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

doc. Ing. Klára Antlová, Ph.D.

Knowledge network in organization
Optimization 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
Application of digital marketing communication
Alternative ways of marketing communication in an offline environment
Possibilities of 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

doc. Ing. Klára Antlová, Ph.D.

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

doc. Mgr. Peter Madzík, PhD.

The use of textmining procedures in customer requirements analysis
Digital transformation and resilience of economic and social systems