

## RESEARCH TEAM PROFILES

### FACULTY

Faculty of Business and Economics

### RESEARCH AREA

Application of Quantitative Methods in the Analysis of Consumer Behaviour

### RESEARCH TEAM

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

The team is focused on living conditions, poverty and social exclusion in the Czech Republic, but the knowledge of methodology can be transferred to other regions in different countries. The second area of interest is consumer behaviour and the third is social innovation in rural areas.



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## EXPERIENCE

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

- a) COBEREN – COnsumer BEHAVIOUR Erasmus Network COnsumer BEHAVIOUR Erasmus Network (COBEREN) tries to be a network of expert partners in Consumer Behaviour in Europe with the purpose of analysing and disseminating knowledge on Consumer Behaviour (in total 38 partners in 27 EU countries). Its character is a non profit nature and it is rooted on the basis of the funds obtained from the European Commission, having accepted the proposal of the Academic Network COBEREN. The team supervised the research for the Czech Republic in 2009–2012.
- b) ESPON – Proposal “Regional Poverty Monitoring” in cooperation with The Valencian Institute of Economic Research (Spain) and Slovak University of Agriculture Nitra (Slovakia) – the main aim was to create maps showing poverty and social exclusion in various regions of the EU 27 + 4. Strong regions, which could cause poverty in neighbouring regions, will be highlighted in these maps. For the maps creation we suggest to emerge from the data that are determined by our proposed methodology.

### Topics for cooperation in H2020/project proposal

#### Topic 1

##### The change of values in the context of consumer behaviour

The goal would be to suggest a policy proposal how socially excluded people should get access to their needs (the role of social policy, social transfers, etc.).

Values, which have significant influence on consumer behaviour in relation to the real needs and social exclusion, are changing. Many attributes affect them. For this reason, it is necessary to monitor the situation of current values in European societies, and also the change of consumer behaviour in connection with values after the 1990s. Furthermore, the role of transformation seems to play an important role in this topic. Also, different situation in the EU countries needs to be observed. It is also essential to carry out an international comparison of manifested preferences which are analysed on the basis of the underlying expenses. In addition, the income situation will be taken into account (financial resources in meeting the needs hierarchy, social transfers, cause of income inequality). Also, financial implications when changing the status are substantial (retirement, unemployment). Watching the differences between Western and Eastern-European countries due to evolution time (the West since the end of World War II. and the East since the 90s). All these elements are reflected in way of life, hierarchy of values and way of meeting needs.

We utilize micro data from European Union Statistics on Income and Living Conditions (EU SILC) for the Czech Republic. Interpretation from the microeconomics, sociological and legal point of view.

#### Topic 2

##### Social innovation in rural areas

The goal would be to suggest a policy proposal for the development of rural areas in relation to SMEs and households. Small and medium enterprises create in EU more than 98% of business subjects participated in employment (especially in rural areas they create main source of working possibilities) and in output of member states' economies, they have an influence on fast development of regions.

Within the framework of the European Union exist programs for supporting of SMEs. The support of SMEs should be positively shown on the development of rural areas. In the same time to the group of rural area often belong regions, where is the high number of households at the risk of poverty. So, is there any possibility to trace a link between targeted support of SMEs and the development of rural areas? Can well aimed support of SMEs have a positive impact on the income of households? And, what is the time delay? Is it possible that the support of SMEs indirectly initiate the development of rural areas?

What is the situation in each EU member states? The Czech Republic and other countries will be compared. For processing of data for the Czech Republic from the household point of view we use European Union Statistics on Income and Living Conditions (EU SILC). Concerning the enterprise point of view, collecting of primary data, analyses and processing. Interpretation from the microeconomics, sociological and legal point of view.



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