

# Research

# & Development



Research  
& Development



Škoda Auto  
University

# General

In 2012, Škoda Auto University became a listed research organization. Research and creative activities of the academic staff of ŠAU comprise publishing in indexed journals, projects and grants solving (internal/external, national/international), organization of conferences and seminars etc.



**Jan Lachman**  
Vice-rector for Science and Research

# Next Goal

One of the goals of Škoda Auto University is to obtain doctoral degree accreditation.

**2024**

obtained Institutional Accreditation

**2023**

establishment of its own Research Center

**2022**

received three major national research grants (TAČR)

**2021**

acquired the support for the Long-Term Conceptual Development of the Research Organization (DKRVO)

**2012**

becoming a research organization registered in the list of Research, Development and Innovation Council of the Czech government

**2015**

acquired the support for student projects from the Ministry of Education (SGS)

# Timeline

**2000**

establishment of Škoda Auto University

**2005**

Master's degree programs accreditation



**Stanislav Šaroch**  
Head of the Research Center

The Research Center of Škoda Auto University pursues existing enterprises defined as Institutional Research. It covers the processing of the regular annual study on the automotive industry related issues, hosting the international conference ICAI, or organizing public workshops and seminars.

**2007**

foundation of its own Internal Grant Agency (IGA)

# Research Center



## FINANCE AND ACCOUNTING

**JIŘINA BOKŠOVÁ**

Head of the Department



### [ R & D TOPICS ]

- Digitalization in the 21st Century
- Electromobility and Tax Implications
- Valuation of Intangible Assets
- Field Theory in Finance
- Financial Markets and Financial Derivatives
- Impact of Industry 4.0 on Financial Management

### WHAT DO WE DO?

- | **Project:** Work Inequalities in Later Life Redefined by Digitization (COST Action)
- | **Project:** New e-Government Challenges in a Europe-wide Context to Increase the Competitiveness of the Czech Republic (TA ČR)
- | **Project:** Impacts of the Successful Development of Electromobility on the Tax Mix of the Czech Republic in the Context of EU Policies (IGA)
- | **Project:** Analysis of the Selected Impacts of Charges for above-limit CO2 Emissions on the Corporate and National Economy (SGS)
- | **Publication:** Digital Czechia in Digital Europe

## HUMAN RESOURCES MANAGEMENT

**EVA ŠVEJDAROVÁ**

Head of the Department



### [ R & D TOPICS ]

- Human Resource Management in an International Environment
- Leadership and Managerial Competencies Development
- Sociology of Organization and Cross-Cultural Management
- Personality Psychology and Diagnostics
- Psychology of Work, Organization and Management
- Didactics of Teaching Economic Subjects
- Holistic Systems Thinking and Innovative Didactics

### WHAT DO WE DO?

- | **Project:** New e-Government Challenges in an Europe-wide Context to Increase the Competitiveness of the Czech Republic (TA ČR)
- | **Project:** Research Task No. 5 – Synchronization of the Development of Driving Assistance Systems with the Dispositions of the Human Psyche (government)
- | **Project:** Use of EWA (Empowering Wholeness Adaptive) Learning Didactic Method for Corporate Education for the ŠA Academy (contractual research)
- | **Project:** Quick Reaction (Fast Forward After Covid for Communications Management of Škoda Auto (contractual research)
- | **Project:** Work Inequalities in Later Life Redefined by Digitalization – WG4 membership (COST Action)

## INFORMATICS

**VLADIMÍR BENEŠ**

Head of the Department



### [ R & D TOPICS ]

- Algorithmizing, Programming and Applications of Numerical Mathematics
- Technical Infrastructure and Network Technologies
- Database Systems
- Big Data Processing
- Cloud Computing Systems
- Artificial Intelligence
- E-Government

### WHAT DO WE DO?

- | **Project:** Using Artificial Intelligence to Solve Economic, Managerial, and Technical Problems in the Automotive Industry (IGA)
- | **Project:** Building the e-Government Cloud of the Czech Republic – Cloud Computing Information System (contractual research)
- | **Project:** Diversity and Inclusion of Companies in the Automotive Sector in the Czech Republic (IGA)
- | **Project:** Unified Control of FTS for Škoda Auto (contractual research)
- | **Publication:** Digital Transformation of Public Administration

## LANGUAGES AND INTERCULTURAL COMPETENCES

**DAGMAR SIEGLOVÁ**  
Head of the Department



### [ R & D TOPICS ]

- Languages for Business and Academia (*English, German, Spanish, Russian, Czech for foreigners*)
- Content and Language Integrated Learning
- Communication Competences
- Special Needs Pedagogy
- Critical Incidents
- Language and Diversity Management
- Language Learning and Teaching Methodology

### WHAT DO WE DO?

- | **Project:** Critical Incidents in Intercultural Communication and Promoting Diversity (Erasmus+ KA2)
- | **Project:** International Capacity Building in Innovation, Transfer and Entrepreneurship (EIT Urban Mobility)
- | **Project:** Woche der Nachbarshaft (ČNFB)
- | **Project:** Students' Language Needs Analysis
- | **Project:** Analysis of Students' Special Needs for Study Purposes
- | International conferences, summer schools, blended intensive programs

## LAW AND ECONOMICS

**PAVEL NESET**  
Head of the Department



### [ R & D TOPICS ]

- International Economics
- The World Economy
- Economic Policy
- Competition Law
- Corporate Governance
- Financial Markets

### WHAT DO WE DO?

- | **Project:** Czech European Policy in Connection with the Presidency of the Council of the EU in 2022 (TA ČR)
- | **Project:** National Convention on the EU – Topic: Benefits and Risks of Globalization for Trade and Investment (contractual research)
- | **Project:** Inflation Development and its Forecast for Škoda Auto a.s. (contractual research)
- | **Project:** FAST – Framework for Automotive Skills Transformation (contractual research)
- | **Project:** Proposal for a Strategic Framework for Higher Education for the Automotive Sector (TA ČR)

## MARKETING AND MANAGEMENT

**PAVEL ŠTRACH**  
Head of the Department



### [ R & D TOPICS ]

- International Business, Marketing, and Management
- Green Marketing
- Sustainability, CSR, ESG
- New Technologies in Marketing Communications
- Innovation Management and New Product Development
- Novel Approaches to Teaching Business Disciplines

### WHAT DO WE DO?

- | **Project:** FAST – Framework for Automotive Skills Transformation (contractual research)
- | **Project:** Diversity, Equity, and Inclusion Practice in the German and Czech Automotive Industry (BTHA)
- | **Project:** Multidisciplinary Approaches to the Sustainability of the Automotive Value Chain (IGA)
- | **Project:** Sustainable Transport, Housing and Nutrition through the Eyes of Czech Consumers (SGS)
- | **Project:** Proposal for a Strategic Framework for Higher Education for the Automotive Sector (TA ČR)

## MECHANICAL AND ELECTRICAL ENGINEERING

**VOJTĚCH DYNBYL**

Head of the Department



### [ R & D TOPICS ]

- Mechanical Engineering
- Electrical Engineering
- Materials and Production Technology
- Automation and Robotization of Technological Processes
- Machine and Process Control
- 3D Printing, AI

### WHAT DO WE DO?

- | **Project:** National Center of Competence for Industrial 3D Printing (TA ČR)
- | **Project:** VRTOUCH / Modular Drilling Rig for Applications in Space-constrained Environments with Eco-friendly Drive (TA ČR)
- | **Project:** The Use of Artificial Intelligence to Solve Economic, Managerial and Technical Problems in the Automotive Industry (IGA)
- | **Project:** Universal Combs (contractual research)
- | **Project:** Robotics Grippers (contractual research)

## PRODUCTION, LOGISTICS AND QUALITY MANAGEMENT

**RADIM LENORT**

Head of the Department



### [ R & D TOPICS ]

- Sustainable Supply Chain Management
- Resilient Supply Chain Management
- Wholeness Supply Chain Management
- Smart and Green Logistics
- Lean Manufacturing and Logistics
- Advanced Quality Management
- Advanced Decision-Making Methods

### WHAT DO WE DO?

- | **Project:** National Center of Competence for Industrial 3D Printing (TA ČR)
- | **Project:** Preliminary Research of Corporate Logistics and Supply Chain Resilience Capabilities (BTHA)
- | **Project:** Exploratory Qualitative Research of Sustainability Reporting Models and Processes in Industrial Companies and Their Supply Chains (BTHA)
- | **Project:** Green Solution for Business and Industry (Erasmus+)
- | **Project:** Sustainable Transportation (Erasmus+ KA2)

## QUANTITATIVE METHODS

**PETR ŠULC**

Head of the Department



### [ R & D TOPICS ]

- Statistics, Statistical Methods for Quality Management
- Design and Evaluation of Industrial Experiments
- Statistical Process Control, Process Capability, Measurement System Capability
- Mathematics
- Physics, Electronics, Optoelectronics
- Data Science
- Automation of Measurement and Processing of Experimental Data

### WHAT DO WE DO?

- | **Project:** Proposal for a Strategic Framework for Higher Education for the Automotive Sector (TA ČR)
- | **Project:** Analysis of Working Incapacity in the Škoda Auto a.s. Company (contractual research)
- | **Project:** Concepts of Statistical Data Processing and Macroeconomics Analysis (contractual research)
- | **Project:** Successful Development of Electromobility on the Tax Mix of the Czech Republic in the Context of EU Policies (IGA)
- | **Publication:** Design and Evaluation of Industrial Experiments

# Contacts

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