristiana Istrate (Gheorghe Asachi Technical University Iasi, Romania)
Tomas Meluzin (Brno University of Technology, Czech Republic)
Zdenek Molnar (The University of Economics, Czech Republic)
Jurgen Muhlbacher (Vienna University of Economics and Business, Austria)
Veronika Novotna (Brno University of Technology, Czech Republic)
Michal Bernard Pietrzak (Nicolaus Copernicus University, Poland)
Tatjana Polajeva (Euroacademy, Estonia)
Jan Pour (The University of Economics, Czech Republic)
Maria Reznakova (Brno University of Technology, Czech Republic)
Zaneta Simanaviciene (Kaunas University of Technology, Lithuania)
Anna Soulsby (Nottingham University, United Kingdom)
Jelena Stankeviciene (Vilnius Gediminas University, Lithuania)
Grazina Startiene (Kaunas University of Technology, Lithuania)
Jarmila Strakova (Institute of Technology and Business in Ceske Budejovice, Czech Republic)
Anna Svirina (Kazan State Technical University, Russian Federation)
Iveta Simberova (Brno University of Technology, Czech Republic)
Tomas Subrt (Czech University of Life Sciences Prague, Czech Republic)
Neviana Taneva (Technical University Sofia, Bulgaria)
Maaja Vadi (University of Tartu, Estonia)
Jan Vachal (Institute of Technology and Business in Ceske Budejovice, Czech Republic)
Janos Vecsenyi (Budapest University of Technology and Economics Hungaria)
Mladan Velev (Technical University Sofia, Bulgaria)
Reiji Yamanaka (Globis University, Japan)
Robert Zich (Brno University of Technology, Czech Republic)
Marek Zinecker (Brno University of Technology, Czech Republic)
REVIEWERS

Vladimir Bartosek (Czech Republic)
Nina Bockova (Czech Republic)
Veronika Bumberova (Czech Republic)
Radek Doskociil (Czech Republic)
Petr Dostal (Czech Republic)
Feybi Ariani Goni (Czech Republic)
David Havir (Czech Republic)
Vít Chlebovský (Czech Republic)
Lucie Kanovska (Czech Republic)
Zdenka Konecna (Czech Republic)
Stepan Konecny (Czech Republic)
Vojtech Korab (Czech Republic)
Oksana Lentjushenkova (Latvia)
Jan Luhan (Czech Republic)
Frantisek Milichovsky (Czech Republic)
Bernard Neuwirth (Czech Republic)
Katerina Petrova (Czech Republic)
Marcel Rolf Pfeifer (Czech Republic)
ORGANISING COMMITTEE

Chair

Iveta Simberova, Brno University of Technology (Czech Republic)

Conference team:

Veronika Bumberova, Brno University of Technology (Czech Republic)
Karel Doubravsky, Brno University of Technology (Czech Republic)
Jana Hornungova, Brno University of Technology (Czech Republic)
Vit Chlebovsky, Brno University of Technology (Czech Republic)
Zuzana Jankova, Brno University of Technology (Czech Republic)
Lucie Kanovska, Brno University of Technology (Czech Republic)
Zdenka Konecna, Brno University of Technology (Czech Republic)
Zuzana Krizova, Brno University of Technology (Czech Republic)
Stanislav Kudelas, Brno University of Technology (Czech Republic)
Jan Luhan, Brno University of Technology (Czech Republic)
Frantisek Milichovsky, Brno University of Technology (Czech Republic)
Pavel Mracek, Brno University of Technology (Czech Republic)
Veronika Ptackova, Brno University of Technology (Czech Republic)
David Schuller, Brno University of Technology (Czech Republic)
Pavel Weirich, Brno University of Technology (Czech Republic)
Jiri Zamecnik, Brno University of Technology (Czech Republic)
Ondrej Zizlavsky, Brno University of Technology (Czech Republic)

Team Coordinating Communication with Companies:

Lenka Smolikova, Brno University of Technology (Czech Republic)
Katerina Sichova, Brno University of Technology (Czech Republic)
Nikola Janickova, Brno University of Technology (Czech Republic)
# CONFERENCE PROGRAMME

## Thursday, 16 September
### Academic part (in English)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 - 11:15</td>
<td>Welcome speech</td>
</tr>
<tr>
<td></td>
<td><strong>Moderators</strong></td>
</tr>
<tr>
<td></td>
<td>dean Vojtech Bartos</td>
</tr>
<tr>
<td></td>
<td>vice-dean Stanislav Skapa</td>
</tr>
<tr>
<td>11:15 - 12:30</td>
<td>Panel discussion</td>
</tr>
<tr>
<td></td>
<td><strong>Moderators</strong></td>
</tr>
<tr>
<td></td>
<td>Vit Chlebovsky, Robert Zich</td>
</tr>
<tr>
<td>12:30 - 13:00</td>
<td>Break with culture programme by students of the Faculty of Business and Management</td>
</tr>
</tbody>
</table>

### Parallel sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th><strong>Moderators</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00 – 14:30</td>
<td>Economic in Digital Transformation</td>
<td>Jana Hornungova (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td><strong>Link</strong> [MS Teams (call)] [Chat]</td>
<td>Natalja Lace (RTU, LV)</td>
</tr>
<tr>
<td></td>
<td>Finance in Digital Transformation</td>
<td>Ondrej Zizlavsky (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td><strong>Link</strong> [MS Teams (call)] [Chat]</td>
<td>Zuzana Krizova (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td>Management in Digital Transformation</td>
<td>Lucie Kanovska (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td><strong>Link</strong> [MS Teams (call)] [Chat]</td>
<td>David Schuller (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td>Systems in Digital Transformation</td>
<td>Jarmila Strakova (ITB, CZE)</td>
</tr>
<tr>
<td></td>
<td><strong>Link</strong> [MS Teams (call)] [Chat]</td>
<td>Karel Doubravsky (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td>Universities in Digital Transformation</td>
<td>Zuzana Jankova (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td><strong>Link</strong> [MS Teams (call)] [Chat]</td>
<td>Irada A. Dzhalladova (KNEU, UKR)</td>
</tr>
<tr>
<td></td>
<td>Master's Degree Students' section</td>
<td>Zdenka Konecna (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td><strong>Link</strong> [MS Teams (call)] [Chat]</td>
<td>Feybi Ariani Goni (FBM BUT, CZE)</td>
</tr>
<tr>
<td>14:30 – 14:45</td>
<td>Break</td>
<td>Veronika Bumberova (FBM BUT, CZE)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Frantisek Milichovsky (FBM BUT, CZE)</td>
</tr>
</tbody>
</table>

### Conclusion of conference

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th><strong>Moderator</strong></th>
</tr>
</thead>
</table>
Friday, 17 September  

**Digital Transformation for Business Model Innovation**

What can you expect?

Guidance on how to effectively and purposefully digitise your company in relation to your business model. Sharing of experiences of specific companies, presentation of a tool to verify the digital maturity of the company, design of digital transformation scenarios, and joint discussion on the experience of implementing digitisation.

**Plenary session**

*Moderator: David Schuller*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 – 10:20</td>
<td>Opening and Introductory Remarks on Digital Transformation in the Czech Republic</td>
</tr>
<tr>
<td>10:20 – 11:30</td>
<td>Digital Transformation: “Good Practices”</td>
</tr>
</tbody>
</table>

**Plenary session**

*Link [MS Teams (call)](call) [Chat]*

### Opening and Introductory Remarks on Digital Transformation in the Czech Republic

Support for digitisation and innovation by the Government of the Czech Republic

*Karel Havlíček, Minister of Industry and Trade*

Everybody has to go digital. Big and small.

*Michal Stefl, Vice President of the Czech Chamber of Commerce*

*Pavla Břecková, Vice-Chairwoman of the Association of Small and Medium-sized Enterprises and Crafts of the Czech Republic*

Digital transformation and Industry 4.0

*Josef Bures, Member of the Board of Directors of NC LINE, a.s.*

### Digital Transformation: “Good Practices”

**Case Study of Digitisation in ASTRA MOTOR**

*Jan Keprda, Executive Director, ASTRA MOTOR spol. s r.o.*

Using the digital twin principle for small series production, the so-called Digital Cockpit 4.0. The new system helps to optimise individual areas of the production process, from planning through technical preparation and machine utilisation monitoring to reporting and providing data for further use or analysis. The entire process is integrated with Astra Motor’s other existing systems.

**Case Study of Digitisation in METALKOV**

*Evžen Reitschläger, Business Director and Executive Director, METALKOV*
Break

**Experiences from the Implementation of Digitisation of Small and Medium-Sized Enterprises in the Czech Republic**

*Frantisek Podzimek, Head of Digital Enterprise, Siemens*

Digitisation and automation serve as the key to further growth of companies and enterprises. Together we will present several successful examples from the Czech market.

**How can you Save Time and Money when Innovating?**

*Martin Frelich, Director of the Research Institute for Entrepreneurship and Innovation at the Czech Chamber of Commerce*

Accelerate and automate your business. How to do it? Digitise and innovate with powerful tools! Discover the way to digitise efficiently, how to reduce your costs, and how to supplement or save your human workforce.

11:25 - 11:30  Break

11:30 - 12:30  **SME Digital Maturity Measurement Tool and Digital Transformation Scenarios**

*Robert Zich, Iveta Simberova, Vit Chlebovsky, Faculty of Business and Management, BUT Brno, Czech Republic*

- Introduction of a tool for measuring the digital maturity of SMEs
- Selected digital transformation scenarios

12:30 - 13:00  Break with culture programme by students of the Faculty of Business and Management

**Panel Discussion – a Platform for Discussion between Academics and Practitioners on the topic: Experience with the Implementation of Digitisation**

13:00 - 14:15  **Chairs:** Vit Chlebovsky and Robert Zich, FBM, BUT Brno + online inputs from the South Bohemia Region: Jan Vachal, ITB, Ceske Budejovice

**Conclusion**  

*Moderator: David Schuller*

14:15  Conclusion
PANEL DISCUSSIONS

MODERATORS
Vit Chlebovsky, Brno University of Technology, Faculty of Business and Management, Czech Republic
Robert Zich, Brno University of Technology, Faculty of Business and Management, Czech Republic
Jan Vachal, VSTE, Ceske Budejovice

Thursday, 16 September
Academic part (in English)

VOJTECH BARTOS
BRNO UNIVERSITY OF TECHNOLOGY, FACULTY OF BUSINESS AND MANAGEMENT, CZECH REPUBLIC

Dean of the Faculty of Business and Management at the Brno University of Technology since November 2020, member of several scientific boards: the Scientific Board of the Brno University of Technology, the Faculty of Economics and Administration of the University of Pardubice, and the Faculty of Management and Economics of Tomas Bata University in Zlin.

From 2012 to 2018, he served as a Member of the Board of Directors of MESIT holding a.s., from 2014 to 2018 he was a Member of the Supervisory Board of INVEA-TECH a.s., the name of which changed to FlowMon Networks, a.s. in 2015. From 2015 to 2018, he served as a Member of the Supervisory Board of Netcope Technologies, a.s. and from 2017 to 2019 as a Member of the Supervisory Board of CESNET, z. s. p. o. He considers his main area of creative and teaching activity to be business economics and its components focused on the area of measuring business performance.
VIT CHLEBOVSKY  
BRNO UNIVERSITY OF TECHNOLOGY, FACULTY OF BUSINESS AND MANAGEMENT, CZECH REPUBLIC

Associate Professor at the Faculty of Business and Management of the Brno University of Technology; he previously worked as a project, sales and marketing manager in foreign companies, where he participated in several projects of digitisation of selected business processes. Since 2006, he has been engaged in teaching and creative activity at the FBM BUT Brno, Institute of Management, with a focus on strategic marketing and business development.

NATALJA LACE  
RIGA TECHNICAL UNIVERSITY, LATVIA

Dr. Natalja Lace is a professor at Riga Technical University (RTU). She graduated from RTU (former Riga Polytechnic Institute), Faculty of Engineering Economics in 1982 with the diploma of engineer-economist. The doctoral thesis (1990) was focused on alternative choice of engineering decision making. Her pedagogic activities encompass bachelor, master and doctoral programmes: lecturing, supervising and reviewing bachelor, master and PhD theses.

Natalja Lace is the Head of the Department of Corporate Finance and Economics and the Director of Master program “Business Finance” at Riga Technical University Faculty of Engineering Economics and Management. She is a Member of the Editorial Board of several academic journals and an expert of the Latvian Council of Science. Professor Natalja Lace is an author, co-author and editor of more than 200 scientific papers and books. She is involved in executing of research projects sponsored by the Latvian Government and Scientific Council of Republic of Latvia. Her research interests are focused on critical success factors of small and medium sized enterprises and innovation as well as financial aspects of business.
Develop plans and strategies for developing business and achieving the company’s sales goals. Create a culture of success and ongoing business and goal achievement – possibly more important than the first item on this list. Manage the sales teams, operations and resources to deliver profitable growth.

Manage the use of budgets. Define optimal sales force structure. Hire and develop sales staff. Become known as an employer of choice and a sales force that top sales people want to join. Define and oversee sales staff compensation and incentive programs that motivate the sales team to achieve their sales targets.

Define and coordinate sales training programs that enable staff to achieve their potential and support company sales objectives. Manage customer expectations and contribute to a high level of customer satisfaction. Define sales processes that drive desired sales outcomes and identify improvements where and when required. Put in place infrastructure and systems to support the success of the sales function. Provide detailed and accurate sales forecasting. Compile information and data related to customer and prospect interactions. Monitor customer, market and competitor activity and provide feedback to company leadership team and other company functions. Work closely with the marketing function to establish successful support, channel and partner programs. Manage key customer relationships and participate in closing strategic opportunities. Travel for in-person meetings with customers and partners and to develop key relationships.

Marcel Rolf Pfeifer has worked in several companies abroad, especially in Asia, where he was responsible, among other things, for the construction of the factory and the start-up of the sales organisation. Since 2020, he has been a senior lecturer at the Faculty of Business and Management, Brno University of Technology, Institute of Management, focusing his research on the roles and competencies of managers and organisations in small and medium-sized enterprises and start-ups. He believes that digitisation is also increasingly affecting managers and their performance.
Ondřej Šesták graduated from a professionally oriented Bachelor's study programme Entrepreneurship and Small Business Development at Faculty of Business and Management on Brno University of Technology in June 2021. During the study he co-founded with his classmates and became a chairman of the board of directors of a student cooperative with a purpose of mutual support of members for realization of their business projects.

In 2019 Ondřej participated at international interuniversity competition Euroweek where in a 6-member team he worked on a project called Waste Elimination through the Usage of a Digital Twin. The team received a Best Pitch and Poster Award and a Best Project Presentation Award. During the Covid-19 pandemic together with his colleague and friend Martin Očko contributed to the digitization of education by recording educational videos with some of the lecturers for students of Faculty of Business and Management.

Zdenka Videcká graduated from the Faculty of Mechanical Engineering of the Brno University of Technology. She works as an assistant professor at the Brno University of Technology, Faculty of Business and Management. Her professional focus is on methods of production processes management and their support in ICT technology. She was the solver and co-solver of many projects in the field of information systems development to support production management decision-making, as well as university development projects, especially in the field of predictive simulation of production processes.

She has a long-term cooperation with many European and non-European universities in the field of organization and management of international student projects, and lectures on many of them. She cooperates with a number of companies in the field of research activities.
Robert Zich
Brno University of Technology, Faculty of Business and Management, Czech Republic

He is an Associate Professor at the Faculty of Business and Management of the Brno University of Technology and also the Director of the Institute of Management, currently focusing mainly on strategic management, brand development, and corporate development. He focuses on these areas both in teaching and in applied research and consulting activities. In his teaching practice, he is intensively developing the digital learning model. He has been a member of an international team which has been intensively developing virtual collaboration for brand development projects in an international environment since 2012.

Friday, 17 September

Company part (in Czech)

Pavla Breckova
The Chamber of Commerce of the Czech Republic, Czech Republic

She is involved in precision engineering and nanotechnology. Professionally, she specialises in business and strategy in a group of export-oriented manufacturing companies (AUDACIO). She is a lecturer and researcher at the University of Finance and Administration. Institutionally, she is involved in the SME sector, serving as the Vice-Chairman of the Board of Directors of the AMSP CR (Association of Small and Medium-sized Enterprises and Crafts) and commenting on economically oriented legislative bills of the Government. She also represents the Czech Republic in the Eurofound foundation, one of the advisory agencies of the European Commission based in Dublin.
JOSEF BURES
MEMBER OF THE BOARD OF DIRECTORS OF NC LINE A.S., CZECH REPUBLIC

Member of the Board of Directors of NC Line a.s. since 2015, former chairman and current member of the school board of the “Motýlek” Special Primary and Maternity School, “Children’s Centre” in Kopřivnice, chairman of the “Moravská Šipka” Association, in 2014 – 2018, a member of the financial committee of the city of Štramberk, and a graduate of The Nottingham Trent University and Brno International Business School a.s

MARTIN FRELICH
VUIP, CZECH REPUBLIC

Director of the Research Institute for Entrepreneurship and Innovation for the Chamber of Commerce of the Czech Republic, former Deputy Minister of Industry in charge for research, development and innovation and subsidy programmes. He has long been involved in the development of the business environment. Expert in the field of technology transfer and digitisation for companies.

JAN KEPRA
ASTRA MOTOR, CZECH REPUBLIC

Executive Director and majority owner of the family company ASTRA MOTOR spol. s r.o., which he has been building together with his father, Karel Keprda, since 2000. Expert in the production of special machining tools.
FRANTISEK PODZIMEK
SIEMENS, CZECH REPUBLIC

Head of Digital Enterprise at Siemens, a recognised project expert in digitisation and automation who has worked for companies such as ČEZ and Škoda Praha.

EVZEN REITSCHLAGER
METALKOV, CZECH REPUBLIC

Director of Metalkov

Since 2017 Vice-Chairman of the Board of Directors of the AMSP CR (Association of Small and Medium-sized Enterprises and Crafts)

LUBOMIR SLAMA
CEO, ACT-IN CZ, S.R.O., CZECH REPUBLIC

Lubomír has build international company Act-in CZ focused digitalization of manufacturing companies. His team is leading digital transformation of hundreds companies in Europe, America and Asia mostly in automotive and aerospace industry. He is also key member of INDUSTRY CLUSTER 4.0, where he co-created a system for assessing the readiness of manufacturing companies for Industry 4.0. He obtained technical and managerial degree at Brno University of Technology, University of Stuttgart and Dominican University in Chicago. His engineering and doctoral work was focused on self-driving cars and artificial intelligence in mechatronics.
Current, she is an Associate Professor in Economics and Management and since 2012 she has concurrently served as the Vice Dean for International Relations at the Faculty of Business and Management of the Brno University of Technology. In the past, she worked as a director and business manager of an SME; her research interests consist mainly in the field of transformation and innovation of business models, corporate governance, business and marketing strategies, and internationalisation of SMEs.

During her career at the Brno University of Technology, she has been an active researcher and co-investigator in an extensive number of international and domestic scientific research and educational projects and grants (MEYS, ESF, EEA, ERASMUS KA2, Norwegian Funds, TACR, GACR, etc.). She is currently the principal investigator of the TACR project entitled “Digital Transformation for Innovation of SME Business Models in the Czech Republic”.

Vice President of the Chamber of Commerce of the Czech Republic and Chairman of the Board of the Regional Chamber of Commerce of South Moravia. His responsibilities include, among other things, the area of science, research and innovation. A long-standing entrepreneur with 40 years of professional experience in the construction industry, he has in recent years devoted himself to the development of digitisation and innovation.

In recent years, Brno and the South Moravian Region have spent billions of crowns on innovation infrastructure, which is the backbone for digitisation in companies. Small and medium-sized enterprises in particular will find support in the capacities of the built centres, hubs, incubators, and industrial research laboratories.
Since 2006, he has been working at the Institute of Technology and Business in České Budějovice, serving as Vice Rector and Statutory Deputy Rector, and at the same time he is Head and Professor at the Department of Management, Institute of Corporate Strategy, ITB, České Budějovice. He also held senior positions in the corporate sphere, and later he was a senior researcher at the Czechoslovak Academy of Sciences in České Budějovice, where he worked in the field of economic synthesis.

Simultaneously, from 1971 he worked first as an external and later as an internal academic. His research activities focus on modern forms of business management, the management of business processes including the generation of their added value, and the projection of business models. Within his work in the university environment, he has been involved in an extensive number of both national and foreign projects and educational grants within the TACR, NAZV, MEYS, ME, Gildet, or Basimet. He has also been substantially involved in activities in the field of intellectual property, as he has been granted 27 patents and inventions, 6 of which being international; he is the author or co-author of 5 national methodologies and 1 multi-licensing software product with the national scope.
PARALLEL SESSIONS

**ECONOMICS IN DIGITAL TRANSFORMATION**

*MODERATORS* Jana Hornungova, Brno University of Technology, Faculty of Business and Management, Czech Republic  
Natalja Lace, Riga Technical University, Latvia

**DIGITAL TRANSFORMATION OF TRANSPORT: A SYSTEMATIC REVIEW OF NEW TRENDS, CHALLENGES AND KEY STRATEGIES FOR APPLICATION**

AMPADU ANGELINA ATUOBI, CIBINSKIENE AKVILE

**CRISIS COMMUNICATION OF FAST-FOOD INDUSTRY ON SOCIAL MEDIA DURING COVID-19 PANDEMIC**

KRŪMIŅA ILZE, TJARVE KRISTĪNE

**THE INFLUENCE OF NON-PRICE FACTORS ON THE MARKET WITH NEW BUILDING - CASE STUDY FOR WARSAW AND PRAGUE**

OULEHLA JIRI, LUNACEK JIRI

**FAMILY FIRMS SPECIFICS: BUSINESS IMPACT ON FAMILY CLIMATE**

SRBOVA PAVLA, REZNAKOVA MARIA, PETA JAN
**FINANCE IN DIGITAL TRANSFORMATION**

*Moderators* Ondrej Zizlavsky, Brno University of Technology, Faculty of Business and Management, Czech Republic

Zuzana Krizova, Brno University of Technology, Faculty of Business and Management, Czech Republic

**STEWARDSHIP IN THE FINTECH SECTOR, AN EXPLORATORY STUDY OF PRIVATE EQUITY HELD FIRMS AND THEIR PUBLIC COMMUNICATION OF STEWARDSHIP VALUES**

*Bancroft Justin, LACE Natalia*

**ANALYSIS OF THE KEY FINANCIAL VALUE DRIVERS OF AUTOMOTIVE COMPANIES IN SELECTED EU COUNTRIES**

*Cizinska Romana, Neset Pavel*

**DEVELOPMENT OF A METHODOLOGY FOR DETERMINING THE DIGITAL MATURITY OF A COMPANY**

*Kasperovica Ludmila, LACE Natalia*

**WHO PATENTS IN CZECH REPUBLIC? ANALYSIS OF PATENT ACTIVITY OF CZECH ENTERPRISES IN 1997 – 2017.**

*Stefanko娃 Stanislava*
MANAGEMENT IN DIGITAL TRANSFORMATION

MODERATORS  Lucie Kanovska, Brno University of Technology, Faculty of Business and Management, Czech Republic  
David Schuller, Brno University of Technology, Faculty of Business and Management, Czech Republic  
Jarmila Strakova, Institute of Technology and Business in Ceske Budejovice, Czech Republic

THE IMPACT OF DIGITAL TECHNOLOGIES ON THE DEVELOPMENT OF WINE TOURISM IN GEORGIA

ABESADZE NINO, KINKLADZE RUSUDAN, METREVELI SHORENA, MEISHVILI SOFIKO

DIGITAL TRANSFORMATION APPROACH TO SMALL BUSINESS MANAGEMENT IN DEVELOPING COUNTRIES

ANKOMAH EMMANUEL KOFI

A MODEL FOR THE CONCEPTUAL FRAMEWORK OF RESILIENT ORGANISATIONS

BARTUSEVICIENE ILONA, RAKAUSKIENE ONA GRAZINA

CAN DIGITAL TRANSFORMATION FACILITATE MORE SUSTAINABLE BUSINESS MODELS?

CHLEBOVSKY Vit

LEGAL ASPECTS OF DIGITAL MARKETING COMMUNICATION IN THE SCOPE OF INTERNATIONAL BUSINESS – UNSOLICITED ADVERTISING CASE COMPARISON

CHLEBOVSKY Vit

AMBIDEXTROUS ORGANIZATIONAL RESILIENCE: A CONCEPT FOR BUSINESS MODEL VIABILITY?

COLBERG Tim

SERA: A DIGITAL RISK MANAGEMENT TOOL AS THE BASIC OF OSHM

DEHGHANI ARMAN, SNELL MARC, GUENZKOHER FABIAN, KALTENBRUNNER STEFAN, FENDEKOVA ELEONORA
THE IMPACT OF THE NEW TECHNOLOGY ON PROJECT MANAGEMENT WITH MIGRANTS AS THE EXTERNAL STAKEHOLDER DURING THE PANDEMIC OF SARS COVID-19

DRABINA ANNA, KRZYŻEK-LIBURSKA SYLWIA

DIGITAL HEALTH ON THE NATIONAL SECURITY SYSTEM IN PANDEMIC TIMES

DZHALLADOVA IRADA, RONTOOVA NATALIE

CHARACTERISTICS OF COMPLEXITY LEADERSHIP IN HIGH UNCERTAINTY SITUATION CAUSED BY COVID-19 PANDEMIC

DZIUBINSKA AGNIESZKA

CONNECTION BETWEEN ENTREPRENEURIAL SKILLS AND MULTIPLE INTELLIGENCES AMONG SUCCESSFUL HIGH-TECH ENTREPRENEURS

KASPI-TSAHOR DANA, YAVICH ROMANA, DAVIDIVITCH NITZA

TRANSFORMATION OF THE ENTERPRISE MANAGEMENT SYSTEM IN THE CONDITIONS OF DIGITALIZATION

KHADZHYNNOVA OLENA

DEVELOPMENT OF THE RE-COMMERCE MARKET IN POLAND DURING THE COVID-19 PANDEMIC

KOMANDA MARCIN

THE USE OF TRADITIONAL MASULINITY TO ENHANCE ADVERTISING EFFECTIVENESS: A QUALITATIVE STUDY OF CONSUMER ENGAGEMENT IN DIGITAL ENVIRONMENT

KREICBERGS TOMS

THE IMPACT OF DIGITAL TRANSFORMATION ON THE ORGANIZATION OF INTERNATIONAL CONFERENCE IN THE AGE OF COVID-19: LESSONS LEARNED

KRULJACOVA ANNA, TESAROVA MARIANA

CREATING A PUBLIC INFORMATION MANAGEMENT SYSTEM TO DRIVE RIGA A SMART SUSTAINABLE TOURISM DESTINATION IN THE POST PANDEMIC ERA OF DIGITAL REVOLUTION

LIU YUAN YUAN, LACE NATALIA, LU HAN RUI

CURRENT TRENDS IN CAPITAL RAISING OF CZECH TECHNOLOGICAL STARTUPS

MASTALIR ROMAN
DIGITAL TRANSFORMATION OF HEALTH SERVICES PROVIDED BY MEDICAL CENTERS IN BULGARIA

MIHAYLOVA LYUDMILA, PAPAZOV EMIL, ANDREEV LYUDMIL

WEB-BASED AND REAL-LIFE IDEA MANAGEMENT SYSTEMS

MIKELSONE ELINA

IDEA MANAGEMENT SYSTEMS APPLICATION FRAMEWORK IN ENTERPRISES

MIKELSONE ELINA, VOLKOVA TATJANA, SPILBERGS AIVARS, LIELA ELITA

THE CONCEPTUAL FRAMEWORK OF DIGITAL PLATFORM TO MANAGE AND COUPLED MANUFACTURING DATA AND EXPERT KNOWLEDGE

MIKULSKIENE BIRUTE

MANAGERS AND EMPLOYEES DURING DURING COVID-19 IN THE CZECH REPUBLIC: FROM TELECOMMUTING TO HOME OFFICE – AN ORDINAL REGRESSION MODEL

PFEIFER MARCEL ROLF

TRANSITION OF AN ACADEMIC START-UP: FROM PUBLIC TO PRIVATE – EXPERT INTERVIEW FROM A START-UP FROM THE CZECH REPUBLIC

PFEIFER MARCEL ROLF

THE DIGITAL TRANSFORMATION, CHANGES IN EMPLOYEES' NEEDS AND IMPACTS OF THE PANDEMIC: CONSEQUENTLY INCREASING TREND IN FLEXIBLE WORK FRAMES AND SCHEDULES IN HUNGARY

POOR JOZSEF, JENEI SZONJA, MÓDOSNÉ SZALAI SZILVIA

EXPLORING THE ROLE OF ETHICAL ISSUES IN THE CONTEXT OF DIGITAL TRANSFORMATION

ROSHA ANGELINA

ADVANTAGES AND DISADVANTAGES OF DISTANCE WORKING

SIMENENKO OLGA, LENTJUSHENKOVA OKSANA

LIFECYCLE OF TECHNOLOGY START-UPS AND CHARACTERISTICS OF INDIVIDUAL STAGES: NEW THEORETICAL FRAMEWORK

ULC JAKUB
RESPONSE OF TECHNOLOGY START-UP TO THE NEW THEORETICAL FRAMEWORK OF THE LIFECYCLE AND ITS STAGES

ULC JAKUB, MANDEL MIROSLAV

DESIGN-BASED THINKING METHOD IN BUSINESS MANAGEMENT

ZOSTAUTIENE DAIVA, SUSNIENE DALIA, MEKIENE DAINA
SYSTEM IN DIGITAL TRANSFORMATION

MODERATORS
Karel Doubravsky, Brno University of Technology, Faculty of Business and Management, Czech Republic
Zuzana Jankova, Brno University of Technology, Faculty of Business and Management, Czech Republic
Irada A. Dzhalladova, Kyiv National Economic University, Ukraine

DIGITAL TRANSFORMATIONS AND CONCEPTUAL CHANGES IN THE ORGANIZATION WITH A FOCUS ON HR

CHVATALOVA ZUZANA, TRENZ OLDRICH, SLADKOVA JITKA

IMPROVING THE EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT VIA DATA MINING TOOLS FOR DIGITAL TRANSFORMATION

LUHAN JAN

SECURITY OF BLOCKCHAIN IN CRYPTO CURRENCIES AND ITS USE IN CYBERSECURITY

MYSKA MICHAL

SMART MANUFACTURING EXECUTION SYSTEMS: AN APPROACH FOR SMEs TO CONQUER INDUSTRY 4.0

PFEIFER MARCEL ROLF

COMPARISON OF THE MOST IMPORTANT MODELS OF INVESTMENTS IN CYBER AND INFORMATION SECURITY

PODESVA LUKAS, KOCH MILOS

A SYSTEMATIC LITERATURE REVIEW OF CYBER SECURITY INSURANCE

SUNAVCOVA NIKOLA

ECONOMIC ASPECTS OF RANSOMWARE

VACLAVIK LUKAS
UNIVERSITIES IN DIGITAL TRANSFORMATION

MODERATORS
Zdenka Konečna, Brno University of Technology, Faculty of Business and Management, Czech Republic

Feybi Ariani Goni, Brno University of Technology, Faculty of Business and Management, Czech Republic

INNOVATION IN EDUCATION DURING THE COVID-19 PANDEMIC
KAJANOVA JANA

METHODS AND RESOURCES FOR INCREASING THE EFFICIENCY OF DISTANCE LEARNING IN A UNIVERSITY ENVIRONMENT
MILCHEV GALIN

LEARNING-FACTORY-BASED UNIVERSITY-INDUSTRY COLLABORATION TO OVERCOME THE CHALLENGES CAUSED BY THE COVID-19 PANDEMIC
OGANISJANA KARINE, ELAZAB ASMAHAN
MASTER'S DEGREE STUDENTS' SECTION

MODERATORS
Veronika Bumberova, Brno University of Technology, Faculty of Business and Management, Czech Republic
Frantisek Milichovsky, Brno University of Technology, Faculty of Business and Management, Czech Republic

A START-UP EXPANSION PLAN TO THE FRENCH MARKET
BURSIK DOMINIK

DESIGN OF AN AUDIT SYSTEM FOR THE CONTROL OF SYSTEMS AND SERVICES IN A COMPUTER NETWORK.
SIMKOVIC PETER

IMPLEMENTATION OF A TOOL FOR CYBER SECURITY MANAGEMENT
STRACHOVA ZUZANA

DESIGN OF A REPORTING SOLUTION FOR INTERNAL AND EXTERNAL CLIENTS OF A MARKETING AGENCY
SVOBODA JAKUB

BULGARIA IN THE OECD CORPORATE TAX REFORM: ASSESSING THE OPPORTUNITY FOR A 3.0 TAX REFORM
TELARICO FABIO ASHTAR
BRNO INTERNATIONAL WEEK 2021 - INVITATION

We kindly invite you and your colleagues to participate in Brno International Week 2021 (BIW2021) that will be held virtually during October 18th – 21st 2021 at Brno University of Technology, Faculty of Business and Management in the Czech Republic.

Scope of the Brno International Week

The main aim of the Brno International Week is to provide mutual cooperation in the pedagogical and scientific field and give an opportunity to our students to gain new perspectives on their majors. The additional aim is to bring together representatives of individual universities to establish cooperation on international projects and the teaching field.

The Brno International Week will consist of three main parts:

1) **Guest lectures and seminars**: Each lecturer is invited to give one or two guest lectures or seminars each lasting max 90 minutes. The main areas for lectures are: Economics and Management, System Engineering and Informatics, Quantitative Methods in Economics and Digital Transformation.

2) **Marketplace – University Networking and Cooperation**: We offer possibility to discuss your research ideas and mutual cooperation at Marketplace – University Networking and Cooperation. Main topics are: International Research Projects and Cooperation, Success Stories, Online is Challenge and Joint Activities.

3) **Joint activities**: You are cordially invited to present your home university, study programmes, experiences and more at our joining activities.

*Save the date*

9th Brno International Week
18th – 21st of October 2021

More info [here](#)
PROJECTS

DIGITAL TRANSFORMATION FOR BUSINESS MODELS INNOVATIONS IN SMALL AND MEDIUM-SIZED ENTERPRISES IN THE CZECH REPUBLIC

Duration: 02/2019 – 01/2022
Budget: 4 977 thousand CZK
Organizations: Brno University of Technology (coordinator)
Institute of Technology and Business in České Budejovice
Association of Small and Medium-Sized Enterprises and Crafts CZ
Research Institute for Entrepreneurship and Innovations

The project aims at strengthening the innovative capacity, competitiveness, sustainability and level of digitization of SMEs. The goal of the project is to prepare the certified methodology and software based on development of methods, models and tools of the digital transformation to support innovation capacity and increase the level of competitiveness of business models for SMEs. It enables SMEs:

- to evaluate a level of digital maturity,
- to increase innovation activity,
- to generate sustainable value creation for customers,
- to apply the implementation of digital transformation to business models,
- to increase company performance,
- to accelerate the learning process and the development of competencies in the business models and digital transformation, and
- to internationalize.

The project reg. no. TL02000215 is funded by the Technology Agency of the Czech Republic, programme ETA.

For more information about the project please contact assoc. prof. Iveta Simberova (simberova@fbm.vutbr.cz)
STRATEGIC CORPORATE SOCIAL RESPONSIBILITY – THE CASE OF EUROPE (SCoSoRE)

Duration: 9/2019 – 8/2022 (36 months)
Budget: 294 654 EUR (52 540 EUR - FBM BUT budget)
Project coordinator: Dimitrios Maditionos (TEIMT, Greece)
FBM BUT coordinator: Iveta Simberova (Czech Republic)

The goal of the project is to promote strategic approach to CSR in both education and business environments. The idea of Strategic CSR has not been developed so far as regular course at partner universities and the companies, even if aware of the importance of CSR, hardly include it in their strategic plans. As a result of these two facts, the consortium decided to develop a new course on Strategic Corporates Social Responsibility that can be integrated with their study programs either as regular or elective course, depending on the program’s needs.

PARTICIPANTS: The project is targeted at students and staff of the participating institutions as well as representatives of business environment and other social partners. 72 students and 28 teachers (including four external experts) will take part in the planned short-term motilities, while the remaining beneficiaries will be able to use the project results: course curriculum, supporting teaching material and the collection of case studies. The partner universities are active in different fields of study (business, humanities, law, engineering, health services etc.) and they function in different geographical, social and cultural contexts. In the programme, students will be working in multinational and multidisciplinary teams, so that their projects encompass different areas of knowledge and different economic and legal systems.

ACTIVITIES: The following activities are planned in the project: Developing a new course Strategic Corporate Social Responsibility and the supporting teaching materials; Organizing intensive programs for students in order to test the outputs; Collecting the case studies; supporting and promoting the most interesting student projects in the area SCSR; Organizing multiplier conferences to disseminate the project’s intellectual outputs; The usual project tasks: organization of transnational meetings, general management, monitoring of activities and evaluation of results, promotion and dissemination activities.

RESULTS AND IMPACT: All project activities and results correspond to the priorities of the Erasmus+ programmes and objectives of the Strategic Partnerships action. The project enhances social awareness and promotes constructive change in companies. It helps equip students with practical knowledge and skills needed to include the CSR in the strategic processes of companies. The attendance in intensive programs is also an opportunity for them to gain soft skills sought on the labour market.
THE MUTUAL PROJECT OF THE KYIV NATIONAL ECONOMIC UNIVERSITY AND THE FACULTY OF BUSINESS AND MANAGEMENT

Duration: 8/2019 – 12/2021 (33 months)
Budget: 31 860 EUR
KNEU coordinator: Irada Dzhalladova (Ukraine)
FBM BUT coordinator: Veronika Novotna (Czech Republic)

The main aim of the project is to provide both students and academics with the opportunity to extend their existing knowledge and skills at a partner university, strengthen the existing relations in the field of education, science and research and thanks to the intense cooperation of teachers, create the joint master study programme.

FBM BUT will benefit from the interaction and exchange of knowledge between the foreign and domestic students and academics, their joint scientific and research activities, etc. Moreover, the expected benefit of the cooperation is an increase in the number of student mobilities of students and staff as well as cooperation in organizing joint scientific projects and creating a joint study programme. More cooperation and search for options to offer the university capacity to foreign students should follow from this project.

To KNEU as the partner university, staff mobility within the Erasmus+ programme allows an improvement of the level of teaching and research activities, quality of teaching materials and processes, use of more modern teaching methods and sharing the acquired experience. The teachers will also gain experience in teaching of foreign students in English, which has a positive effect on internationalization development of both universities.

The students will learn about different approaches to the discussed subjects, they will be allowed to participate in an international project, communicate with students of the partner institution, share project outputs and promote them at the partner institution. They will also benefit from professional improvements, new contacts, and exchange of experience in the field of their choice in both mobility types. The personal contacts established during the mobility will give a strong impulse to further development in education and science.

Kyiv National Economic University (KNEU), Ukraine
https://kneu.edu.ua/en/
**BOOSTEdU: BOOSTING SUSTAINABLE DIGITAL EDUCATION FOR EUROPEAN UNIVERSITIES**

Duration: 3/2021 – 2/2023  
Budget: 7 503 thousand CZK  
FBM BUT coordinator: Zdenka Konecna

The Higher Education (HE) sector suffers globally from a number of flaws which are currently being enhanced by the COVID-19 pandemic.

To make the HE institutions ready for Digital Education, the two main project objectives are:

A) to synthesize the main pedagogical and technological principles in the development of digital education approaches including preparation of the supporting teaching materials, and development of a basic structure for its recognition;

B) to apply, test and validate these principles in different pilot modules/courses targeting different student cohorts at all partner universities.

The project consortium is composed of partners from the Czech Republic (Brno University of Technology), Norway (University of Agder) and Iceland (Bifröst University).

The project BoostEdU addresses a strong need for the enhancement of the online, distance and blended learning, including supporting teachers and learners, as well as for safeguarding the inclusive nature of digital learning opportunities which support and stimulate Digital Education Readiness in response to Coronavirus pandemic.

BoostEdU project intends in line with the The Digital Education Action Plan (2021-2027) to set principles of European HEIs for Digital Education in a new complex environment.
EduLab4Future: Stepping-up and Promoting Education & Innovation toward Sustainable Development Goals (SDGs) through Educational Laboratory for Accelerating Civic Skills and Sustainable Businesses

Duration: 10/2019 – 08/2022
Budget: 6 906 thousand CZK
FBM BUT coordinator: Zdenka Konečna

EduLab4Future project keeps pace with current challenges concerning to complex skills development, social inclusion, active citizenship, democratic values and sustainable growth, puts its thematic focus on UN global goals. It creates vectors of cross-border cooperation, fosters open exchange of knowledge on SDGs, addressing the EU priorities and national challenges, grasping opportunities created by new developments in digital learning, creating stronger links to business communities and civil society, recalibrating education systems to enhance social cohesions and active citizenship.

The project aims to design, develop and multiply innovative pedagogies (Educational Laboratory) framed by SDGs education by stimulating social, civic, and intercultural skills development of students, teachers and practitioners towards sustainable business approaches, promoting learning and teaching ICT-based practices alongside with accelerated international cooperation between education, innovation and labour market.

It engages HE students, academics, and practitioners in an Educational Laboratory work and spreads out the benefits of synergies between cultures and educational contexts, business sectors and community, and scale-up of good practices and knowledge transfer and intercultural skills at European level. The effects of "EduLab4Future" will be the virtual integration of innovative learning experiences with inputs on societal perspectives, enhancing learners’ readiness to operate sustainable businesses by multidisciplinary views on economic, social, environmental and business governance issues. Through the thematic focus on citizenship and education, and the better use of innovation and digital technology, our project induces innovation changes which transcend the involved countries by pooling of synergies across different academic specializations such as engineering, business and management, economics science and business administration.
**ACADEMY OF PUBLIC ADMINISTRATION (APA), MOLDOVA**

- **Duration:** 08/2020 – 07/2022
- **Budget:** 37 910 EUR
- **FBM BUT coordinator:** Bernard Neuwirth
- **APA coordinator:** Ion Dulschi (Republic of Moldova)

The project between the Academy of Public Administration (APA) and the Faculty of Business and Management at Brno University of Technology (FBM BUT) is based on long-term cooperation evidenced by a contract from 2015, when a memorandum on co-operation was signed by both parties.

The principal aim of the project is to provide students and academics with the possibility of improving their existing knowledge and skills at a partner university and to strengthen existing connections in the areas of education, science and research. The project aims to increase the knowledge and skills of the teaching staff and students of the APA and the FBM in specialised subjects, leading to an evening up of the situation in respect of other countries striving for accession to the EU and conformity with EU standards. The principal topic of the given cooperation will be information systems in the public administration, the issue of cybersecurity and the development of e-Government in Moldova.

The following types of mobility are planned within the project:

- A study residence for doctoral students from the APA at BUT – in total two Ph.D. students will attend the FBM at BUT for a period of three months.
- A study residence for master’s degree students from the APA at BUT – in total two master’s degree students will attend the FBM at BUT for a period of three months.

The conference is realized within the project „Digital transformation for business models innovation in small and medium sized enterprises in the Czech Republic“, reg. no. TL02000215, funded by the Technology Agency of the Czech Republic, programme ETA.