

## RESEARCH TEAM PROFILES

### FACULTY

Faculty of Business and Economics

### RESEARCH AREA

Diversity Management and Leadership

Social diversity in public and private sector, social diversity in urban and rural areas, social diversity in regions, the role of leader in dealing with ageing population, economic well-being, subjective well-being, Active ageing index, ageing and poverty, age management, gender management, intercultural management, effectiveness in diverse teams, work – life balance, equal opportunities, generations, the role of generations in diverse teams, internationalisation of companies

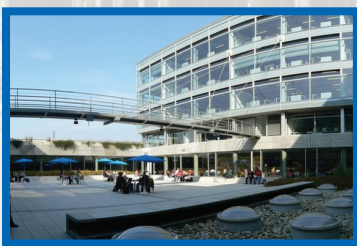
### RESEARCH TEAM

Assoc. Prof., PhD. Rašticová Martina, PhD., team leader, contact: [martina.rasticova@mendelu.cz](mailto:martina.rasticova@mendelu.cz), tel.: +420 545 132 644

Assoc. Prof. Kubíčková Lea, PhD., Mendel University in Brno, Czech Republic  
Abramuszkinová Pavlíková Eva, PhD., M.A., Mendel University in Brno, Czech Republic  
Mikušová Jana, PhD., Mendel University in Brno, Czech Republic  
Antošová Veronika, PhD., Mendel University in Brno, Czech Republic  
Birčiaková Naďa, Mendel University in Brno, Czech Republic  
Procházka David, PhD., Mendel University in Brno, Czech Republic  
Assoc. Prof., RNDr. Putnová, Anna, PhD., Brno University of Technology, Czech Republic  
Konečný Štěpán, PhD., Brno University of Technology, Czech Republic  
Prof. Genkova Petia, PhD., Osnabrück University, Germany  
Prof. Rafnsdóttir Gudbjörk Linda, PhD., University of Iceland, Iceland  
Prof. Klavina Aija, PhD., Scientific institute of Pedagogy and Psychology, Riga, Latvia  
Prof. Mahalingam Ram, PhD., Michigan University, USA  
Assoc. Prof. Ganeva Zornitza, PhD., University of Sophia, Bulgaria

### EXPERT/TECHNICAL PROFILE OF THE TEAM (SPECIFIC PART OF RESEARCH)

Empirical analyses of diverse social environment in organisations, companies, regions, cross-cultural comparison, analysis of diverse teams in relation to team effectiveness, mechanisms of diversity management and leadership, age management, gender management, intercultural management implementation, analysis of economic well-being, analysis of subjective well-being, analysis of poverty in excluded social levels, social, ethical, and psychological aspects of ageing population, decision support system used for diversity management implementation, development of mobile applications for ageing and disabled population, augmented reality, social economy.



### EXPERIENCE

#### Participation in national projects (programme and provider)

- 2015–2016: Increasing of Effectiveness of National Action Plan Supporting Active Ageing in 2013 till 2017. TAČR: TB02MPSV019
- 2007–2009: Shared norms and values as a source for the decrease of negative aspects of social differentiation and an increase of cohesion in the CR. National research programme II, 2D06014, MŠMT ČR, CESES FSV UK
- 2005–2008: Social and cultural cohesion in differentiated society. 1J 028/04-DP2. MPSV ČR, CESES FSV UK
- 2005–2011: Czech Economics in Integration and Globalization Processes and the Agrarian Sector Development within the Integrated European Market Conditions (Czech ministry of Education, 2005–2011)



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### Conference organization etc. (national and international)

- 2015: Social Innovation and Community Aspects of Smart Cities, October 13–14, 2015 Bratislava, Slovakia, part of Summit Smart City 360 Toronto, Canada
- 2015: IV. International conference Cogito. Mediated Learning Experience. October 10, 2015, Mendel university in Brno, Czech Republic
- 2011: Diversity as a Challenge. International conference of the organisation Systems in Transtion, June 1–5, 2011. Brno University of Technology, Brno, The Czech Republic

### Involvement in cross-border / regional and bilateral cooperation

- Charles University (Prague, Czech Republic)
- WIFO (Austria)
- University of Antwerpen (Belgium)
- UC Leuven-Limburg, KU Leuven (Belgium)
- Thomas More (Belgium)
- Wirtschafts university, Vienna, (Austria)
- Fachhochschule, Vienna (Austria)
- Univeristy of California (USA)
- Brno University of Technology (Brno, Czech Republic)

### Involvement in European (especially in Framework Programmes projects, EUREKA, EUROSTARS, COST etc.) and international cooperation

- 2015–2019. ISCH COST Action IS1409 Gender and health impacts of policies extending working life in western countries
- Participation on solving FP6 Network of Excellence. CINEFOGO, University of Roskilde, 2006. Topic: Migration and integration of foreigners. Civil society and new forms of governance in Europe - The making of European citizenship. Number 513350

### Other foreign activities and contacts (active participation in conferences, publications, membership in international bodies etc.)

- Businet – Research group: <http://www.busetnet.org.uk/>
- Improvement of Entrepreneurial Skills in a Multicultural Environment - Partner in Intensive Erasmus Programme: 2011, Kusadasi, Turkey: <http://vyzc.pef.mendelu.cz/cz/programs/2011>
- Agricultural Extension in EU Countries – Partner in Intensive Erasmus Programme: 2012: Nitra, Slovakia: <http://vyzc.pef.mendelu.cz/cz/programs/nitra>

### Selected Publications in the field

- 2014, Abramuszkinová Pavlíková, E., Rozbořil, B.: Consumerism and indebtedness. In NERUDOVÁ, D. 17th International Conference Enterprise And Competitive Environment 2014. Amsterdam, Netherlands: Elsevier Science Bv, 2014, s. 516–522. ISSN 2212-5671
- KUBÍČKOVÁ, L. – VOTOUPALOVÁ, M. – TOULOVÁ, M. Key motives for internationalization process of small and medium-sized enterprises. In NEROVÁ, D. 17th International Conference Enterprise And Competitive Environment 2014. Amsterdam, Netherlands: Elsevier Science Bv, 2014, s. 319–328. ISSN 2212-5671
- 2013, Rozbořil B., Abramuszkinová Pavlíková E.: Dialogical art as a challenge for competitive environment. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. Brno. 2013, LXI, No. 4, pp. 1097–1103
- Procházka, D., Popelka, O., Koubek, T., Landa, J., Kolomazník, J. Hybrid SURF-Golay Marker Detection Method for Augmented Reality Applications. Journal of WSCG, vol. 20, no. 3, 2012, pp. 197–204. ISSN 1213-6972
- Rašticová, M. (2014). Czech Female Professionals and Entrepreneurs between Family and Career. In Women, Work, and Family. How Companies Thrive with a 21<sup>st</sup>-Century Multicultural Workforce. Santa Barbara, California: Praeger ABC Clio, 2014. s. 107–122. ISBN 9781440803093
- Rašticová, M. et al. (2013). Age Management. Actual Challenges and Promising Solutions Regarding the Ageing European Population. Brno: CERM, 2013. 220 s. ISBN 978-80-7204-848-9
- Rašticová, M. (2011). Česká žena mezi rodinou a profesí. Diverzitní leadership z genderové perspektivy. Brno: CERM, 2011. ISBN 978-80-7204-776-5
- Rašticová, M. et al. (2011). Diversity is Reality. Effective Leadership of Diverse Teams in a Global Environment. Brno: CERM, 2011. ISBN 978-80-7204-775-8
- Rašticová, M. (2013). Managing Diversity with the focus on Ageing European Population. In Psychology for Business Success. Institutional Equity and Compliance. Santa Barbara, California: Praeger ABC Clio, 2013. s. 23–44. ISBN 9780313398032
- Rašticová, M. a G.L. Rafnsdóttir. (2013). Gender Management with the focus on Women in Research and Development: The Case of the Czech Republic and Iceland. In Women and Management. Global Issues and Promising Solutions. Santa Barbara California: Praeger ABC clio, 2013. s. 258–281. ISBN 9780313399411
- TOULOVÁ, M. – VOTOUPALOVÁ, M. – KUBÍČKOVÁ, L. Barriers of SMEs internationalization and strategy for success in foreign markets. International Journal of Management Cases. 2014. sv. 17, č. 1, s. 4–19. ISSN 1741-6264

### Topics for cooperation in H2020 / project proposal

- Preparation of a project within the Call for integrating society in Science and Innovation (H2020-ISSI-2015-1 / Sub call of: H2020-ISSI-2014-2015) – Pan-European public outreach: exhibitions and science cafés engaging citizens in science ISSI-1-2015

### Other possible general topics to consider

- Diversity management
- Gender management
- Age management
- Inclusion
- Multiculturalism

### Ready to cooperate in the call

- Reflective Societies: Cultural Heritage and European Identities H2020-reflective-society-2015 / sub call of: H2020-reflective-2014–2015



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