
Topics of the Dissertation Thesis for doctoral study programmes EM / BAM

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

The economic performance and importance of multinational companies

doc. Ing. Jakub Dyntar, Ph.D.

Warehouse planning using discrete-event simulation

Forecasting and inventory control of products with intermittent demand

Dynamic digital twin in the logistics planning

doc. Ing. Aleš Kocourek, Ph.D.

The impact of the Common Commercial Policy on the competitiveness of the enterprise

Sectoral business opportunities in the EU internal market

Specificities of doing business in foreign trade in services

Entrepreneurship support as a tool for improving competitiveness

The importance of the regional socio-economic environment in business decision making

doc. Mgr. Peter Madzík, PhD.

Non-linearity of customer requirements and its impact on customer satisfaction

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

Impact of the EU's common trade policy on internationalisation of the enterprise

doc. Ing. Martin Petříček, Ph.D.

Revenue management in a stochastic background

The importance of customer segments for optimizing the company's revenue

Models of revenue management as theoretical starting points for practical application

doc. Ing. Otakar Ungerman, Ph.D.

Strategic trends in the field of socially responsible marketing

Digital marketing communication

Alternative ways of marketing communication in an offline environment

Businesses or consumers engagement in the circular economy

doc. Ing. Pavla Vrabcová, Ph.D.

EU Taxonomy and Non-financial Reporting as a Tool for Achieving Sustainable Investment

Selected Voluntary Tools/Approaches for Sustainable Business

Bioeconomy to Support SME Competitiveness

Strategic Trends in Sustainable Innovation and Competitiveness

prof. Ing. Miroslav Žižka, Ph.D.

Performance measurement models for industrial clusters

Industry cluster research and economic performance

Topics of the Dissertation Thesis for doctoral study programme SII

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System of Knowledge management

Strategic management of information systems

Information systems in small and medium enterprises

doc. Ing. Jakub Dyntar, Ph.D.

Warehouse planning using discrete-event simulation

Forecasting and inventory control of products with intermittent demand

Dynamic digital twin in the logistics planning

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The use of textmining procedures in customer requirements analysis

Digital transformation and resilience of economic and social systems