

Abstract (in English):

The aim of this thesis is to present persistent identification system of digital object identifier and analyze of use of DOI on a sample of public universities in the Czech Republic. The first part introduce the DOI system, its structure, advantages and examples of use in recent time. The second part is focused on analysis of current use of DOI in public univeristies. To fullfil this purpose researched questions were stated. Data was collected were determined in questionnaire survey and semi structured interview. The conclusion of thesis proposes a direction of further reflection towards improvement of current situation.