

## RESEARCH TEAM PROFILES

### FACULTY

Faculty of Business and Economics

### RESEARCH AREA

Corporate Social Responsibility and Corporate Philanthropy in Small and Medium Enterprises

### RESEARCH TEAM

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Renata Skýpalová, Mendel University in Brno, Czech Republic

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Markéta Lőrinczy, Mendel University in Brno, Czech Republic

Prof. Iveta Ubrežiová, PhD., University of Agriculture in Nitra, Slovakia

Anna Dunay, PhD., Szent István University, Hungary

Leszek Czichoblażinski PhD., Częstochowa University of Technology, Poland

Radoslav Jankal, PhD., University of Zilina, Slovak

Assoc. Prof. Włodzimierz Sroka, Academy of Business in Dabrowa Gornicza, Poland

Richárd Szántó, PhD., Corvinus University of Budapest, Hungary

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

The research team deals with corporate social responsibility with the small and medium enterprises target group. The members of the team elaborate quantitative and qualitative research in this field; analyse legal, political, economical, social and ecological environment in the relation to CSR (corporate social responsibility). They map the current situation and development in the Czech Republic and compare it to the situation on EU and outside the EU. Their aim is to suggest suitable strategies of CSR implementation in small and medium enterprises.

The research cooperation with foreign members is done in narrow focus on corporate philanthropy (which is a part of CSR). The aim of the research team is to suggest solutions for small and medium enterprises in corporate philanthropy - based on the knowledge of current situation in V4 countries - Czech Republic, Slovakia, Hungary and Poland.

Another foreign cooperation is in the topic - Trend of business ethics and CSR in pharmaceutical, tobacco, alcohol industry in V4 countries (Research via questionnaires and market analysis). The research and publication activity is extended in the form of J, B, C, D outputs.



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## EXPERIENCE

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

- Project "The perception of social responsibility and a system of values Czech and foreign university students" – endowment fund Nadační fond Karla Janečka Neuron – state: rejected

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

- Conference of the world organization WACRA in Brno (CZ)
- International conference Enterprise and its competitive environment, 2000–2015
- International conference VDQS (EuAVE) Enometrika 2015

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

- Cooperation of 4 Universities in V4 (MENDEL, Corvinus University, Business Academy in Dabrowa Gornicza, University of Zilina)
- Bilateral cooperation with professional organizations (Association of Corporate Responsibility, journal CSR forum published by PubliCon)
- Cooperation with Masaryk university, Brno university of technology, the municipality of Brno and Chamber of commerce on the project MUNISS (OPVK – Operational Programme Education for Competitiveness) – cooperation of students and teachers in mixed teams from different institutions, working on real projects
- Submitted grant application by Norway Funds – cooperation with Hedmark university college (Norway) on student and teacher's mobility

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

- Participation and lecturing on foreign universities (Erasmus) (for example: Finland (Lapland University of applied sciences), Norway (Hedmark university college) etc.)
- Participation of intensive Erasmus programs – Brno (COSRE – Corporate social responsibility), Nitra (Slovakia, AGREX – Agricultural extension in European countries), Kusadashi (Turkey)
- Participation on projects and lecturing in terms of V4 – Visegrad Fund (Nitra, Slovakia)
- International Visegrad Fund – solved project (head of the project – Ing. Markéta Lőrinczy)

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

- Active participation in international conferences 2006–2014 VDQS ENOMETRICA in different countries
- Active participation in international conferences of world organization WACRA (Bordeaux (F), Mannheim (D), Brno (CZ))
- Active participation in international conference New Trends In Management In the 21<sup>st</sup> Century (Poland)
- Conference in Romania, publication in journals, publication of book in Shaker publisher
- Contacts: University of Warsaw – Assoc. Prof. Joanna Cygler, University of Galati – Prof. Lukacs, University of Monterrey Mexico – Isaias Rivera, PhD.
- Publication type J, B, C, D
- Network cooperation in ERASMUS+ program France, Serbia, Croatia
- Sylvie Formánková, PhD. – vice-chairman of scientific committee VDQS (<http://www.vdqs.net/fr/>)

### Selected publications

- Gurská (Formánková), S. - Válová, A.: Corporate Social Responsibility in Mining Industry. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. 2013. sv. 61, č. 7, s. 2163-2170. ISSN 1211-8516
- Formánková, Sylvie - Mikušová, Jana: Companies' Decision Making about CSR. In: New Trends in Management in the 21<sup>st</sup> Century. Czestochowa: Sekcja Wydawnictw Wydziału Zarządzania Politechniki Czestochowskiej, 2014. s. 199–209. ISBN 978-83-63500-78-8.
- Skýpalová, Renata - Kučerová, Renata: The Role of the State in Launching Social Responsibility in Small and Medium Enterprises. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. 2014. ISSN 1211-8516.
- Hrdličková, A.: Základy práva pro posluchače neprávnických fakult. In: Základy práva pro posluchače neprávnických fakult. 5. vyd. Beckovy mezioborové učebnice. Praha: C.H.Beck, 2013. s. 463–484. ISBN 978-80-7400-494-0.
- Kučerová, R.: Factors of attractiveness of Slovak wine market and their influence to Czech wine export to Slovakia. Agricultural Economics-Zemědělska ekonomika. 2014. ISSN 0139-570X.

### Topics for cooperation in H2020/project proposal

- Education, implementation and communication of CSR tools leading to increased competitiveness of SME's
- Increasing awareness about CSR in public (food security, ecology, society changes – courses in implementation and promotion for SME and public)
- CSR – ecological environment, environmental pillar, increased job opportunity
- AREA: Social Sciences & Humanities Europe in a changing world – Business model innovations
- Topic: Strategic business models in CEE in 1989 vs. 2014



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