

## RESEARCH TEAM PROFILES

### FACULTY

Faculty of Business and Economics

### RESEARCH AREA

Business Environment and Strategic Perspective

### RESEARCH TEAM

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Tomáš Pyšný, PhD., Mendel University in Brno, Czech Republic  
Hana Stojanová, PhD., Mendel University in Brno, Czech Republic  
Prof. Pavel Tomšík, Mendel University in Brno, Czech Republic  
Assoc. Prof. Ida Vajčnerová, Mendel University in Brno, Czech Republic  
Josef Zrůst, PhD., Mendel University in Brno, Czech Republic

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

The team focuses on the impact of process of integration and globalization and the development of the agri-food sector within the new conditions of the European integrated market. The research concept is divided into three major research fields:

- Macro-environment and its impacts on agri-food industries (economic-political measures of the Czech government in the conditions of the European integrated market, and their influence on industry developments)
- The key tendencies in the development of the competitive environment within particular agri-food industries with the major focus on wine production, brewing, baking, fruit and vegetable production, dairies
- Internal business environment of particular entities within the agri-food sector



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## EXPERIENCE

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

- Major project was financed by the Ministry of Education of the Czech Republic (Research plan solved in the period of 2005–2011)
- Development perspectives and proposals of policy measures in winegrowing and wine production, and rural development in South Moravia till 2020 (NAZV QF 3276 Ministry of Agriculture of the Czech Republic)

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

- Annual conferences of the World Association for Case method Research and Application (WACRA – 2005 in Brno, CZ)
- International conferences Enterprise and Competitive Environment (from 1998)

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

- Bilateral cooperation with professional organizations (Czech Union of Winegrowers, Czech Brewing and Malting Association, Union of Vegetable producers, Wine fund of the Czech Republic, municipalities)

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

- International cooperation is mostly based on personal relations with particular researchers from University of Agriculture in Nitra, Russian State Agrarian University in Stavropol, University College Cork in Ireland, Towson University in U.S.A., University of Medellín in Colombia, WIFO institute in Vienna, Austria
- No international research project has succeeded, though, yet

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

- Active participation at the conferences of WACRA (Bordeaux, Mannheim, Brno)
- Active participation in world conferences of VDQS ENOMETRICA in different countries of the world from 2006
- Participation in Annual conferences of the Academy of Management, and Strategic Management Society
- Journal and conference papers, monographs
- Network cooperation within ERASMUS+ France, Serbia, Croatia
- Prof. Tomšík – president of the VDQS association based in Paris (F) and member of its scientific committee (<http://www.vdqs.net/fr/>)
- Dr. Formánková – deputy-head of the scientific committee of VDQS (<http://www.vdqs.net/fr/>)
- Assoc. Prof. Pavel Žufan – member of the executive board of WACRA (USA), member of Strategic Management Society, member of Academy of Management

### Selected publications

- Gurská (Formánková), S., Válová, A.: 2013: Corporate Social Responsibility in Mining Industry. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. 61(7), p. 2163–2170. ISSN 1211-8516
- Syrovátka, P., Chládková, H., Žufan, P.: 2014: Wine consumption in the Czech Republic and prices of alcohol. Agricultural Economics. 60(2), p. 89–98. ISSN 0139-570X
- Kučerová, R.: 2014: Factors of attractiveness of Slovak wine market and their influence to Czech wine export to Slovakia. Agricultural Economics. 60(2) ISSN 0139-570X
- Stojanová, H.: 2007: Nové směry ve strategických aliancích (New trends in strategic alliances). In Education and development of competencies in managerial and economic disciplines European structural funds projects. Brno: Faculty of Business and Management, University of Technology, ISBN 978-80-214-3482-0
- Tomšík, P., Sedlo, J.: 2013: Management of wine production with regard to its implementation into the wine markets of the Czech Republic. Agricultural Economics. 59(5) p. 202–210. ISSN 0139-570X
- Vajčnerová, I., Šácha, J., Ryglová, K.: 2013: The impact of factors influencing destination quality on overall customer satisfaction. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. 61(7), p. 2917–2922. ISSN 1211-8516
- Chládková, H.: 2011: The business environment in the Czech Republic. Acta Universitatis agriculturae et silviculturae Mendelianae Brunensis. 59 (2), p. 115–120. ISSN 1211-8516
- Zrůst, J.: 2011: Modely včasného varování podniku před krizí. (Models of early warning in business crises management) Journal for brewing, malting & beverage industry. 57(5), p. 133–136. ISSN 0023-5830

### Topics for cooperation in H2020/project proposal

- Identification of key external environment factors influencing the business environment in Central European countries
- Development of the role and position of SMEs in business environment
- Major differences of environment in the post-Soviet countries in comparison with Western Europe, and differences in impact on SMEs
- Identification of applied strategy models in reaction to the changes in environment, their difference between selected countries, and between the SMEs and large enterprises
- Development of crisis management techniques, quality management, human resources management, innovation management, and CSR in business environment and their application in business in different geographical and size conditions
- Examining possibilities to innovate the current strategy models, identification of major barriers of conceptual approach in SMEs' conditions
- Identification of future development trends of the business environment in the post-Soviet and Western-European countries



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