

HABILITATION BOARD DECISION ON THE NOMINATION FOR APPOINTMENT TO ASSOCIATE PROFESSOR

Masaryk University	
Faculty	Faculty of Social Studies
Procedure field	Psychology
Applicant	Ing. Mgr. Jiří Čeněk, Ph.D.
Applicant's home unit, institution	Interdisciplinary Research Team on Internet and Society, Faculty of Social Studies, Masaryk University
Habilitation thesis	Cross-cultural similarities and differences in perception of tasks of varying complexity

Board members

Chair

Members

Prof. PhDr. Ivo Čermák, CSc. (FSS MU)

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Prof. PhDr. Matúš Šucha, Ph.D. (Department of Psychology, Faculty of Arts, Palacký University in Olomouc)

Prof. Alexander T. Vazsonyi, Ph.D. (Department of Family Sciences, University of Kentucky)

Evaluation of the applicant's scholarly/artistic qualifications

Dr. Čeněk focuses his cross-cultural research primarily on cognition and perception, specifically examining cross-cultural differences in cognitive styles, visual perception, and the perception of cartographic stimuli. His main research interests lie in determining when these differences emerge, their magnitude, and their predictors. Furthermore, his work extends to personality, interpersonal relationships, and cultural adaptation. He has also authored a study on nationalism in sports and addressed contemporary global situations in two empirical studies conducted during the COVID-19 pandemic and the war in Ukraine (providing a representative dataset on the attitudes of Czechs and Slovaks toward the West and the Russian Federation prior to the outbreak of the Russia-Ukraine war). He actively advances cross-cultural research methodology by validating and refining methods in this field, and he has contributed to developing a novel approach to utilizing reaction time in cross-cultural research. Regarding data collection, he prefers experimental methods (such as eye-tracking) and questionnaires, conducting his research on large-scale sample sizes. One of his most significant findings indicates that differences between Eastern and Western cultures can be captured on a continuum of holistic and analytic cognitive styles. His more recent research suggests that due to cultural convergence, this distinction can no longer be considered a universal principle. In his research endeavors, he collaborates with both Czech and international colleagues.

To date, he has published 23 articles in scientific journals indexed in the Web of Science (WoS) and additional papers indexed in Scopus and other databases, with 15 of these

publications in journals ranked in the Q1 and Q2 quartiles. Furthermore, he has co-authored a scientific monograph that introduces selected contemporary approaches and research in intercultural psychology to the Czech audience: Čeněk, J., Smolík, J., & Vykoukalová, Z. (2016). *Interkulturní psychologie: vybrané kapitoly*. Grada. His work has received 361 citations in the WoS and Scopus databases.

Dr. Čeněk served as the principal investigator of an international grant focusing on comparing visual perception between Taiwanese and Czech participants (*Comparison of visual perception and eye-movement patterns in complex visual stimuli of Taiwanese and Czech*, 2018), supported by the Ministry of Education, Taiwan.

He has completed research fellowships at several international universities, including a six-month stay in Taiwan (National Chengchi University, Research Center for Mind, Brain, and Learning, Taipei, Taiwan) and shorter visits to universities in Ghana and Tanzania.

He is a recognized expert within the scientific psychological community, as evidenced by his participation in the scientific committees of several domestic and international conferences, where he regularly presents his research findings. Colleagues highly value his organizational skills, his keen attention to detail in experimental studies, and his willingness to collaborate flexibly within research teams in various roles.

The impact of his research within the international scholarly context is undeniable and well-documented by his steadily increasing citation metrics.

Conclusion: The applicant's scholarly capabilities **meet** the requirements expected of applicants participating in a habilitation procedure in the field of Psychology.

Evaluation of the applicant's pedagogical experience

Dr. Čeněk lectures primarily on *Cross-Cultural Psychology* in both Czech and English at Mendel University, teaching at both Bachelor's and Master's levels. Furthermore, he teaches *Social and Managerial Psychology*, *Work and Organizational Psychology*, and the *Foundations of Research Methodology*, also in both languages. He has supervised or currently supervises numerous theses, including Bachelor's theses (78 defended, 5 currently supervised) and Master's theses (26 defended, 3 currently supervised). Moreover, he has successfully guided one doctoral student to a PhD degree. This student received the Rector's Award for an Excellent Dissertation, has become a highly promising researcher, holds a prestigious grant, and is currently employed at Masaryk University and the Institute of Psychology of the Czech Academy of Sciences. This outstanding achievement highlights Dr. Čeněk's inspiring, high-quality supervision and mentorship.

Dr. Čeněk is also a co-author of a textbook on intercultural psychology, which has served as a valuable resource for students for many years: Čeněk, J., Brešová, J. & Smolík, J. (2013). *Interkulturní psychologie: Současný výzkum a aplikace* [Cross-cultural psychology: Current Research and applications]. Brno: Mendel University in Brno. ISBN: 978-807375-XXX-X. Since 2021, he has been a member of the State Examination Board for the field of *Regional Development*.

His public lecture was engaging, where he connected contemporary research findings with foundational knowledge. His explanations were clear, coherent, and informed by both recent and classic insights.

Conclusion: The applicant's pedagogical capabilities **meet** the requirements expected of applicants participating in a habilitation procedure in the field of Psychology.

Habilitation thesis evaluation

The Habilitation Committee requested reviews of the habilitation thesis by Dr. Čeněk, titled "*Cross-cultural similarities and differences in perception of tasks of varying complexity*", from **Prof. Eric B. Shiraev, PhD** (College of Humanities and Social Sciences, Dept. of Psychology, George Mason University, USA), **Prof. Mgr. Sylvie Graf, PhD** (Institute of Psychology of the Czech Academy of Sciences), and **Prof. Dr. Jan Hofer** (Department of Developmental Psychology, University of Trier).

Prof. Shiraev emphasized that Dr. Čeněk's habilitation thesis represents a coherent, methodologically advanced, and intellectually demanding collection of studies resulting from the applicant's systematic research program. In his view, the work demonstrates the candidate's scholarly independence, methodological competence, and intellectual honesty, while also making a lasting contribution to the field. However, he would welcome greater inclusion of non-European and non-American scholarship beyond the dominant traditions in this research area, as well as a more systematic integration of topics such as digital cognition, online visual environments, algorithmically shaped attention, or cognitive changes related to globalization into a broader theoretical framework.

Prof. Hofer is convinced that Dr. Čeněk's work has contributed to the development of a highly engaging, empirically grounded, and academically recognized research program focusing on perception and cognition across diverse cultural contexts. In his cross-cultural research, the applicant utilizes an impressive arsenal of methods, demonstrating his methodological competence and ability to navigate a substantial thematic scope. The studies included in the habilitation thesis also prove a high degree of the researcher's originality. As limitations of the applicant's ambitious research, Prof. Hofer notes, for instance, the challenges of combining online and laboratory data collection procedures, or the impossibility of drawing causal conclusions from cross-sectional studies. He also views the equation of region with culture as problematic and recommends not comparing regions based on assumed cultural differences, but rather analyzing how the strength of specific cultural traits at the individual level influences perception and cognitive processes. Overall, the submitted cumulative habilitation thesis convincingly demonstrates that the applicant is capable of publishing in flagship journals in the field of psychology, which clearly underscores the high quality of his work from both a methodological and theoretical perspective.

Prof. Graf considers Dr. Čeněk's habilitation thesis to be of high scholarly quality, providing significant scientific insights that enrich the field.

The members of the committee have also reviewed Dr. Čeněk's habilitation thesis and concur with the reviewers' conclusions. Furthermore, the submission consists of eight already published papers (seven empirical studies and one review paper, with the applicant serving as the first author on four of them) that underwent peer-review in prestigious impact factor journals (*Československá psychologie*, *Frontiers in Psychology*, *Cross-Cultural Research*, *Journal of Experimental Psychology: General*, *PLOS ONE*, *Scientific Reports*, *Studia Psychologica*), which in itself attests to the high scholarly standard of the individual chapters. In the committee's view, these chapters form a logically interconnected whole, documenting the author's systematic research in the field of the psychology of cross-cultural differences in cognition and perception.

Conclusion: The applicant's habilitation thesis **meets** the requirements expected of habilitation theses in the field of Psychology.

Secret ballot results

Number of board members	5
Number of votes cast	5
Number of votes in favour	5

Board decision

Based on the outcome of the secret vote and following an evaluation of the applicant's scholarly or artistic qualifications, pedagogical experience and habilitation thesis, the board hereby submits a proposal to the scientific board of the Faculty of Social Studies of Masaryk University to

☒ appoint the applicant associate professor of Psychology.

☐ terminate the procedure.

Date: 2. 8. 2026

Prof. PhDr. Ivo Čermák, CSc.

