

## RESEARCH TEAM PROFILES

### FACULTY

Faculty of Business and Economics

### RESEARCH AREA

Global Governance and Sustainable Social Development

Social and economic development, globalization, demographic changes, migration, mobility, social inclusion, values, ethical issues, cross cultural behaviour, organisational climate, organisational culture, reference budgets, quality of life, social responsibility, global competitiveness

### RESEARCH TEAM

Eva Abramuszkinová Pavlíková, PhD., M.A., team leader, contact: [eva.pavlikova@mendelu.cz](mailto:eva.pavlikova@mendelu.cz)

Assoc. Prof. PhDr. Martina Rašticová, PhD., Mendel University in Brno, Czech Republic

Marcela Basovnicková, PhD., Mendel University in Brno, Czech Republic

Kim Janssens, PhD., UC Leuven-Limburg, Belgium

Patrick De Mazière, MSc, PhD., UC Leuven-Limburg, KU Leuven, Belgium

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

Global competitiveness, financial performance and management, mechanisms of CSR implementation, economic analysis of reference budgets, sociological aspects of globalization, values and norms in society, cross cultural behaviour, migration and mobility, quality of life, social innovation, rural developments, problematics of reference budgets on individual and household level, international comparison of living standards, social responsibility, social economy, NGO sector



### 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
- Social and cultural cohesion in differentiated society. 1J 028/04-DP2. MPSV ČR, CESES FSV UK. 2005–2008
- 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. 2007–2009

#### 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



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

- Charles University (Prague)
- WIFO (Austria)
- University of Antwerpen (Belgium)
- UC Leuven-Limburg, KU Leuven (Belgium)
- Thomas More (Belgium)

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

- 2013–2015: Developing a common methodology for Reference Budgets. National Expert. Coordinated by the University of Antwerpen. DG Employment and Social Affairs
- Participation in the project Ready for Virtual Mobility? (MoreVM). Lifelong Learning Programme, ERASMUS Virtual Campuses. 134322-LLP-1-2007-1-SI-ERASMUS-EVC. Leader of research team, WP Cultural Survival Kit, WP Virtual Mobility Coordinators. 2007–2009
- 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 – Chair of the Research group: <http://www.busetin.org.uk/>
- Corporate Social Responsibility – Coordinator of Intensive Erasmus Programmes, 2012–2014: <http://vyzc.pef.mendelu.cz/cz/programs>
- 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

- Abramuszkinová Pavlíková, E., Rozbořil, B.: Consumerism and indebtedness. In NERUDOVIÁ, D. 17<sup>th</sup> International Conference Enterprise And Competitive Environment 2014. Amsterdam, Netherlands: Elsevier Science Bv, 2014, s. 516–522. ISSN 2212-5671.
- Abramuszkinová Pavlíková, E., Basovníková, M.: Certification of corporate social responsibility. The case study of India. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. 2014. sv. 62, No. 4, s. 605–611. ISSN 1211-8516
- Rašticová, M.: 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
- Abramuszkinová Pavlíková E., Basovníková, M., Vavřina, J.: Economic Performance of Czech Business Entities in the Context of CSRs' Implementation. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. Brno. 2013, LXI, No. 7, pp. 1985–1994.. ISSN 1211-8516
- Abramuszkinová Pavlíková, E.: Social Economy and Responsibility. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. Brno. 2013, LX, No. 4, pp. 9–14. ISSN 1211-8516
- Abramuszkinová Pavlíková E., Kuřitková, I.: Certification of Corporate Social Responsibility in the Czech Republic. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. Brno. 2013, LXI, No.7, pp. 1933–1940
- Rašticová, M.: 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
- Abramuszkinová Pavlíková, E.: Social Entrepreneurship in the Czech Republic. In: Halkias, D., Thurman, P.,W. (eds.): Entrepreneurship and Sustainability. Business Solutions for Poverty Alleviation from Around the World. London: Gower. 2012. ISBN 978-1-4094-2873-2
- Abramuszkinová Pavlíková, E.: Migration in the Czech Republic in the Context of New Trends. AUSPICIA. 2011. Volume VIII, 1, p. 219–222. ISSN 1214-4967.
- Rašticová, M. et al.: Diversity is Reality. Effective Leadership of Diverse Teams in a Global Environment. Brno: CERM, 2011. ISBN 978-80-7204-775-8.
- Abramuszkinová Pavlíková, E., Valeš, L., Geder, M., Ritonija, N.: Virtual Mobility Coordinators - Unknown Reality? Auspicia. 2009. Volume 6, number 1, p. 113–118. ISSN 1214-4967

## 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

- Social Economy, Social Entrepreneurship
- CSR
- Social Inclusion
- Social Innovation
- Identity, migration and ethnicity

## 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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