

CURRICULUM VITAE

Anna Shavit

Name	Anna Shavit	Date of Birth	June 19 th , 1978
Title	Mgr., Ph.D.	Gender	Female
Position	Assistant Professor	Nationality	Czech
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Work Experience - Academia

Since 03/2019	Vice deputy director for Science of Institute of Communication and Journalism for Research
2018 ongoing	Assistant Professor Department of Marketing Communication and PR
01/2016 / 10/2017	Acting head of Department of Marketing Communication and PR, Faculty of Social Sciences, Charles University
Since 09/2011	Assistant Professor, Department of Marketing Communication and PR
2015	Academic supervisor and main coordinator: 8 th International Political Marketing Conference, September 4 – 5, Prague
2008 – 01/2016	Assistant Professor, Department of Political Science, Faculty of Social Studies, Masaryk University, Brno
2010	PhD in Political Science, Department of Political Science – Masaryk University
2007 – 2008	Junior Research at ISERP Institute Columbia University, New York (Fulbright Scholarship),

Selected Publications:

1. SHAVIT, A. et al. (2022). Between Euroscepticism and Euro-optimism in Newer EU Member States. In: Novelli, E., Johansson, B., Wring, D. (eds) The 2019 European Electoral Campaign. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-98993-4_17
2. SHAVIT, A., KONRÁDOVÁ M. (2021) Government Communication in Kafka COVID Time. In: Harris P., Bitonti A., Fleisher C.S., Skorkjær Binderkrantz A. (eds) The Palgrave Encyclopedia of Interest Groups, Lobbying and Public Affairs. Palgrave Macmillan, Cham. https://link.springer.com/referenceworkentry/10.1007/978-3-030-13895-0_172-1
3. SHAVIT, A., ROSENFELDOVÁ, J., PEČENKOVÁ, M. National Report – Czech Republic. In: NOVELLI, Edoardo – JOHANSSON, Bengt. 2019 European Elections Campaign. Images, topics, media in the 28 members states. Brussels, European Union 2019, pp. 85-95 PE 637.961. ISBN 978-92-846-4989-6
4. JIRÁK, Jan – SHAVIT, Anna. The Role of Political Advertising in the Czech Republic. In: HOLTZ-BACHA, Christina – JUST, Marion R. Routledge Handbook of Political Advertising. 1. vyd. Oxford: Routledge, 2017, Routledge International Handbooks, pp. 113-122. ISBN 978-1-138-90830-7.
5. MATUŠKOVÁ, A., GREGOR, M., SOUKENÍK, Š. (2016): Lobbying in the Czech Republic – lack of regulations, professionalism and understanding of the discipline. In Harris, Phil, Bitonti,

- Alberto. Lobbying in Europe: Public Affairs and the Lobbying Industry in 28 EU Countries. 1st Edition. Palgrave Macmillan. ISBN-13: 978-1137552556
6. MATUŠKOVÁ, Anna — KOUDELKOVÁ, Petra (2015): Přibližování politiky a business sféry: podobnosti, příležitosti a etické problémy (explorativní studie) Konferenční sborník, Trnava: Filozofická fakulta Trnavskej univerzity v Trnave pp. 190-200
 7. MATUŠKOVÁ, A., GREGOR M. (2014): The presidential election in the Czech Republic: a case study of Karel Schwarzenberg's campaign strategy. In Jennifer Lees-Marshment. Political Marketing. Principles and Applications. 2nd Edition. London, New York: Routledge, 2014. s. 191-193, 3 s. ISBN 978-0-415-63208-9.
 8. KASL KOLLMANNOVÁ, Denisa – MATUŠKOVÁ, Anna. “Public Affairs in the Czech Republic: An Exploratory Study of the Current Situation”. Journal of Public Affairs, Special Issue: Public Affairs in Central and Eastern Europe. Volume 14, Issue 1, pages 54–66, February 2014 <http://onlinelibrary.wiley.com/doi/10.1002/pa.1505/abstract>
 9. MATUŠKOVÁ, Anna, GREGOR, Miloš. „Electoral Campaigns and Marketing Strategy – The Case Study of Karel Schwarzenberg's Campaign”. Czech Journal of Social Sciences, Business and Economics. Volume3, Issue 4, pages 24 – 30, November 2014 ISSN 1805-6830.
 10. KASL KOLLMANNOVÁ, Denisa – MATUŠKOVÁ, Anna. „Public Affairs v České republice: Současný stav oboru”. Czech Journal of Political Science. Volume 4, pages 469 – 482, December 2013.
 11. MATUŠKOVÁ, Anna, EIBL, Otto, CHYTILEK, Roman. (2012) (Eds.): Teorie a metody politického marketingu, Brno: CDK.
 12. MATUŠKOVÁ, Anna (2010): Balík, S.: Volby do Poslanecké sněmovny v roce 2010. Brno: Centrum pro studium demokracie a kultury, ISBN 978-80-7325-224-3.
 13. MATUŠKOVÁ, Anna (2010): Politický marketing a české politické strany. Volební kampaně v roce 2006., Brno: Masarykova Univerzita.

Language skills

Czech (native), English (excellent), Polish (fluent), and Hebrew (beginner)

Skills

Computer – Windows and Mac Platform, MS Office, STATA, SPSS

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