

# CURRICULUM VITAE AND PUBLICATION PROFILE

**First name and surname:** Jiří BEJTKOVSKÝ

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Jiří Bejtkovský is the assistant professor at the Faculty of Management and Economics of Tomas Bata University in Zlín. In his scientific research activities he focuses on issues of HR marketing, social media platforms, human resource management and marketing. He publishes and presents the results of his research at professional scientific conferences or in the domestic and foreign periodicals.



## EDUCATION

- **2008 – 2010** | Tomas Bata University in Zlín, Faculty of Humanities (**Bachelor degree**, study programme: Specialization in Pedagogy, study specialization: Secondary School Teacher Training in Specialized Subject).
- **2007 – 2013** | Tomas Bata University in Zlín, Faculty of Management and Economics (**Doctoral study**, study programme: Economics and Management, study specialization: Management and Economics).
- **2005 – 2007** | Tomas Bata University in Zlín, Faculty of Management and Economics (**Master degree**, study programme: Economics and Management, study specialization: Management and Marketing).
- **2002 – 2005** | Tomas Bata University in Zlín, Faculty of Management and Economics (**Bachelor degree**, study programme: Economics and Management, study specialization: Management and Economics).

## PROFESSIONAL AND EXPERT INTERNSHIPS

- 2015 – Prague | Headquarters of banking institutions (Department of Human Resources and Department of Marketing).
- 2015 – Trnava | Trnava University in Trnava, Faculty of Health Care and Social Work.

## PROVIDED COURSES AND TRAININGS

- **2015** – Zlín | Tomas Bata University Job Centre – Teamwork course.
- **2015** – Vsetín | the Company Forests and Estates of Tomas Bata, Ltd. – Marketing course.
- **2014** – Zlín | Tomas Bata University Job Centre – Presentation skills course.
- **2011 – 2013** – Zlín | the Company Active live, p. s. c. (Aktivně životem, o. p. s.) – Marketing course, Human Resource Management course.

## TUITION

- Human Resources Management in Healthcare, Human Resource Management.
- Marketing, Marketing Research.

## OBTAINED CERTIFICATES

- Certified courses: **Module IBM SPSS Statistics Base**, Czech Republic.
- Certified courses: **CIMA A** (International certificate) – marketing manager.

## PROFESSIONAL MEMBERSHIPS

- From the year **2014** he is a member of the professional **PLATFORM AGAINST MULTIPLE DISCRIMINATION** of the generally beneficial organization Alternative 50+.
- From the year **2013** he is a member of the open apolitical platform Association of Small and Medium-Sized Enterprises and Crafts CZ (**AMSP ČR**).
- From the year **2012** he is a member of the professional non-profit organization (formerly the Czech Society of Human Resources Development) **PEOPLE MANAGEMENT FORUM**.

## RESEARCH AND DEVELOPMENT PROJECTS – RECENT PROJECTS

- Project reg. No. FaME RO/2019: **Key factors of digitalisation implementation into the value chain in companies in the Czech Republic** (Klíčové faktory implementace digitalizace do hodnototvorného řetězce v podnicích v České republice).
- Project reg. No. FaME RO/2018/07: **Global healthcare challenges aimed at increasing the effectiveness of healthcare** (Globální výzvy zdravotnictví zaměřené na zvýšení efektivity zdravotní péče).
- Project reg. No. FaME RO50175101025: **Digital transformation and its impact on customer behaviour and business processes in traditional and online markets** (Digitální transformace a její vliv na chování zákazníka a firemní procesy v prostředí tradičních a online trhů).
- Project reg. No. FaME RO/2016/12: **Management of healthcare organizations effectiveness** (Řízení efektivity zdravotnických organizací).
- Project reg. No. RO/2013/01: **The Financial Performance of Commercial Bank** (Finanční výkonnost komerční banky).
- Project reg. No. TAČR TD 010129: **Performance Potential of Employees 50+, and Specific Forms of Companies' Human Resources Management** (Výkonový potenciál pracovníků 50+ a specifické formy řízení lidských zdrojů podniku).
- Member of the organization and implementation team within the framework of the conference: **Developing Managerial Tacit Knowledge: How to search for, develop and use the tacit knowledge and experience of managers 2010** (Rozvoj tacitních znalostí manažerů: jak vyhledávat, rozvíjet a využívat skryté znalosti a zkušenosti manažerů), held at Tomas Bata University in Zlín, Czech Republic.
- Project reg. No. 406/08/0459: **Developing Managerial Tacit Knowledge** (Rozvoj tacitních znalostí manažerů).

## RECENT PUBLICATIONS

- [1] BEJTKOVSKÝ, Jiří, 2018. Factors influencing the job search and job selection in students of Generation Y in the Czech Republic in the employer branding context. *Management & Marketing. Challenges for the Knowledge Society*, 13(3): 1133 – 1149. DOI: 10.2478/mmcks-2018-0028.
- [2] VYDROVÁ, Janka and Jiří BEJTKOVSKÝ, 2018. The importance of the individual pillars of social maturity of workers in healthcare organizations in the hierarchy of pillars of competence in management. *Administratie si Management Public*, 16(31): 21 – 35. DOI: 10.24818/amp/2018.31-02.
- [3] BEJTKOVSKÝ, Jiří, 2018. Employee Voice: an Employee Satisfaction Level by Selected Healthcare Service Providers in the Czech Republic. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 66(6): 1407 – 1416. <<https://doi.org/10.11118/actaun201866061407>>.
- [4] BEJTKOVSKÝ, Jiří, 2018. Promotion as a Variable of HR Marketing in Selected Corporations in the Czech Republic in the Context of Digitization. *Acta Universitatis*

- Agriculturae et Silviculturae Mendeliana Brunensis*, 66(6): 1393 – 1405. <<https://doi.org/10.11118/actaun201866061393>>.
- [5] BEJTKOVSKÝ, Jiří, 2018. Using of Traditional Recruitment Methods and Tools and E-Recruitment by Employees of Baby Boomers Generation, Generation X, Generation Y and Generation Z in Selected Healthcare Service Providers in the Czech Republic [Využívání tradičních metod a nástrojů náboru a E-recruitmentu zaměstnanci generace Baby Boomers, Generace X, Generace Y a Generace Z u vybraných poskytovatelů zdravotních služeb v České republice]. *Acta academica karviniensia*, 18(4): 17 – 28. ISSN 1212-415X.
- [6] BEJTKOVSKÝ, Jiří, Zoltán RÓZSA and Hendrati Dwi MULYANINGSIH, 2018. A Phenomenon of Digitalization and E-Recruitment in Business Environment. *Polish Journal of Management Studies*, 18(1): 58 – 68. DOI: 10.17512/pjms.2018.18.1.05.
- [7] BEJTKOVSKÝ, Jiří, 2017. Selected Current Trends in Human Resource Management in Health Service Providers in the Czech Republic. *Acta Universitatis Agriculturae et Silviculturae Mendeliana Brunensis*, 65(6): 1833 – 1840. <<https://doi.org/10.11118/actaun201765061833>>.
- [8] BEJTKOVSKÝ, Jiří, 2017. Human resource management in selected health service providers in the Czech Republic in the context of the current modern HR trends [Řízení lidských zdrojů u vybraných poskytovatelů zdravotních služeb v České republice v kontextu současných moderních personálních trendů]. *Acta academica karviniensia*, 17(4): 05 – 18. ISSN 1212-415X.
- [9] BEJTKOVSKÝ, Jiří, 2017. Selected health care services providers in the Czech Republic in the context of modern human resource management. In *Proceedings of the 8th International Scientific Conference: Finance and Performance of Firms in Science, Education and Practice*, konané 26. – 27. dubna 2017 ve Zlíně, Česká republika: Finance and Performance of Firms in Science, Education and Practice. 1. vyd. s. 68 – 81. ISBN 978-80-7454-653-2.
- [10] SHAW, Sayanti, Miloslava CHOVANCOVÁ and Jiří BEJTKOVSKÝ, 2017. Consumer Behaviour and Warranty Claim: A Study on Czech Consumers. *Economics and Sociology*, 10(3): 90 – 101. doi:10.14254/2071-789X.2017/10-3/7.
- [11] BEJTKOVSKÝ, Jiří, 2016. The Employees of Baby Boomers Generation, Generation X, Generation Y and Generation Z in Selected Czech Corporations as Concoivers of Development and Competitiveness in their Corporation. *Journal of Competitiveness*, 8(4): 105 – 123. <<http://doi.org/10.7441/joc.2016.04.07>>.
- [12] BEJTKOVSKÝ, Jiří, 2016. The Current Generations: The Baby Boomers, X, Y and Z in the Context of Human Capital Management of the 21st Century in Selected Corporations in the Czech Republic. *Littera Scripta*, 9(2): 25 – 45. <[http://journals.vstecb.cz/category/littera-scripta/9-rocnik/2\\_2016/](http://journals.vstecb.cz/category/littera-scripta/9-rocnik/2_2016/)>.
- [13] BEJTKOVSKÝ, Jiří, 2016. The Age Management Philosophy and the Concept of Work-life Balance in the Selected Czech Banking Institutions. *European Journal of Business Science and Technology*, 2(1): 32 – 42. ISSN 2336-6494.
- [14] BEJTKOVSKÝ, Jiří, 2015. Human Capital Management in Banking Institutions in Connection with the Population Ageing Process, Age Management Philosophy and the Concept of Corporate Social Responsibility in the Czech Republic. *Acta Universitatis Agriculturae et Silviculturae Mendeliana Brunensis*, 63(6): 1815 – 1823. <<http://dx.doi.org/10.11118/actaun201563061815>>.
- [15] BEJTKOVSKÝ, Jiří, 2015. Zaměstnanci věkové kategorie 50+ pod tíhou stále převládajícího stereotypního vnímání – výzkumná studie. In *Znalosti pro tržní praxi 2015: Ženy – podnikatelky v minulosti a současnosti. Sborník z mezinárodní vědecké konference (Knowledge for Market Use 2015: Women in Business in the Past*

- and Present. International Scientific Conference Proceedings*), konané 10. – 11. září 2015 v Olomouci, Česká republika: Znalosti pro tržní praxi 2015: Ženy – podnikatelky v minulosti a současnosti (Knowledge for Market Use 2015: Women in Business in the Past and Present), 2015. 1. vyd. s. 20 – 31. ISBN 978-80-87533-12-3.
- [16] BEJTKOVSKÝ, Jiří and Janka VYDROVÁ, 2015. Competitiveness of banking institutions in the context of human resource management and the concept of Corporate Social Responsibility. In *Proceedings of the 7th International Scientific Conference Finance and the Performance of Firms in Science, Education and Practice*, konané 23. – 24. dubna 2015 ve Zlíně, Česká republika: Finance and Performance of Firms in Science, Education and Practice. 1. vyd. s. 97 – 109. ISBN 978-80-7454-482-8.
- [17] BEJTKOVSKÝ, Jiří, 2015. Age management and its implementation in banking institutions with regard to the concept of Corporate Social Responsibility. In *18 Annual International Conference. Enterprise and Competitive Environment. Conference Proceedings*, konané 05. – 06. března 2015 v Brně, Česká republika: 18th International Scientific Conference “Enterprise and the Competitive Environment”, 2015. 1. vyd. s. 66 – 75. ISBN 978-80-7509-342-4.
- [18] BEJTKOVSKÝ, Jiří, 2014. Koncept age managementu jako personálního řízení zohledňující věk a měnící se schopnosti zaměstnanců nejen věkové kategorie 50+. In: Kolektiv autorů. In *Stárnutí populace jako výzva – Age management a postavení lidí 50+ ve společnosti a na trhu práce*. 1. vyd. Praha: Alternativa 50+, s. 28 – 35. ISBN 978-80-905711-0-5.
- [19] BEJTKOVSKÝ, Jiří, 2013. *Zaměstnanci věkové kategorie 50+ z pohledu řízení lidských zdrojů*. 1. vyd. Žilina: Georg. 218 s. ISBN 978-80-8154-052-3. **MONOGRAFIE (ODBORNÁ KNIHA)**
- [20] BEJTKOVSKÝ, Jiří. Age Management Concept – Opportunity or Threat. In *CD Creating Global Competitive Economies: 2020 Vision Planning & Implementation: Proceedings of the 22<sup>nd</sup> International Business Information Management Association Conference*, konané 13. – 14. listopadu 2013 v Římě, Itálie: International Business Information Management Association (IBIMA), 2013. 1. vyd. CD-ROM. s. 805 – 813. ISBN 978-0-9860419-1-4.