As AI reshapes business, Newsmatics teams up with Masaryk University to let students tackle real-world challenges

Economics students will work with live company data, pitch ideas to Newsmatics leadership and possibly even help put their ideas into practice.



WASHINGTON, DC, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- Can you tell from the data which marketing actually worked? Can AI spot a promising customer before a salesperson does? And how do you know which country a company should expand into next?

Starting in the fall 2026 semester, students at Masaryk University's Faculty of Economics and Administration in Brno, Czech Republic, could tackle questions like these as part of a new partnership with Newsmatics, a trust infrastructure company.

> The students graduating today will help decide where AI goes next."
>
> *David Rothstein, CEO*

Small student teams will work on projects Newsmatics is exploring right now, using live company data and tools where appropriate. Rather than simply handing in an assignment, students will present their findings directly to Newsmatics leadership and, in some cases, help put their ideas into practice.

"AI is changing the way we work remarkably fast, and the students graduating today will help decide where it goes next," said David Rothstein, CEO of Newsmatics. "We want to give them a chance to test their ideas on real projects while they're still at MUNI, and to see what happens when those ideas leave the classroom."

The partnership builds on Newsmatics' existing work with Masaryk University's Faculty of Informatics and Faculty of Social Studies, where students have contributed to software

engineering, AI, data science and other projects. Some have gone on to longer-term professional roles with the company.

Initial projects could ask students to figure out which marketing actually brings in new customers and keeps existing ones coming back, identify promising new markets or explore how AI can make sales more effective. Other teams might recommend the right AI tools for customer service or develop better ways to communicate with different market segments.

The exchange won't stop there. Newsmatics experts will join students in the classroom, sharing what they are learning from working with AI, tracking how news travels around the world and building media products for an international market.

For some students, a project could be just the beginning. There may be opportunities for paid internships and part-time work, theses built around real company projects and, potentially, a longer-term role with Newsmatics after graduation.

ABOUT NEWSMATICS
Newsmatics is a Washington, D.C.-based news technology company building infrastructure for a more trustworthy information ecosystem. We call it trust infrastructure: technology that helps people and machines find, trace and make sense of information without replacing human judgment. Its products span press release distribution, media monitoring, news research and analysis, and include EIN Presswire, Newsmatics News Index, Affinity Group Publishing and Perspectify. Across them, Newsmatics works to make it easier to understand where information comes from, how it travels and what surrounds it. Newsmatics is privately held and works with a global team across four continents. To learn more, go to newsmatics.com.

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