

Ing. Jan Chromý, Ph.D.

Nationality: Czech

Education:

- 2003 – 2006 Post-graduate studies – awarded title of Ph.D.
Faculty of Education University of Hradec Kralove
Field of study – Theory of teaching technical subjects
Advisor: prof. Melezinek, University of Klagenfurt, Austria
- 1997 – 1999 Pedagogical education, Bachelor´s studies – awarded title of Bc.
Masaryk Institute of Advanced Studies The Czech Technical University in Prague
Field of study - Theory of teaching technical subjects
- 1975 – 1981 Higher education - awarded title of Ing.
The Faculty of Mechanical Engineering The Czech Technical University in Prague
Field of study – Machinery Technology

Work experience:

- 2008 - assistant professor at the Faculty of Education at the University of Hradec Kralove.
- 2008 - 2014 Head of the Department of Marketing and Media Communication in the Institute of Hospitality Management in Prague
- 2000 - assistant professor at the Institute of Hospitality Management in Prague
- 1993 – 2000 a secondary school specialised in hotel management
- 1981 – 1993 worked as a senior research and development specialist in the CKD-Lokomotivka enterprise, and later as a senior technician in the production management in the same enterprise.

Major publications include monographs:

- 2015 - Knowledges of information and communication technologies for international trade (published in Czech; Prague, Czech Republic: Extrasystem, 2015),
- 2015 - Applied Informatics: Selected knowledges of the hospitality (published in Czech; Prague, Czech Republic: Extrasystem, 2015),
- 2014 - Communications, media, education, culture (published in Czech; Prague, Czech Republic: Extrasystem, 2014),
- 2013 - Electronic Business: Information, Communication, Opportunities (published in Czech; Prague, Czech Republic: Extrasystem, 2013),
- 2013 - Selected Elements of Information Management and Marketing in Higher Education. (co-authors – Ryashko - Dvorak, published in English; Prague, Czech Republic: Extrasystem, 2013),

- 2012 - The Role of Technical Teaching Tools within the Electronic Marketing of Universities
(published in Czech; Prague, Czech Republic: Verbum, 2012),
- 2011 - Material Didactic Tools in the Information Society
(published in Czech; Prague, Czech Republic: Verbum, 2011)
- 2010 - Utilization of Communication and Media within Hotel Management and Tourism
(published in Czech; Prague, Czech Republic: Verbum, 2010)
- 2010 - Marketing and Media in Hotel Management and Tourism
(published in Czech; Prague, Czech Republic: Verbum, 2010)
- 2009 - E-business
(published in Czech; Prague, Czech Republic: VŠH, 2009)

in addition published more than 40 articles in proceedings from international scientific conferences and more than 70 articles in reviewed scientific journals.

Specialised training:

For more than 10 years have been focusing on information technology, communication strategies and didactics in marketing.

2008 – 2014 - Member of the Academic Council of the Institute of Hospitality and Management in Prague

Editor-in-chief of an electronic journal for education entitled Media4u Magazine, which is entered in the List of Reviewed Non-Impact Periodicals published in the Czech Republic, compiled by the Council for Research, Development and Innovations of the Czech Republic. Since June 2015 the Journal has been listed in ERIH Plus.

Member of the editorial board of the Journal of Technology and Information

Regular acting as a reviewer of projects submitted to, and implemented under, the University Development Fund.

Since 2007 have been belonging to the main organisers and guarantors of the international scientific conference Media and Education and guarantors of the international scientific conference Modernisation of University Education of Technical Subjects.