



## MEASURE OF THE DEAN OF THE FACULTY OF ECONOMICS No. 300E/2026

on the rules for the admission procedure and conditions for admission  
to doctoral study programmes in the academic year 2026/2027

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29 January 2026

### Article 1

#### Introductory Provisions

- 1) Pursuant to Sections 48 to 51 and Section 58(1) of Act No. 111/1998 Coll., on Higher Education Institutions and on Amendments and Supplements to Other Acts (hereinafter referred to as the 'the Act'), and pursuant to the valid Statute of the University of South Bohemia, I hereby announce the rules for the admission procedure and conditions for admission to studies in the doctoral study programme Economics and Management at the Faculty of Economics of the University of South Bohemia in České Budějovice for the academic year 2026/2027, with commencement of studies from 1 September 2026.
- 2) The principles of the admission procedure are laid down in the Measure of the Dean on ensuring study in doctoral study programmes, as amended by Addendum No. 215/2022.

### Article 2

#### Application for Study

- 1) Applicants shall apply for study by submitting an electronic application form, specifying the study programme and the form of study (full-time or combined), and a selected framework topic of their dissertation from the list approved for the relevant academic year by the Subject Area Board of the doctoral study programme Economics and Management. The list of framework dissertation topics for the academic year 2026/2027 shall be published during January 2026 on the Faculty of Economics website in the doctoral studies section.
- 2) The deadline for submitting applications is **31 May 2026**. Applications shall be submitted exclusively in electronic form via:  
[https://wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html?pc\\_lang=en](https://wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html?pc_lang=en)  
Applicants shall upload, in addition to the electronic application form, **a certified copy of a document proving completion of a Master's or follow-up Master's degree programme at a higher education institution, in the form of PDF documents created by authorised conversion. Documents submitted in any other form will not be accepted.**
- 3) Should the application contain any formal deficiencies, lack the required particulars, suffer from other defects, or the required annexes are not attached in the prescribed form, the faculty shall send the applicant an electronic request to remedy the deficiencies within 5 days.
- 4) Should the applicant fail to remedy the identified deficiencies even after being requested by the faculty, the faculty shall decide to discontinue the admission procedure.
- 5) **The fee for the admission procedure amounts to CZK 700 for programmes taught in Czech and CZK 1,000 for programmes taught in English.** The fee is payable no later than the last day of the application submission period and is non-refundable. Should the applicant fail to pay the fee by this deadline (payment details are available in the application form for study), the



admission procedure shall be discontinued in accordance with Section 58(2) of the Act in conjunction with Section 66(1)(a) of Act No. 500/2004 Coll., the Administrative Procedure Code.

- 6) Together with the application form completed on the above-mentioned website, the applicant shall upload the following documents to the IS STAG web portal:
  - a) **a certified copy of a document proving completion of a Master's or follow-up Master's degree programme at a higher education institution, submitted in the form of a PDF document created by authorised conversion.** If the applicant has not completed the Master's or follow-up Master's degree programme at the time of the admission procedure, admission to study is conditional upon submission of the required documents by the date of enrolment in doctoral studies. In such a case, the applicant shall submit proof of completed examinations demonstrating the completion of the state final examination and the proper completion of the Master's degree programme, also in the form of a PDF document created by authorised conversion.
  - b) **the framework topic of the dissertation**, which must be specified in the application, and the name of the supervisor selected from the list provided in Annex 1 to this Measure.
  - c) **a structured curriculum vitae**, limited to one page.
  - d) **an overview of the applicant's previous scholarly activities and publication citations**, prepared in accordance with the APA citation standard, 7<sup>th</sup> edition.
  - e) **a dissertation project** prepared by the applicant for the selected framework topic of the dissertation. The project shall include in particular:
    - a brief literature review of the current state of knowledge,
    - formulation of the research problem, objectives, and hypotheses,
    - a proposed methodological approach and data sources,
    - the expected contribution to the field of science and to practice.The dissertation project serves as a basis for assessing the applicant's preparedness for independent scientific research.
- 7) The documents referred to in Article 2(6a) of this Measure constitute mandatory annexes to the application. Documents submitted in Czech, Slovak, or English will be accepted. If the documents pursuant to Article 2(6a) of this measure are issued in a language other than Czech, Slovak, or English, they must be translated into Czech by a sworn translator.
- 8) In accordance with Article 4(2) of the Rector's Measure No. R 450, the documents shall be submitted as **certified printed copies or as PDF documents created by authorised conversion. Documents submitted in any other form shall not be accepted.**
- 9) Should the applicant fail to submit all the required documents or their translations, or submit the documents in an improper form, the faculty shall send the applicant an electronic request to remedy the deficiencies within 5 days. Should the applicant fail to remedy the deficiencies within this specified 5-day period, the admission procedure shall be discontinued.
- 10) If the applicant applying for admission to a doctoral study programme **has obtained foreign higher education by completing a higher education programme at a foreign higher education institution**, the applicant shall, in accordance with Article 6(1) of the Rector's Measure No. R 450, demonstrate fulfilment of the condition of successful completion of a Master's degree by:
  - a) a document confirming the general recognition of foreign higher education in the Czech Republic obtained pursuant to Section 89 et seq. of the Act or under previous legal regulations (so-called nostrification), or



- b) a foreign higher education diploma that is recognised in the Czech Republic as equivalent under international agreements without further official procedure, or
  - c) a foreign higher education diploma obtained by completing studies in a higher education programme at a foreign higher education institution operating under the legal regulations of a foreign state. **An assessment fee of CZK 990 shall be charged for the assessment of the foreign diploma.** The fee is payable on the date of submission of the foreign diploma for this assessment. Payment details are available in the application form for study.
- 11) All of the above-mentioned documents referred to in Article 2(10) that are issued in a country other than the Slovak Republic shall, if issued in countries where the Apostille Convention does not apply and where no exemption from authentication has been agreed in a bilateral international treaty on legal assistance, be authenticated by superlegalisation. If these documents are issued in countries where the Apostille Convention applies, they must bear an Apostille. If an applicant proves their education by the above-mentioned procedure, they shall also submit **a confirmation issued by a competent foreign authority stating that the foreign higher education institution formed part of the higher education system of the given foreign country at the time of the applicant's studies and that it was authorised to provide higher education in the relevant higher education study programme.**
- 12) **The tuition fee for studies in the English-taught doctoral study programme** (both full-time and combined forms) amounts to **EUR 3,300** per academic year. The fee is payable no later than on the date of the enrolment for study. Should the fee not be paid demonstrably by that date, the enrolment in the study programme shall not be permitted.

### Article 3 Entrance Examination

- 1) The regular dates of the entrance examination are set as follows:
- **3 June 2026 for the Czech-taught doctoral study programme,**
  - **4 June 2026 for the English-taught doctoral study programme.**
- The date shall be communicated to each applicant together with further information on the entrance examination and a confirmation of receipt of the application for study.
- 2) A substitute entrance examination date, equivalent to the regular date, shall be granted in writing only to applicants who were unable to attend the regular date and who submitted a written apology no later than five working days after the date of the regular entrance examination.
- 3) The entrance examination shall take the form of an oral examination. In exceptional cases, upon submission of a written request to the Department of Science and Research, the entrance examination may be conducted online via MS Teams.
- 4) The purpose of the entrance examination is to assess the applicant's aptitude for scientific work in the given field. Emphasis shall be placed on:
- a) knowledge of general and current issues in the field,
  - b) knowledge of the field's research methodology,
  - c) knowledge of the current state of knowledge in the specific area related to the selected framework dissertation topic,
  - d) proficiency in academic/professional English.



- 5) Part of the entrance examination for the Czech-taught doctoral study programme shall be conducted in English; the entrance examination for the English-taught doctoral study programme shall be conducted entirely in English.
- 6) The Entrance Examination Committee decides on the results of the entrance examination of individual applicants, taking into account other facts stated in the application and its annexes. The Committee votes by a simple majority of votes, in the event of a tie, the vote of the chairman shall be decisive.

#### **Article 4**

##### **Admission of Government Scholarship Holders**

- 1) Admission of nominated government scholarship holders, as applicants to a doctoral study programme under the Government Development Scholarships Programme pursuant to the currently valid Resolution of the Government of the Czech Republic on the Strategy for the Provision of Development Scholarships for the relevant period, shall be decided by the Dean without an entrance examination on the basis of the submitted documentation and a justified recommendation of the Chair of the doctoral study programme Subject Area Board.

#### **Article 5**

##### **Result of the Admission Procedure**

- 1) The Entrance Examination Committee prepares a report on the entrance examinations. The report includes a proposal to the Dean regarding the admission or non-admission of the applicants.
- 2) Admission to the doctoral study programme shall be decided by the Dean on the basis of the proposal submitted by the Entrance Examination Committee.
- 3) Each applicant may request the Dean to review the decision. This request shall be submitted within 30 days from the date of delivery of the Dean's decision. The Dean may grant the request and change the decision or forward the request to the Rector for a decision.
- 4) The expected number of admitted applicants to both the Czech-taught and English-taught doctoral study programmes in the full-time form is 1 student.
- 5) The expected number of admitted applicants to both the Czech-taught and English-taught doctoral study programmes in the combined form is 10 students.
- 6) The Dean may decide to adjust the number of admitted students.

#### **Article 6**

##### **Common Provisions for the Admission Procedure to the Doctoral Study Programme**

- 1) Pursuant to Section 50(5) of the Act, each applicant has the right to inspect the dossier (their admission procedure file). The applicant may do so at the Faculty's Department of Science and Research, in particular on 9 July 2026 between 8:00 and 10:00.
- 2) The admission procedure commences upon submission of the application. The fee associated



with the admission procedure is payable no later than the last day of the application submission deadline. Failure to pay the fee constitutes grounds for discontinuation of the admission procedure. After the admission procedure has been completed, all applicants whose admission procedure has not been discontinued shall be delivered a decision on admission or non-admission to studies.

- 3) In accordance with the applicable law and the Statute, all the written documents issued by the Faculty (in particular by the Dean) or by the University of South Bohemia (in particular by the Rector) shall be delivered via the IS STAG system. These will include in particular decisions on admission or non-admission to studies, requests to supplement the application for studies, and resolutions on the interruption or discontinuation of the admission procedure. Documents delivered in this manner (via IS STAG) shall be deemed delivered at the moment the applicant logs into IS STAG after the document has been made available. If the applicant fails to log in within 10 days from the date on which the document was made available, the document shall be deemed delivered on the 10<sup>th</sup> day following the date of its availability.
- 4) Each applicant may check information on the application registration process and the results of the admission procedure via the IS STAG web portal:  
[https://wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html?pc\\_lang=en](https://wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html?pc_lang=en)
- 5) Each applicant may appeal against the decision within the statutory period of time commencing on the day following the delivery of the decision. The Dean may grant the request and change the decision, otherwise the request shall be forwarded to the Rector for a decision. The Rector shall change or annul the Dean's decision if it has been issued in conflict with the law, an internal regulation of the University of South Bohemia in České Budějovice (hereinafter also referred to as 'the University'), an internal regulation of the Faculty, or the conditions for admission to studies set by the Faculty. Otherwise, the Rector shall reject the request and uphold the original decision. The Rector's decision is final.
- 6) Each applicant with special needs (due to a disability, chronic illness, or other health-related issues) is entitled to use support measures and services provided by the University during the entrance examination and, if admitted, also during the course of their studies. If the applicant wishes to exercise this right, they must select YES in the 'Consideration of special needs' section of the electronic application. After fulfilling all administrative requirements related to submitting the application, the staff of the Centre for Students with Special Needs will contact the applicant and provide information on the next steps. More detailed information is available on the Centre's website (<http://centrumssp.jcu.cz/>), by e-mail ([centrum-ssp@jcu.cz](mailto:centrum-ssp@jcu.cz)), or by phone (+420 389 036 026). It is also possible to consult the suitability of the chosen study programme with the Centre's staff even before submitting the application.
- 7) The assessment of applicants' fulfilment of the prior education requirement is governed by Rector's Measure No. R 450 dated 18 November 2020.
- 8) In accordance with Article 24(5) of the Statute, attending the entrance examination constitutes a declaration by the applicant that they are fit to sit and complete the examination.
- 9) If, at any time during the course of study, it is revealed that the applicant has been admitted as a result of fraudulent conduct, the student shall be expelled from the programme in accordance with Section 67 of the Act.



Ekonomická  
fakulta  
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Jihočeská univerzita  
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University of South Bohemia  
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doc. RNDr. Zuzana Dvořáková Líšková, Ph.D., m. p.  
Dean of the Faculty of Economics

Responsible person:

doc. Ing. Ladislav Rolínek, Ph.D.

Vice-Dean for Science and Research of the Faculty of Economics

Annexes:

1) Proposed framework dissertation topics for the academic year 2026/2027

## Appendix 1 Measures of the Dean No. 300E/2026 Suggestions of outline topics of dissertation thesis

prof. RNDr. Tomáš Mrkvička, Ph.D.

### **Recommender and Personalization Models in Online Marketing**

The main objective of this dissertation is to conduct a **comparative analysis** of selected machine learning algorithms—ranging from classical **collaborative filtering models** (such as **k-NN** and **Matrix Factorization**) to advanced **Deep Neural Networks** (specifically **Autoencoders**)—for the tasks of **product recommendation** and **content personalization** in online marketing. The student will design and implement a **comprehensive evaluation framework** that compares the models not only based on traditional prediction accuracy metrics (e.g., **RMSE**, **F1-Score**) but also from the perspective of **business impact** (conversion prediction, **CTR** enhancement) and **model interpretability**. The empirical validation will be carried out using real-world e-commerce datasets. The primary goal is to identify the **most effective and practical architecture** for the dynamic optimization of the customer journey.

doc. Ing. Jaroslav Vrchota, Ph.D.

### **Wellbeing as a Performance Management Tool**

Employee wellbeing is gradually moving from a benefit to a performance management tool in modern organizations. Well-designed wellbeing programs not only reduce stress and turnover, but can also contribute to higher productivity, innovation and long-term stability of work Teams. The aim of the thesis should be to explore which dimensions of wellbeing (physical, psychological, social or work environment) most influence employee performance and how wellbeing interventions can be designed to generate a measurable and sustainable impact. The student should examine the differences between companies that use wellbeing as part of their HR strategy and those that use it only marginally. To achieve the goal, a combination of quantitative and qualitative methods is expected: questionnaire surveys monitoring the level of well-being and engagement, HR data on performance, absence or fluctuation and interviews with HR managers. The practical part of the work should include the implementation of a selected wellbeing intervention and its subsequent evaluation based on changes in performance, satisfaction and employee workload. The contribution of the work will be the identification of key factors of successful wellbeing strategies and the design of an implementation model usable in practice.

### **Project management and ESG — integrating sustainability into project management**

In recent years, the concept of ESG (Environmental, Social, Governance) has begun to gain traction in the field of project management, expanding the traditional project triple imperative (time – cost – quality) to include the dimension of sustainability. ESG allows projects to be evaluated not only in terms of their economic outcomes, but also according to their impact on the environment, social responsibility and ethical management. The aim of the thesis should be to analyse how different organisations implement ESG principles into project management and how these principles influence the success of projects. The student should work with quantitative data from project outputs, sustainability reports and measurable indicators (resource consumption, carbon footprint, stakeholder profile), supplemented by qualitative interviews with project managers, ESG specialists or sustainability departments. The output of the practical part should be a proposal for a methodology for integrating ESG into project management — for example in the form of evaluation metrics, scorecards or decision-making tools that will enable the project to be evaluated not only economically but also sustainably. The contribution of the thesis will be the creation of a specific framework for ESG project management and the identification of barriers and success factors that can help organisations manage their projects more responsibly and sustainably.

### **Talent Management in Innovation-Oriented Companies**

Talent management is one of the HR tools that strive for long-term innovation performance and competitiveness of the company (Ibrahim & Omari, 2020; Kumari et al., 2025). The ability to acquire, develop and retain highly qualified employees is a crucial factor of success, especially in industries that are built on research, technological development or rapid response to market changes (Min et al., 2025). The aim of the thesis should be to evaluate and compare talent management approaches in selected innovative companies and at the same time define which factors contribute most to the higher innovation capacity of the organization. The student should work with a combination of quantitative data (performance indicators, talent fluctuation, development outputs, number of patents) and qualitative data (interviews with employees, HR experts and R&D managers). At the same time, he should analyze selected company strategies, talent development processes and methods used for their retention. Within the practical part, it is appropriate to create your own model of strategic talent management, focused on the innovation environment, and then pilot test it in a real organization. The expected benefit of the work will be the determination of factors that most influence the development of talents in innovative companies, and the proposal of measures to increase innovation performance in organizations that want to build a knowledge-based competitive advantage.

**doc. Ing. Tomáš Šubrt, Ph.D.**

### **Efficiency of Data-Driven Logistic Systems - A Quantitative Analysis of Predictive and Adaptive Logistics**

The proposed dissertation addresses a critical gap between the rapid adoption of data-driven logistic systems (e.g., predictive analytics, real-time tracking, adaptive routing) and the limited empirical evidence on their **economic efficiency**. The objective is to provide a **quantitative assessment of the economic performance of data-driven logistic systems** compared to traditional logistics approaches. The analysis focuses on key performance dimensions, including logistics costs, service levels, inventory turnover, and overall supply chain profitability. The empirical study is based on firm-level or project-level logistics data from sectors such as manufacturing, retail, and e-commerce. The expected contribution of the dissertation lies in providing robust empirical evidence on the conditions under which predictive and adaptive logistic systems generate economic benefits, as well as in offering an analytically grounded framework for evaluating investments in logistics digitalization.

#### **Research Contribution**

The dissertation aims to:

- provide **causal empirical evidence** on the economic effects of data-driven logistics,
- integrate **logistics management with applied econometrics and operations research**,
- develop a replicable quantitative framework for evaluating logistics system investments.

**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.

### **European Green Deal - Ambitions and concessions from the perspective of selected companies and institutions**

The European Green Deal - inspiration from economic history and ambitious targets Europe as the first CO<sub>2</sub>-neutral continent by 2050.

A critical perspective of selected companies and institutions on the EGD from an economic, social and environmental point of view. The research method will be mixed with mainly quantitative research. How is the EGD an innovation for customers, management and strategy setting?

Recommendations for a communication strategy on EGD.

**doc. Ing. Eva Cudlínová, CSc.**

### **New EU strategy for the bioeconomy from 2025 in a historical context**

The development of the European approach to the bioeconomy in the context of EU strategies (first bioeconomy strategy 2012, renewed strategy 2018, and new strategy 2025) Comparison of the strengths and weaknesses of individual strategies and the impact of their changes on the role of the bioeconomy in the EU in terms of its share in GDP and employment in the economies of selected countries.

### **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. 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, social services or education).

### **Causes and Effects of Public Capital Expenditure**

The dissertation focuses on factors of public capital expenditure development and the effect this development has on economic growth. The study will analyze the causes and consequences of public investments. The aim of the work is to identify the key factors that influence the development of public capital expenditure and to analyze how this development affects economic growth. The research will utilize data from various countries and time periods to conduct a quantitative analysis. The results of the study should provide a better understanding of the role of public investments in supporting long-term economic growth and offer recommendations for budgetary policy-making.

**doc. Ing. Kamil Pícha, Ph.D., MBA**

### **The impact of modern marketing communication tools on customer perception and behaviour**

The ongoing digital transformation is leading to the emergence of new tools and communication platforms in the field of marketing communication. The availability of large amounts of data and advances in data analytics enable marketers to make data-driven decisions and adapt the content and form of their communications accordingly. Developments in this area are also influenced by developments in other areas, such as social media, mobile communications, e-commerce, and sustainability and environmental and social responsibility requirements. The aim of this dissertation is to evaluate the impact and potential of modern marketing communication tools on customer behaviour and the possibilities for measuring this impact. This work will examine various tools and channels used in marketing communication and assess their effectiveness in engaging and influencing customers. The research may focus on B2B or B2C communication.

**prof. Ing. Luboš Smutka, Ph.D.**

### **Regional Integration and Its Impact on the Development and Structure of Agrarian Trade**

Regional integration groupings, such as the EU, NAFTA, or ASEAN, significantly influence agrarian trade both within and outside their member states. This research focuses on analyzing the impact of these integrations on the trade of agricultural commodities. It examines the advantages and disadvantages of integration for domestic producers and consumers. A key part of the study is evaluating trade barriers, tariffs, and quotas, which are reduced or completely eliminated within integration blocs. The research also analyzes changes in production chains and the relocation of production within regions. A significant issue is the impact of integration on food prices, availability, and quality. The research also includes an analysis of trade disputes between members of integration groupings and third countries. The work may include case studies of specific regions or commodities. The outcome will be a proposal for policies supporting sustainable agrarian trade within integration groupings. The research also examines how the position of farmers and agrarian businesses changes as a result of integration processes.