

# Export z OBD dne 06.01.2016 16:38:06

Pořadové číslo: 1/7

<b>ID Publikace:</b>	43871096
<b>Stav:</b>	Rozpracovaný
<b>Literární forma:</b>	D_ČLÁNEK VE SBORNÍKU
<b>Rozšíření LiF:</b>	D_Článek ve sborníku
<b>Titul (v originále):</b>	CORPORATE SOCIAL RESPONSIBILITY AND FAMILY BUSINESSES – THE CASE STUDY IN THE CZECH REPUBLIC
<b>Rok publikace:</b>	2015
<b>Autor:</b>	Hana Mohelská (Prac.: 2330)
<b>Autor:</b>	Marcela Sokolová (Prac.: 2330)
<b>Abstrakt orig.:</b>	<p>Sustainability and corporate social responsibility (CSR) practices are well-established as being good for business — they're not just a public relations exercise. They tend to result in increased operational efficiency, reduced waste and increased product differentiation, which help improve business processes and profitability. Family businesses stand to gain even more, as these practices lead to more family pride, family unity and cohesiveness, which in turn have positive effects on business growth and profitability. In fact, 20% of family cohesiveness in participant companies is directly attributable to sustainability practices and family business branding. The aim of this article is to give a summary of the principles for the application of CSR in family businesses in the Czech Republic and to highlight the existing experience including problems which are necessary to solve in this area.</p>
<b>Abstrakt angl.:</b>	<p>Sustainability and corporate social responsibility (CSR) practices are well-established as being good for business — they're not just a public relations exercise. They tend to result in increased operational efficiency, reduced waste and increased product differentiation, which help improve business processes and profitability. Family businesses stand to gain even more, as these practices lead to more family pride, family unity and cohesiveness, which in turn have positive effects on business growth and profitability. In fact, 20% of family cohesiveness in participant companies is directly attributable to sustainability practices and family business branding. The aim of this article is to give a summary of the principles for the application of CSR in family businesses in the Czech Republic and to highlight the existing experience including problems which are necessary to solve in this area.</p>
<b>Typ dokumentu:</b>	AE

<b>Hlavní klíč:</b>	Analysis; corporate social responsibility; employees; quality; environment; stakeholder; company; corporate philanthropy.
<b>Jazyk (originál):</b>	angličtina (eng)
<b>Titul česky:</b>	
<b>Titul anglicky:</b>	CORPORATE SOCIAL RESPONSIBILITY AND FAMILY BUSINESSES – THE CASE STUDY IN THE CZECH REPUBLIC
<b>Datum vložení:</b>	06.01.2016
<b>Financování:</b>	S -

Pořadové číslo: 2/7

<b>ID Publikace:</b>	43871091
<b>Stav:</b>	Rozpracovaný
<b>Literární forma:</b>	J_ČLÁNEK V ODBORNÉM PERIODIKU
<b>Rozšíření LiF:</b>	J_Článek v odborném periodiku
<b>Titul (v originále):</b>	Innovation as a Requirement for Business Competitiveness - Czech Republic Case Study
<b>Rok publikace:</b>	2015
<b>Autor:</b>	Marcela Sokolová (Prac.: 2330)
<b>Autor:</b>	Václav Zubr (Prac.: 2900, 2330)
<b>Název zdroje:</b>	Advanced science letters
<b>ISSN:</b>	1936-6612
<b>Vydavatel:</b>	American scientific publishers
<b>Abstrakt orig.:</b>	Innovative ability is currently considered to be a crucial requirement for business competitiveness. This paper deals with analysis of the current state of innovation potential use in the Czech Republic. The main methods used include a literature review, a questionnaire survey, analysis and synthesis. First mentioned are the core theoretical bases of the work - innovations, the impact of innovations on competitiveness, innovations and corporate culture. Furthermore, there is an analysis of the innovation potential use in the Czech Republic. Then the main findings of the work are discussed, which represent some recommendations for innovation potential use in enterprises.
<b>Abstrakt čes.:</b>	Inovační schopnost je v současnosti považována za rozhodující podmínku konkurenceschopnosti podniků. Příspěvek se věnuje analýze současného stavu využití potenciálu inovací v České republice. Mezi hlavní použité metody patří literární rešerše, dotazníkové šetření, analýza a syntéza. Nejprve jsou zmíněna hlavní teoretická východiska práce – inovace, vliv inovací na konkurenceschopnost, inovace a podniková kultura. Dále je provedena analýza využití potenciálu inovací v České republice. Následně jsou diskutovány hlavní závěry práce, které představují určitá doporučení pro využití inovačního potenciálu v podnicích.

<b>Abstrakt angl.:</b>	Innovative ability is currently considered to be a crucial requirement for business competitiveness. This paper deals with analysis of the current state of innovation potential use in the Czech Republic. The main methods used include a literature review, a questionnaire survey, analysis and synthesis. First mentioned are the core theoretical bases of the work - innovations, the impact of innovations on competitiveness, innovations and corporate culture. Furthermore, there is an analysis of the innovation potential use in the Czech Republic. Then the main findings of the work are discussed, which represent some recommendations for innovation potential use in enterprises.
<b>Hlavní klíč:</b>	Innovation; competitiveness; corporate culture; strategy; open innovation.
<b>Vedlejší klíč:</b>	Inovace; konkurenceschopnost; podniková kultura; strategie; otevřená inovace.
<b>Jazyk (originál):</b>	angličtina (eng)
<b>Titul česky:</b>	Inovace jako podmínka konkurenceschopnosti podniku – případová studie Česká republika
<b>Titul anglicky:</b>	Innovation as a Requirement for Business Competitiveness - Czech Republic Case Study
<b>Datum vložení:</b>	05.01.2016
<b>Financování:</b>	S -

Pořadové číslo: 3/7

<b>ID Publikace:</b>	43871095
<b>Stav:</b>	Rozpracovaný
<b>Literární forma:</b>	J_ČLÁNEK V ODBORNÉM PERIODIKU
<b>Rozšíření LiF:</b>	J_Článek v odborném periodiku
<b>Titul (v originále):</b>	Lean user interface: Design & Optimisation
<b>Rok publikace:</b>	2015
<b>Autor:</b>	Jiří Ansorge (Prac.: 2900, 2330)
<b>Autor:</b>	Hana Mohelská (Prac.: 2330)
<b>Název zdroje:</b>	Advanced science letters
<b>ISSN:</b>	1936-6612
<b>Vydavatel:</b>	American scientific publishers
<b>Abstrakt orig.:</b>	Although we can encounter the elements of user interface optimisation more and more, there is still a large proportion of applications without optimisation. The situation is made even worse because most applications without an optimised user interface are business applications. An employee spends more of their time working with these applications, often most of their work time as well. For this reason, application interface optimisation is important but a chapter often neglected in application design. This paper will marginally focus on expanding the eight golden rules for user interface design.

<b>Abstrakt čes.:</b>	Ačkoliv se můžeme s prvky optimalizace uživatelského rozhraní setkat častěji, je zde stále ještě velká část aplikací bez optimalizace. Situace je ještě horší, protože většina aplikací bez optimalizovaného uživatelského rozhraní jsou obchodní aplikace. Zaměstnanec tráví více času prací s těmito aplikacemi, mnohdy většinu svého pracovního času. Z tohoto důvodu je optimalizace důležitá, ale v praxi často opomíjená. Cílem článku je proto je zaměřit se na problematiku rozšíření osmi zlatých pravidel pro design uživatelského rozhraní.
<b>Abstrakt angl.:</b>	Although we can encounter the elements of user interface optimisation more and more, there is still a large proportion of applications without optimisation. The situation is made even worse because most applications without an optimised user interface are business applications. An employee spends more of their time working with these applications, often most of their work time as well. For this reason, application interface optimisation is important but a chapter often neglected in application design. This paper will marginally focus on expanding the eight golden rules for user interface design.
<b>Hlavní klíč:</b>	Lean; User interface; Optimisation; Design.
<b>Vedlejší klíč:</b>	Štíhlý; uživatelské rozhraní; optimalizace; design.
<b>Jazyk (originál):</b>	angličtina (eng)
<b>Titul česky:</b>	Štíhlé uživatelské rozhraní, design a optimalizace
<b>Titul anglicky:</b>	Lean user interface: Design & Optimisation
<b>Datum vložení:</b>	06.01.2016
<b>Financování:</b>	S -

Pořadové číslo: 4/7

<b>ID Publikace:</b>	43871097
<b>Stav:</b>	Rozpracovaný
<b>Literární forma:</b>	D_ČLÁNEK VE SBORNÍKU
<b>Rozšíření LiF:</b>	D_Článek ve sborníku
<b>Titul (v originále):</b>	CREATING OPPORTUNITIES FOR THE APPLICATION OF WORKERS' CREATIVITY IN ORGANISATIONS IN ORDER TO DEVELOP ESSENTIAL INNOVATIONS
<b>Rok publikace:</b>	2015
<b>Autor:</b>	Marcela Sokolová (Prac.: 2330)
<b>Autor:</b>	Hana Mohelská (Prac.: 2330)
<b>Abstrakt orig.:</b>	The development of today's business environment is influenced by the emergence of new technologies and the associated the rule changes of competition and social development accompanied by changes of preferences in the file of socially-accepted values. Individual businesses (in order to maintain their current competitive position and business performance) must quickly and flexibly react to this turbulent development by adequate changes (innovations) in their social behaviour. It is necessary to create conditions

	<p>within the internal environment of today's organisations to make the continuous as well as substantial innovations to become a permanent part of their business activities. While the level of their competitiveness and their long-terms prosperity is largely based on the ability to innovate the organisations' business model, i.e. the ability to create substantial innovations. Managers at all levels of the organisation must therefore be able to set rules of conduct for all employees to support the development of their professional competence as well as the willingness to use them in creating innovations. With thanks to that an organisation is then able to respond appropriately to the development in the area. This paper aims to present the main conditions, methods and means that support workers' creativity.</p>
<b>Abstrakt čes.:</b>	<p>Vývoj dnešního podnikatelského prostředí je ovlivňován vznikem nových technologií, s ním spojenou změnou pravidel konkurenční soutěže a sociálním vývojem doprovázeným změnami preferencí v souboru společensky uznávaných hodnot. Jednotlivé podnikatelské subjekty musí (v zájmu udržení své stávající konkurenční pozice a podnikatelské výkonnosti) na tento turbulentní vývoj rychle a pružně reagovat adekvátními změnami (inovacemi) ve svém společenském chování. Ve vnitřním prostředí dnešních organizací musí vznikat podmínky pro to, aby se průběžné i podstatné inovace staly trvalou součástí jejich podnikatelských aktivit. Přitom míra jejich konkurenceschopnosti a jejich dlouhodobá prosperita je do značné míry podmíněna schopností inovovat model podnikání organizace, tj. její schopností vytvářet podstatné inovace. Manažeři na všech úrovních organizace proto musí dokázat nastavit pravidla chování všech pracovníků, která podporují rozvoj jejich profesních kompetencí i ochotu jejich využití při tvorbě inovací. Jenom díky tomu organizace dokáže vhodně reagovat na vývoj v jejím okolí. Cílem příspěvku je prezentovat hlavní podmínky, metody a nástroje podporující kreativitu pracovníků.</p>
<b>Abstrakt angl.:</b>	<p>The development of today's business environment is influenced by the emergence of new technologies and the associated the rule changes of competition and social development accompanied by changes of preferences in the file of socially-accepted values. Individual businesses (in order to maintain their current competitive position and business performance) must quickly and flexibly react to this turbulent development by adequate changes (innovations) in their social behaviour. It is necessary to create conditions within the internal environment of today's organisations to make the continuous as well as substantial innovations to become a permanent part of their business activities. While the level of their competitiveness and their long-terms</p>

	prosperity is largely based on the ability to innovate the organisations' business model, i.e. the ability to create substantial innovations. Managers at all levels of the organisation must therefore be able to set rules of conduct for all employees to support the development of their professional competence as well as the willingness to use them in creating innovations. With thanks to that an organisation is then able to respond appropriately to the development in the area. This paper aims to present the main conditions, methods and means that support workers' creativity.
<b>Hlavní klíč:</b>	Innovation; workers' creativity; organisation.
<b>Vedlejší klíč:</b>	Inovace, kreativita pracovníků, organizace.
<b>Jazyk (originál):</b>	angličtina (eng)
<b>Titul česky:</b>	Vytváření podmínek pro uplatnění kreativity pracovníků organizace v zájmu tvorby podstatných inovací
<b>Titul anglicky:</b>	CREATING OPPORTUNITIES FOR THE APPLICATION OF WORKERS' CREATIVITY IN ORGANISATIONS IN ORDER TO DEVELOP ESSENTIAL INNOVATIONS
<b>Datum vložení:</b>	06.01.2016
<b>Financování:</b>	S -

Pořadové číslo: 5/7

<b>ID Publikace:</b>	43871098
<b>Stav:</b>	Rozpracovaný
<b>Literární forma:</b>	D_ČLÁNEK VE SBORNÍKU
<b>Rozšíření LiF:</b>	D_Článek ve sborníku
<b>Titul (v originále):</b>	SYSTEM APPROACH TO STRATEGIC MANAGEMENT OF INTELLECTUAL CAPITAL IN THE KNOWLEDGE BASED SOCIETY
<b>Rok publikace:</b>	2015
<b>Autor:</b>	Marcela Sokolová (Prac.: 2330)
<b>Autor:</b>	Václav Zubr (Prac.: 2900, 2330)
<b>Abstrakt orig.:</b>	The paper deals with the issue of a systemic approach to strategic management in the period of the transformation of information-based to knowledge-based society, where one of the strategic factors in the process is the use and development of intellectual capital. Described in the first part is the main contexts of the given issue, and then there is a design of a general model of the systemic approach to the development of a knowledge-based society.
<b>Abstrakt angl.:</b>	The paper deals with the issue of a systemic approach to strategic management in the period of the transformation of information-based to knowledge-based society, where one of the strategic factors in the process is the use and development of intellectual capital. Described in the first part is the main contexts of the given issue, and then there is a design of a

	general model of the systemic approach to the development of a knowledge-based society.
<b>Hlavní klíč:</b>	Intellectual capital; strategic concept; knowledge-based society.
<b>Jazyk (originál):</b>	angličtina (eng)
<b>Titul česky:</b>	
<b>Titul anglicky:</b>	SYSTEM APPROACH TO STRATEGIC MANAGEMENT OF INTELLECTUAL CAPITAL IN THE KNOWLEDGE BASED SOCIETY
<b>Datum vložení:</b>	06.01.2016
<b>Financování:</b>	S -

Pořadové číslo: 6/7

<b>ID Publikace:</b>	43871099
<b>Stav:</b>	Rozpracovaný
<b>Literární forma:</b>	D_ČLÁNEK VE SBORNÍKU
<b>Rozšíření LiF:</b>	D_Článek ve sborníku
<b>Titul (v originále):</b>	Home office as a benefit in relation to job satisfaction
<b>Rok publikace:</b>	2015
<b>Autor:</b>	Václav Zubr (Prac.: 2900, 2330)
<b>Autor:</b>	Marcela Sokolová (Prac.: 2330)
<b>Abstrakt orig.:</b>	<p>Job satisfaction plays an important role in the development and position of each company in the market. To ensure employees' satisfaction, companies offer them a variety of benefits. A satisfied employee is then more loyal, committed, motivated and shows higher performance levels. Home office in the Czech Republic represents quite a rarely used benefit but it would be welcomed by almost three-quarters of employees. The aim of the survey was to determine employees' satisfaction with benefits and to map the degree of providing choice of benefits. Also, the aim was to determine the extent of use of home office. The survey was conducted by a questionnaire survey; the questionnaires were distributed during the period from March to May 2013. There was 1,776 valid questionnaires successfully processed (aged 17 - 74). The results suggest the dissatisfaction of employees with the differences in the provided benefits as well as their equitable distribution.</p>
<b>Abstrakt angl.:</b>	<p>Job satisfaction plays an important role in the development and position of each company in the market. To ensure employees' satisfaction, companies offer them a variety of benefits. A satisfied employee is then more loyal, committed, motivated and shows higher performance levels. Home office in the Czech Republic represents quite a rarely used benefit but it would be welcomed by almost three-quarters of employees. The aim of the survey was to determine employees' satisfaction with benefits and to map the degree</p>

	of providing choice of benefits. Also, the aim was to determine the extent of use of home office. The survey was conducted by a questionnaire survey; the questionnaires were distributed during the period from March to May 2013. There was 1,776 valid questionnaires successfully processed (aged 17 - 74). The results suggest the dissatisfaction of employees with the differences in the provided benefits as well as their equitable distribution.
<b>Hlavní klíč:</b>	Job satisfaction; employee; benefits; home office.
<b>Jazyk (originál):</b>	angličtina (eng)
<b>Titul česky:</b>	
<b>Titul anglicky:</b>	Home office as a benefit in relation to job satisfaction
<b>Datum vložení:</b>	06.01.2016
<b>Financování:</b>	S -

Pořadové číslo: 7/7

<b>ID Publikace:</b>	43871077
<b>Stav:</b>	Ke kontrole
<b>Literární forma:</b>	D_ČLÁNEK VE SBORNÍKU
<b>Rozšíření LiF:</b>	D_Článek ve sborníku
<b>Titul (v originále):</b>	Risks and Benefits of Cloud Business Intelligence
<b>Rok publikace:</b>	2015
<b>Autor:</b>	Petra Marešová (Prac.: 2320)
<b>Název zdroje:</b>	Information and software technologies
<b>Místo publikace:</b>	Berlin
<b>ISSN:</b>	1865-0929
<b>ISBN:</b>	978-3-319-24769-4
<b>Vydavatel:</b>	Springer
<b>Vydavatel:</b>	Springer
<b>Abstrakt orig.:</b>	<p>Current market is dynamic. Customer needs change, too. Global competition is also developing and market subjects must be able to interpret in-formation correctly and make decisions instantly. Business Intelligence (BI) tools are based on the ultimate exploitation of data ownership and their transformation into information and knowledge. The increasing amount of data makes it necessary to develop linking business intelligence and cloud computing. This phenomenon brings about new opportunities as well as risks. This contribution is to analyse suitability of linking BI and cloud computing with respect to risks and benefits of cloud technologies. It should result in a group of criteria enabling to provide relevant information about suitability of this technology for organizations. An analysis of accessible studies on decision-making models and cloud computing and an analysis of companies' attitudes to cloud computing and information technologies both served as starting points of the proposal.</p>



<b>Abstrakt čes.:</b>	Current market is dynamic. Customer needs change, too. Global competition is also developing and market subjects must be able to interpret information correctly and make decisions instantly. Business Intelligence (BI) tools are based on the ultimate exploitation of data ownership and their transformation into information and knowledge. The increasing amount of data makes it necessary to develop linking business intelligence and cloud computing. This phenomenon brings about new opportunities as well as risks. This contribution is to analyse suitability of linking BI and cloud computing with respect to risks and benefits of cloud technologies. It should result in a group of criteria enabling to provide relevant information about suitability of this technology for organizations. An analysis of accessible studies on decision-making models and cloud computing and an analysis of companies' attitudes to cloud computing and information technologies both served as starting points of the proposal.
<b>Abstrakt angl.:</b>	Dnešní trh je velmi dynamický, mění se i potřeby zákazníků, rozvíjí se globální konkurence a pro subjekty na trhu je zásadní schopnost okamžitého rozhodování, založené na správně interpretovaných informacích. Nástroje business Intelligence jsou postaveny na maximálním využívání datového vlastnictví, a jejich přeměny na informace a znalosti. Vzhledem ke zvyšujícímu se množství dat je rozvíjen trend propojování business intelligence s cloud computingem. Tento jev sebou přináší kromě mnoha nových příležitostí i jistá rizika. Cílem příspěvku je analyzovat vhodnost propojení BI a cloud computingu s ohledem na rizika a přínosy cloudových technologií. Výsledkem bude skupina kritérií, která umožní poskytnout relevantní informace o vhodnosti této technologie pro organizace. Jako východiska tohoto návrhu sloužila analýza dostupných studií týkajících se rozhodovacích modelů a cloud computingu, analýza postojů organizací ke cloud computingu a dalším informačním technologiím.
<b>Odkazy:</b>	
<b>Hlavní klíč:</b>	Risks; and; Benefits; Cloud; Business; Intelligence
<b>Vedlejší klíč:</b>	Rizika; přínosy; Cloud; Business; intelligence
<b>Jazyk (originál):</b>	čeština (cze)
<b>Titul česky:</b>	Risks and Benefits of Cloud Business Intelligence
<b>Titul anglicky:</b>	Rizika a přínosy Cloud Business intelligence
<b>Datum konání:</b>	15.10.2015
<b>Datum vložení:</b>	05.01.2016
<b>Financování:</b>	S -