



Brno University of Technology  
Faculty of Business and Management  
Department of management  
Kolejní 2906/4  
612 00 Brno, Czech Republic

## **AKTION Project**

### **Scientific Collaboration between the Czech Republic and Austria**

Final report of the project realisation

## **Digital Analytics and Artificial Intelligence in Digital Marketing**

**Project registration number:** 98p12

**Relevant project manager:** Ing. David Schüller, Ph.D.

**Project realisation period:** 2024



## **1. DESCRIPTION OF PROJECT**

The main goal of the project is to establish long-term cooperation between the two universities in the field of digital analytics and artificial intelligence in digital marketing. It will focus on the development of appropriate web metrics for websites and selected social platforms. The appropriate use of web metrics built on artificial intelligence solutions serves to improve the user experience (UX) and user interface (UI) design of websites, social networks and mobile applications. The first part of the project consists of research visits to gather information in the area of web analytics and the resulting AI solutions. The second part consists of bilateral professional workshops for students.

## **2. DESCRIPTION OF PROJECT RESULTS**

In the project proposal were defined the following results of the project:

1. The project serves to initiate a long-term cooperation between the two universities
2. Research stays to gain scientific knowledge for the creation of a conceptual model with a special focus on digital analytics and AI in digital marketing.
3. Professional workshops for students of the Faculty of Business and Management, Brno

The following steps have been taken towards establishing long-term collaboration. The project participants agreed to cooperate primarily through mutual lectures and workshops for students, focusing on Digital Marketing and the use of AI in this field. This collaboration began with a lecture led by David Schüller at MCI Internationale Hochschule, focusing on developing a Digital Marketing Strategy by using the STDC model. Prof. Claudia Brauer could not visit Brno due to health issues therefore her stay is planned for April 2025.

In line with the second objective, a professional book titled AI in Digital Marketing is being developed. Currently, the following five chapters have been written: Artificial Intelligence, AI-Driven Digital Marketing, AI and Website Optimization, Social Media and AI, and E-mail Marketing.

In accordance with the third objective, a lecture on the topic of Influencer Marketing is planned for the second half of April 2025, when Prof. Dr. Claudia Brauer will visit the Faculty of Business and Management at BUT.



Future collaboration will be based on delivering mutual lectures at both partner universities, both in-person and online.

### **3. COMMENTARY ON THE USE OF THE FINANCIAL RESOURCES PROVIDED**

The project was granted a total of 13,300 CZK and 740 €. Part of these funds was used to organize a visit to MCI Internationale Hochschule in Innsbruck, covering 2,672 CZK for travel expenses and 390 € as a flat rate for a 3-day stay. The remaining funds (10,628 CZK) were unused and will therefore be returned as prof. Claudia Brauer could not visit Brno due to health issues. Her stay is planned for April 2025.

Appendix: overview of the use of funds from 21.1.2024

In Brno 22.01.2025

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*Ing. David Schüller, Ph.D.*

Vytvořeno dne 21.01.2025  
Vytvořil/a Ing. Veronika Kolářná

Nákladový druh a označení	Plán	Skutečnost	Obligo	Skut.+obl	Plán-(Skut)	Měna úč. o	% plnění p	Zakázka
512120 Cestovné zaměstnanců - zahraniční	0,00	2.672,00	0,00	2.672,00	2.672,00-	CZK	0,00	11032
* 512 Cestovné	0,00	2.672,00	0,00	2.672,00	2.672,00-	CZK	0,00	11032
800000 Plán - Náklady nerozdělené	13.300,00	0,00	0,00	0,00	13.300,00	CZK	0,00	11032
* 8005 Ost. plánovací reprezentanti tř.5	13.300,00	0,00	0,00	0,00	13.300,00	CZK	0,00	11032
** Tř. 5 - NIV Náklady celkem	13.300,00	2.672,00	0,00	2.672,00	10.628,00	CZK	20,09	11032
691100 Dotace neinvestiční	13.300,00-	13.300,00-	0,00	13.300,00-	0,00	CZK	100,00	11032
691999 Neinvestiční vratka	0,00	10.628,00	0,00	10.628,00	10.628,00-	CZK	0,00	11032
* 691 Provozní dotace	13.300,00-	2.672,00-	0,00	2.672,00-	10.628,00-	CZK	20,09	11032
** Tř. 6 - NIV Výnosy celkem	13.300,00-	2.672,00-	0,00	2.672,00-	10.628,00-	CZK	20,09	11032
*** NIV - Hospodářský výsledek bez vnitr	0,00	0,00	0,00	0,00	0,00		0,00	11032
**** Str.ND - podle syntetických účtů VU	0,00	0,00	0,00	0,00	0,00		0,00	11032
***** 11032 Uk. D - AKTION	0,00	0,00	0,00	0,00	0,00	CZK	0,00	
<b>*</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>CZK</b>		

Jednotlivé položky - skutečnost																	Strana č.	1
Za období 01. 2024 ... 12. 2024																	Vyvořeno dne 21. 01. 2025	
Profilcentrum *																	Vytvořil/a KOLACHA	
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