AAU Research Plan 2018-2020

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Research Vision for 2020/2021

- To be a well-known and respected university of Central Europe with at least 3+ research and creative areas
- To be the Nr.1 choice in consultancy of academic experts in these areas
- To have research areas fully integrated into study programs, with preparation at all levels, including MA
- To cooperate with university academics, business, NGO's and relevant government institutions
- To register 12+ impact factor or reviewed journal articles/monograph publication records per year
- To organize 3+ established international conferences per year
- To have AAU Research 30% self-financed from both public and private resources

The role of research at AAU

- Active research is a necessary condition for both Czech Accreditation and WASC Accreditation
- Applied research is one of the integral components of future education and serves as an important part of AAU competitive advantage
- Active research of faculty enhances the quality and topicality of classes delivered and cannot be fully substituted by experience not based on research.
- Research serves as a quality signal for applicants, especially for higher degrees
- Research brings key support for AAU "Learning Hub"
- Research can and will help to diversify revenues of AAU

AAU Strategic Priorities connected to research

1.1. To develop innovative and competitive academic programs.

1.3. To support learning excellence and the enhancement of academic quality

1.4. To enhance and support practical research opportunities for faculty on research track incorporating active students.

2.1. To support student learning and professional development.

2.2. To develop new learning services utilizing existing faculty potential in cooperation with businesses and institutions.

4.1. To create a well-known and respected AAU brand within both academic and business community

4.2. To attract a qualified diverse student body both internationally and locally from several geographic regions.

4.3. To build and strengthen partnerships with AAU Alumni and associates.

5.2 To diversify income beyond tuition fees as a main financial source.

5.3 To transform AAU into an active learning hub

Organization of Research at AAU

Research has long tradition at AAU since 50% of the AAU Faculty are actively publishing academics with PhDs, number of them professors and associate professors. Research management was traditionally integrated into Provost Office and implemented by the Deans. After change in AAU statute (Fall 2016), research become and explicit part of the AAU mission and thus a new organizational structure was introduced in 2017 by appointment of Vice-President for Research who now manages research and creative activities in cooperation with the Deans and Vice President for Faculty and Study Affairs; advised by the Research Committee. Currently AAU research team counts for 14 researchers on permanent contract and approx. 12 external researchers contracted on case by case or project basis. Number of other AAU Faculty perform research at other universities and institutions, but this activity rather perceived as personal development of individual Faculty and is not considered as direct subject of AAU strategic planning and of this document.

Next to permanent contract policy (called Research track) that directly devotes assigned work capacity for basic research projects, conference participation and student integration, AAU has special policies promoting individual or group efforts. They include, but are not limited to conference and research travel support, grant application support (including administrative support) and publication bonuses.

AAU has multiple mechanisms how the creative and research ideas are turned to outputs and how members of community contribute to them as well as share them. Detailed description can be found in AAU Annual Reports and we just list here most relevant categories**:** conferences (3-4 per year), workshops (5-6 per year), exhibitions (3-5 per year), panel discussions (10 per year), guest lectures (40+ per year), individual student projects (5 per year), student-faculty projects (5 per year), student team projects(10-15 per year) and the art/photography exhibitions (2-3 per year).

Research Areas

Research areas were introduced in the Fall 2017 and their purpose is to gravitate researchers around specific focuses in their activity. This enables AAU to form teams, apply for grant funding and to coordinate activities that are performed across disciplines (and often across Schools). The areas are “living organism” and might be altered/supplemented/substituted by other areas in the future. However a mid-term (2-3years) stability is assumed, as well as the requirement to meet minimal criteria:

1. Bring concrete research outcomes of an excellent quality (WoS journal publication, WoS conference and similar)
2. Engage at least 4 AAU Faculty across or within the Schools, with potential of engaging more
3. Have direct links to AAU study programs: classroom use and/or student active participation on research

4. Have a clear positive welfare implications and be policy relevant (have potential policy impact)
5. Promote AAU partnerships with relevant institutions or universities
6. Bring external revenues, to be at least partly self-financed

Research areas for 2018-2020

1. IFRS Reporting

We are bridging the gap between international accounting rules IFRS and local applications involved with issues of finance, accounting and management.
Achievements in the field: 5 international conferences at AAU organized for 150+ participants, Reviewed Proceedings included into Web of Science; number of other publications of our individual researchers.
Partners: CFA Society Czech Republic, ACCA
Faculty: Irena Jindřichovská, David Muir, Gabriele Meissner, Radka MacGregor

2. ANTIcorruption/fraud

We focus on detection of corrupt or suspicious practices by using statistical techniques. Other fields of our interest are related legal proceedings, especially evidence that is used and protection mechanism for employers and companies. Last, but not least we have a strong anti-plagiarism policy in place and care about best practices in this field.
Achievements: International conference at AAU organized for 60+ participants, next to proceedings a number of impact factor publications of our faculty
Partners: Transparency International, Kinstellar
Faculty: Peter Bolcha, Carollann Braum, Tomáš Evan, Steven Gawthorpe, Irena Jindřichovská, Jana Krajčová, Pietro Podda

3. Transnational Processes

We research and discuss current transnational challenges such as Migration, Populism or Authoritative regimes. Next to standard publications and discussions fora we intend to prepare project of Visual International Politics as well as Experimental AAU as a „testing lab“ for young generations' opinion. We partner the conference Ideas in Politics and host workshops such as or conference Model United Nations PORGMUN). Next to this, we organize regular Professors in the Pub events when related issues are discussed in informal environment of our Cafe des Taxis.
Faculty: Alexei Anisin, Ben Cunningham, Daniela L. Chalaniova, Pelin Ayan Musil, George Hays II., David Lipka, Milada Polišenská

4. Human Rights

First event integrating this multidisciplinary field and will be Prague Conference on Human Rights planned for Spring 2019 in cooperation with Norwich University. This event will refer to major anniversaries connected to year 2019 and offer panels bridging multiple disciplines. In related field, we also host the conference Model United Nations PORGMUN in the Spring 2018 and are proud partner of UNICEF Czech Republic.
Partners: Norwich University; PORGMUN, UNICEF Czech Republic

Faculty: Alexei Anisin, Carollann Braum, Eva Eckert, Zuzana Fellegi, George Hays II., Charlie Lamento, Pelin Ayan Musil, Gabriele Meissner, Petr Jan Pajas, Milada Polišenská

5. **News, Propaganda and Media Studies**

We are news media practitioners, media scholars, press freedom advocates, and others interested in our changing media environment. Social media has had an unprecedented democratizing effect and has challenged the assumptions and prejudices of the established news media, but with that challenge comes the danger of losing judgment, of viewing all news as equally credible, or non-credible. Some of us study the implications of this brave new world, especially during elections and wars. Thus too, some of us study propaganda as well as news. Others are interested in gauging news media environments: censorship (indirect, self-, imposed), public information access, and government/business pressure on news media are all subjects of concern. Still others write about media ethics. Last but not least, some of us study and write about the work of great reporters and long form journalists, offering new insights into the practice and history of journalism.

Partners: Radio Free Europe

Faculty: Andrew Giarelli, Tony Ozuna, Iva Roze Skochová, David Vaughan, Douglas Arellanes

Next to main Research areas, we list other important areas covered by our Scholars:

- Diplomatic History – Prof. Milada Polišenská
- Linguistics – Prof. Eva Eckert
- Canon Law - Doc. Jiří Kašný
- Economics and Industrial Organization – Prof. Alena Zemplinerová; Peter Bolcha, David Lipka, Miroslav Svoboda

Links of Research Areas to academic programs

	Business Administration MABLIM	Humanities Social Sciences	International Relations (incl. MA)	Journalism Communications	Law programs
IFRS Reporting	x				x
ANTI corruption/fraud	x	x	x	x	x
Transnational Processes			x		
Human Rights	x	x	x	x	x
News, Propaganda and Media Studies			x	x	x

Links of Research Areas to National Priorities of Research, Experimental Development and Innovations[1]

	IFRS	Corruption	Transnational	Human Rights	Propaganda	Other
PRIORITY AREA: Competetive knowledge-based economy						
1.1.4 Streamline GPT services and processes in the public sector	X	X				
2.2.1 Innovate products in export-critical sectors through joint activities in the manufacturing and research spheres						X
4.1.1 Timely identify economic opportunities through continuous monitoring and evaluation of global trends			X			X
PRIORITY AREA: Environment for quality life						
5.1.1 To develop effective procedures that will change consumer behavior toward minimization of consumption effects on stable natural resource function			X	X		
PRIORITY AREA: Social and cultural challenges						
1.2.1 Prevention of deprivation, exclusion and segregation			X	X	X	X
1.2.2 Mitigating the extent and depth of exclusion, marginalization and stigmatization			X	X	X	X
1.4.1 Efficient use of migration potential			X			X
2.1.1 A legitimate political system			X			
2.1.2 A legitimate legal system			X	X		
2.1.3 A legitimate socio-economic system	X	X	X			
2.2. Functional and efficient governance of public policy		X				
3.1.2 Philosophical and sociological reflection of media influence on the transformation of human life and formation of society					X	X
3.2.1 Knowledge of history as a presumption of preservation and cultivation of national, regional and local identity, memory and tradition in the national context						X
3.2.2 Exploring language and literature as tools for preservation of identity						X
3.2.3 Creative historical and theoretical reflection of art						X
3.4.1 Reflection of the role of religion in contemporary Czech society and in the global context				X		X
PRIORITY AREA: Safe society and security						
1.2.1 Creating effective methods of analyzing types of crime and its spreading and implementing effective tools to combat it		X	X			
3.2.1 Analysis of security threats and scenario development of the security situation in the world, Europe and the Czech Republic			X	X		

[1] Národní priority orientovaného výzkumu, experimentálního vývoje a inovací, MŠMT (2012) http://www.msmt.cz/vyzkum-a-vyvoj/narodni-priority-orientovaneho-vyzkumu-experimentalniho

Two year Research Plan 2018-2019

In terms of content, the plan reflects the main research areas stated above and will fit into the characteristics of research we attempt to promote: high quality, welfare and policy relevant, self-financed with direct link to AAU study programs with inclusion of students and AAU partners. In terms of form, next to publications and possible applied research outputs, we plan a number of conferences, workshops, discussion for and applied projects where output will be produced jointly by faculty, students and parners, as well as knowledge will be shared for further benefit of all involved.

Research Projects – running and planned

Area	Topic	Stage
IFRS Reporting	Survey of reporting and transparency of the companies	Preparation
ANTI corruption/fraud	Car choice and its customization in relation to driving behavior and traffic accidents	Applied
Transnational Processes	Transformation of the Islamist Parties: Findings from Turkey Democratic recessions in the post-communist and Muslim world: an institutional approach	Awarded Applied
Human Rights	Multiple projects	Preparation
Press Freedom, Propaganda and Fake News	The Truth of Others	Preparation
Other	Measurement of Business Innovation Activity (ECO) Restorative Justice (LAW)	Applied Preparation

Planned student activities and projects

- International Consulting Program 2018
- International Consulting Program 2019
- Student panel at IFRS Global Rules and Local Use 2018
- Student panels at Interdisciplinary Conference on Human Rights 2019
- Student panel at IFRS Global Rules and Local Use 2019
- 10 student consulting projects each academic year at School of Business Administration
- Pilot consulting project organized by AAU Legal Institute at John H. Carey II School of Law
- Incorporation of students (MA Fellows and other active students) into research projects

Planned Conferences

- 2018 Korean Security and the 65 Year Search for Peace; international conference with reviewed proceedings
- 2018 IFRS Global Rules and Local Use; 6th year of international conference with proceedings indexed by Web of Science
- 2019 Interdisciplinary Conference on Human Rights (international conference in cooperation with Norwich University), international conference with proceedings to be submitted (1st year) to Web of Science
- 2019 Republicanism Conference in Prague), international conference in cooperation with Institute of Political Studies at the Faculty of Social Sciences, Charles University
- 2019 IFRS Global Rules and Local Use; 7th year of international conference with proceedings indexed by Web of Science

Other planned events

- Research and Creative workshops start since 9/2018; regular open workshops to discuss projects and papers of faculty and students
- Professors in the Pub; regular discussion series organized by School of International Relations and Diplomacy
- Round Table Discussions regular discussion series organized by John H. Carey II School of Law
- Exhibitions – number of exhibitions and art related events organized by the School of Humanities & Social Sciences

Planned publications – available only in internal version.