UNYP RESEARCH VISION 2024-2029

Dr. Iveta Hlouchova, Research Manager, in cooperation with School Research Leads and the Dean of Research

UNYP Research Vision for 2029

In 2029, the University of New York in Prague (UNYP) has emerged as a respected regional research institution with a well-established research portfolio and an extensive international network of collaborative partners. UNYP has positioned itself as a hub for knowledge exchange and the execution of impactful research projects.

Key highlights of UNYP's research ecosystem in 2029 include:

1. **Diverse International Collaborations**: UNYP has cultivated a wide-ranging network of international partners with whom it collaborates on knowledge exchange and research initiatives. These collaborations extend across various sectors, fostering a truly global perspective in UNYP's research as the UNYP research partner network includes many partners from different European countries and beyond.

2. **Prolific Research Output**: The UNYP research teams consistently contribute to internationally recognized peer-reviewed journals and other esteemed academic publications. This publication record reflects UNYP's commitment to academic excellence and knowledge dissemination to the relevant stakeholders and business practitioners.

3. **Active Participation in Prestigious Conferences:** UNYP's researchers actively engage in prestigious conferences related to the university's priority research areas. This participation not only showcases UNYP's commitment to staying at the forefront of cutting-edge research but also provides a platform for sharing insights with the wider academic community and further enhances UNYP's international collaboration.

4. **Securing Research Grants:** UNYP is a reliable partner in various consortia, securing grants for research projects. This includes collaboration with consortia for EU funds and IVF funds, where UNYP partners with institutions from Visegrad Group (V4) countries. Additionally, UNYP participates in research projects funded by the Grant Agency of the Czech Republic (GACR), reflecting the university's ambition in research.

5. **Engaged Core Faculty:** UNYP's core faculty members are deeply engaged in research activities, contributing their expertise to advance knowledge in their respective fields. Their dedication to research not only enhances UNYP's academic standing but also enriches the educational experience for students through the continuously updated course curriculums based on the most recent state-of-the-art knowledge.

6. **Expansive Research Network**: UNYP has cultivated a solid network of researchers affiliated with the university. This extended network brings together experts and scholars from various domains, enriching the research ecosystem and enabling multidisciplinary collaborations.

In 2029, UNYP's commitment to research, international collaborations, and the pursuit of knowledge continues to strengthen its position as a leading academic institution. UNYP's contributions to research, innovation, and global partnerships are consistent for addressing complex societal challenges and advancing the frontiers of knowledge.

Research as an Integral Part of UNYP's Mission

UNYP's commitment to research is firmly ingrained in its mission. The institution embraces research as a vehicle for generating knowledge, involving students in the research process, collaborating with a wide network of partners, and ultimately, making a meaningful impact on society. This dedication to research underscores UNYP's position as a forward-thinking and influential institution in the academic landscape.

UNYP's commitment to research is not just a facet of its mission but an integral part of its identity. The university places a high priority on fostering active research that results in scholarly recognized outputs. This encompasses original research endeavors that combine both quantitative and qualitative dimensions, emphasizing a holistic approach to knowledge creation.

In alignment with contemporary trends in education, UNYP recognizes the increasing importance of involving students in research activities. The university actively engages students, organizing panels, symposia, and conferences that provide a platform for students to participate and present their research findings. This dynamic approach not only enriches the educational experience but also prepares students for future roles as scholars and researchers.

UNYP is outward-looking in its research orientation, seeking external funding opportunities and establishing a vast network of partners across academia, industry, and the public sector. Collaborative efforts are at the core of UNYP's research strategy, allowing for cross-disciplinary and cross-sectoral synergy. Through such collaborations, UNYP aims to drive practical and social impact, ensuring that its research contributes positively to addressing real-world challenges and societal needs.

UNYP Research Priorities

In its pursuit of achieving distinguished status as a higher education institution, UNYP is steadfastly committed to the advancement of knowledge through cutting-edge research. Our research initiatives are strategically organized into specialized Research Centers, each dedicated to addressing critical issues within priority research areas (see below). This systematic approach ensures that UNYP remains at the forefront of academic and intellectual innovation.

By strategically managing the priority research areas within specialized Research Centers, UNYP ensures that its research endeavors are impactful and aligned with contemporary challenges and

opportunities. Through these systematic efforts, UNYP is poised to contribute significantly to the global academic community and positively influence the world at large.

UNYP academic programs and priority research areas

UNYP's research priorities span a wide array of fields, reflecting the university's commitment to addressing critical issues and advancing knowledge. Here are the research priorities at UNYP, derived from the provided text:

CENTER FOR BUSINESS AND ECONOMIC RESEARCH
- **Economics:** Researching topics related to the labor market, the public sector, institutions, and international trade.
- **Management:** Focusing on human resources, motivation, sports management, risk management, business ethics and innovation within organizational contexts.
- **Marketing:** Investigating consumer behavior, the role of neuroscience in marketing, and sports marketing strategies.
- **Information Technology:** Exploring topics such as neural networks, wireless networks, and beamforming technology.
- **Law:** Research in business regulations, International Financial Reporting Standards (IFRS), and international regulations.

MEDIA RESEARCH CENTER
- **Political Communication**: Examining political campaigning and campaign communications, and their impact on political processes.
- **Propaganda and Disinformation:** Engaging with the challenge of computational propaganda and its impact on groups in society, and the impact on democracy.
- **Communication/Media Development:** Investigating media's role in democratic transitions, media reform movements, civil society's influence on media reforms, both in the continental and common law settings, and the role of Public Service Media.
- **Media Effects (Cognitive, Behavioral, Attitudinal):** Studying the cognitive, behavioral, and attitudinal effects of media on individuals and society, while considering employment and challenges related to modern information technologies and media.
- **Sociolinguistics:** Researching topics related to communication and media, propaganda, and political communication, with a focus on globalization, democratization and ethical considerations within the current legal and economic settings.

CENTER FOR INTERNATIONAL AND EUROPEAN AFFAIRS
- **Political Science:** Investigating voting behavior, party politics, and populism, as well as delving into American and world history, EU history, and the Cold War.
- **African Studies:** Concentrating on international organizations, EU, NATO, and collective security in the African context.

- **Peace Studies:** Exploring peace operations, peacebuilding, conflict analysis, conflict management and transformation, conflict prevention, and the privatization of security.
- **Security Studies:** Investigating (counter)terrorism, (counter)insurgency, hybrid/irregular warfare, modern warfare, environmental security, strategy and defense policy planning and development, international law, international humanitarian law, and human rights.

[CENTER FOR ADVANCED BEHAVIORAL RESEARCH](#)
- **Child Development**: Understanding the factors that influence child development is crucial for promoting healthy growth and well-being in future generations.
- **Educational Psychology**: Research in this area can improve teaching methods and learning outcomes, which have a profound impact on education systems, student success and holistic well-being as lifelong learners.
- **Social Psychology**: Exploring how individuals interact and are influenced by social factors is fundamental for understanding human behavior, relationships, and societal dynamics.
- **Neuroscience and Mental Health:** Given the increasing importance of mental health, particularly in today's society, research in this area is critical for addressing mental health disorders and improving overall well-being by understanding underlying neural mechanisms as well as behavioral patterns.
- **Personality & Behavior**: Understanding how personality traits influence attitudes and behavior is essential for addressing issues like prejudice and promoting positive social interactions.

These research priorities encompass a broad and multidisciplinary approach, showcasing UNYP's dedication to addressing a wide array of critical issues and making valuable contributions to a variety of academic fields and societal challenges.

Grant Application Plans

UNYP's plans for grant applications in its research priorities show a proactive and ambitious approach to research funding. Below is a general overview of UNYP's grant application strategy:

- **Identifying Grant Opportunities:** UNYP actively identifies and monitors grant opportunities, including departmental ministerial grants and other funding sources that align with its research priorities. The institution maintains a keen awareness of national and international grant programs.
- **Multifaceted Approach:** UNYP adopts a multifaceted approach to grant applications. It pursues funding from various sources, including governmental grants, international research consortia, private foundations, and industry partnerships. This diversity in funding sources enhances the university's financial sustainability and research reach.

- **Strategic Partnerships:** UNYP seeks to form strategic partnerships with governmental bodies, research institutions, and industry stakeholders. Collaborative ventures often have a higher likelihood of securing grants, as they demonstrate a commitment to collective problem-solving.
- **Competitive Proposals:** Grant applications submitted by UNYP are characterized by their competitiveness. The institution takes a systematic approach to crafting well-structured and compelling proposals that clearly outline the research objectives, expected outcomes, and potential impact. These proposals align closely with the research priorities of UNYP.
- **Embracing Ambition:** UNYP embraces a high level of ambition in its grant applications. Ambitious proposals aim not only to address immediate research challenges but also to make a lasting impact on their respective fields and society at large. By setting ambitious goals, UNYP positions itself as a leader in cutting-edge research.
- **Global Perspective:** While UNYP focuses on departmental ministerial grants and national funding sources, it also maintains a global perspective. The university actively seeks international grant opportunities, collaborates with researchers worldwide, and participates in European Union research programs and international consortia.

UNYP's approach to grant applications demonstrates a commitment to advancing research in its priority areas. The ambition and proactive stance of the university in securing funding for research projects highlight its dedication to making meaningful contributions to academia and society. This strategic approach is key to ensuring that UNYP's research continues to thrive and to address the most pressing issues of our time.

<u>Research plan 2024-2029:</u>

CENTER FOR BUSINESS AND ECONOMIC RESEARCH

The Center for Business and Economic Research aims to consolidate and harmonize their research outcomes over the upcoming five years. The research center aims to upholdthe overarching school-wide objective to enhance the overall volume of peer-reviewed publications among full-time faculty members (especially among course guarantors). Further, trainings and workshops are planned for faculty members and instructors to increase the total amount of publications and outputs in professional journals and community outlets. Additionally, the research center aims to support external grant applications at international and national funding agencies through regular meetings and support of the research lead, reminding staff of the incentive schemes. Additionally, the research center would like to integrate activities that lead to more interdisciplinary research topics and attract more diversified teams of instructors and faculty staff. The School of Business also aims to incentivize the publication of excellent final projects and theses by the students and foster the communication of the key findings to the

relevant stakeholders. Currently the research center is pursuing new opportunities for collaborative projects (currently in the area of entrepreneurship and digital skills training for people with disabilities)

MEDIA RESEARCH CENTER

The Media Research Center aims to solidify and unify their research output in the next five years, on both quantitative and qualitative levels. On the quantitative side, the research center maintains the general school-wide priority to increase the volume of publications among full time faculty members (also referred to as course guarantors). Further, mentoring is planned for non-full time, industry-based instructors to boost the overall sum, particularly in professional journals. Additionally, the research center aims to significantly increase applications for external grants on both the international and local level. On the qualitative side, the research center would like to attempt to integrate research focuses in order to unify approaches, leading to more elastic themes. Although the research center has from the beginning seen the comprehensive and diverse approaches of its faculty as its strength, due to the small size of the program, and the interest in collaborative projects amongst faculty, a more collective approach is intended to be pursued. The arrival of JUDr. Radka MacGregor Pelikánová, Ph.D., LL.M., MBA has seen this begin to emerge, with projects in developing connecting law and linguistics; disinformation, public relations and corporate social responsibility; cultural values and corporate communications, and more.

CENTER FOR INTERNATIONAL AND EUROPEAN AFFAIRS

The Center for International and European Affairs seeks to further develop its research agenda that focuses on major issues pertaining to global politics. The research activities pursued by core faculty members whose primary institution for conducting research is UNYP should result in publishing in leading disciplinary journals and academic presses, and attendance of prestigious international conferences. Full-time faculty members of the research center aim to apply for Czech funding schemes (such as GACR), relevant foreign grants, enact cooperation with research partners abroad, and become a part of applications by international consortia. Part-time faculty will be involved in these activities to the feasible extent and will participate in School's research activities and events. These activities will be supported by School's Research Lead, Dr. Jakub Zahora. The Research Lead coordinates grant applications among the School's faculty in order to track relevant opportunities and to ensure synergy between individual members' research interests. He further will organize research colloquia which will serve as a forum in which research center's members can present and discuss their work-in-progress, and other research-related seminars and events.

CENTER OF ADVANCED BEHAVIORAL RESEARCH

The Center of Advanced Behavioral Research supports research projects handled by academic faculty across the wide field of psychology, depending on the specific research interests ranging from child psychology to clinical and educational psychology. The main focus in terms of research publications is on faculty serving as course guarantors, to be actively involved in publishing in national and international peer-reviewed journals. These activities are monitored and supported by the departmental Research Lead Tereza Příhodová, M.A., Ph.D. For the publications faculty is being supported by the department and the Research Lead, while both encourage team cooperations and efforts. Team cooperation across different specialties further promotes incorporation UNYP student, providing educative experience and guidance in publication process. All faculty are encouraged to publish with exclusive UNYP affiliation at least once a year. Aside from publications itself, faculty members are encouraged and provided assistance while applying and initiating local and international research projects. Gathered data are further disseminated via conference proceedings and presentations. The Reseach Lead is available to all psychology faculty member to support their efforts in project initiations and progress. Further, the Reseach Lead cooperates on publications and manuscript preparations to meet the department's needs and set goals. Faculty is encouraged to reach out for mutual cooperation, guidance, assistance and professional outlook.

All newly released publications can be found in the UNYP publication repository available at https://www.unyp.cz/publications-repository/.