

RESEARCH TEAM PROFILES

FACULTY

Faculty of Business and Economics

RESEARCH AREA

Management of Specialized Industries – Winegrowing

RESEARCH TEAM

Prof. Pavel Tomšík, team leader, contact: tomsik@mendelu.cz, tel.: +420 545 132 533

Assoc. Prof. Helena Chládková, Mendel University in Brno, Czech Republic

Assoc. Prof. Ida Vajčnerová, Mendel University in Brno, Czech Republic

Assoc. Prof. Pavel Žufan, Mendel University in Brno, Czech Republic

Jiří Duda, PhD., Mendel University in Brno, Czech Republic

Sylvie Formánková, PhD., Mendel University in Brno, Czech Republic

Andrea Hrdličková, PhD., Mendel University in Brno, Czech Republic

Renata Kučerová, PhD., Mendel University in Brno, Czech Republic

Hana Stojanová, PhD., Mendel University in Brno, Czech Republic

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

Team focuses on strategic solutions and decision making support in the industry through the functions of management, economics and law in agriculture, and food industry in relation to the Common Agricultural Policy of EU. Research and publication activities focus on conference and journal paper presentations and monographs.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



EXPERIENCE

Participation in national projects (programme and provider)

- 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)
- Annual conference of VDQS (EuAVE) Enometrica (2015 in Brno, CZ)

Involvement in cross-border / regional and bilateral cooperation

- Bilateral cooperation with professional organizations (Czech Union of Winegrowers, Wine fund of the Czech Republic, municipalities)

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

- Cooperation with French universities and high-schools ENITA Bordeaux (Bordeaux Sciences Agro), ENSAM

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

- Active participation in world conferences of VDQS ENOMETRICA in different countries of the world from 2006.
- Active participation at the conferences of WACRA (Bordeaux, Mannheim, Brno)
- Journal and conference papers, monographs
- Network cooperation within ERASMUS+ France, Serbia, Croatia
- Team leader is the president of the VDQS association based in Paris (F) and member of its scientific committee (<http://www.vdqs.net/fr/>)
- Sylvie Formánková, PhD. – 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)

Selected publications

- Hejmalová, H., Šperková, R., Duda, J.: The role of the wine-production industry in South Moravia. In AGRARIAN PERSPECTIVES. 1. vyd. Praha: Czech University of Life Sciences Prague, 2011, s. 209–216. ISBN 978-80-213-2196-0
- 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
- Syrovátka, P., Chládková, H., Žufan, P.: Wine consumption in the Czech Republic and prices of alcohol. Agricultural Economics - Zemědělská ekonomika. 2014. sv. 60, č. 2, s. 89–98. ISSN 0139-570X
- Kučerová, R.: Factors of attractiveness of Slovak wine market and their influence to Czech wine export to Slovakia. Agricultural Economics - Zemědělská ekonomika. 2014. ISSN 0139-570X
- Stojanová, H.: Nové směry ve strategických aliancích. In Education and development of competencies in managerial and economic disciplines European structural funds projects. Brno: Faculty of Business and Management, University of Technology, 2007, ISBN 978-80-214-3482-0
- Tomšík, P., Sedlo, J.: Management of wine production with regard to its implementation into the wine markets of the Czech Republic. Agricultural Economics - Zemědělská ekonomika. 2013. sv. 59, č. 5, s. 202–210. ISSN 0139-570X
- Vajčnerová, I., Šácha, J., Ryglová, K.: The impact of factors influencing destination quality on overall customer satisfaction. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. 2013. sv. 61, č. 7, s. 2917–2922. ISSN 1211-8516

Topics for cooperation in H2020/project proposal

- Food safety related to drinks with a content of alcohol, product logistics and legal protection



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE

