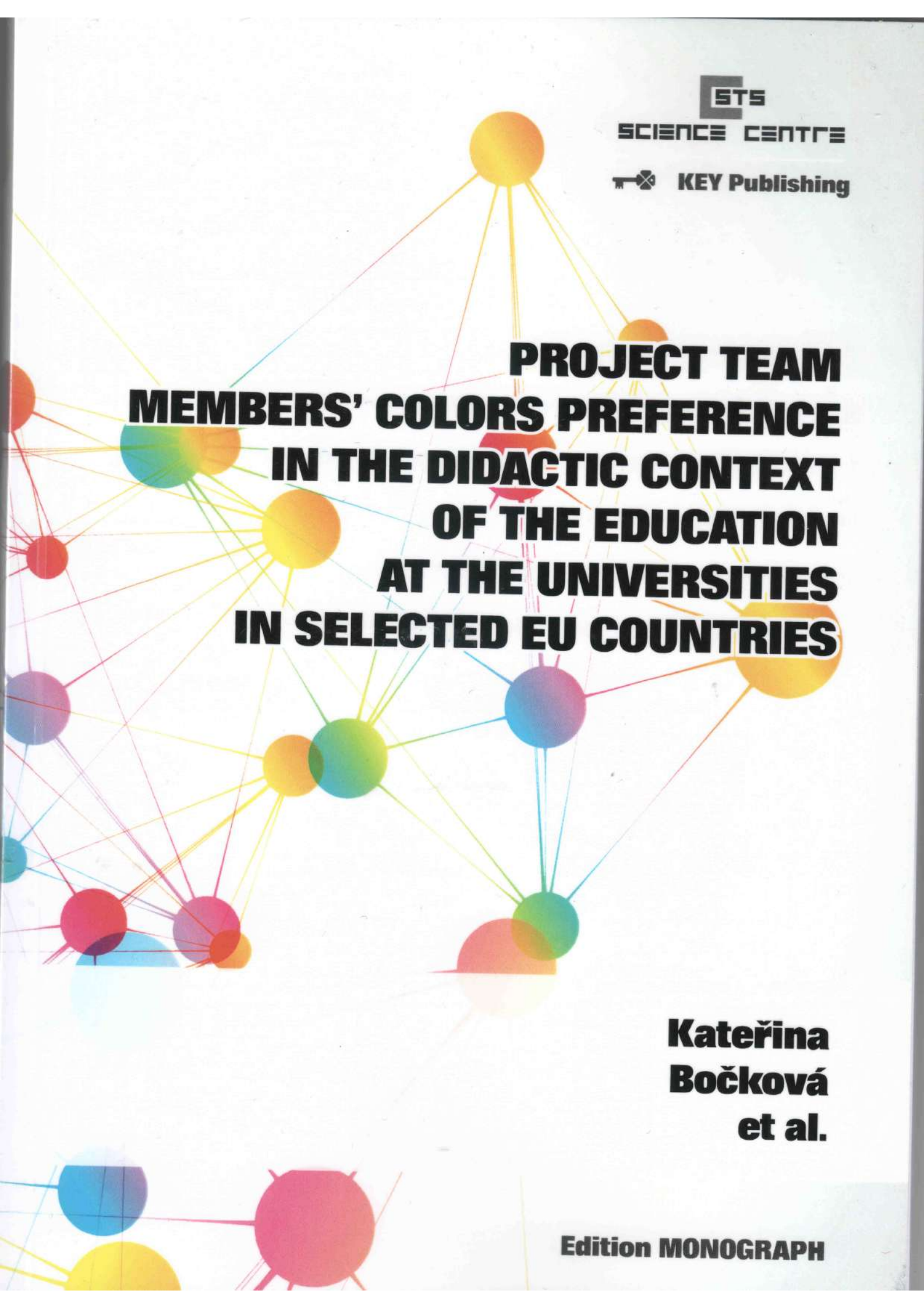




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A network diagram background featuring numerous colorful nodes (circles) in shades of yellow, orange, red, pink, purple, blue, green, and cyan. These nodes are interconnected by thin, multi-colored lines, creating a complex web-like structure that spans the entire cover.

**PROJECT TEAM
MEMBERS' COLORS PREFERENCE
IN THE DIDACTIC CONTEXT
OF THE EDUCATION
AT THE UNIVERSITIES
IN SELECTED EU COUNTRIES**

**Kateřina
Bočková
et al.**

Edition MONOGRAPH

CATALOGUING-IN-PUBLICATION – NATIONAL LIBRARY OF THE CZECH REPUBLIC

Bočková, Kateřina

Project team members' colors preference in the didactic context of the education at the universities in selected EU countries / Kateřina Bočková et al.. -- Edition: first.

-- London; Ostrava: STS Science Centre, Ltd. in coedition with Key Publishing s.r.o.

2020. -- 133 stran. -- (Monograph)

Obsahuje bibliografii a rejstříky

ISBN 978-1-908235-12-1 (STS Science Centre; brožováno). -- ISBN 978-80-7418-352-2 (Key Publishing; brožováno)

* 159.937.51 * 159.9 * 159.923 * 005.551 * 316.454.3 * (048.8:082)

– colors -- psychological aspects

– time perception

– typology (psychology)

– team work

– group behavior

– collective monographs

650 - Management and auxiliary services [4]

Reviewed:

dr hab., prof. PŚ Malgorzata Koszambar – Wiklik, Katedra Zarządzania i Logistyki, Instytut Zarządzania i Administracji Wydziału Organizacji i Zarządzania Politechniki Śląskiej, Poland

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Typeset by STS Science Centre Ltd., London, Great Britain

Published in Great Britain in 2020 by STS SCIENCE CENTRE

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Cover photo © Depositphotos.com/Gaisonok

ISBN 978-1-908235-12-1 (STS Science Centre)

ISBN 978-80-7418-352-2 (KEY Publishing)

This publication was issued as a result of IGA VŠDTI č. 004/2019 in the coordination with the DTI University Dubnica nad Váhom, Slovakia, Institute of Technology and Business in České Budějovice, Czech Republic and Simon Kuznets Kharkiv National University of Economics, Ukraine

The publication was issued with the financial support of DTI University in Dubnica nad Váhom, Slovakia



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in the competition, both individuals and research teams, in the economic and technical sections.

Students who want to participate in ITB creative and research activities can have the opportunity to work as a student assistant. The role of the student assistant is about active participation in solving creative tasks set by the departments or technical departments of the university. The experience gained in this position is beneficial for self-study as well as for further career growth and development. Student assistant work is rewarded by a scholarship. For example, about ten full-time students permanently work as student assistants for the Faculty of Corporate Strategy. The student assistant job advertisements are published on the university information portal, social networks, or on the electronic bulletin board posted by the academic staff of the university as a cooperation offer.

The magazine *Návštěvník* (Visitor), the first issue in 2020 was published in April, is coming in a new guise! The content of this issue is primarily focused on students and university graduates. For example, the articles with headlines such as "ITB students built their own tricopter", "ITB has prepared me well for a job in Budvar", "I'm excited about working with ITB", "The bachelor motivated me so much that I wanted to continue my studies", "How to be more productive during the day? A good night's sleep is vital", "Building construction is a good field of study with a bright future", "I like the individual approach at ITB. I'm not just a number", "What is it like to be a student assistant?", "How to study quickly and painlessly for university exams?", "ITB kindergarten can be used by employees, students as well as the general public", "Most probably I would like to stay with 3D scanning in the future", "Follow us" are interesting to read and you can enjoy a new, interactive form of the magazine. We wish you pleasant reading!

6.3 Simon Kuznets Kharkiv National University of Economics, Ukraine

Simon Kuznets Kharkiv National University of Economics (KhNUE) (<https://www.hneu.edu.ua/>) is the leading higher education institution of Eastern Ukraine. It provides a full range of educational services, carrying out multistage training, retraining and raising the level of experts' skills in 22 specialties, such as Economics, Accounting and Taxation, Finance, Banking, Insurance, Management, Marketing, Entrepreneurship, Trade, Exchange Activity, Public Administration and administration, International economic relations, Computer science, Information systems and technologies, Software engineering. The university has about 7,300 students (including 700 foreign students), 450 faculty members and offers training primarily structured around the new teaching architecture of higher education.

According to the results of the Annual rating of the Information System „Vstup.OSVITA.UA“ KhNUE takes 3rd place among the most popular specialized specialized economic universities of Ukraine; 7th place among

the most popular universities in Kharkov; 16th place among the most popular universities in Ukraine among applicants; It is on the 40th line of the TOP-200 of Ukraine rating.

According to the U-Multirank rating, behind the indicator „Contact to work environment“ KhNUE to enter the TOP 25 of the best universities in the world, which emphasizes the stability of the relationship of the university team with the regional and all-Ukrainian business environment and confirms the practice-oriented training of students.

In the transparency rating of the world's TOP universities by citations in TOP profiles Google Scholar Transparent Ranking: Top Universities by Citations in Top Google Scholar profiles KhNUE takes 31st place among 326 Ukrainian universities, in the national rating „Scopus“ – 93rd position.

In the rating of the portal DOU.ua Simon Kuznets Kharkiv National University of Economics takes 3rd place among Ukrainian universities that provide educational services in the field of IT. The rating is based on the expert opinion of graduates working in the specialty in order to determine the quality of teaching in technical disciplines.

The university's achievements are based on the implementation of the strategic plan for the development of the university for 2013–2020, as well as on updating the strategy for the development of higher educational institutions in the modern educational environment in accordance with the key performance indicators for the period 2021–2027. These documents declare that the main task is to ensure the positioning of The Simon Kuznets Kharkiv National University of Economics in the international educational space by: increasing the international transparency of curricula and recognition of qualifications, promoting the mobility of students, teachers and researchers, obtaining extra-budgetary funding from international funds, programs and initiatives operating in the field of education, therefore, the priorities of the university for the period 2021–2027 are:

- accreditation of university educational programs in accordance with the established regulations with the active involvement of foreign experts to evaluate educational programs, educational and methodological literature, create joint modules and disciplines, etc.;
- diversification of work with talented youth (14–30 years old) on the basis of the university FabLab, IT-academy, StartUp-center to activate youth research, development, creativity, support and development of youth entrepreneurship;
- expansion of international cooperation in the field of scientific research and publications, mobility of students and teachers, involvement of scientific and pedagogical workers of foreign universities in the educational process.

To implement the tasks at the provides intensive linguistic training for students, teachers and staff. As a result, since 2012 384 people have

certified their knowledge of the English language (BEC Certificate from the University of Cambridge).

One of KhNUE strategic goals is the development, in concept and in practice, of the modern University epitomized by innovation throughout its research, knowledge exchange, teaching and learning, governance and external relations. The strategy of the University objectives for entrepreneurship with associated performance indicators i. e. generating entrepreneurial motivation, cognition, and attitudes; generating entrepreneurial competences and skills; support business start-ups; commercialize research results through technology transfers and business start-ups; strengthen cooperation between the institution and local firms.

KhNUE has experience in implementing mobility programs for students and teachers. The most actively developing areas are: Lyon 2 Lumiere University (Lyon, France), Graduate School of Information Systems Management (ISMA), (Riga, Latvia), Friedrich-Alexander University, Erlangen-Nuremberg, (FAU), (Nuremberg, Germany).

KhNUE has experience of participating in international projects such as SUCSID ("Inter-university Start-up centers for students' innovations development & promotion"), FABLAB ("Development of a network infrastructure for youth innovation entrepreneurship support on fablab platforms"), MASTIS ("Establishing Modern Master-level Studies in Information Systems"), EDUQAS ("Implementation of Education Quality Assurance System via Cooperation of University-Business-Government in HEIs), DocHub ("Structuring cooperation in doctoral research, transferrable skills training, and academic writing instruction in Ukraine's regions"), C3QA ("Promotion internationalization of research through establishment of cycle 3 QA system in line with the European agenda"), and Horizon 2020 Gender Equality Plans for Information Sciences and Technology Research Institutions (EQUAL-IST).