

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

Since 01/2016	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	Main Coordinator: Conference: How to communicate politics, Brno November 22-23, 2010 ,
2009	Main Organizer: Conference: International Symposium on Political Marketing, Brno October 7-8, 2009,
2007 – 2008	Junior Research at ISERP Institute Columbia University, New York (Fulbright Scholarship),
1997-1999	Journalist – Lidové noviny, Prague

Language skills

Czech (native), English (excellent), Polish (excellent), German (Fluent), Russian (Beginner)

Skills

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

Selected Publications

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

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*. Volume 3, Issue 4, pages 24 – 30, November 2014 ISSN 1805-6830.

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.

MATUŠKOVÁ, Anna, EIBL, Otto, CHYTILEK, Roman. (2012) (Eds.): *Teorie a metody politického marketingu*, Brno: CDK.

MATUŠKOVÁ, Anna (2012): Politický marketing: Kořeny disciplíny, In Matušková, A., Eibl, O., Chytilek R. (2012) (Eds.): *Teorie a metody politického marketingu*, Brno: CDK str. 9 – 27.

Matušková, A. (2010): Balík, S.: *Volby do Poslanecké sněmovny v roce 2010*..Brno : Centrum pro studium demokracie a kultury, ISBN 978-80-7325-224-3.

Matušková, A. (2010): Politický marketing a české politické strany. Volební kampaně v roce 2006., Brno: Masarykova Univerzita.

Matušková, A., Eibl, O., Braun, A. (2009): The Czech Case: Social Democratic Or Social Market Party, Lees- Marshment, Rudd, C., Strombeck, J. (Eds.) *Global Political Marketing*, London - New York: Routledge, 157-174. ISBN 0415427223h

Matušková, A., Braun, A. (2009): Czech Republic – Social Democrats strike Back. In: Lees-Marshment, J. (ed.): *International Political Marketing*, London: Routledge. 978-0415431293