

Charles University in Prague

Department of Marketing Communication and Public Relations

Research Projects Presentation 2022



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Charles University academics and researchers

WHO we are

WHAT we do

CONNECT with us



FACULTY
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**“International and
interdisciplinary.”**

**“Based locally,
aiming globally.”**



**FACULTY
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Our vision and mission: understand communication, communicate well, and think ahead

- Developing new research areas
- Fostering new talents
- Connecting researchers and thinkers



Meet us in research and education

- We are Czech leaders in the fields of Marketing Communication and Public Relations
- We have pioneered the very first MA course in Strategic Communication in CEE
- Charles University QS ranking: 288, THE ranking 2023 501-600
- BA, MA ,and PhD program in Czech language, PhD also in English
- 240 undergraduate students in Communication Studies: Specialization in Marketing Communication and Public Relations
- 130 graduate students in Strategic Communication
- 8 PhD students in Media and Communication Studies



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Our research areas in communication

Focusing on contemporary issues and topics in research and development in strategic communication and overlapping topics

- strategic communication
- digital and online identities
- behavioral incentives
- political marketing and government communication
- health communication
- business ethics, responsibility and sustainability



Interdisciplinarity is our key advantage

- We have a diverse team in social sciences
- We are Czech leaders in the fields of Marketing Communication and Public Relations
- We've pioneered the very first MA course in Strategic Communication in CEE
- We put together specialists in strategic communication, digital media, linguistics, psychology, behavioral economics, political science and economics
- Unique combination of skills and close cooperation makes us a great team
- We are open to cooperate with other disciplines like medicine or technology



See our interdisciplinary projects

- Tobacco control: research of tobacco marketing strategies and tools with the First Medical Faculty and Addictology Department, Charles University
- Communication of vaccination: connecting medical and communication students and skills to promote basic vaccinations with the Second Medical Faculty, Charles University
- Influencer marketing: starting a discussion and co-creating a Code of Ethics in influencer marketing with business professionals and companies - [Ferovyinfluencer.cz](https://ferovyinfluencer.cz)
- Fashion marketing: connecting fashion and communication with Academy of Arts, Architecture and Design, Prague



Based locally, reaching out globally



- We reside in the very heart of Prague, but we like to connect with experts all over the world
- Our international projects cooperation include: Erasmus Academic Mobility, Fulbright Visiting Scholars graduates, 4EU+, European Communication Monitor, Summer School with University of Missouri and McCann-Erickson
- We're members of EUPRERA, ECREA networks
- Our department staff has been invited to guest lectures at Columbia University, USA, Waseda University, Japan, or Leipzig University, Germany, etc.



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Meet our staff

Associate Professors	Assistant Professors and Lecturers	PhD students	Adjunct lecturers' topics (selected)
Denisa Hejlová	Petra Koudelková	Philip Katz	Communication in diplomacy
Petr Houdek	Tereza Ježková	Nina Ortová	Public Affairs
Jan Halada	Anna Shavit	Jindřich Oukropec	Branding
	Marcela Konrádová	Karolína Hájková	Surveillance Studies
	Jana Rosenfeldová	Lucie Rektorová	Public Relations
	Marek Vranka	Karolína Vodičková	Media Training
	Petr Koblovský	Angga Ariestya	Strategic People Management
	Tereza Klabíková Rábová	Michal Zima	Digital Marketing
	Soňa Schneiderová	Silvija Vukovič	Influencer Marketing
	Hana Moravcová	Denis Bilunov	Brand Safety
	Ladislav Báča	Jan Novotný	Litigation Public Relations



Research interests: strategic communication and business ethics

Research areas and projects:

- Transformation from propaganda to democratic government communication
- Developing business ethics – Code of Influencer Marketing
- Monitoring tobacco control – applied ethics
- Grants: Research of Communication of the Ministry of Education, Young and Sport towards different stakeholder groups (Operation programme Science, research, education 076 (Innovations in Pedagogy), European Structural Fonds. 1. 4. 2020–31. 3. 2022

Selected publications:

- HEJLOVÁ, Denisa (2022). Transitioning from Communist Propaganda to Government Communication in the Czech Republic. In: Minielli, Maureen C., Lukacovic, Marta N., Samoilenko, Sergei A., Finch, Michael R., Uecker, Deborahrah (eds). Communication Theory and Application in Post-Socialist Contexts. Lexington Books, Rowman & Littlefield. Lanham, Maryland. ISBN 9781793641236 P. 99-116
- HEJLOVÁ, Denisa (2021) Tobacco Industry Lobbying. In: Harris P., Bitonti A., Fleisher C.S., Binderkrantz A.S. (eds) The Palgrave Encyclopedia of Interest Groups, Lobbying and Public Affairs. Palgrave Macmillan, Cham. Str. 1358-1361
- HEJLOVÁ, Denisa, SCHNEIDEROVÁ, Soňa, KLABÍKOVÁ RÁBOVÁ, Tereza a KULHÁNEK, Adam. Analysis of Presumed IQOS Influencer Marketing on Instagram in the Czech Republic in 2018-19. Addictology, 2019, pp. 7-15



Assoc. Prof. Denisa Hejlova, Ph.D.
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Research interests: behavioral economics, business ethics, and political decision-making

Selected projects:

- Behavioral organizational politics: experiments in prosocial politicking
- Testing the external validity of experiments on dishonest behavior
- Experimental organizational economics: Career growth, effort, and opportunism

Selected publications:

- Houdek, P. (2022). Neurodiversity in (not only) Public Organizations: An Untapped Opportunity? *Administration & Society*, 54(9), 1848–1871.
- Houdek, P., Bahník, Š., Hudík, M., & Vranka, M. A. (2021). Selection Effects on Dishonest Behavior. *Judgment and Decision Making*, 16(2), 238–266.
- Houdek, P. (2020). Detecting fraud beyond cooked books: Forensic economics, psychology and accounting toolkit. *Organizational Dynamics*, 49(4), 100734.
- Houdek, P. (2019). Is Behavioral Ethics Ready for Giving Business and Policy Advice? *Journal of Management Inquiry*, 28(1), 48–56.



Assoc. Prof. Petr Houdek, Ph.D.
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EUPRERA Congress key organizer

Research area:

- Communication of economic policy
- New institutional economics and interests groups theory
- Law and economics
- Economic history of creative industries and their relations to the state
- Business history

Selected publications:

- Book: MORAVCOVÁ, Hana. Hospodářská politika jako zdroj ekonomických pobídek pro kreativní průmysl v historii Československa. Praha: Nadace Nadání Josefa, Marie a Zdeňky Hlávkových, 2021. Studie (Národohospodářský ústav Josefa Hlávkovy). ISBN 978-80-88018-38-4.
- Paper: DOLEŽALOVÁ, Antonie a Hana MORAVCOVÁ, 2020/04/26. Czechoslovak film industry on the way from private business to public good (1918-1945). Business History. Routledge, 1-20. ISSN 0007-6791. Dostupné z: doi:10.1080/00076791.2020.1751822
2016 – 2018: Co-worker in the grant for Czech Film Fund: How much did the Czech film cost?



Hana Moravcová, Ph.D.
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Research interests: political marketing and government communication

Research areas:

- Research project on Political Leadership and failing democracies (The first part finished – focus on the leadership during the covid pandemic in the Czech Republic – 2 data waves collections)
- Collaboration with an international expert in the field of political marketing (currently working on a chapter for Jennifer Lees Marshment's book about political management)
- Focus on research of political marketing methods and its impact on party functioning and implications on democracy (project in process)



Anna Shavit, Ph.D.
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Research interests: political participation and online identities

Selected projects:

- Communication, Risk and Uncertainty (National Institute for Research on the Socioeconomic Impact of Disease and Systemic Risk - SYRI)
- Children and youth digital civic engagement in a globalized world (Primus)
- Dynamics and forms of citizen online participation in the Czech Republic in response to the European migration crisis (GAČR)

Selected publications:

- Vochocová L., Rosenfeldová J. (2022). The EU as a weak and authoritative traitor: signs of post-socialist resentment and populist rhetoric in online civic anti-European discourses. *Journal of Contemporary European Studies*, [online]. 1-13.
- Ramsey, P., Supa, M., Hodbod, V., & Rosenfeldová, J. (2022). Supporting children to cooperate, connect, and civically engage in a diverse society. *Media Education Research Journal*, 11(1), 1-18.
- Vochocová, L., & Rosenfeldová, J. (2019). Ridiculed, but safe: What e-mothers' discussion on migration tells us about the potential of 'third spaces' for the political communication of women. *European Journal of Communication*, 34(2), 142-158.



Jana Rosenfeldová
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Research interests: greenmarketing and greenwashing, communication of SME's

Selected projects:

- Research of Communication of the Ministry of Education, Young and Sport towards different stakeholder groups (Operational programme Science, research, education 076 (Innovations in Pedagogy), European Structural Funds. 1. 4. 2020–31. 3. 2022
- Minigrant 4EU+: Biodiversity, sustainability in the agro-food system (4EU+ MicroBS)

Selected publications:

- KOUDELKOVÁ, Petra. Marketing Communication of SMEs Acting in Creative Tourism. In: KIRÁLOVÁ, Alžběta. *Driving Tourism through Creative Destinations and Activities*. 1st ed vyd. Hershey: IGI Global, 2017, s. 94-115. ISBN 978-1-5225-2016-0.
- KOUDELKOVÁ, Petra. Upcoming trends in the focus of CSR programs of companies in the Czech Republic. *European Forum of Entrepreneurship 2021 : "Viroeconomies - collapse or new business opportunities?" : Proceedings of the 14th International Scientific Conference*. Prague: Newton College, 2021, s. 15-25. ISBN 978-80-87325-42-1.



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Research interests: media, marketing and institutional communication

Selected projects:

- Research of Communication of the Ministry of Education, Young and Sport towards different stakeholder groups (Operational programme Science, research, education 076 (Innovations in Pedagogy), European Structural Funds. 1. 4. 2020–31. 3. 2022
- State's Strategic Crisis Communication Readiness: Lessons Learned from COVID-19, SMV02020BV004
- For Action - CZ-SK-PL Resilience - 101081564 - GAP-101081564 - Evaluation results and start of grant preparation
- Minigrant 4EU + From Silence to Resilience: Strengthening institutional communication in the age of misinformation

Selected publications:

- Klabíková Rábová, T. (2015): Marketing communication of SMEs specialized in cosmetic industry in magazines for women. In *Procedia – Social and Behavioral Sciences*, p. 48–57.
- Schneiderová, S., Hejlová, D., Klabíková Rábová, T. Kulhánek, A. "Non-cigarette use is not without risk" or Discourse on heated tobacco products in the media. *Naše řeč*, 104 (3), 2021, pp. 167–183.



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FACULTY
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Research interests: media, marketing and institutional communication

Selected projects:

- Research of Communication of the Ministry of Education towards different stakeholder groups (Operational programme Science, research, education 076 (Innovations in Pedagogy), European Structural Funds. 1. 4. 2020-31. 3. 2022. Team member.
- State's Strategic Crisis Communication Readiness: Lessons Learned from COVID-19, SMVO2020BV004.

Selected publications:

- Schneiderová, S., Klabíková Rábová, T., Janovec, L. (2019): Czech Corporate Website Discourse at the Beginning of the 21st Century: Methodological Perspective. *D-Art, Discourse Linguistics and Beyond*. Oukhvanova, I., Senderska, J. (eds.), Kielce: Jan Kochanowski University Press, p. 19–44.
- Schneiderová, S. *Discourse analysis and media text*. Praha: Karolinum, 2015.
- Schneiderová, S., Hejlová, D., Klabíková Rábová, T. Kulhánek, A. "Non-cigarette use is not without risk" or Discourse on heated tobacco products in the media. *Naše řeč*, 104 (3), 2021, pp. 167–183.



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Research interests: art marketing and visual communication in cultural institutions

Research areas

- Marketing and PR in arts and culture
- Relationship between media history and art history, visual culture

Selected projects and publications:

- Research Meets Practice: Visual Communication and PR in Cultural Institutions (4EU+/22/F3/24), cooperation within the 4EU+ alliance, supported by minigrant for 4EU+ projects in 2022
- Security Research Programme of the Czech Republic in the years 2015-2022. State's Strategic Crisis Communication Readiness: Lessons Learned from COVID-19. 2021–2022
- Operational Programme Research, Development and Education. Communication Research of the Ministry of Education, Youth and Sports in Relation to Different Groups of Stakeholders. 2020-2022
- Ježková, T., & Klabíková Rábová, T. (2021). New in Covid: Variations of Newness in Media Reception of Czech Cultural Events. In L. Čábyová, Z. Bezáková, & A. Madleňák (Eds.), Marketing Identity: New changes, new challenges (pp. 269-276). Faculty of Mass Media Communication. University of SS. Cyril and Methodius in Trnava.



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Research interests: political marketing and communication

Research areas

- Political management and marketing
- Political branding and leadership
- Political and government communication, crises communication
- Populism, personalization, leader democracy

Selected projects and publications:

- Between Euroscepticism and Euro-optimism in Newer EU Member States. IN: Novelli, Edoardo, Johansson, Bengt a Wring, Dominic. The 2019 European Electoral Campaign in the time of populism and social medias. 2022.
- Government Communication in Kafka COVID Time. IN Harris P., Bitonti A., Fleisher C.S., Skorkjær Binderkrantz A. (eds). The Palgrave Encyclopedia of Interest Groups, Lobbying and Public Affairs. 2021.
- Výzkum komunikace MŠMT ve vztahu k různým skupinám stakeholderů. Závěrečná výzkumná zpráva v rámci Operačního programu Výzkum, vývoj a vzdělávání: Efektivní formy komunikace MŠMT a přímo řízených organizací vůči zřizovatelům a školám. 2021.
- Personalizace politiky v České republice. 2018.



Marcela Konrádová, Ph.D
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Research interests: morality, decision-making, international security

Selected projects:

- Experimental Lab for International Security Studies (ELISS)
- Testing the external validity of experiments on dishonest behavior
- An experimental study of predictors of corrupt behaviour

Selected publications:

- Smetana, M., Vranka, M., & Rosendorf, O. (2023). The lesser evil? Experimental evidence on the strength of nuclear and chemical weapon "taboos". *Conflict Management and Peace Science*, 40(1), 3-21.
- Houdek, P., Bahník, Š., Hudík, M., & Vranka, M. A. (2021). Selection Effects on Dishonest Behavior. *Judgment and Decision Making*, 16(2), 238-266.
- Vranka, M., Hudík, M., Frollová, N., Bahník, Š., Sýkorová, M., & Houdek, P. (2021). Honesty of online workers: A field experiment shows no evidence of self-selection of cheaters to a cheating-enabling work environment. *Journal of Behavioral and Experimental Economics*, 94, 101730.



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Let's connect!

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