**Final report**

Project number: **73p10**

Project name: **Entrepreneurs, SMEs and Their behavioral strategies in the business environment - Comparison of Austrian and Czech small enterprises.**

Program: Aktion - Austria - Czech Republic

Partners: University of Pardubice, Czech Republic, and Karl-Franzens Universitat Graz, Austria.

Program Czech-Austrian cooperation AKTION supports joint research in regional entrepreneurship between the Faculty of Economics and Administration University of Pardubice and UNI GRAZ - University of Graz in Austria, Center for Entrepreneurship and Applied Business Studies.

The research aims to create a platform for the exchange of information and experience in research on regional business. The research provides an interesting comparison of both the business environment in the Czech Republic and Austria. Importance of SMEs to the economy of both countries is essential. Private entrepreneurs are key to achieving sustainable regional development. They are a place of intersection of regional social and economic processes. Entrepreneurs daily respond to their environment and ensure adequate functioning and competitive advantage in a constantly changing environment. The research team's approach creates new view of entrepreneurship and entrepreneurs highlighting the role of the human factor and the quality of decision making and communication skills.

Both regional universities in Graz and in Pardubice develop ties with the surrounding region firms to cooperate with the business sector, thereby contributing to the development at the regional level. The project allows the comparison of results of research on both sides with a focus on behavioral strategies applied within the business environment. It is obvious that this phenomenon can be applied to the Czech and Austrian economy, resulting in a need to explore themes on both sides of the partnership.

In 2015 he was visited Czech partner to the Austrian university. **Ivana Mandysová stayed at Graz University for 4 days (3rd to 6th 8th 2015)** in order to receive background information and documents supporting Establish a scientific basis. There was a discussion on the unification of terminology and methodology, and held a presentation of partial outcomes research and measurement data. Ivan Mandysova was welcomed by the director of the Institute Univ-Prof. MMag. Dr. Alfred Gutschelhofer.

In April 2016 was research team from Austria Matthias Ruhr and Martin Mader visited in the period 29. 3. - 31. 3. 2016 University of Pardubice. They attended a meeting with FES dean Doc. Ing. Romana Provazníkova, Ph.D. on cooperation between faculties. They held discussion and partial exchange of research outputs, method comparison, qualitative approach, data measurement, unification of terminology and methodology.

Workshop, presentation of current results was held for students and doctorands in prospect of continuation. List of attendants is attached.

Lesson title: SMEs and their business environment

Lesson holder: Ruhr, Matthias, timing: two hours

Contents of the workshop:

Work of Austrian Institute represents a new, practical approach to university education. Accentuates the role of universities in terms of training graduates as future entrepreneurs - in Czech conditions "self-employed". Highlights the transformation of the role of universities as an educational article in preparation for graduate practice. Based on the message of the European Commission, according to which the role of universities is not to be mere transmission of knowledge, has built close ties with the surrounding environment, prepare graduates practical knowledge.

Austrian University aims to ensure that graduates of Styrian study areas have become successful entrepreneurs, in order to cope with the formal requirements to make right decisions, understand the financial side of the business, and know how to connect with an academic background. Ecosystem program is connected across faculties and disciplines and expects to graduate of any branch should be able to own a business. It is the responsibility of the university to prepare for it: to establish trans-linking university courses, to promote students' creative independent thinking and entrepreneurship, connect practical teaching and successful entrepreneurs. Professional skills and abilities students verify in contact with practice and with managerial, financial, behavioral and psychological counselors. The support team prepares students for the business and they continue to be an advisor, to provide professional consultation and in the first years after graduation.

ANNEX:

participants:

Czech Republic Ing. Ivana Mandysová, Ph.D. - Project promoter

Ing. Karel Šatera, Ph.D. MBA - assistance

Doc. Ing. Romana Provazníková, Ph.D. dean

Austria Ruhr, Matthias Mag. Bakk. BSc Lic. PhD MBA - Project partner

Martin Mader, MSc - assistance

Univ-Prof. MMag. Dr. Alfred Gutschelhofer

Workshop at the University of Pardubice: 26 students of magister and Ph.D. degree -

See the List of participants of 30. 3. 2016

Article in Pardubice Univdersity Papers including AKTION LOGO.

http://zpravodaj.upce.cz/veda/2016/vyzkumnici-z-rakouska/