

Managerial Processes in International Environment



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The “**Managerial Processes in International Environment**” network is the first network coordinated by the Faculty of Economics and Management – Czech University of Life Sciences Prague. It was established in 2016. Bringing together 18 universities from 14 countries. These nations share a rich history, particularly in Central and Eastern Europe.



The network’s research, teaching and academic opportunities:

International Business understands the international nature of managerial processes and their specifics. "Think global, act local" is a complex challenge that most of local and international managers alike are facing in the 21st century. This network will engage topics such as cultural differences and their role in the management of organizations and teams as well as aspects related to international organizational behaviour, leadership, human resources management, team diversity, decision-making, communication, and conflict resolution.

This network is also designed to enable development of better understanding of management and leadership in international context and to increase awareness of the various forces influencing and transforming the competitive landscape of the global economy.

Our network aim is to:

- provide better understanding of the economic, social, political, and technological factors that influence and shape businesses operating in the global economy
- explore managerial processes within the international business environment
- examine the ethical issues associated with global sourcing of labour, materials, and production processes
- assist management across cultures, business structures and strategies, entering global markets, multinational purchasing and supply, and international human resources management
- offer students a thorough understanding of managerial processes taking place in international organizations
- develop students’ ability to identify and discuss relevant management situations involving international teams of employees collaborating in a global environment.
- help students develop a global mind-set and acquire critical thinking skills, such as those expected from an international business manager

One of the priorities of the EU action plan for the **Danube region** is to strengthen the networks of the schools in this region. The CEEPUS network meets this strategy due to cooperation among universities providing study programs in the field of International Management and other related fields. The CEEPUS supports exchange of professors and students. Thus, the transfer of innovation and knowledge within study programs is guaranteed. The idea of a joint and exchange program in the field of International Management prepared by the network members may enhance this strategy. Students from the



cooperating universities become experts in the field of International Management and Managerial processes adapted to special needs of particular countries.

The main anticipated outcomes of the Network:

- A well-working Network in the field of International Managerial processes
- Exchange of expertise aiming at the support of joint research activities within the Central and Eastern Europe
- Achieving a high number of mobility students and teachers, dissemination, promotion, and publicity of network
- **International practical training by involving students and lecturers in activities organized within other programs (seminars, workshops, excursions, case studies)**
- **Participation at a CASEE conference 2024 in Cluj Napoca (Romania) 2024: <https://www.ica-casee.eu/>**
- **Integrate 3 Joint/Double programmes to the structure of the network (1: Natural Resources Management and Ecological Engineering, 2: International Joint Cross-Border PhD Programme in International Economic Relations and Management, 3: DAFM joint master degree).**
- Find new network partner university in Moldova

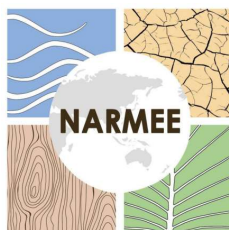


Summer School at CULS, Czech Republic, 2016



Summer School at UNS, Serbia, 2017

"Think global, act local"



INTERNATIONAL JOINT CROSS-BORDER PHD
PROGRAMME IN **INTERNATIONAL ECONOMIC
RELATIONS AND MANAGEMENT**



Assoc. Professor Karel Tomšík, Ph.D. - Prague, 28.12.2023

Annex: Description of each institution

Czech University of Life Sciences Prague, Czech Republic

Strong research in Prognostics Methods and Management at the Department of Management. Coordinating this network since 2016.

- Organisation of Summer school in 2022

CULS offers various summer school programs for the students from USA, Taiwan, Portugal, Russia, Switzerland, or U.K. etc. Each year more than 100 foreign students participate. The summer school programs will be also opened for CEEPUS student and teacher participants to contribute to its benefits.

JOINT program NARMEE: The Master of Natural Resources Management and Ecological Engineering (NARMEE / NRE) is a two-year master programme combining both examination and thesis. Students are required to study at two universities during the program and will finish with a joint degree (BOKU-CULS, <https://boku.ac.at/international/themen/boku-students-going-international/englische-internationale-masterprogramme/euroleague-for-life-sciences-ells/narmee-natural-resources-management-and-ecological-engineering>).

International Joint Cross-Border PhD Programme in International Economic Relations and Management: <https://www.fh-burgenland.at/en/studies/doctorate-programmes/phd-programme-in-international-economic-relations-and-management/>

Slovak University of Agriculture in Nitra, Slovakia

Faculty of Economics and Management - the coordinator of the Network offers a wide scale of courses from the fields: Economics, Management, Marketing, and International agrarian trade in English and German lead by own professors as well as by the regular contribution of visiting professors from Ireland, Finland, Netherlands, USA, and Germany. CEEPUS students can participate in the International Master program running in English, in the field of "Business Economics". At the Slovak University of Agriculture there is the approved program of the short intensive excursion "Applied Marketing Management Studies in Agribusiness" (2 ECTS) which should be organized yearly at the same or also other partner institutions.

BOKU Vienna, Austria

European leader in Life Sciences. One of the cofounders of this network. Offers courses taught in English from the variety of Economics and Social Sciences courses led in forms of lectures, seminars, exercises, practical courses, and project works. CEEPUS exchange students will be allowed to participate in it as well. CEEPUS students can participate to the video conferences with the benefit of intercultural exchange with students from all over the world.

NARMEE: The Master of Natural Resources Management and Ecological Engineering (NARMEE / NRE) is a two-year master programme combining both examination and thesis. Students are required to study at two universities during the program and will finish with a joint degree (BOKU-CULS <https://boku.ac.at/international/themen/boku-students-going-international/englische-internationale-masterprogramme/euroleague-for-life-sciences-ells/narmee-natural-resources-management-and-ecological-engineering>).

University of Zagreb, Croatia

Participants of the CEEPUS network can take part in studies and experience exchange in common fields of interest such as agriculture, economy, sociology, and basics of biotechnology. Benefits can be obtained by students by the selection of elective modules. Practical work is expected to contribute to comprehensive knowledge on agribusiness and rural development and help to develop team and individual work and business communications.

Warsaw University of Life Sciences, Poland

Holds the first position in the ranking of agricultural universities and tenth in the ranking of all Polish higher education schools. The Faculty of Economic Sciences has the leading position among Polish institutions in the field of Agricultural economics and management; Common Agricultural Policy impacts on Polish agriculture; and use of operational methods, including statistics in applied sciences.

University of Montenegro, Montenegro

The University of Montenegro is the only comprehensive research institution in the country. With its 19 faculties and 3 research institutes, it has been the major research performer in the country for decades. Its researchers and teams have participated in numerous national and international projects, thus contributing to creating the image of the institution as a reliable and expert partner. Researchers at the University of Montenegro annually publish about 50 papers in international high impact research journals.

University of Applied Sciences Burgenland, Austria

The University of Applied Sciences Burgenland with its four key study areas (Business Studies, Information Technology and Management, Energy and Environmental Management and Health), currently running 5 Bachelor and 11 Master programs in part-time and full-time versions is strongly related to an international dimension, with a special focus on Central and Eastern European Countries (Danube region). Since its foundation in 1994 the institution is continually building up the international dimension in strong cooperation with international partners.

It can be stated that the international dimension and the focus on Central and Eastern European languages and countries play a major role for the UAS Burgenland and the CEEPUS network is an essential component of this success.

International Joint Cross-Border PhD Programme in International Economic Relations and Management: <https://www.fh-burgenland.at/en/studies/doctorate-programmes/phd-programme-in-international-economic-relations-and-management/>

University of Novi Sad, Serbia

The University of Novi Sad is the second largest among six state universities in Serbia, behind the University of Belgrade. Having invested considerable efforts in intensifying international cooperation and participating in the process of university reforms in Europe, the University of Novi Sad has come to be recognized as a reform-oriented university in the region and on the map of universities in Europe. The main professional activities are educational/teaching, scientific/research, and publishing. Educational activity is provided through bachelor, master and PhD studying programmes.

Long lasting scientific research have been conducted through several projects funded by governmental bodies, such as "Geographic research of municipalities in Vojvodina", "Geomorphological map of Yugoslavia", "Condition and developing directions of Vojvodina", "Loess-parasol sequences in Serbia", "Demographic transition in Serbia" and "Regional Water Resources Investigations In The Scope Of Sustainable Development" (funded by UN).

Dimitar A.Tsenov Academy of Economics, Bulgaria

The Centre for International Cooperation and Projects at the D. A. Tsenov Academy of Economics is responsible for supporting all international activities, which include the planning, coordination and organisation of international cooperation and the preparation and development of project requests for funding academic and scientific events within international programmes. These activities are carried out in accordance with the Academy's policy for European integration in higher education, namely the ongoing expansion of international contacts, the development of successful partnerships with foreign universities, the participation of students and academic staff in international educational and research projects and enabling student and academic mobility. The Centre was founded after decision number 7/09.07.2008 was authorised by the University's Academic Council.

University of Banja Luka, Bosna and Hercegovina

University of Banja Luka is a member of the European University Association – EUA and is a signatory of the Magna Charta Universitatum. The University is a member of the International University Network for Academic and Research Cooperation, under the patronage of the La Sapienza University Science Park, Rome, Italy, the General Assembly of Interuniversity Centre for Research and Cooperation with Eastern and South-Eastern Europe (CIRCEOS), with headquarters at the University of Bari, Italy, UniAdriatic universities network with headquarters in Ancona, Italy, EMUNI foundation with headquarters in Slovenia and the Agency for Francophone Universities (AUF).

St. Clement of Ohrid University of Bitola, North Macedonia

It is the second Macedonian state university located mainly in Bitola, with faculties in Prilep, Ohrid, Veles, Kichevo and Skopje. It was founded on 25 April 1979, but the name of St. Clement of Ohrid was not given until late 1994. The number of enrolled students exceeds 15,000. The main goal of this ceepus participating is to educate specialists capable of

implementing the marketing concept in practice, and to contribute to making the marketing concept a dominant philosophy in companies' operations.

The functions of management, managing the marketing instruments, as well as their optimal combination, require respective knowledge and skills possession. The study programme in Marketing Management offers content that enables implementation of the marketing concept in the operation of companies as well as integration of all processes and functions in order to acquire competitive advantage and market share, through satisfaction of consumer wants and needs.

HEI University Marin Barleti, Albania

Throughout the year, including summers, MBU offers additional qualifications (minors) in areas of great demand for social and economic development of the country and region. A minor provides sufficient qualification in one field, which can be complementary to a major (bachelor's degree). The minor is conceived in a way that its 40 credits can be calculated in respective field of master and its successful completion (grade 3 C+) is considered as completion of the first year of master.

A minor creates more chances for employment and makes the bachelor more updated to meet the demands and developments of the job market. Classes for the minor may be offered part-time, during P.M. hours, on weekends, or during summers for those who want to complete it in 4 to 6 months.

Babes-Bolyai University, Romania

University known by its abbreviation – UBB. It is a public university in Cluj-Napoca, Romania. With more than 41,000 students is the largest university in the country. The Babes-Bolyai University offers study programmes in Romanian, Hungarian, German, English, and French. Institution is one of the five members of the Universitaria Consortium (the group of elite Romanian universities). UBB is affiliated, inter alia, to the International Association of Universities, the Santander Group, the Agence universitaire de la Francophonie and the European University Association.

The VSB - Technical University of Ostrava

Also known as VSB-TUO is a polytechnics university with a long tradition in high-quality engineering education and research. It is located in the city of Ostrava, Moravian-Silesian Region in Czech Republic. VSB-TUO has strong links to industry and thrives on applied research, in cooperation with companies and institutions worldwide, in finding innovative solutions to modern-day issues.

The institution was founded on 23 January 1849 as the Mining Academy in Příbram. In 1894, it was promoted to university status and in 1904, it was renamed to Vysoká škola báňská. In 1945, it was moved to Ostrava, then, the centre of Czechoslovak mining industry. Today, the university has a total of about 20,000 students and consists of seven faculties.

University of Tokaj

The intellectual foundations and working environment for the University of Tokaj are provided by the nearly 500-year-old Sárospatak Reformed College founded in 1531. In the 17th century the generous patronage and organising efforts of princess consort Zsuzsanna Lorántffy strengthened the school spirit which was cemented by John Amos Comenius, the leading pedagogue of the age she invited to Sárospatak. The teacher training college opened as an independent branch of the College on 17th November 1857. It was the state teacher training college. The minister for religion and public education gave its governance back to the Tiszáninnen Reformed Diocese on 30th June 1929, and it was returned to the state on 20th June 1950. From 25th June 1957 the institution was called Comenius Amos János State Institute of Sárospatak Teacher Training.

On 1 August 2021 the University of Tokaj was established at the excellent Sárospatak Comenius Campus, formerly of the Eszterházy Károly University. It is run by the University of Tokaj Foundation.

University of Maribor

The University of Maribor (Slovene: Univerza v Mariboru) is Slovenia's second-largest university, established in 1975 in Maribor, Slovenia. It currently has 17 faculties. The university's roots reach back to 1859, when a theological seminary was established with the encouragement of Maribor bishop and patriot Anton Martin Slomšek.

The university has entered the top 1% of institutions in physics and, of the nine institutions entering the top 1% in this field, the University of Maribor did so with the highest number of citations, according to an analysis of data from Essential Science Indicators from Thomson Reuters.

Technical University in Košice

The Technical University of Košice was founded in 1952, but its roots must be sought much deeper in the past. As early as 1657 the Universitas Cassoviensis was established in Košice, but technical education in Slovakia was only elevated to higher education level in 1762, when the Austro--Hungarian monarch Maria Theresa established the Mining Academy in Banská Štiavnica. This provided education and promoted research activity in a group of scientific disciplines ranging from ore mining through to production and processing of metal materials.

The origins of higher technical education in Košice reach back to 1937, when the M.R.Štefánik State Technical College was established in the city. Teaching was supposed to start in the academic year 1938/39, but the pre--war events following the Vienna Arbitration caused the college to be moved first to Prešov, then to Martin and finally to Bratislava, where it remained and later formed the basis for the Slovak Technical University in Bratislava.

TUKE caters for a wide range of educational needs not only in the East--Slovak region, but throughout Slovakia and Central Europe, as in many specializations it is the only centre of education and research in this area. TUKE closely co--operates with other universities and with industrial organizations throughout the region and the Slovak Republic.