

Appendix 2 Measures of the Dean No. 257/2023 Suggestions of outline Topics of dissertation thesis

prof. Ing. Pavol Kita, Ph.D.

A new business model for an educational institution

Changes in current educational activities due to technological and social changes and increasing competition in the Czech education market require higher education institutions to address their business model. The aim of this paper is to identify new components of the value proposition in education so that higher education institutions deliver new educational outcomes.

The future of cultural institutions

The aim of the dissertation will be to create possible scenarios for the future state of a selected type of cultural facilities by the year 2030. The dissertation is based on the Delphi method, where experts in the field of culture will outline their estimation. The thesis responds to the problem of how to make culture as accessible as possible in the face of an increasing decline in the state budget contributions to the financing of these facilities.

doc. RNDr. Renata Klufová, Ph.D.

Business demography

The term business demography is used to cover a set of variables which explain the characteristics and demography of the business population. The creation of new enterprises and the closure of unproductive ones are considered important indicators of business dynamics. There is a large demand for information on business demography both at the national and international levels. At the European level, demands are for coherent and comparable data across the members of the European Statistical System (ESS). The support of entrepreneurship and entrepreneurial dynamics can be revealed by the analysis of business demography statistics over time. The first task is to describe the methodology and indicators for business demography statistics such as Enterprise Births, Enterprise Deaths and Surviving Enterprises; High-Growth Enterprises etc. The analytical part of the work will consist of a comparison of the main business demography indicators in the EU regions, including their spatial analysis. This will serve as the explanation of business dynamics and their differences across the EU.

Rural gentrification - impacts on businesses and institutions

The political and economic transformation after 1989 significantly affected all social realities in rural areas. The changes of the last decades (reduction in the intensity of agricultural activity and light industry) have resulted in population decline and economic stagnation, associated with serious social problems. Large-scale changes in the socio-economic environment have led to increasing rural differentiation. These changes have had the greatest impact on small rural communities, which have replaced the decline in traditional forms of livelihood with the service sector in an attempt to halt the overall decline. The gradual transition from agriculture to service development is referred to as the so-called post-productivist transition. This gave rise to modern post-industrial rurality.

This thesis aims to map the changes in the use of a chosen rural space by tourism in the context of the above-mentioned transformation. The development in the area over the last 15 years shows significant changes indicating possible manifestations of rural gentrification, the most intensive of which appears to be the development of services associated with the tourist use of the area. However, this must be examined in a broader economic and social context, which influences and intertwines with each other (the development of the destination by the destination life cycle theory, issues of the carrying capacity of the area and the authenticity of individual tourist activities, demographic changes associated with the emergence of new uses of the area, population stratification and different ideas of individual groups of

inhabitants about the appropriate development of the area, migration, changes in land use, etc.), and is collectively referred to as rural gentrification. The processes of rural gentrification as a complex phenomenon have not received similarly significant attention so far. The chosen region (intensively used by tourism) will thus serve as a model area for identifying and describing its manifestations. A combination of geographic, demographic, statistical and sociological methods will be used to investigate this phenomenon.

Changes in administrative boundaries and their impact on the economic development potential of municipalities

The aim of the thesis is to evaluate the impact of administrative borders and their historical changes in the selected peripheral and/or border area. One of the sub-objectives is to assess the socio-economic differences and differences in economic potential between the districts in the model area and at the municipal level, to identify peripheral and problem municipalities using statistical and spatial data analysis methods, and to demonstrate the impact of borders on their economic development. The aim is therefore to assess the impact of administrative boundaries at different hierarchical levels, especially in terms of barriers in relations between businesses and institutions on the basis of commuting and cooperation between municipalities in the form of associations, but also the potential for business development, etc. An integral part of the work will be to find a suitable methodology for defining the administrative boundaries of the selected municipality/group of municipalities in GIS in several chronological horizons, and to interpret the cause of changes in these boundaries in the selected period.

doc. Ing. Eva Cudlínová, CSc.

Biogas stations and bio methane production role within the energy mix

To avoid financial penalties, EU countries have to end landfilling of recyclables and biodegradable waste by 2030 at the latest. Sorted kitchen and catering waste should be used to produce biogas and especially bio methane, which is one of the solutions to replace natural gas. The new type of biogas plants can also process food waste or sewage sludge. The way to improve the economic function of biogas plants is, instead of biogas, which has limited use, to evaluate the function of biogas plants by converting them to bio methane production. The work will focus on mapping the potential of biogas plants in the Czech Republic in terms of bio-methane production and its possible inclusion in the energy mix of the energy sector. In addition to the potential, the thesis will also assess the barriers and possible ways to improve the use of bio methane in the Czech Republic in a broader European context.

Plastics recycling - economic and legislative opportunities and obstacles

Plastic packaging accounts for up to 40% of all plastics ending up in landfills and its recycling rate is still very low. However, the situation is changing with technological innovation and legislative change. The so-called EU waste reform obliges Member States to recycle 55% of municipal waste by 2025. The work should concern new recycling technologies and the conditions of their use in the Czech Republic and selected EU countries. It is mainly about comparing the legislative, economic and social conditions of new recycle production and proposing improvements to the situation in the Czech Republic based on the experience of selected EU countries.

doc. Ing. Jaroslav Vrchota, Ph.D.

Agile management

Agile project management is a modern and flexible approach to project management that responds to dynamic changes and constantly evolving conditions. This methodology has become a key element in project management and has significantly influenced how projects are planned, developed and

delivered. The agile approach allows teams to flexibly change priorities and focus on current customer needs and requirements. This means that projects can better reflect market dynamics and achieve goals more quickly. Organisations are realising the benefits of flexibility and speed that agile offers and are looking to integrate these into their methodologies. In the future, agile management can be expected to continue to develop and become increasingly integrated into overall business management. The future of agile management may also include more significant involvement of artificial intelligence and automation to increase further efficiency and responsiveness to changes in the business environment.

Businesses' approach to ESG

The term ESG (environment, society and governance) has recently emerged in corporate social responsibility (CSR). While CSR holds companies accountable for their activities qualitatively, ESG helps companies measure or at least quantify these activities in the first place. The starting point for both of these directions is John Eligton's (1994) theory, focusing on the three pillars of social responsibility (TBL) and discussing the three pillars (3P): profit, people, and planet. He then assigns economic, social, and environmental responsibility to these areas, and any company that wants to call it business sustainability should take care of these 3Ps. The aim of this paper should be to characterise and evaluate the current trends in ESG, CSR and sustainability, along with an assessment of the activities of selected companies. The subject of the practical part should be the analysis of the different strategies related to ESG and their evaluation.

Industry 4.0 and its impact on sustainability in manufacturing companies

In light of the growing emphasis on technology's environmental benefits, integrating conventional green processes with Industry 4.0 technologies can be expected. As part of Industry 4.0, traditional green processes provide sustainable manufacturing outcomes. The studies summarise that technologies (big data, cyber-physical systems, industrial IoT, and intelligent systems) and green processes (logistics, manufacturing, and product design) are essential to achieving higher levels of sustainability. Subsequently, the most common outcomes are energy savings, emissions reduction, resource optimisation, cost reduction, productivity, efficiency, human resource development, social welfare and occupational safety.

Differences in perceptions of work-life balance between Generations X, Y and Z

The issue of work-life balance has been at the forefront of discussions over the last few decades. It is a construct directed to the applied field of human resources in the context of personnel psychology. Still, experts disagree on its definition and perceive a contradiction between older and contemporary conceptions (Kalliath et al., 2008), with current interpretations of work-life balance based on earlier images of the relationship between the work and family life domains. Although each individual is unique, each generation tends to develop a collective personality that influences how individuals live their lives. As well as how they perceive authority, family, work, and leisure and how these expectations are shaped (Weston, 2006).

Prof. Dr., Dr. Labros Sdrolias

Total Quality Management (Tqm) Methodology And Practices In Today's Greek Public Administration

In recent years, the message of total quality has dominated corporate thinking worldwide as never before. Total Quality Management (TQM) and quality improvement practices are being adopted in more and more organizations worldwide because they can add value to their competitive strategy.

Organizations that have implemented total quality management practices have improved their corporate performance. Specifically, they showed an improvement in the quality of their products and services, in the satisfaction of their customers and in employee relations, while at the same time they

recorded a significant cost reduction. Total Quality Management has been implemented with excellent results in both for-profit and not-for-profit sectors (multinational corporations, manufacturing plants, military industry and services such as health, education, banking and public sector, as well as small and medium enterprises). Many authors found that Total Quality Management, having been successfully applied in the business sector, could also be offered as a solution to the various problems of Public Administration. This thesis will seek to examine the possibility of applying Total Quality Management in the Greek Public Administration and the consequences that will arise from this investigation so that the Greek Public Administration becomes more innovative and productive and therefore more competitive. For the needs of the research, a quantitative survey will be conducted based on a questionnaire that will be distributed to 250 employees in various public services and organizations in Greece.

prof. Ing. Martin Macháček, Ph.D. et Ph.D.

The Cyclical Behaviour of Firms and Industries in Post-Transition Economies

The dissertation will be based on the current theory and empirics of the business cycle, and the research will be focused on the cyclical behaviour and sensitivity of heterogeneous firms and industries in selected post-transition economies. Research methodology will include especially the methods of correlation and regression analysis.

prof. PhDr. Miloslav Lapka, CSc.

Socio-economic context and ethical issues of the bioeconomy from the perspective of the concept of sustainability

A critical view at the bioeconomy as a scientific concept responding to global issues, such as those expressed in the 17 Sustainable Development Goals. A critical look at the socio-economic implications and ethical issues related to the actual functioning of the bioeconomy from the perspective of selected regional and national institutions.

This topic deliberately avoids developing the traditional economic discourse of sustainable development (SD) in its familiar three pillars of economic, social and environmental, and instead focuses on a critical evaluation of the discourse in terms of the bioeconomy as a universal tool for further economic and social development. The need for regulation of the bioeconomy.

In the analytical part, the student will focus on a region or a country close to him/her, depending on his/her focus. In the synthesis, he/she will try to critically evaluate the economic, social and ethical limits of the development of the bio-economy and to bring a scientifically based perspective to this problem in relation to energy, the Green Deal and many other current issues in Europe.

Pluralism in Economics - Steps in Teaching, Steps in Theory

Mapping the relatively neglected discourse of pluralism in economics - International Student Initiative for Pluralism in Economics (ISIPE).

Three forms of pluralism: theoretical, methodological and interdisciplinary.

ISIPE's broader links to sustainability and paradigm shift. Critical evaluation of the ISIPE Global Action Days and their relevant results in terms of an analysis of the process of teaching economics in the world. The image of ISIPE among economics students in the country. Possible institutionalisation of ISIPE conclusions and analysis of obstacles to pluralism in economics in university institutions.

A critical view of ISIPE in terms of its implementation in the regions of the Czech Republic and the EU.

European Green Deal - socio-economic impacts and acceptance of the Green Deal in the Czech Republic

The European Green Deal - an inspiration in the historical development of the economy and at the same time an ambitious attempt to exceed the existing targets. Europe as the first CO₂-neutral continent by 2050.

The whole issue is a multidisciplinary one and has many levels of overlap. The environmental, economic and social levels will be crucial for the DiSP theme. If the first level is inspired by ethical environmental goals, the second level represents regulatory economic instruments and the third level is social impacts. Mapping the discourse on DG in the country from the perspective of the household as an institution and economic actor. Acceptance of GD by the CR public in terms of awareness of the impact of GD on these three levels and its long-term environmental motives, negative and positive aspects. Public readiness to exercise restraint on GD's behalf. Comparison with EU countries on selected indicators.

GD communication strategy proposals.

doc. Ing. Milan Jílek, Ph.D.

Municipal capital expenditure

Municipal capital expenditure (CAPEX) is an essential factor of gross fixed capital formation. Therefore, obstacles in CAPEX realisation negatively impact economic growth. According to the fiscal federalism theory, decentralised municipal CAPEX brings a high degree of allocation efficiency. Therefore, it is essential to understand the factors influencing municipal CAPEX.

Baumol cost disease

The Baumol model of unbalanced growth and the Baumol cost disease might help to explain differences in the dynamics of some economic sectors. The dissertation empirically verifies the validity of the assumption for selected national economic sectors and industries (i.e. culture, health, education).

doc. RNDr. Jana Klicnarová, Ph.D.

Measuring of Productivity

Optimization is a widely solved topic by management in many fields. Evaluating units' efficiency and productivity is the main underlying problem in such analyses. The aim of the thesis is to introduce effectivity and productivity units' evaluation methods (also involving a development over time) and for a suitable problem design a process for such evaluation, incl. post-optimization analyses.

Evaluation of conditions for business in municipalities of the selected region

Economic development is closely connected with conditions for life and business in each municipality. The aim of this research is to use suitable statistical methods and methods of operation research to identify critical needs for business development in municipalities.

The student suggests the criteria which can be used to evaluate the quality of life in municipalities and quality of conditions for business. The student gathers all necessary data about the quality of life, business conditions, and companies in studying municipalities.

The student will study appropriate operation research and statistical analysis methods – for example, Data Envelopment Analysis, Multi-criteria decision making, which help evaluate the municipalities, and statistical methods that help him identify the relationship between these conditions and placement of businesses in the region.

Based on these methods, the student will construct a model to identify which conditions are essential for new people in business and forecast the impact of possible changes.

Markov chains in risk measurement

Risk measurement is a crucial problem in many companies. The student will have the task of getting acquainted with the possibilities of using Markov chains in risk management. The aim of the thesis is to introduce methods for risk management based on Markov chains and for the chosen problem to set a model, test it, and evaluate it.

doc. Ing. Ivana Faltová Leitmanová, CSc.

Resource allocation and technology in the context of ESG principles

The sustainable functioning of economic stakeholders becomes another aspect of achieving their objectives. While institutional conditions on the one hand and sectoral or industry affiliation on the other provide a framework for their activities, efficiency is increasingly being explained in relation to the implementation of modern technologies and input substitution in a way that respects ESG principles.

prof. Dr. Karl Bruckmeier

Transboundary cooperation of regions in the European Union/EU

The Interreg instrument of the EU for cooperation across borders between national, regional, and local actors from different Member States has the aim of promoting harmonious economic, social and territorial development of the Union as a whole. With the example of Interreg-based cooperation between a border region in the Czech Republic and a region in a neighbour state (or two regions in other EU states) the thesis should study the forms and the efficiency of the transboundary cooperation in recent years.

prof. JUDr. Ludmila Novacká, Ph.D.

Partnership in tourist destination with the aim to create efficient tourist offer

A model of improved partner cooperation of stakeholders in the conditions of the conceptual, planning and implementation process to create the tourist offer in tourist destination and take in order to added value, social responsibility and employment.

Destination management in tourism. Benchmarking of destination management system in the most competitiveness EU countries. Analyse by criteria of competitiveness index. Competence of potential stakeholders in the destination and alternative attitude, approach ways of partnership. Influence of state administration and self-government. External and internal financial sources to develop tourism offer in the destination. Variant model of destination management from the view of efficient partnership in a selected destination.

prof. Dr. James Sandford Rikoon

The political ecology of sustainable development and regional development

Sustainable development schemes have become very popular over the past two decades, though there is oftentimes disagreement on what „sustainable development“ means, how to measure it, and the costs and benefits. The approach of political ecology provides a useful lens on assessing the social, economic, and environmental impacts of sustainable development by incorporating the theoretical perspective of the political economy and placing ecology into a central and dynamic role in analysis. Most likely, the best approach to this topic will be through a regional case study of a specific effort at sustainable development and will involve the use of both qualitative and quantitative methodologies. Research must begin with assessing the debate (from local to international) over what „sustainable development“

is and what it looks like, and then carrying the analysis into the establishment of particular activities that have existed long enough so that empirical measurements of consequences can be assessed.

doc. Ing. Kamil Pícha, Ph.D., MBA

Content marketing

Content marketing is topical in companies' current marketing communication (promotion). Customer in the consumer markets faces an information explosion, he is inattentive and exigent. Therefore, it is more and more difficult to attract his attention and communicate important information through particular offline or online communication channels. The creation of the content has to respect the requirements of the legislation in force. The aim of the thesis is to identify particular formats of communications and assess their pertinence and performance with regard to the specific communication channel and character of the customer and a potential use of advanced technologies and technological progress.

Consumer research in retail

The evolution of consumer behaviour together with structural changes in retail and the development of particular forms of retail selling represent a challenge in the field of market research continually. The aim of the thesis is to assess the applicability of methods and techniques of consumer research in the context of new and emerging technologic tools and to assess the potential of new approaches.

doc. Dr. Ing. Dagmar Škodová Parmová

Managerial accounting for decision making, control and implementations of strategies in multi-productive enterprises

In the contemporary, multidimensional and highly competitive environment, managerial accounting plays a very significant role, since it aims at reducing overall product costs or a product line cost thus, improving profit margins; it also provides valuable information to business managers and executives needed for decision making.

Business existential status is based, to a great extent, on meticulous estimation of activity costs so that it can achieve an accurate costing of each activity. The most suitable costing system is chosen according to the organization and function of the business. This step will enable business to draw useful, accounting and non-accounting conclusions about its production efficiency. However, this is not enough since the number of business activities create a product or a product line for which cost control and monitoring should be an ongoing process until the products are out in the marketplace.

The objective of this paper is making efficient and in time decisions about the implementation of the most fruitful, costing system, the right and precise cost handling concerning all structural functions of a business and its products as well as the introduction of the appropriate cost strategies so as to ensure the successful course of the business in the domestic and international marketplace.

Innovation Power of Companies for Rising Competitiveness and Development Potential in Chosen Area

The aim of the research work is to analyze the innovation processes and approaches in chosen companies to increase the competitiveness and the development potential in chosen European economies. The European communities or the European Union – as the main EU documents say - have created in Europe a significant integrated group in the field of economy, politics, social affairs and security. The nowadays geo-political changes must be coped with by the companies and their managements, it creates also an increased pressure to their innovation movement. The pace of coping with difficulties and getting over the obstacles depends mainly on the power of a particular economy and on the innovativeness of its companies – this power influences how fast and whether without any serious problems it overcomes the period of recession or other risks. We can manifest on the basis of

multidimensional scaling methods how increased is the innovation power or the competitiveness as well as the development potential in comparison with the others. The methods could be generally applicable for special comparisons of objects characterized by a number of indicators or, to put it differently, for various tasks of classification and typology of objects.