

Topics of the Dissertation Thesis

Specialisation: BUSINESS ECONOMICS AND MANAGEMENT

doc. Ing. Klára Antlová, Ph.D.

Knowledge network in organization

Optimalization of project management in organization

doc. PhDr. Ing. Pavla Bednářová, Ph.D.

Multinational Corporations in the World Economy

Corporate Competitiveness in the International Environment

Growth and Development with International Trade

doc. Ing. Šárka Laboutková, Ph.D.

The Tasks and Strategies of In-house Lobbyists

Business environment and company performance (comparative studies)

Evaluation of External Business Factors With an Emphasis on Economic and Institutional Factors

doc. Ing. Kateřina Maršíková, Ph.D.

Intercultural aspect of Human Resource Management

HR marketing and employer branding

Digitalization in human resource management

Investment in human capital in business environment

doc. Ing. Zuzana Pěničková, Ph.D.

Internationalization of the selected company - aspects of technological transfer

Doing business within the single market of the EU

doc. Ing. Jozefína Simová, Ph.D.

Attributes of customer value

Customer satisfaction

Online shopping

Marketing online communication

Customer relationship management (CRM)

prof. Ing. Miroslav Žižka, Ph.D.

Performance measurement models for industrial clusters

Industry cluster research and economic performance

Topics of the Dissertation Thesis

Specialisation: Managerial informatics

doc. Ing. Klára Antlová, Ph.D.

System of Knowledge management

Strategic management of information systems

Information systems in small and medium enterprises