

prague university of economics and business

prague university of economics and business stands as one of the leading institutions for higher education in economics, business, and management in Central Europe. Known for its rigorous academic programs and extensive research contributions, the university attracts students from around the globe seeking quality education in these fields. This article explores the history, academic offerings, campus life, international opportunities, and career prospects associated with the Prague University of Economics and Business. Emphasizing its role as a prominent economic university, the discussion will highlight the institution's commitment to innovation, global partnerships, and student development. Readers will gain a comprehensive understanding of what makes this university a top choice for aspiring economists and business professionals. The following sections provide detailed insights into the various aspects of the Prague University of Economics and Business.

- Overview and History
- Academic Programs and Departments
- Campus Facilities and Student Life
- International Cooperation and Exchange Programs
- Career Services and Alumni Network

Overview and History

The Prague University of Economics and Business (Vysoká škola ekonomická v Praze, VŠE) was established in 1953 and has since grown to become the largest university specializing in economics, business, and related disciplines in the Czech Republic. The institution has a strong tradition of research and education, adapting to the evolving economic landscape of Central Europe and beyond. With a mission to provide high-quality education and foster innovation, the university continuously updates its curriculum to meet international standards.

The university's development over the decades reflects its commitment to excellence in teaching and scholarship. It has contributed significantly to the economic and social development of the region by preparing graduates who excel in various sectors, including finance, marketing, management, and

international trade. The Prague University of Economics and Business is also recognized for its influential research centers and publications that address contemporary economic challenges.

Academic Programs and Departments

The Prague University of Economics and Business offers a wide range of academic programs across bachelor's, master's, and doctoral levels. These programs are designed to equip students with theoretical knowledge and practical skills necessary for success in the competitive global economy. The university's curriculum emphasizes analytical thinking, quantitative methods, and strategic management.

Undergraduate Programs

Undergraduate studies at the university cover core areas such as economics, business administration, finance, marketing, and public administration. These programs typically span three years and combine lectures, seminars, and practical projects to develop comprehensive expertise in the field.

Graduate Programs

Graduate degrees provide advanced specialization in areas like international business, data analysis, corporate finance, and entrepreneurship. The university offers various master's programs that prepare students for leadership roles and research careers. Many graduate courses are taught in English to attract international students and enhance global collaboration.

Doctoral Studies and Research

The doctoral programs focus on in-depth research in economics, management, and related disciplines. The university encourages doctoral candidates to contribute original research to academic literature and address real-world economic problems. Doctoral students benefit from access to extensive resources and mentorship by leading economists and business scholars.

- Faculty of Finance and Accounting
- Faculty of International Relations

- Faculty of Business Administration
- Faculty of Economics
- Faculty of Informatics and Statistics

Campus Facilities and Student Life

The Prague University of Economics and Business boasts modern campus facilities designed to support academic excellence and student well-being. The university's main campus is located in the city of Prague, offering easy access to cultural and business hubs. Facilities include state-of-the-art lecture halls, computer labs, libraries, and study spaces that provide a conducive learning environment.

Library and Learning Resources

The university library contains an extensive collection of books, journals, and electronic resources specializing in economics, business, and social sciences. Students and faculty members can access databases and research materials that support their academic and professional development.

Student Organizations and Activities

Student life at the Prague University of Economics and Business is vibrant, with numerous clubs and organizations dedicated to academic interests, cultural exchange, sports, and social causes. These groups foster community engagement and personal growth among students.

Accommodation and Support Services

The university provides various housing options, including dormitories and assistance with private accommodation. Support services such as counseling, career advice, and language courses are available to help students adapt and thrive during their studies.

International Cooperation and Exchange Programs

The Prague University of Economics and Business maintains a strong international focus through partnerships with universities and institutions worldwide. This commitment to global cooperation enhances the educational experience and provides students with diverse perspectives.

Study Abroad Opportunities

The university offers numerous exchange programs that allow students to study abroad for a semester or full academic year. These programs promote cultural immersion and academic enrichment, making graduates more competitive in the global job market.

International Student Enrollment

With a growing number of international students, the university fosters a multicultural campus environment. Specialized orientation programs and language support help international students integrate smoothly into academic and social life.

Collaborative Research and Joint Degrees

Research collaborations with foreign universities enhance the quality and relevance of academic work. Joint degree programs provide students the opportunity to earn credentials recognized in multiple countries, broadening their career prospects.

Career Services and Alumni Network

The Prague University of Economics and Business places significant emphasis on career development and post-graduate success. Its career services department offers resources and guidance to help students transition from academic life to professional careers.

Career Counseling and Workshops

Students have access to career counseling, resume writing workshops,

interview preparation, and job fairs that connect them with potential employers. These services are tailored to meet the needs of students from various academic disciplines.

Internship and Job Placement

The university collaborates with leading companies and organizations to provide internship opportunities that give students practical experience in their fields. These placements often lead to full-time employment after graduation.

Alumni Network and Community

The alumni network of the Prague University of Economics and Business is extensive and active, offering mentorship, networking events, and professional development opportunities. Graduates benefit from lifelong connections that support their career advancement globally.

Frequently Asked Questions

What programs does Prague University of Economics and Business offer?

Prague University of Economics and Business offers a variety of undergraduate, master's, and doctoral programs primarily in economics, business administration, finance, international relations, and information systems.

Is Prague University of Economics and Business accredited?

Yes, Prague University of Economics and Business is accredited by the Czech Ministry of Education and holds international accreditations such as EQUIS, confirming its high-quality education standards.

What is the language of instruction at Prague University of Economics and Business?

The university offers programs in both Czech and English, with many master's programs and some bachelor's programs available entirely in English for international students.

How can international students apply to Prague University of Economics and Business?

International students can apply online through the university's official website by submitting the required documents, including academic transcripts, proof of language proficiency, and motivation letters, followed by entrance exams or interviews if required.

What are the tuition fees for international students at Prague University of Economics and Business?

Tuition fees for international students vary by program, with bachelor's programs in English typically ranging from €3,000 to €4,500 per year, and master's programs slightly higher; exact fees should be checked on the university's website.

Does Prague University of Economics and Business offer scholarships?

Yes, the university offers various scholarships for both domestic and international students based on academic merit, financial need, and specific nationalities or regions.

What is the campus life like at Prague University of Economics and Business?

The university has a vibrant campus life with numerous student clubs, organizations, sports activities, and cultural events, providing opportunities for socializing and personal development.

Where is Prague University of Economics and Business located?

The main campus of Prague University of Economics and Business is located in Prague, the capital city of the Czech Republic, with modern facilities accessible by public transportation.

What career opportunities do graduates of Prague University of Economics and Business have?

Graduates are highly sought after in fields such as finance, consulting, marketing, international business, and public administration, benefiting from the university's strong connections with industry and alumni network.

Does Prague University of Economics and Business have partnerships with other universities?

Yes, the university has numerous international partnerships and exchange programs with universities worldwide, enabling student mobility and collaborative research opportunities.

Additional Resources

1. *Prague University of Economics and Business: A Historical Overview*

This book provides a comprehensive history of the Prague University of Economics and Business, tracing its development from its founding to the present day. It explores the institution's role in shaping economic education in Central Europe and highlights key milestones and influential figures. Readers gain insight into how the university has adapted to political and economic changes over the decades.

2. *Innovations in Business Education at Prague University of Economics and Business*

Focusing on pedagogical advancements, this book examines the innovative teaching methods and curriculum reforms implemented at the Prague University of Economics and Business. It discusses how the university integrates technology and real-world business challenges into its programs. Case studies illustrate successful outcomes for students and faculty alike.

3. *Economic Research and Policy Analysis at Prague University of Economics and Business*

This volume showcases the cutting-edge research conducted by faculty and students at the university. Covering topics such as market economics, international trade, and sustainable development, it highlights the institution's contribution to economic policy both locally and globally. The book also discusses collaborations with government and industry partners.

4. *Entrepreneurship and Startups: Insights from Prague University of Economics and Business*

Exploring the university's role in fostering entrepreneurship, this book profiles successful startups founded by alumni and current students. It outlines the support systems available, including incubators, mentorship programs, and funding opportunities. Readers learn about the entrepreneurial ecosystem nurtured within the university community.

5. *Internationalization at Prague University of Economics and Business*

This book analyzes the university's efforts to expand its global reach through partnerships, exchange programs, and international research collaborations. It discusses the benefits and challenges of internationalization for students, faculty, and administration. The narrative highlights how the university prepares graduates for careers in a globalized economy.

6. Leadership and Management Education at Prague University of Economics and Business

Focusing on leadership training, this book explores how the university equips students with essential management skills. It covers program structures, experiential learning opportunities, and the integration of ethical considerations. The text also features interviews with alumni who have become influential business leaders.

7. Sustainability and Corporate Social Responsibility at Prague University of Economics and Business

This publication delves into the university's commitment to sustainability and CSR, both in its academic offerings and institutional practices. It presents case studies of projects and research initiatives aimed at promoting responsible business conduct. The book also discusses how these values are embedded in the campus culture.

8. Digital Transformation in Economics Education: The Case of Prague University of Economics and Business

Examining the impact of digital technologies on economics education, this book highlights the university's adoption of online learning platforms, data analytics, and AI tools. It assesses how these innovations enhance student engagement and learning outcomes. The work also considers future trends in digital education.

9. Alumni Success Stories from Prague University of Economics and Business

This inspiring collection features profiles of notable alumni who have made significant contributions in various fields such as finance, government, academia, and entrepreneurship. Through their stories, readers gain an understanding of the university's influence on career trajectories and societal impact. The book serves as a testament to the institution's legacy and ongoing relevance.

Prague University Of Economics And Business

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prague university of economics and business: New Perspectives and Paradigms in Applied Economics and Business William Gartner, 2025-03-02 This book features a collection of high-quality and peer-reviewed papers from the 2024 8th International Conference on Applied Economics and Business, which was held in Munich, Germany during August 23-25, 2024. ICAEB is held annually as a platform for the presentation of new advances and research results in the fields of applied economics and business. This is the third in a series of books based on presented papers. Applied economics is a way of dealing with esoteric economic concepts in practical and analytical ways. It allows for decisions to be made that are underlined by theoretical economic principles but utilized in

such a way that they transform into real work applications. Topics of the conference include studies in many fields including environmental, development, financial, forensic, information, institutional, international, labor, managerial, mathematical, monetary, tourism, and many more. Applied economics affects all aspects of life and science, and it is brought to the forefront in this collection of papers. The conference, with its aim to bring together economists from different fields, lends itself to a natural and rich collection of scientific papers all focused on the practical application of economic principles. The scope of this collection of papers will be useful to academics and practitioners who look to economics to help solve problems.

prague university of economics and business: The Economics of International Security
Marek Loužek, 2024-04-22 International relations since the end of the Cold War have been relatively uneasy, yet we should not discount the fact that the intensity of conflicts has decreased compared to the situation in both the first and second halves of the 20th century. This book explores international security relations as the pandemic subsides and the war in Ukraine escalates, offering a good description of the main actors and the background of current threats. It lays the theoretical foundations for security economics, analyses U.S. foreign policy, introduces China as a new superpower and signals Russia as a great power in decline. It concludes by pointing out the pitfalls of exporting democracy and presenting the paradox of progress. The author asserts that we should not be alarmed that international relations are shifting. Following the Cold War, the U.S. achieved clear strategic and economic superiority, however, China, Russia, India and other great powers remain strong players that must be taken seriously. The book shows that asymmetric warfare often ends with the weaker side winning and the stronger one losing and being discredited. Different examples of this outcome include the American War in Vietnam (1965-73), the Soviet Union's defeat in Afghanistan (1979-1990), and the U.S. getting mired in the wars of Afghanistan and Iraq. The war in Ukraine is a demonstration of the illusion of an imperial power that believes it can impose its will on other nations, even against their will. The book will be a useful resource for academics, students and researchers, as well as policymakers and professionals interested in issues related to international security and defense.

prague university of economics and business: Information Technology for Management: Solving Social and Business Problems Through IT Ewa Ziemia, Witold Chmielarz, Jarosław Wątróbski, 2024-05-27 The present book includes extended and revised versions of a set of selected papers submitted to the Topical Area of Information Technology for Business and Society, ITBS 2023, and two Thematic Tracks: Information System Management, ISM 2023, and Knowledge Acquisition and Management, KAM 2023, held in Poland, Warsaw, during September 17- 20, 2023. ITBS 2023 received 26 submissions, from which 6 full papers and 2 short papers have been accepted; for ISM 2023 3 full papers and 1 short paper have been accepted from 21 submissions; and for KAM 2023 1 full paper has been accepted from 7 submissions. From the 6 submissions to DSH 2023, no paper passed the extended reviews. The accepted papers are grouped in sections on IT in Improving of Management Systems, Approaches to Improving of Social Problems, and Methods of Solving Business.

prague university of economics and business: Data Analysis and Related Applications, Volume 2 Konstantinos N. Zafeiris, Christos H. Skiadas, Yiannis Dimotikalis, Alex Karagrigoriou, Christiana Karagrigoriou-Vonta, 2022-11-01 The scientific field of data analysis is constantly expanding due to the rapid growth of the computer industry and the wide applicability of computational and algorithmic techniques, in conjunction with new advances in statistical, stochastic and analytic tools. There is a constant need for new, high-quality publications to cover the recent advances in all fields of science and engineering. This book is a collective work by a number of leading scientists, computer experts, analysts, engineers, mathematicians, probabilists and statisticians who have been working at the forefront of data analysis and related applications. The chapters of this collaborative work represent a cross-section of current concerns, developments and research interests in the above scientific areas. The collected material has been divided into appropriate sections to provide the reader with both theoretical and applied information on data

analysis methods, models and techniques, along with related applications.

prague university of economics and business: Global Environmental, Social and Governance Policy Prana Krishna Biswas, Robert Dygas, 2025-08-01 This book sheds light on environmental, social and governance (ESG) policy principles, practice and the implications of integrating ESG factors into business operations, investment strategies and corporate governance frameworks, across both developed and developing countries (Europe, Asia and the US). This is the first book which brings together academics from different continents to share their views and knowledge on this subject, with a focus on regional perspectives. The book argues that exhaustive research has been conducted on ESG integration for financial performance, risk management and stakeholder engagement in developed countries, with research showing a positive correlation between ESG performance and value creation. Furthermore, transparency and accountability in ESG disclosures by companies have played a critical role in the firm's performance and market value. This is also supported by the regulatory initiatives taken by the government in promoting industry standards for ESG practices. On the contrary, developing countries face several challenges in the adoption and implementation of sustainable practices. The book underscores the importance of maintaining a harmonious balance between economic development and environmental and societal factors. The book examines the norms and standards that constitute ESG in Asia, Europe and the US, analyses whether ESG supports business management and GDP growth, and looks at the main barriers to implementing ESG Policy by companies in the selected regions. It includes a comprehensive set of case studies from each region and across various sectors to demonstrate how ESG policy is implemented around the world. Researchers, scholars and students who specialize in sustainable development, development economics and international business management will be interested in this book.

prague university of economics and business: Innovative Strategic Planning and International Collaboration for the Mitigation of Global Crises Antošová, Gabriela, 2022-01-07 Innovative strategic planning is an important step toward achieving economic stability and global sustainability. This can best be achieved through effective international cooperation and digitalization of activities. Societal and global processes designed to address global crises and other threats call for the opportunity to use innovative internationalization practices. Innovative Strategic Planning and International Collaboration for the Mitigation of Global Crises provides relevant theoretical frameworks and current empirical research findings in the field of international strategic management. Covering topics such as digital competencies, socio-economic injustice, and tourism, this book is an essential resource for strategic management professionals, researchers, students, educators in K-12 and higher education, academicians, and global leaders.

prague university of economics and business: Philosophy and Business Ethics Guglielmo Faldetta, Edoardo Mollona, Massimiliano Matteo Pellegrini, 2022-06-06 This book explores the relationship between philosophy and business ethics. Academics and practitioners often muse about the ethical and moral aspect of management and business actions, but these studies can lack a deeper philosophical grounding. Contributors to this volume challenge this gap by applying different philosophical paradigms and theories to business management issues. The territory covered by the contributions collected in this book spans from the foundations of business management literature itself, to the role of philosophy in new business models and technology; from the way philosophical theory can explain - and encourage - ethical firm behaviour, to the political stance that an organization takes. Contributors take a holistic approach to business and management, bringing together real-world examples and rich academic theory, creating an interdisciplinary volume, with international authors. Covering important topics such as corporate social responsibility, sustainability, leadership, and stakeholder relations, this book will be of interest to academics working in the field of business ethics, philosophy and management studies.

prague university of economics and business: Achieving Sustainable Business Through AI, Technology Education and Computer Science Allam Hamdan, 2024-11-07 This book delves into the relationship between artificial intelligence, technology education, and computer science

intersect with sustainable business practices. This book discovers the transformative potential of cutting-edge technologies like artificial intelligence, machine learning, and blockchain across diverse sectors such as health care, education, government services, and digital transformation.

prague university of economics and business: *Digital Transformation Through Business Model Innovation* Percy Menth, 2024-12-27 Assumed a variance between the established paths and opportunities occurring from the new, digital technologies, the aim of this book is to better understand why firms can struggle on digital transformation through business model innovation. In depth, Percy Menth studies, what specific characteristics of German private family firms and publicly listed non-family firms can influence potential struggling. Furthermore, the aim of this book is to identify ways, how both could benefit from one another. Therefore, the author analyses interviews with 30 owners and C-level managers from 30 German private family firms and 20 C-level managers of 15 German publicly listed non-family firms facing digital transformations. This study's key finding is, that it is not the firms' nature, that may primarily foster digital transformation and business model innovation, but rather people, who could make the difference between struggling and success.

prague university of economics and business: *Fundamentals of Business Architecture Modeling* Václav Řepa, Oleg Svatoš, 2024-07-29 This textbook covers business architecture modeling in all its essential aspects. Based on the MMABP Philosophical Framework for Business System Modelling it provides a comprehensive overview of four basic dimensions of the business system model together with their essential relationships. The methods, techniques, and tools are described and explained for every model type with examples. Special attention is paid to integrating all dimensions using the Business System Consistency Framework. The book is divided into six chapters. Chapter 1 introduces business architecture and the approaches and tools to model it. MMABP is introduced with its basic principles and put in context with other approaches to business architecture modeling. Chapter 2 then deals with the modeling of a business system in terms of its objectives. The basic principles of process modeling, the distinction between global and detailed views of processes, and an approach to managing the detail of the process model in the form of four levels of process abstraction are introduced. Chapter 3 describes the modeling of a business system in terms of its underlying concepts and the business rules that apply within the modeled system. The basic principles of object modeling, the distinction between global and detailed views of objects, and the approach to capturing the object life cycles are introduced. Chapter 4 presents a simplified metamodel that describes how all models of the business system are related, and consistency rules that guide the analysts to avoid possible inconsistencies. Chapter 5 focuses on the implementation of the business system in an organization. It describes the role and specifics of its information system, explains the comprehensive procedure for building the process-driven organization, and reflects on the organizational maturity and its role in the further development of a process-driven organization. Eventually, Chapter 6 presents a complex example of the application of MMABP, including the functioning prototype of the process system. The prototype is then used to illustrate an essential difference between the conceptual and technology levels of models, and the importance of distinguishing between them. This textbook is written for students in enterprise architecture or business information systems as well as for professionals developing enterprise information systems or process-driven organizations.

prague university of economics and business: *The Digital Economy and the European Labour Market* Maria Urbaniec, 2022-07-21 With a focus on the European labour market, this book seeks to understand how digital transformation affects changes in employee-employer relations. These consequences include shifts in job security and job flexibility as well as alternative work arrangements in the digital economy. This phenomenon has both positive and negative implications for employees and employers. The book presents a theoretical, conceptual and empirical analysis of employment relations in the digital economy, which are manifested, among others, in flexible or non-standard forms of employment, contract work and a radical shift from position-based to skill-based work. The approach taken in the book provides researchers and students of economics,

business and other social sciences with an overview of interdisciplinary theoretical and conceptual perspectives and frameworks on labour market and employment relations. In particular, it presents a comprehensive range of research on flexible forms of employment in the digital economy. The range of issues covered is also tailored to business practitioners who wish to understand the ongoing changes in employment relations and the emergence of new forms of work as a result of digital transformation. It will also be of value to representatives of labour market institutions involved in implementing new forms of work and employer-employee relationships in Industry 4.0.

prague university of economics and business: *Digital Transformation* Stanisław Wrycza, Jacek Maślankowski, 2021-09-14 This book constitutes the refereed proceedings of the 13th PLAIS EuroSymposium 2021 which was held in Sopot, Poland, on September 23, 2021. The objective of the PLAIS EuroSymposium 2021 is to promote and develop high quality research on all issues related to digital transformation. It provides a forum for IS researchers and practitioners in Europe and beyond to interact, collaborate, and develop this field. The 10 papers presented in this volume were carefully reviewed and selected from 34 submissions. They were organized in topical sections named: digital enterprises; smart cities; digital education; and innovative methods in data and process analysis.

prague university of economics and business: *Austrian Theory of Capital and Business Cycle* Pavel Potuzak, 2022-12-12 This book explores Austrian capital theory and Austrian business theory from the perspective of modern economics. Sustainable change within the production structure is examined in relation to time preference, the Böhm-Bawerkian theory of capital and interest, and the Hayek Triangle. In turn, the impact of monetary shocks and boom-bust cycles is detailed, with a particular focus on the Ricardo Effect, dynamics of money supply, and the natural rate of interest. This book aims to present a new framework for Austrian economics that will make these ideas applicable to both mainstream economic models and modern economists. It will be relevant to students and researchers interested in the history of economic thought and the political economy.

prague university of economics and business: *ECIE 2021 16th European Conference on Innovation and Entrepreneurship Vol 1* Dr Florinda Matos, Prof Maria de Fátima Ferreiro, Prof Álvaro Rosa, Prof Isabel Salavisa, 2021-09-16 These proceedings represent the work of contributors to the 16th European Conference on Innovation and Entrepreneurship (ECIE 2021), hosted by ISCTE Business School, Instituto Universitário de Lisboa, Portugal on 16-17 September 2021. The Conference Chair is Dr. Florinda Matos and the Programme Co-Chairs are Prof Maria de Fátima Ferreiro, Prof Álvaro Rosoi and Prof Isabel Salavisa all from Instituto Universitário de Lisboa, Portugal. ECIE is a well-established event on the academic research calendar and now in its 16th year, the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The conference was due to be held at Instituto Universitário de Lisboa, Portugal, but due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research. The keynote presentation is given by Soumodip Sarkar, Vice-Rector, from University of Évora, Portugal on the topic of Social Intelligence. The second day of the conference will open with an address by Professor Vittorio Loreto, Sapienza University of Rome, Italy, who will talk about Exploring the adjacent possible: play, anticipation, surprise.

prague university of economics and business: *16th European Conference on Innovation and Entrepreneurship Vol 2* Dr. Florinda Matos, Prof Maria de Fátima Ferreiro, Prof Álvaro Rosa, Prof Isabel Salavisa, 2021-09-16

prague university of economics and business: *Managing Resilience, Sustainability, and Networks of Tourism Enterprises in the New Global Economic Order* Anna Ujwary-Gil, Diana Dryglas, Anna Lis, 2024-01-01 The role of resilience in explaining hotel growth: A fuzzy-set QCA approach PURPOSE: Due to the detrimental effects of the recent pandemic on the hotel sector, hotel resilience research and its impact on hotel recovery have received lots of academic attention.

However, a sustainable perspective on hotel resilience, as an approach for investigating its impact on long-term hotel growth, has been largely overlooked in the hospitality resilience literature. Therefore, this paper aims to address the research gap by identifying the configuration of factors that constitute sustainable hotel resilience, leading to the growth of selected hotels operating in Poland. **METHODOLOGY:** Data for analysis were obtained from surveys conducted with 120 managers of one- and two-star hotels. A fuzzy-set qualitative comparative analysis (fsQCA) was chosen to achieve the goal, which belongs to the group of configurational analysis methods. **FINDINGS:** Due to the asymmetric nature of the method, the analysis reveals configurations of factors leading to high hotel growth and those leading to low growth. In both cases, two such factor configurations were obtained. For high levels of hotel growth, it was found that maintaining a high level of three factors simultaneously, namely employee resilience, CSR activities and leadership resilience or CSR activities, team resilience and leadership resilience, provided sufficient conditions. For low levels of growth, fsQCA indicated sufficient conditions in the form of a low level of CSR activities and leadership resilience or a low level of employee resilience and team resilience. These findings emphasize the role of combining different factors to improve hotel growth. **IMPLICATIONS:** The research contributes to the literature on resilience in the hospitality industry by developing a new theoretical perspective on the complex nature of combinations of factors that contribute to sustainable hotel resilience, leading to both high and low growth. The research results also provide significant implications for entrepreneurs and managers, indicating the role of different combinations of factors in determining hotel growth. **ORIGINALITY AND VALUE:** The knowledge regarding sustainable hotel resilience is still insufficient. The study identified the best combinations of factors (both internal and external) that constitute sustainable hotel resilience, which may be vital for hotel growth. **Keywords:** hotel resilience, CSR activities, employee resilience, leadership resilience, team resilience, financial resilience, hotel growth, Poland, fsQCA **Exploring resilience of the hotel industry using the example of Polish regions: The case of COVID-19 pandemic** **PURPOSE:** This study explores the relationship between the resilience of the hotel industry (an underdeveloped concept) and the factors that support the development of this industry. It examines whether the resilience of the hotel industry varies regionally and whether it is influenced either by the characteristics of the hotel industry or by regional economic conditions. The study focuses on the COVID-19 pandemic, which particularly hit the hotel industry. **METHODOLOGY:** The clustering method is used to identify regions in Poland with similar pre-pandemic hotel industry development are identified. Secondly, Potthoff's analysis and Kruskal-Wallis tests with Dunn's tests are used respectively to identify variations in the resilience responses of the industry in different regions and to examine the antecedents of these variations. **FINDINGS:** The data collected indicate variations between clusters in terms of resilience response. Not all factors that support the development of the hotel industry in a particular region are equally conducive to its resilience. Our study shows that the pandemic was not an isolated or unique event but rather a catalyst that brought long-standing issues for the hotel and tourism sector. **IMPLICATIONS FOR THEORY AND PRACTICE:** This study contributes to the development of resilience theory by providing evidence-based arguments for separating the domains of resilience and development and for a more granular exploration of the trade-offs between them. From the perspective of the hotel industry, insights into narrowly channeled agglomeration externalities during a crisis could inform strategic decisions regarding the location of hotel investments, the value proposition created, and business model diversification. Therefore, there is a need for more resilient crisis management strategies that can be applied across the tourism sector. These strategies should encompass effective supply chain management and a robust framework for labor security. **ORIGINALITY AND VALUE:** The findings suggest that hotel industry development factors, which include both industry characteristics and regionally shaped economic conditions, provide mixed support for the resilience of this industry. The study revealed clear tensions between development and resilience impacts by highlighting existing trade-offs. Focusing attention on trade-off tensions advances both the conceptual validity and application potential. Although the present study was defined for the specific circumstances of the hotel

industry, this approach can be replicated in different industries that are components of the supply chain of the tourism market and its value chain. Keywords: hotel industry, resilience, multidimensionality, pandemic, regional conditions, COVID-19. Assessing sustainable practices and managerial approaches in the hotel industry: A comparative case study PURPOSE: The study is comparative, comparing sustainable practices and approaches in two hotels to better understand different management approaches. The study's design provides valuable insights into the topic of sustainability practices in the hotel industry, and the results are analyzed and discussed in the context of existing academic knowledge on the issue. METHODOLOGY: The goal of the selection process was to find information-rich cases. After conducting initial online research, two four-star hotels in the same regional capital city in the Czech Republic were intentionally chosen. These hotels are direct competitors and have very similar target customers. To collect data, the authors conducted two separate semi-structured, in-depth interviews with the CEOs of both hotels, as well as observations in both establishments and additional interviews with staff. The interview protocol, which is innovative and newly assembled, was added to ensure the case study's reliability and enable future comparisons. A comprehensive criterion table methodically presents the research outcomes. FINDINGS: Besides the list of sustainability practices applied in the hotels under study, the authors described two distinct management approaches. The first approach takes a broad perspective, considering all aspects of sustainability and incorporating it as a fundamental part of the company's vision. In contrast, the second approach focuses narrowly on cost savings and profit generation. The form of business is the critical factor responsible for the difference in managerial approach. Interestingly, the study suggested that hotels belonging to large chains (and stock companies) may be more compelled to adopt sustainability practices and may have more established sustainability programs than independent hotels. IMPLICATIONS: In light of previous literature, the findings of this case study provide valuable theoretical contributions to managerial approaches to sustainability programmes, sustainability reporting, transparency, and more. Additionally, the newly assembled interview protocol is an innovative and important foundation for future research. The study also uncovers significant new barriers to the adoption of sustainability practices. From a managerial perspective, this study offers a comprehensive overview of hotels' sustainability practices and serves as a practical list of potential sustainable practices for hotels to consider. Finally, the conclusion provides suggestions for future research that can further advance sustainable practices in the hotel industry. ORIGINALITY AND VALUE: The study's significance stems from a thorough analysis of prior literature and conducting additional research in a new setting, providing a unique perspective on the topic of hotel sustainability within a specific area. The case study approach allowed for an in-depth examination of the selected cases, with attention to detail. The methodology and public interview protocol offer the potential for comparable studies in other regions to be conducted and compared in the future. Keywords: sustainability, sustainable development, practices, hotel industry, hospitality industry, tourism, management Linking employee voice to service recovery performance in the hotel sector: The mediating role of tacit knowledge sharing and employee innovation PURPOSE: In reality, service failures are inevitable. However, poor service recovery can decrease customer trust and exacerbate customer dissatisfaction. Previous studies have focused on service failure types, reasons for failure, and successful recovery actions from the customers' perspective. Accordingly, this study aims to present a different view by investigating the factors that could improve hotel recovery performance from the employees' perspective. Therefore, a model was developed to study the influence of employees' voice, tacit knowledge sharing, and employee innovation on service recovery performance. METHODOLOGY: This quantitative study used an online survey to gather data from employees in the hotel industry in Jordan. A total of 214 valid responses were obtained. Participants were targeted randomly, mainly through Facebook groups for hotel employees. PLS-SEM (Partial Least Squares Structural Equation Modeling) was employed in this research to analyze the data using Smart PLS 3 software. FINDINGS: The results indicated that employee voice is positively associated with tacit knowledge sharing. Furthermore, it was found that tacit knowledge sharing is positively related to employee

innovation. The findings demonstrated that tacit knowledge plays a partial mediating role in the association between employee voice and employee innovation. Additionally, it was discovered that employee innovation has a positive association with service recovery performance. Finally, the results indicate that employee innovation partially mediates the relationship between tacit knowledge and service recovery performance. **IMPLICATIONS:** Hoteliers are suggested to create a supportive work climate where employees can express their thoughts, ideas, and concerns without fear of retribution. Furthermore, hotel managers are advised to establish clear expectations for employees regarding the significance of their opinions and insights, and recognize and reward innovative ideas that can hopefully enhance hotels' performance. **ORIGINALITY AND VALUE:** This research provides new insights and contributes to the understanding of the role of employee voice, tacit knowledge sharing, and employee innovation in enhancing service recovery performance, particularly in a context that has received little attention from researchers, which is the hotel sector, and in a developing country, Jordan. Compared to past studies, this study offers a model that demonstrates how to leverage service recovery efforts in hotels by illustrating structured relationships between employee voice and service recovery performance through the mediation of tacit knowledge sharing and employee innovation. **Keywords:** employee voice, service recovery performance, employee innovation, tacit knowledge sharing, hotels, Jordan, hotel sector, quantitative research, Structural Equation Modeling

Turning crisis into chances: Tourism entrepreneurs' timing strategies amidst emergencies **PURPOSE:** Nowadays enterprises operate in a very turbulent environment characterized by frequent, significant, and often unpredictable changes. Such conditions, including crises, force enterprises to take quick actions to adapt to changing conditions. The aim of the paper is to identify chances and timing strategies used by tourism entrepreneurs in conditions of large-scale emergencies (such as COVID-19) and show how they can serve organizational resilience. **METHODOLOGY:** Qualitative research was conducted in the form of 12 individual in-depth interviews and 4 focus group interviews with 22 representatives of selected industries in the tourism sector. The concept of chance management and timing strategies is used to present how, according to our interviewees, changes in the environment caused by the pandemic contributed to the survival and development of their entities in the tourism market. **FINDINGS:** The research findings showed that changes caused by the pandemic allowed entities to identify several chances. These chances mainly concerned the introduction of changes to the offer (accelerating previously planned changes and enabling the introduction of unplanned changes). Moreover, they provided the chances to use held digital competences and time to think about the company's development strategy, as well as establishing and developing relationships with stakeholders. Additionally, our research identified four timing strategies used by tourism entrepreneurs in the time of crisis, i.e. chance-grasping strategy, chance-entraining strategy, chance-riding strategy, and chance-creating strategy. **IMPLICATIONS:** Tourism enterprises are highly exposed to operating in crisis conditions. Therefore, chance management can be very useful in their activity and our research findings can be also useful regarding its theoretical and practical implications. From the theoretical point of view, we show how the concept of chance management (in particular timing strategies) can be useful for analyzing the reactions of tourism entrepreneurs to changes in times of crisis and taking advantage of opportunities arising from crisis situations. From a practical point of view, we show what strategies, depending on entrepreneurs' subjective assessment of the current and future conditions for implementing changes, can serve organizational resilience in times of crisis. **ORIGINALITY AND VALUE:** This paper fills a research gap related to the use of the concepts of chance management and timing strategies from the perspective of tourist enterprises' resilience, previously not used in this context and to a limited extent used in the general management literature so far. **Keywords:** chance management, tourism, timing strategies, opportunities, large scale emergency, COVID-19 pandemic

The potential of accessible tourism for sustainable development of local communities in northern Pakistan **PURPOSE:** Accessible tourism holds significant importance for local communities as it is a cornerstone for fostering inclusivity and equal participation in the tourism industry. Recognizing the growing global emphasis on inclusivity, especially for individuals

with diverse needs, this research aims to explore the multifaceted impacts of accessible tourism on the sustainable development of local communities in the northern areas of Pakistan. Additionally, the study assesses the moderating role of destination image between accessible tourism dimensions and the sustainable development of local communities. Given that destinations heavily rely on tourism to fulfill their socio-economic needs, it becomes imperative to evaluate the potential transformative impact of accessible tourism on their sustainable development. **METHODOLOGY:** A self-administered survey was completed using a two-stage sampling approach with 321 tourists and 321 local residents from five tourist destinations in northern Pakistan. Subsequently, the collected data were analyzed using Structural Equation Modeling (SEM) to test the proposed hypotheses. **FINDINGS:** The results show the significance of all four dimensions of accessible tourism (accessible core resources and attractors, accessible supporting factors and resources, accessible qualifying and amplifying determinants, and destination planning and management) in the sustainable development of local communities. The moderation assessment further confirms that destination image strengthens the relationship between accessible core resources and attractors, contributing to the sustainable development of local communities. However, destination image was found to have a negative moderating effect between accessible qualifying and amplifying determinants and the sustainable development of local communities. **IMPLICATIONS:** Empirical findings offer fresh insights for destination planners and policymakers in the tourism industry. These insights pertain to the effective utilization of accessible tourism practices, which can significantly contribute to the sustainable development of destinations. Additionally, tourism businesses can leverage the research to attract a broader segment of tourists, increase profitability, and enhance tourist satisfaction by implementing accessible practices and services. Understanding the moderating role of destination image can further guide them in crafting responsible tourism narratives that resonate with diverse travelers. **ORIGINALITY AND VALUE:** The study marks an initial attempt to explain how destinations, particularly those heavily reliant on tourism, can strategically leverage accessible tourism as a crucial factor in fostering sustainable community development. **Keywords:** accessible tourism, sustainable development, local communities, northern Pakistan, inclusivity in tourism, destination image, structural equation modeling, tourism policy, community development, tourist satisfaction

prague university of economics and business: CJEU - Recent Developments in Direct Taxation 2020 Georg Kofler, Michael Lang, Pasquale Pistone, Alexander Rust, Josef Schuch, Karoline Spies, Claus Staringer, Alfred Storck, 2021-10-15 CJEU - The most important cases in the field of direct taxation A great number of cases pending before the Court of Justice of the European Union (CJEU) concern the fundamental freedoms and direct taxation. In particular, the number of infringement procedures brought before the CJEU by the European Commission has been increasing year on year. The CJEU is still in the driver's seat in the area of direct taxation. All judgements and pending cases, therefore, have to be carefully analyzed by academics as well as practitioners. This book discusses the most important cases in the field of direct taxation pending before or recently decided by the CJEU. Moreover, the national background of these cases is discussed and possible infringements of the fundamental freedoms and secondary EU law are analyzed. The analyses are presented by esteemed national and European tax law experts. By examining the preliminary questions, the arguments brought forward by the parties and existing CJEU case law, the authors provide insight into the possible reasoning of the Court. Moreover, this book goes to the heart of the national tax systems, exposing hidden obstacles to the fundamental freedoms.

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prague university of economics and business: *Entrepreneurial Strategies for Value Creation in Times of Uncertainty* Wojciech Dyduch, 2024-01-01 Entrepreneurial (re)orientation in the face of crisis: Is it worth modifying entrepreneurial strategy? Abstract PURPOSE: This article aims to determine how companies in the SME sector modify their business strategies in response to changes in the external environment. The research focused on modifications to entrepreneurial strategies expressed through the fundamental dimensions of entrepreneurial orientation (EO): risk-taking, innovativeness, and proactiveness. Additionally, it identified which types of reactions (modifications in strategies) lead to the most favorable changes in firm performance. The external environment was determined based on the market situation that resulted from the emergence of the COVID-19 pandemic. METHODOLOGY: This is quantitative research. The study utilized data from 126 small printing businesses operating throughout Poland. Analyses were conducted on the data that reflected modifications in entrepreneurial behaviors and performance during three periods: the pre-crisis period, the initial phase of the crisis (the full lockdown period), and the second phase of the crisis (the period of easing the restrictions). The identification of the behavior types was carried out using cluster analysis. FINDINGS: The results of the research led to the conclusion that, with a change in market conditions, companies significantly change their levels of EO. In particular, the surveyed companies reduced their levels of EO during the outbreak of the COVID-19 pandemic. At the same time, this decrease was mainly due to significant decreases in risk-taking. The levels of EO increased when the conditions improved due to significant increases in innovativeness and proactiveness. Moreover, the analysis enabled the identification of four types of reactions to the emergence of the crisis as well as three types of reactions to the improvement of the external conditions that resulted from the easing of restrictions and the introduction of anti-crisis support measures for businesses. Additionally, it was demonstrated that the type of reaction had a significant impact on the changes in the performances of the examined companies. In particular, it was shown that the lowest decline in performance during the initial phase of crisis could be observed in passive enterprises, i.e., those that did not modify their entrepreneurial strategies (did not alter their levels of individual dimensions of EO). The greatest increase in performance was achieved during the period of easing restrictions by those companies that significantly enhanced their activities across all of the considered dimensions of EO. IMPLICATIONS: The research results provided insights for entrepreneurs in strategic management. Specifically, they learned about the modifications in entrepreneurial behaviors that could lead to the most favorable and optimal improvements in a firm's performance when market conditions change. ORIGINALITY AND VALUE: The study contributes to the literature concerning reactions to changes in market conditions. This innovative approach considers dynamics where the changes themselves are variables. In particular, this research identifies types of entrepreneurial reactions to market condition changes in terms of dimensions of entrepreneurial orientation. Furthermore, it provides an answer to how firm

performance evolved regarding various reaction types (using the example of the printing industry).
Keywords: entrepreneurial orientation, crisis management strategies, strategy adaptation, strategy modification, business strategy, risk-taking, innovativeness, proactiveness, crisis, COVID-19, external environment, small businesses, firm performance, cluster analysis, entrepreneurial behavior

Redefining rural entrepreneurship: The impact of business ecosystems on the success of rural businesses in Extremadura, Spain
Abstract **PURPOSE:** Regarding the growth of public policies fostering rural entrepreneurship, the primary objectives of this work involve examining the concept of rural entrepreneurship, identifying key aspects that differentiate it from non-rural entrepreneurship, and assessing the role of the local entrepreneurial ecosystem in supporting the initiation and growth of rural ventures. To achieve these goals, the study adopts a novel approach by integrating an analysis of rural entrepreneurship features with an exploration of the entrepreneurial ecosystem's impact. **METHODOLOGY:** After a review of the previous academic literature, the characteristics of rural entrepreneurship have been delimited, distinguishing it from non-rural. The research results have been obtained using a questionnaire, after a descriptive analysis of the sample, and an analysis of the difference in means by contrasting hypotheses using IBM SPSS Statistics 26. **FINDINGS:** This article explores the factors that contribute to rural entrepreneurship, challenging the notion that geographic location is the sole defining characteristic. Through the conducted investigation, it has been determined that a company's classification as rural is not solely based on its geographical location in rural areas or involvement in primary sector activities. Other aspects, such as a strong connection with the local community or the ability to create value, are also essential in defining a rural enterprise. Additionally, it examines how business ecosystems can foster the growth and success of rural entrepreneurship. **IMPLICATIONS:** This study provides an analysis of how rural entrepreneurship can drive endogenous development in rural areas. It also offers insights for government entities and policymakers to implement effective support measures and strategies in business ecosystems within rural environments. This study highlights that the resources found in rural entrepreneurial ecosystems may not be sufficient to support rural entrepreneurship. It's important to acknowledge that rural entrepreneurship requires specific resources that may not currently be available in business ecosystems. To increase the number of viable rural businesses, new resources tailored to rural entrepreneurship must be created, leveraging the area's endogenous resources and growth models. **ORIGINALITY AND VALUE:** This study examines the distinctive attributes of rural entrepreneurship, with a deliberate departure from exclusive emphasis on geographical location or primary economic sector. Drawing upon empirical research conducted among a cohort of rural enterprises, the analysis reveals that neither physical location nor primary sector affiliation substantially contribute to the establishment of these rural businesses. Instead, a profound connection to, and a heightened sense of belonging within the rural milieu emerge as pivotal determinants. Furthermore, rural entrepreneurship emerges as a promising avenue for the development of the region, offering substantial growth prospects. The investigation encompasses a scrutiny of the resources within the rural business ecosystem and their capacity to stimulate rural entrepreneurial activity. This emerging focal point represents a novel field of concern for governmental bodies and political institutions operating in rural areas.

Keywords: entrepreneurship, rural entrepreneurship, business ecosystems, rural business success, entrepreneurial ecosystem, rural development strategies, endogenous development, rural ventures, geographic location impact, local community engagement, policy implementation for rural areas, value creation, embeddedness

Making of intrapreneurial managers: Investigating unethical behavior, risk-taking, and decision-making speed as antecedents
Abstract **PURPOSE:** The entrepreneurship-ethics nexus draws considerable interest from researchers and practitioners with little resolution. Our purpose with this paper is to contribute to the debate by shedding light on the relationship between managers' attitudes toward unethical behavior and their subsequent entrepreneurial intention (EI) in an emerging economy context. Given the complex and multifaceted interplay between unethical behavior and EI, we extend our investigation by including decision-making speed and attitude toward risk to explain the relationship further. We take a

granular approach to facets of unethical behavior to gain deeper insights into the specificity of influences they pose on subsequent behavioral intentions. **METHODOLOGY:** Primary data were collected from 214 Kosovan managers employed in companies from different industries. Hypothesized relationships were tested by conducting hierarchical regression analyses. **FINDINGS:** Our results indicate that managers with higher EI are not necessarily unethical overall. We did not find support for the hypothesis that managers with stronger attitudes toward unethical behavior demonstrate higher entrepreneurial intentions. Focusing on dimensions of unethical behavior, we find that managers who favor bribery are more entrepreneurially inclined. Furthermore, we find that managers who are quick decision-makers and risk-takers express higher EI. **IMPLICATIONS:** Theoretically, we add to the existing body of research on ethics and entrepreneurship by empirically examining the relationship between attitude toward unethical behavior and EI and the viability of the Theory of Planned Behavior as a framework for integrating unethical behavior in entrepreneurship research. Our study affirms the extension of the theoretical and empirical underpinnings concerning ethics and entrepreneurship, contemplating that they are pervasive across contexts. We provide important practical implications for managers, especially in the corporate entrepreneurship and training context. Managers are encouraged to foster an entrepreneurial-friendly environment that abides by ethical standards. Our study also informs policymakers of the importance of formal education on entrepreneurship as a mechanism to enforce ethical awareness in future entrepreneurs and intrapreneurs. **ORIGINALITY AND VALUE:** This study is among the first attempts to test the relationship between unethical behavior and EI in a managerial sample and non-western context. **Keywords:** entrepreneurial intention, unethical behavior, bribery, risk-taking, decision-making speed, intrapreneurial managers, entrepreneurship-ethics nexus, hierarchic regression analysis, corporate entrepreneurship, theory of planned behavior, ethical standards, entrepreneurship Entrepreneurial agility and organizational performance of IT firms: A mediated moderation model **Abstract** **PURPOSE:** The Information and Communication Technology (ICT) sector is playing an important role in the growth of the world's economy. However, limited knowledge exists concerning the underlying mechanisms and boundary-spanning conditions under which entrepreneurial agility (EA) affects the organizational performance (OP) of IT firms. This study draws on the Dynamic Capability Theory (DCT) to examine the effect of entrepreneurial agility (EA) on the organizational performance (OP) of Italian IT firms with the mediating role of open innovation (OI) and the moderating role of environmental dynamism (ED). **METHODOLOGY:** Employing an explanatory research design and convenience sampling technique via an online survey to gather data from a sample of 411 Italian IT firms, the study tested the formulated hypotheses using the structural equation modeling technique in AMOS statistical software. **FINDINGS:** The results revealed that EA, directly and indirectly, influences OP of IT firms. Moreover, the mediation analysis unveils that OI plays a complementary, partial mediation role in the EA—OP nexus. Finally, ED moderates this focal relationship, such that in the presence of high environmental dynamism, the relationship between EA and OP gets stronger compared to low environmental dynamism. **IMPLICATIONS:** The findings imply that IT firms should emphasize adopting agile procedures and structures that allow them to react to new problems and opportunities swiftly by building a culture of innovation through the adoption of OI strategies (inbound, outbound, and coupled) to tap into the broader range of expertise and resources in the business environment. To improve the link between OI and OP, managers should prioritize building relationships with external partners, such as customers, suppliers, and academic institutions. IT firms should also prioritize building a diverse and inclusive workforce that can bring diverse perspectives and experiences to the innovation process to enhance their innovation capabilities and create products and services that better meet the needs of customers. **ORIGINALITY AND VALUE:** The study's value lies in extending the ongoing scholarly discussion on the nexus between EA and OP by exploring OI as an intermediary mechanism that connects EA, OP, and ED as a boundary-spanning condition that moderates the focal relationship. This research highlights the interplay between EA, OI, ED, and OP, using the DCT as a theoretical foundation. It is the first to

examine such interrelationships in the IT sector. In addition, the study provides new insight for researchers focusing on the information technology (IT) sector. Keywords: entrepreneurial agility, organizational performance, IT firms, dynamic capability theory, open innovation, environmental dynamism, mediated moderation model, structural equation modeling, information and communication, technology sector, innovation management

Decoding startup failures in Indian startups: Insights from Interpretive Structural Modeling and Cross-Impact Matrix Multiplication Applied to Classification

PURPOSE: Start-ups are widely acknowledged as crucial catalysts for innovation and drivers of economic progress. However, their vulnerability to failure continues to pose a persistent and significant obstacle. In light of this, the study intends to ascertain the various elements responsible for the elevated incidence of start-up failures and examine their contextual associations. It further aims to establish the hierarchical structure and identify the crucial factors of start-up failure. **METHODOLOGY:** The paper uses the Interpretive Structural Modeling (ISM) approach to determine the structural hierarchy and interconnections among the causes of start-up failures identified through the comprehensive analysis of existing literature and experts' opinions. MICMAC (Cross-Impact Matrix Multiplication Applied to Classification) analysis is also being utilized to categorize these identified failure causes into autonomous, independent, dependent, and linking factors by their driving and dependency powers. **FINDINGS:** A structural framework depicting the interrelationships among the factors has been derived, showing the failure factor, 'poor market positioning' factor at the highest level, and the 'lack of entrepreneurial efficiency' at the lowest level of the model. The results also revealed that lack of entrepreneurial efficiency, poor management, and external environmental issues are the most significant independent factors upon which all other failure factors rely. It also categorizes 'poor market positioning' as the dependent factor, signifying its passive role in the failure of start-ups. **IMPLICATIONS:** As previous literature has discussed the various factors responsible for the failure of start-ups in isolation, the current study fills out the gap in the literature by establishing linkages among those factors. The study's insights emphasize the value of effective management teams and entrepreneurial skills in averting start-up failures. It highlights the importance of skill development and mentorship to enhance the capabilities of entrepreneurs and their teams. Furthermore, the research indicates that policymakers and support groups can create focus initiatives addressing issues like market validation, team dynamics, and financial management to enhance the start-up environment. These initiatives may encompass entrepreneurship training, financial assistance, and mentorship through the 'Start-up India' Program, Bharat Fund platform, etc. **ORIGINALITY AND VALUE:** Previous studies on entrepreneurial failure are based on AHP (Analytical Hierarchical Process), content analysis, and quality management methodologies. This is potentially the first study using the ISM-MICMAC approach that explores the complex world of start-up failures in India and illustrates the relative influence and interdependence of various failure factors of start-ups through a hierarchical model. Keywords: start-ups, failure factors, start-up failures, Interpretive Structural Modeling, ISM, Cross-Impact Matrix Multiplication Applied to Classification, MICMAC, entrepreneurial efficiency, market positioning, management competency, external environmental issues, failure prevention strategies, Indian, entrepreneurship skill development.

The effectiveness of agile leadership in practice: A comprehensive meta-analysis of empirical studies on organizational outcomes

Abstract

PURPOSE: The COVID-19 pandemic and the digital transformation have hastened the demand for enterprises to be more flexible and adaptive in a fast-changing environment, making agile leadership a prominent business trend. Agile leadership improves innovation efficiency, employee performance, and team effectiveness. However, there is limited research on agile leadership's effects on organizational outcomes. Thus, this study provides a meta-analytic review of the impact of agile leadership on organizational outcomes that cover various common dimensions like operational, employee, customer, financial, and social environments. **METHODOLOGY:** The study has two phases: the first phase performs bibliometric literature analysis, and the second phase performs meta-analysis. In the bibliometric literature analysis, 74 articles that were published between 2004 and 2023 were identified from Scopus and Google Scholar, and their type of publication, year of

publication, countries involved in agile leadership research, keywords involved, and their association are examined. For the meta-analysis, 24 articles that performed empirical research were chosen from which the various independent and dependent variables studies, along with their standard regression coefficients (β) and correlation coefficients (ρ) that represent the relationship between agile leadership or agile leaders and that of other factors, were extracted and examined. FINDINGS: The study found that there was a significant rise in publications on agile leadership after 2020, and Turkey, the United States, and Indonesia were involved more than other countries. Moreover, agile leadership is studied more in terms of operational outcomes and employee outcomes. The results of the meta-analysis indicate that agile leadership has a strong relationship with factors like interpersonal trust ($\rho=0.93$), organizational performance ($\rho=0.90$), organizational effectiveness ($\rho=0.89$), individual career success ($\rho=0.89$) and innovation management ($\rho=0.81$). Thus, it is clear that agile leadership has a stronger impact on operational outcomes than employee outcomes. Agile leadership characteristics such as digital innovation, trust, competency, result orientation, and wisdom are significant for organizational growth, team collaboration, team effectiveness, and organizational innovation. IMPLICATIONS: Identifying agile leadership concepts helps assess the progress of empirical research, improve leadership theories and models, and identify potential growth opportunities. The success of agile leadership depends on factors like a company's culture, industry, and size, and this can be studied further. Furthermore, organizations may need to adjust their strategies on customer service, financial management, and investment so that they better reflect the values of agile leadership. ORIGINALITY AND VALUE: This study classifies numerous different research models that shed light on the efficiency of agile leadership based on a comprehensive literature review that serves as the basis for this study. In addition, this study identifies potential problem areas that need to be fixed, and as a result, it makes a contribution to the research on agile leadership. Keywords: agile leadership, organizational outcomes, operational outcome, employee outcome, interpersonal trust, leadership practice, organizational performance, meta-analysis, digital transformation, innovation management, employee performance, interpersonal trust, team effectiveness, COVID-19, strategic flexibility Relationship between entrepreneurial orientation, innovative co-branding partnership, and business performance Abstract PURPOSE: This study aimed to determine the relationship between entrepreneurial orientation (EO), innovative co-branding partnership, and business performance. EO was analyzed through five dimensions: innovativeness, proactiveness, risk-taking, competitive aggressiveness, and autonomy. METHODOLOGY: As part of the first phase of brand management research, the quantitative survey was conducted in June 2023 among managers of companies operating in Poland using an online questionnaire. 280 responses were obtained, of which 266 questionnaires were qualified for further calculations. Incomplete questionnaires were eliminated. Hypotheses were formulated regarding the positive impact of the five dimensions of EO (innovation, proactivity, risk-taking, competitive aggressiveness, and autonomy) on business performance and innovative co-branding partnership, and the positive impact of innovative co-branding partnership on business performance. Structural equation modeling using partial least squares (PLS-SEM) was applied to support the conceptual framework and proposed hypotheses. The calculations were performed in Smart PLS version 4.0.9.5. FINDINGS: The results indicate that three EO dimensions (innovativeness, proactiveness, and competitive aggressiveness) influence business performance. There was no effect of risk-taking and autonomy on business performance. In addition, three EO dimensions (innovativeness, competitive aggressiveness, and autonomy) influence innovative co-branding partnership. No effect of risk-taking and proactivity was found on innovative co-branding partnership. This means that two EO dimensions (innovativeness and competitive aggressiveness) positively influence innovative co-branding partnership and business performance. Furthermore, innovative co-branding partnership was proven to influence business performance. IMPLICATIONS for theory and practice: The results of the study point to theoretical implications for further exploration of entrepreneurial orientation and its dimensions. The practical implications relate to recommendations for managers. Managers should make efforts to increase innovation, market activity, and competitiveness of the

market offer. It is necessary to monitor the actions taken in the context of their impact on selected market, consumer, product, and brand performance. In addition, managers should analyze the possibilities of undertaking cooperation of this nature to increase business performance.

ORIGINALITY AND VALUE: This study provides a better understanding of the impact of entrepreneurial orientation on business performance using innovative co-branding. Compared to previous studies, it has an advantage in research by introducing the issue of innovative co-branding, which can be used for the development of new business activities. In addition, this study focuses on several areas of business performance, including product, brand, consumer, and financial performance. Keywords: entrepreneurial orientation, innovativeness, proactiveness, risk-taking, competitive aggressiveness, autonomy, innovative co-branding partnership, business performance, Structural Equation Modeling (SEM), brand management, market performance

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