

Conference Review

“Entrepreneurial Competences and Human Resource Management in the 21st Century”

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The international conference “Entrepreneurial competences and human resources management in the 21st century” was a part of the program “ETS Objective 2014-2020 Czech Republic – Free State of Bavaria” and its “Entrepreneurial competences on the Czech-Bavarian labor market” project, No. 34. The conference was organized by the Institute of Technology and Business in České Budějovice (VŠTE) and the Ostbayerische Technische Hochschule Regensburg (OTH Regensburg). The conference was carried out between October 16th and 17th 2017 in České Budějovice. Approximately 100 persons attended the conference; there were eight significant representatives of the international scientific committee pursuing among others the topic of the conference.

This relevant conference was aimed at the topics of entrepreneurial competences and human resources management regarding regional individuality of labor markets in the South Bohemian Region and Bavaria. The conference program primarily focused on presenting research results that were collected during the previously mentioned international project.

The first speaker was Mgr. Zdeněk Caha, MBA, Ph.D., the primary manager of the project as well as the head of the Faculty of Corporate Strategy at the Institute of Technology and Business in České Budějovice. He talked about entrepreneurial competences on the Czech-Bavarian labor market. His lecture was based on research and the question if the VŠTE and OTH Regensburg students tend to choose entrepreneurship or intrapreneurship as well as how the respondents assess their competences. The results regarding the entrepreneurial competences on the Czech-Bavarian labor market are also featured in an expert monograph, which was introduced to the attendees.

The University Prof. Dr. Wolfgang H. Güttel introduced his expert publication “Heuristics and simple rules: managing competences in turbulent times” that he cooperated on with his colleague Mag. Johanna Gruenauer. The publication explores how elementary heuristics can be used thanks to simple rules. Based on the analytic support during the

process of implementing the methodology of simple rules in WÜRTH in Austria, they are developing a practice-oriented handbook aimed at identifying, transferring, developing, and applying strategic competences based on organizational knowledge that are used according to decisions made by individuals. Thanks to the method of simple rules that is presented in an expert monograph, the authors also contributed to decoding aspects of organizational genetics that are in connection with competition.

A highly interesting and beneficial presentation was held by prof. Ing. Zuzaně Dvořákové, CSc. She introduced us to the consequences of the strategies of gaining and motivating the Generation Y and Generation X regarding digitization and robotization in human resources management. The benefits of such digitization were also described in the context of microeconomic and macroeconomic expectations, the demand for increased qualifications and unemployment. A very significant expert on econometrics, Ing. Marek Vokoun, Ph.D., presented his research, which is based on a questionnaire survey of university students who assessed the entrepreneurial environment in the South Bohemian Region. His research made clear that according to the students the most important factor that influences the entrepreneurial environment in the South Bohemian Region is the lack of foreign language skills when conducting business in foreign countries. The next speaker who attended the conference was RNDr. Vladimír Brablec who is the head of the employment department at the Labor Office in České Budějovice. He presented the current situation on the South Bohemian labor market from the perspective of the Labor Office of the Czech Republic. We were shown employment statistics as of September 2017; the most important causes of unemployment were also described.

A very beneficial entry during the conference was presented by Ing. Josefu Kroulíkovi who in his presentation dealt with three fundamental tools of management; he also characterized their implementation in practice. The first tool was called “position profile”. The author describes this tool as an adequate combination of knowledge, skills, and personal prerequisites that candidates should have. The next tool is the so-called “analysis of team roles”. In real working life, simple typologies are used that work with action, social, and mental functions in a selected team. The last tool described by the author is “motivation management”. The author regards this tool as an inevitable activity of managers, which is also in connection with the previously described tools.

Johann Faltermeier, MBA discussed the entrepreneurial competences in theory and practice based on the case of professionally oriented universities. The author states that entrepreneurial competences are important not only for entrepreneurship but also for the labor market where they are understood as employee competences. The author introduced us to the methods of classifying and defining entrepreneurial qualifications within the European reference context. The author also talked about the entrepreneurial research theory which plays a significant role in entrepreneurial competences. Based on research, the author deduced the primary results of the study as well as significant differences between the VŠTE and OTH Regensburg universities. The author primarily

stresses the importance of two fundamental variables – “university environment” and “knowledge”.

Dr. Xenia Justus spoke about academic education in the field of entrepreneurship and challenges; she also discussed current trends. Justus talked about how support of entrepreneurial competences can be created and how internationalization of teaching plans on the theoretical level during the first stages of study programs can be achieved. The author introduced us to suggested recommendations for educating future entrepreneurs which the author researched in scientific literature. Her first recommendation is that current education services should be mutually extended and coordinated including corresponding target groups and areas. The second important recommendation by the author is that students should have more information about the options of self-employment and the importance of entrepreneurial competences for their future careers. Another important recommendation is that the already existing educational options should be systematically evaluated over a long period of time and according to comparable criteria. Only this approach allows us to effectively compare or control which didactic approach has the biggest influence of the target variable.

The former regional council president and the representative of the South Bohemian Region, Mgr. Jiří Zimola, was the next speaker. He focused on stressing the importance of supporting entrepreneurship from the aspect of public administration in the South Bohemian Region. The author describes the support from the South Bohemian Region in the context of boosting entrepreneurship through innovation. In the South Bohemian Region, support through motivation was implemented via entrepreneurial vouchers that help entrepreneurial subjects to pay for services of selected scientific institutions in the South Bohemian Region. The next topic that the author discussed was the aid with building a scientific center. Such center would be used to make natural sciences and technical study fields more attractive for the public, to make science more approachable, and represent innovational technologies of enterprises.

The quality engineer of the ROHDE & SCHWARZ enterprise, Vimperk facility, Ing. David Pasler, spoke about the topic of quality management and the requirements of human resources in the ROHDE & SCHWARZ enterprise. The author explained to us in detail how the development of the enterprise works, their managerial and engineering experiences with entering the Czech market; he also analyzed the components of enterprise culture, the methods of quality management, and their requirements for human resources. Based on research, the author concluded that the human resources market lacks candidates for jobs that have the skills of finding, sorting, comparing, and critically assessing information. Another significant aspect that the candidates lack is the motivation to continue learning new things as well as language skills that are nowadays a crucial prerequisite for the development of employees in the field of new technologies.

The next speaker was Ing. Petra Pártlová, Ph.D. who focused on the topic of stratification of Czech managers in the entrepreneurial sector. The author introduced us to the analysis of the current level of organizational and management structures. The analysis was based

on an extensive testing set consisting of enterprises primarily from the South Bohemian Region. Based on the research, the author, among others, concluded that microenterprises and small and medium-sized enterprises use a department management structure (90 percent of enterprises). The author also discussed the mutual relationship between organizational structure and profitability in medium and large enterprises.

The next speaker was Ing. Simona Hašková, Ph.D. who talked about entrepreneurial competences from the educational viewpoint. Based on her experiment, she in more detailed studied the sources of gaps between desired entrepreneurial knowledge and gained skills of students. Based on the research, the author stresses the crisis in “knowing” that qualitatively co-defines the aspect of entrepreneurial competences.

The Deputy Director of the Department for Research, Development and Creative Activity and the head of the Department of Management at the Institute of Technology and Business in České Budějovice, doc. PhDr. František Stellner, Ph.D., who is a very important expert on economic and political history of Russia and labor markets in the Czech Republic. He was one of the leading guests at this international conference. Doc. PhDr. František Stellner, Ph.D. introduced us to the main conclusions from the monograph “Analýza současného trhu práce v Jihočeském kraji a Horní Falcí” by the collective of authors Marek Vokoun, Zdeněk Čaha, Sean Patrick Sassmannshausen, and František Stellner.

Ing. Jarmila Straková, Ph.D. talked about the topic dealing with managers in the process of strategic management of enterprises in the Czech Republic. Based on mathematic and statistical methods, the author assessed and analyzed connections between enterprise strategies and the size categories of tested enterprises, and sector differentiation and the extent of their authority. Thanks to her research, she proved the connection between adapting the enterprise strategy and the size category of enterprises. She also successfully proved the dependency of the strategy of enterprises on the scope of their authority.

Doc. PhDr. Ing. Jan Urban, CSc. is one of the experts who focus on human resources. At the conference, he talked about the issue of the ability of motivating employees and it being one of the key parts of entrepreneurial competences. Based on his findings, the author concludes that superiors, as well as the enterprise, very often do not use motivational tools correctly. There is a number of motivational tools whose effects are not sufficiently understood by managers.

One of the important experts who spoke at the conference was Prof. Dr. Sean Patrick Sassmannshausen, the head of the start-up center at OTH Regensburg, who talked about the concept of entrepreneurship in founded enterprises and about re-gaining competitiveness. A member of the work committee for assessing the impact of regulations of the government of the Czech Republic, prof. Ing. Jiřina Jílková, CSc., also spoke at the conference. She talked about the topic of Regulatory Impact Assessment in the Czech Republic – a tool for improving the entrepreneurial environment. Both presentations were very interesting and educational.

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