



MEASURES OF THE DEAN OF THE FE No. 201/2021 E

Concerning the Rules for Entrance Proceedings and Conditions for Acceptance for Doctoral Study in the Academic Year 2021/2022

22. 1. 2021

Article 1

Introductory Provision

- 1) Based on the statement of § 48 to 51 and § 58, par. 1 of Act. No. 111/1998 Coll. on Higher Education Institutions and on Amendment to Other Acts, (henceforth referred to only as the "law"), and also on valid statutes of The University of South Bohemia (hereafter referred to as USB), we declare the rules for the entrance proceedings and conditions for acceptance to study on the doctoral study programme entitled Economics and Management at the Faculty of Economics of the USB in České Budějovice, for the academic year 2021/2022 with the start of study from 1st September 2021.
- 2) The principles of the entrance proceedings are stated by the Measures of the Dean for ensuring study in the doctoral study programme No. **123/2017 E**.
- 3) This measure was in accordance with the law approved by the Academic Senate of the Faculty of Economics of the USB on 22. 1. 2021.

Article 2

Enrolment for Study

- 1) Applicants apply for the course of study by submitting written and electronic applications containing details of the study programme, study branch and form of study (full time or part time) and an outline of the topic of their proposed dissertation chosen from the list approved for the particular academic year by the Scientific Board of the doctoral study branch of the Economics and Management course. The list of outline topics for dissertations of the above mentioned study branch for the academic year 2021/2022 are published on the websites of the Department of Science and Research of the FE USB in the section on doctoral study.
- 2) The deadline for submitting an application is **31 May, 2021**. Applications are submitted on the electronic form available at [www: \[https://wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html\]\(http://www.wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html\)](http://www.wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html).
At the same time, applicants are obliged to submit their applications in printed form, "Application Form for Doctoral Study in the Academic Year 2021/2022" (see Appendix 1 of this document), by post or via the mail room of the USB, to this address:
Oddělení vědy a výzkumu
Ekonomická fakulta JU v Českých Budějovicích
Studentská 13
370 05 České Budějovice
The application must contain an outline topic of the proposed dissertation and a supervisor's name from the list included in Appendix 2 of this document.
The decisive date is the date of posting.



- 3) The fee for the entrance proceedings is 500 CZK.
 - a) The required information for payment of the fee into the EF USB's account are: bank account number: 104 725 778, bank code: 0300, VS: 6020112, KS: 0379, SS: birth certificate number.
 - b) Applicants who will not pay the fixed fee according to § 58, par. 1 of the Law and Article 13, par. 3 of the Statutes by **31st May, 2021** or who will not prove the payment with a bank transfer, have not fulfilled the conditions for acceptance and their entrance proceedings will be stopped.
- 4) Applications sent to the Department of Science and Research of the USB have to be submitted together with:
 - a) Papers of accomplishment of a master study or relating master study at a college/university (diploma supplement and a certificate of final state examination). In cases where the applicants have not finished their master studies or relating master studies by the time of entrance proceedings, their possible acceptance for the course is subject to submitting the above documents by the date of enrolment for the doctoral study;
 - b) Structured CV in the size of one page of text;
 - c) Survey of existing scientific activities and citations of publications using the normal APA 6th;
 - d) Document of payment of the fee for the entrance proceedings.
- 5) In cases where the application has formal shortages or is incomplete, the faculty will return it to the applicant for correction and completion. Unless an applicant makes the needed corrections or additions in due time, he/she does not meet basic conditions for acceptance and the entrance proceedings will be stopped. The fee for the proceedings will not be returned.

Article 3

Entrance Examination

- 1) A due date of the entrance exam is fixed for:
 - **24th June, 2021 for the English doctoral study programme;**
 - **21st June, 2021 for the Czech doctoral study programme.**Applicants are informed about the date in writing together with other information concerning the entrance exam and a confirmation of acceptance of the application form for the course of study.
- 2) A substitute date of the entrance exam equal to the due date is determined in writing only to the applicants who were unable to sit for the exam at due date and who apologised in writing within five workdays from the date of the exam at the latest.
- 3) The form of the entrance exam is oral.
- 4) The purpose of the content of the entrance exam is to find out the applicants' predispositions for scientific work in a given branch. A stress is laid upon:
 - a) Knowledge of general and current problems of the scientific field;
 - b) Knowledge of methodology in the scientific field;



- c) An understanding of the state of knowledge in the narrow range of problems of a chosen outline topic for the dissertation;
- d) Knowledge of professional English.
- 5) A part of the entrance exam for the Czech doctoral study programme is taken in English. The entrance exam for the English doctoral study programme is taken only in English.
- 6) The Admission Board decide about the result of the entrance exam of particular applicants while paying attention to other aspects stated in their application form and its attachments. The Board votes with a simple majority of votes. In the case of a tie in the number of votes, the chairman's vote is decisive.

Article 4

Result of the Entrance Proceedings

- 1) The Board for Entrance Exams completes the protocol on entrance exams. A part of the protocol is a suggestion to the Dean concerning the acceptance / non- acceptance of applicants.
- 2) The Dean decides about the acceptance for the DSP on the basis of a suggestion of the Admission Board.
- 3) An applicant can ask the Dean of the FE for a review of the decision. The application for review must be submitted within 30 days of the day of delivery of the Dean's decision. The Dean can accept the application and change the decision or pass the application for the decision to the Rector.
- 4) The maximum number of accepted applicants for the Czech DSP is 15 students.
- 5) The maximum number of accepted applicants for the English DSP is 10 students.

doc. Dr. Ing. Dagmar Škodová Parmová m.p.

The Dean of the Faculty of Economics

Attachments:

- 1) Application form for the DSP in the Academic year 2021/2022
- 2) Suggestions of outline topics for dissertations for the academic year 2021/2022



Appendix 1: Measures of the Dean No. 201/2021 E

Application Form for Doctoral Study in the Academic Year 2020/2021
Study doctoral programme: Economics and Management
Study branch: Economics and Management
Study form (full time or part time):
Outline topic of dissertation thesis ¹ :
Supervisor ¹ :
Consultant:
Due date of the entrance exam: Date of acceptance of written apology from the date of the entrance exam ² : Fixed substitute date of the entrance exam ² :

Surname:	Maiden name:
Name:	Title:
Nationality:	State citizenship:
Sex:	Number of residence permit (for foreigners):

Birth	Day			Identity card number															
	Month			Birth number															
	Year			Passport number (foreigners)															
	Place				District														

Address of permanent residence	Street, House number:	
	Municipality:	
	District:	
	Postal code:	

Address	Street, House number
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¹ Acc. to the Appendix 2 Measures of the Dean EF č. 201/2021E "Outline Topics of dissertation thesis"

² Acc. to art.. 3 of par. 2 Measures of the Dean EF č. 201/2021E "Rules for the entrance proceedings and conditions for the acceptance for the study in the DSP in the academic year 2021/2022". Filled in by the Dept. of Science and research of the FE USB



for correspon dence (if different than permane nt)	Municipality:	
	District:	
	Postal code:	

Phone:		E – mail:	
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Highest completed education:	Achieved university title:
Name and address of school:	
Faculty:	
Study programme:	
Study branch:	
Topic of diploma thesis:	
Date of final state exam:	Number of years of practice in the field:

Contemporary employment:
Address:

Language knowledge:	
<i>Actively:</i>	<i>Passively:</i>

I declare all the data are true.
Date:Applicant's signature:

Appendix acc. to art. 2 par. 4 Measures of the Dean EF Nr. 201/2021 E “ Rules for the entrance proceedings and conditions for the acceptance for the study in the DSP for the academic year



Ekonomická
fakulta
Faculty
of Economics

Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice

2021/2022“:

Papers of accomplishment of master study or relating master study at a college (diploma supplement and a certificate of final state examination). In case the applicants have not finished their master studies or relating master studies by the time of entrance proceedings, their possible acceptance for the study is subject to submitting the above documents by the date of enrolment to the doctoral study;

Structured CV in the size of 1 page of the text;

Survey of existing scientific activities and citations of publications using the norm APA 6th;

Document of payment of the charge for the entrance proceedings.

Appendix 2 Measures of the Dean No 191/2021 E Suggestions of outline Topics of dissertation thesis

doc. Ing. Ladislav Beránek, CSc. MBA

The use of blockchain technology in business practice

Nowadays, there are more and more applications of blockchain technology in various fields. In companies, these applications focus on the use of blockchain for enterprise architectures in connection with, for example, Service-Oriented Architecture (SOA) architectures or micro-services. However, the use of blockchain technology is not trivial in solving complex business processes, especially involving several stakeholders (suppliers, clients, partners). While organizations are aware of the benefits of blockchain technology in terms of decentralization, consistency, security and transparency, some features, such as performance and long-term sustainability confronted with context changes (new law, new technologies, mergers), may hinder its adoption. The thesis would address research issues such as:

- How to model and think in business processes so that decision makers can decide between blockchain architecture and alternative architectures (e.g., SOA)?
- What benchmarks should be used when deciding to deploy blockchain technology, what weight can potentially non-functional requirements have, such as minimizing costs or increasing system throughput and scalability?
- Given the existing or planned enterprise architecture, how to determine which subsystems would benefit most from a blockchain?
- How is an enterprise architecture using blockchain technology able to deal with unexpected problems such as the impact of the domain model, service implementation and more?

The topic relates to the issue of management of IT processes in companies.

prof. Karl Bruckmeier

Potential transition paths to sustainable transport and mobility - the influence of the COVID-19 pandemic

The COVID-19 pandemic brought abrupt changes in in the work and leisure-related transport and mobility behaviour, with negative economic consequences for leisure-time travelling and for local public transport systems. The changes appear in the short-term perspective as exceptional economic losses, due to an emergency situation. Potential long-term changes are more difficult to estimate and assess: will there be a return to the situation as before, with long-distance tourism and travelling as mass mobility, or is the pandemic supporting changes of travel behaviour towards more (economically, socially, ecologically) sustainable forms? It can be expected that the economic problems of the transport and tourism sectors stimulate research in many countries, in economics and other social sciences. An early forward-looking study in the Czech Republic can create useful information for comparison with other European countries.

The research question for such a study can be: how will citizen change their daily and leisure-time travel routines as a consequence of the pandemic? The choice of both, short and long distance travelling, should cover the complete travel behaviour. Methodologically seen quantitative surveys from several Czech regions (random samples of inhabitants) can be used, asking for the intentions of people about their future transport and travel behaviour (including work-related daily transports and leisure time-/long-distance travelling). The survey data and other data from public statistics can in the next step be used in a scenario-analysis to identify and describe potential pathways for a transition to sustainable travel and mobility behaviour. Regional, national and international regulation tools to support the transition processes should also be identified in the study.

Transformative markets – the significance of ethical markets for the transition to a sustainable economy

Transformative markets are existing since longer time, but have only recently been discussed more intensively regarding their potential to change consumer behaviour as well as market systems towards sustainability (Robert Ludke). Well known examples for such markets are the ethical markets guided by principles of social and environmental justice (examples for small-scale and large-scale transformative markets: the markets for fair trade products, organic farming products, or locally produced quality food, markets for clean energy resources). The aims of a study on transformative markets would be: to summarize available research about such markets and to assess the transformative potential of the markets to find out effective transitions towards sustainability. Based on the general overview some in-depth studies can be carried out with local or regional examples for transformative markets and their potential development (examples from the Czech Republic and/or other European countries). The study should also provide some new ideas about effective combination of market-based, policy-based, movement- and civil society-based transitions tools and paths towards sustainability.

The research question of the study – what is the significance of ethical markets for the transition to a sustainable economy? – needs to be broken down in a series of more specific questions to identify the transformation potential (and the ability to compete successfully with the dominant markets) of different types of ethical markets. The theme leaves leeway for the PhD-candidate to find and combine examples of different kinds of transformative markets for a comparative study (therefore the suggestion first to review the literature and research more systematically and from different countries, then to create an innovative study design for comparing several examples for investigating strengths and weaknesses of transformative markets - to find out about effective combinations of market-based and other regulations instruments at local, regional, national and international levels.

doc. Ing. Eva Cudlínová, CSc.

Opportunities and risks of application of circular economy in the Czech Republic

Circular economy as a theoretical principle and its practical implementation is one of the priorities of the Czech Republic, supported in the prepared national strategy for circular economy - Circular Czechia 2040. Circular economy should bring better use of raw materials, new jobs and new economic profit. In general, we can talk about the combination of the principles of economic efficiency and environmental goals. This work should focus on the conditions for the application of circular economy in the Czech Republic in terms of 4 priority areas - consumption, waste management, economic instruments and innovative technologies, including digitization. The main aim of the study is to characterize the conditions of the circular economy in the Czech Republic as regard to the mentioned areas in comparison with selected EU countries.

Sustainable development strategy from the perspective of local action groups in the Czech Republic

Sustainable development can be characterized by the 17 Sustainable Development Goals (SDGs) adopted by the UN General Assembly in September 2015 under the 2030 Agenda for Sustainable Development. These goals, as defined, are of general application, but their practical application requires specific conditions not only the state one, but also individual regions and local action groups (LAGs). The work will focus on the evaluation of the conditions and level of application of selected objectives of SDGs in selected local action groups. Individual LAG strategic plans can be used to assess the applicability of SDGs objectives at the regional level.

Bioeconomy in the Czech Republic - political, economic and environmental contexts

The bioeconomy is a very dynamically evolving new approach to natural resources for the production and extraction of energy from biomass, these resources come from nature and are renewable. Unlike wind, water and solar energy, these resources can be grown or used as waste. Examples are straw, grass, sewage sludge, wood waste. Since 2012, there have been strategy for bioeconomy in the EU. Many member states have their national strategies, but the Czech Republic has not yet joined them. This situation which means economic disadvantage as regards future development is caused by many factors. The work should focus on the main factors that hinder the adoption of the national strategy compared to the situation in society - perception and readiness of society to apply the main principles of bioeconomy from perspectives of the main stakeholders – industrial companies, NGOs and local action groups.

Tradable CO2 permissions - history, present and perspectives in the Czech Republic

In 2015, trading in CO2 permissions was introduced in the EU as an economic tool to meet the commitments of the Kyoto Protocol. Trading has gone through many stages and failures. At present, after the withdrawal of a significant number of allowances from circulation, the function of this tool has been revived. The aim of the work is to evaluate the policy of tradable allowances with CO2 in terms of their environmental function and economic impacts on selected sectors in the historical perspective and in terms of the future in comparison with other selected instruments to reduce climate change.

doc. Dr. Ing. Dagmar Škodová Parmová

Innovation and development potential of selected economies

The aim of this work is to analyze the innovation processes and approaches of selected economies in order to increase the competitiveness and development potential of selected world economies. The current economic, social and political changes associated with crisis management in the fight against the COVID-19 pandemic bring changes in the condition of individual economies, their competitiveness and the use of new technologies and innovations. The pace of overcoming difficulties and overcoming obstacles depends mainly on the strength of a particular economy and the innovation of its companies - this strength also affects the ability to overcome periods of recession or other risks associated with the economic cycle. Based on the use of multidimensional scaling methods, we can find out what the innovative strength or competitiveness is, as well as the development potential compared to others. The methods could be generally applicable for special comparisons of objects characterized by a number of indicators or, otherwise, for different tasks of classification and typology of objects - companies or entire economies.

Management of services within the circular economy

The aim of the work is to design optimal models of service management within regional management with emphasis on the approaches of the circular economy. Most current material flows are linear in their nature - the primary raw materials for production are extracted, transformed into production in production and end up in a landfill, incinerator or consumed at the end of the life cycle. Circular economics is inspired by natural ecosystems that are based on perfect and functional cycles of organic nutrients. Circular economics transfers this to use in economic production processes. The basic principles that define the circular economy include: closing material flows in functional and endless cycles where they do not lose value, drawing energy from renewable and sustainable sources, and designing products and services that do not have a negative impact on natural ecosystems and human resources. The research will include, based on the study of economic theories and practical examples

of good practice in the application of circular economics approaches, the design of service management models in a specific area of public or market services.

doc. Ing. Milan Jílek, Ph.D.

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).

The impact of government investments on nonfinancial corporate sector productivity

The topic departs from the theory of endogenous growth assuming that the government investments are part of the production function. The dissertation verifies this assumption on nonfinancial corporations' sector data.

prof. Ing. Eva Kislingerová, CSc.

COVID-19 and its impact on corporate performance

The subject of this work will be to map the situation that arose at the beginning of 2020 and meant a fundamental paralysis of social, economic and social life. The key impact was mainly on selected segments of the economy, for which it meant either paralysis or complete cessation of operations. Subsequently, according to the development of the situation, the government took measures to protect the population from the pandemic and its effects, as well as measures to support the worst-affected societies. The aim of the work will be to deal with the effects of the pandemic on the company and especially on its performance. The aim is to analyze how companies have reacted flexibly to changing conditions in order to survive. The focus of the work should be the evaluation of the measures taken by the company in the context of restoring the company's performance.

prof. Ing. Pavol Kita, Ph.D.

Using of Mobile Network Location Data for the Creation of a Strategy of Coverage of the Territory by Retailers in the Background of České Budejovice

Aim of the dissertation work is to investigate and develop a strategy of implantation of a distributor based on the study of the size of the population and its distribution in space using the location networks of mobile phones in the background of České Budějovice.

The use of information - communication technologies - especially mobile communication initially creates an opportunity not only for the study of socio-spatial behavior of consumers, but also becomes a factor in the strategy of implantation of distributors in retail. In addition to the traditional aspects, the dissertation also examines the problems, noting in particular modern approaches related to the increasing mobility of the population. It focuses on verifying the hypothesis of these distributions of distributors and for this reason leads to new findings related to the critical evaluation of the area of interest.

doc. RNDr. Jana Klicnarová, Ph.D.

Statistical methods in decision making

Due to technical development, more and more data are collected in many fields. Therefore, it is reasonable to use these data for decision making. Classical decision-making methods use only deterministic inputs. However, recently researchers have developed methods combining decision-making methods and statistical ones. The aim of this work is to study these methods, to choose a suitable problem, and to design a new method that combines decision-making methods with statistical ones and is appropriate for the solution of the chosen problem.

Evaluation of unit efficiency

Optimization is a widely solved topic by management in many fields. The evaluation of 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 method for such evaluation, incl. post-optimization analyses. The topic will be specified with a potential student.

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 the business dynamics. There is a large demand for information on business demography both at national and international level. At 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 comparison the main business demography indicators in the EU regions, including their spatial analysis. The will serve for the explanation of business dynamics and its differences across EU.

doc. PhDr. Miloslav Lapka, CSc.

Bioeconomic discourse and expectations of companies management, institutions and the public

The topic is divided into two parts. A critical analysis of bioeconomic discourse in international literature, the failures and successes of this discourse and the hopes connected with the bioeconomy in terms of solving current global problems. Tensions of the universal solution and local socio-economic and natural conditions. Methodological analyzes will be used in the next section.

The research part is focused on the expectation of changes in accordance with bioeconomic principles by actors: corporate management, public administration institutions and the public itself. We operate in the interpretive framework of creating supply and demand, but also in the references of the triangle of sociological representation of individual actors. This allowed it possible to formulate non-trivial hypotheses based on a real expectation of change, not just on knowledge of the theoretical concept of bioeconomics.

Data sources, a highly representative set of the Czech public N = 1015 from our own research in 2021 are available for this work.

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

The Impact of Monetary Policy on Corporate Investment: Effects of Transmission Channels and Firm Characteristics

The dissertation will contribute to the literature dealing with the heterogeneous impact of monetary policies depending on the firm structure of a chosen economy. The study will be focused on the impact of both monetary and credit channels on corporate investment, taking into account different firm characteristics (such as size, age, or industry), and possibly also the asymmetric effects of expansionary and restrictive policies.

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.

doc. Ing. Martin Pěluča, Ph.D.

Management of regional and rural development in the digital age

At the turn of the second and third decades of the new millennium, urban-rural territorial relations, regional and rural development are facing increasing tendencies in the processes of digitization, which affect the management of the public, private and non-profit sectors. In this context, the dissertation should focus on economic research of possibilities, limits and potential of development of this issue with identification of new theories and theoretical contexts (or their application) in the Czechia, systematization of methodological approaches used abroad and their use in the Czech Republic.

doc. Ing. Kamil Pícha, Ph.D., MBA

Influencer marketing in communication strategy of companies

Influencer marketing plays an important role in corporate marketing. The marketing environment is evolving dynamically and brings with it new challenges in all areas. The aim of the thesis is to assess the role of influencer marketing in the context of the development of society, consumer markets and the legal environment and to identify models of the use of influencer marketing in the communication strategy of companies, including scenarios of applicability in the future.

Personalization in marketing

Requirements for personalization and methods of personalization in marketing are evolving in the context of technological development and consumer behavior. The aim of this work is to assess the importance of personalization for current business models of companies, to explore the available technological possibilities of personalization and to identify consumer preferences for personalization in the context of privacy requirements.

Prospects of operating small shops in retail market

The retail market experiences for a long period a change of its structure. Despite of the number of emerging smaller stores their number generally decreases in many countries. The aim of the thesis is to study barriers and opportunities for small store keepers in the retail market and to assess the character of the impact of retail chains, the ongoing development of e-commerce and new technologies.

Development of methods and techniques of consumer research in retail

Evolution of consumer behaviour together with structural changes in retail and development of particular forms of retail selling represent continually a challenge in the field of market research. The

aim of the thesis is to assess 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.

prof. 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.

The costs and benefits of protected areas: recent cases

The creation of protected areas is typically today an environmental protection strategy with ecological, economic, and social consequences for both human and non-human species. With societal interest in ecological health as well as demographic changes occasioned by the transition of rural areas from resource-extraction to amenity-extraction bases, the scope and depth of „protected areas“ is increasingly controversial and must involve analysis of the social construction of the landscape to include “protected area” as a preferred strategy. Research on “protected areas” is best pursued on a case-study analysis, including research on human and non-human actors locally, regionally, and often nationally and internationally. The cases could be based on regional government and non-governmental organization activities, but they might also involve EU or UN initiatives as well. Successful research involves both longitudinal (historical) and synchronous analyses. (I suppose this topic could focus not only on protected areas, but both other environmental issues as well that are place-based [e.g., endangered species protection] and can be pursued in suburban and urban districts as well as rural areas.)

Food insecurity: Trends, coping strategies, and the role of the public and private sectors

Social, economic, and environmental turmoil are current trends that can cause large increases in food security, especially in urban and rural areas of developed nations. Eastern and Central European countries are not immune from food insecurity and climate change, COVID-19, and economic upheavals today no doubt put pressure on additional populations. Further the costs of food insecurity in terms of health status and health care costs, children, work loss, and other measures of well-being run into the billions of Euros across the EU. Research is needed on regional and national levels to address current levels of food insecurity and to look more closely how individuals and households are coping with reduced economic and physical access to food, particularly among vulnerable populations. Research is also needed on public and private sectors responses to food insecurity, participation and barriers to participation in these programs, and outcomes.

doc. Ing. Ladislav Rolínek, Ph.D.

Strategic analysis of internal and external environment in SMEs

Analysis of the internal and external environment are essential for development of strategies (Tichá, I., Hron, J., 2002). According to surveys in a number of small and medium businesses (especially small and micro enterprises), strategic management is insufficiently developed. The aim of dissertation is to design a system of appropriate indicators for evaluation of the internal and external environment of SMEs. It will be detected by the current state of implementation of the principles of strategic management in selected sector of SMEs and will be compared with the recommendations given in the literature.

Process management and possibilities of its implementation in SMEs

Process management is a set of tools designed to streamline the functioning of enterprises. These principles are not still sufficiently implemented in small businesses. The aim of dissertation is to compare management systems in small and medium-sized enterprises and to propose a general procedure for implementation of process management in small businesses.

doc. Ing Petr Řehoř, Ph.D.

Crisis management for SMEs during the COVID-19

Crises can be highly damaging for business as they destroy company value, threaten business goals, exert pressure on management by providing limited time for management to respond, and may even lead to business failure. Considering the unique characteristics of the COVID-19, its long period, pervasiveness, and cross-border impact, it is likely that there will be a wide range of crisis strategies. The objective of this dissertation is to find out how SMEs cope with the COVID-19. The partial objectives are: how is the economic impact on SMEs, how SME managers prepare to handle the crisis over an extended period, whether they have a formal crisis management plan, what type of survival strategies were adopted and whether these strategies vary according to size of the firm. Based on these results, will be define types of renewal and survival strategies for SMEs and propose a SME crisis resilience model.

prof. Dr. Labros Sdrolias

Reorganization factors and processes of SMEs: The case of the Thessaly Region

In our days, the fundamental changes in the global economic and business environment with the widespread economic crisis, revolution of technologies, formation of single local and regional markets, increased competition and changes in consumer demand, have led many small and medium-sized enterprises (SME's) in a forced reorganization of their processes and functions so that they can be initially improved, recovered and eventually survived. Many such businesses are currently in a difficult operating and, above all, financial situation and they are facing difficulties in securing the necessary resources, ways and financial assets in order to continue their economic activities.

The purpose of this doctoral thesis is to precisely identify the necessary factors for the effective reorganization of SME's and at the same time to implement the necessary processes in a way that contributes to the healthy transition of these businesses to a new single business model which will ensure their sustainability in the midst of the long-running global economic crisis. As a methodological approach, a significant sample of SME's from Greece and more specifically from the problematic region of Thessaly will be used.

Implementing managerial accounting reforms in the Greek hospital sector

After the utter collapse of the Greek healthcare system, resulting from the financial crisis that has been afflicting Greece the last eight years, it is considered imperative to re-examine and update the activities

of healthcare bodies as well as to recost healthcare services especially those provided by hospital units that have extremely burdened country's economy in the near past. Moreover, it has been proved internationally, that these units constitute a major component of the rise in healthcare expenditures. Therefore, it is required that hospital units managers should introduce innovative and efficient methods and processes of costing health services, aiming at achieving economies of scale and eliminating waste in healthcare delivery, improving, at the same time, the quality and effectiveness of provided services.

Based on what has been mentioned above, this paper will aim at introducing health sector reforms concerning regulations and strategies related to healthcare delivery in order to reduce the overall operating cost of hospital units. Taking into consideration that it is a hard task to document and calculate hospital expenses and thus, to determine the overall quality of hospital performance, we will make use of differentiated methods to approach operating hospital cost.

TQM in education sector: A systemic approach in schools of the selected regions in Greece and in the Czech Republic

In the contemporary administrative function of school units, the best and more efficient, in the successful utilization of their productive factor, administration model, is undoubtedly that of Total Quality Management - TQM. TQM adjusts itself to conditions of ongoing change of the "systemic" education setting and is based on the active stimulation of the bodies involved, towards an improvement of the quality and efficiency of the school units. It appears indeed as the most suitable tool that can apply to school units for the increase of their efficiency, the ongoing control and the improvement of the quality of the education offered.

Within a continuously evolving setting, as is the case of Greece due to the severe economic crises, the socio-political changes and the constant technological development, the management of a school is asked to implement decisions on the basis of measurable goals, so that with the proper activities and actions the best level of quality education possible is achieved, in combination with the lowest cost possible as well. Additionally, the implementation of TQM programs and more specifically the implementation of quality systems on education institutions provide an excellent sense of security and trust to the pupils, students and their families of their services. The resources and reserves management is astonishingly improving, saving time and capital in a period of incessant developing and complicated competition.

On the basis of the references above, the aim of the present proposal is, through a review of Greek and international literature, to introduce methodologies for the implementation of a TQM education, as a daily most suitable practice, with an emphasis on the quality of the services offered. The education/school units of the Region of Thessaly in Greece will be used as a case study, while corresponding education/school units of the South Bohemia Region in Czech Republic, will be the basis of a comparative approach and better accepted and applied practices.

prof. Ing. Luboš Smutka, Ph.D.

The Impact of applied sanction on agrarian trade between the Russian Federation and the European Union

The topic of proposed thesis is applied sanction/import ban imposed by the Government of the Russian Federation on imports of agrarian and foodstuff products from many countries of the world. The applied import ban must be considered as a part of national food security strategy and also as a reaction on "Western countries'" sanctions imposed on Russia because of them Russian activities in Crimea. The sanctions themselves have had a very significant effect on the agrarian trade of a number of EU countries in relation to the Russian Federation. The aim is to identify the effects of the import

ban on individual items of international agricultural trade, which are listed into the sanctions list. The thesis is focused mainly on trade activities between the Russian Federation and the European Union. Furthermore, the subject of the proposed Ph.D. thesis is to identify the effects of the import ban on individual items of international agricultural trade, which are not listed into the sanctions list. Last but not least, it is necessary to identify the effects of the import ban on agricultural enterprises, foodstuff companies and consumers.

Determinants of the world sugar trade with emphasis on the European region

World sugar trade has undergone significant changes in recent years. The ongoing process of liberalization of the sugar market, accompanied by the abolition of production quotas in the EU countries, has significantly changed the situation on the sugar market not only in Europe but also in other regions of the world. The aim of the dissertation is to analyze the world sugar market with emphasis on the European region in order to identify the most significant trends and changes that have occurred in the field of sugar production, consumption and trade in recent decades. Furthermore, based on the identified trends, another key objective is to predict the volume of European sugar trade, including the development of sugar prices for the next years.

This goal can be further divided into the following sub-goals:

- I. To prepare an overview of theoretical approaches to world agrarian trade and the effects of basic instruments of foreign trade policy.
- II. To prepare a descriptive analysis of the world sugar market.
- III. To propose an econometric model determining the main factors influencing world trade in sugar with an emphasis on the European region.
- IV. On the basis of the proposed trade model - to estimate a forecast of the development of the European sugar trade for the next period.

Foreign trade of the Czech Republic – the key factors influencing the territorial and commodity structure

The topic of the dissertation proposal is to identify the most important factors influencing the international trade in merchandise goods of the Czech Republic. The work focuses on the analysis of both export and import flows of merchandise trade. The proposed dissertation thesis deals especially with merchandise trade flows realized inside and outside the European Union. Due to the heterogeneity of the commodity structure of foreign trade, the identification of key factors determining the character of merchandise trade and the analysis of the intensity of their influence are performed especially for trade in agricultural and food products, trade for fuels and minerals and also for trade in processed or industrial products / goods. An important aspect of the research is the emphasis on the degree of processing of individual products, ie. whether it is a raw material, semi-finished product or final product. Except for identification of the key effects determining the character of the Czech foreign trade activities, the thesis is also focused on the identification of key factors affecting/influencing the competitiveness of Czech merchandise trade.

Black swans and their influence on the world economy - the influence of COVID-19 on the world economy and trade

The world economy has undergone a number of dynamic changes in recent years. The processes associated with globalization, internationalization, liberalization and specialization at the level of individual countries and regions have changed the character of the world economy. Thanks to the above-mentioned processes, the growth of the world economy, trade and finance has grown significantly in the last three decades. The view of the role of the state or the public sector has also changed significantly. The aim of the Ph.D. thesis is to identify the key changes that have taken place

in the global economy in the context of the last three decades and to analyze the impact of "black swans" (the relatively often effect within the last thirty years) on changes in the global and regional economy. Last but not least, the aim of this work is to analyze the impact of COVID-19 on the world and regional economy and to identify the most significant changes that are associated with this phenomenon. The aim is to identify not only negative impacts, but also to identify opportunities that have arisen in the context of measures and responses to COVID-19.

prof. Dr. Doris Fetscher

Remembrance Tourism in the Czech-German Border Region

Czechs and Germans have a long common history which has left traumatic experiences on both sides. After the end of the cold war the relations between Czechs and Germans began to renew and new spaces for encounters were created. In France, for example, a very specific type of remembrance tourism, remembering world war one and world war two has been developed. In Germany a lot of initiatives have been taken to develop a tourism which remembers the Holocaust. The aim of remembrance tourism is to protect the memory of the victims of war, oppression and genocide and to prevent similar crimes in the future. In this sense remembrance tourism differs from dark tourism which has not the same ethical impact. The aim of the thesis is to find out, whether in the German Czech border region an economically stable and sustainable remembrance tourism could be developed. Which are the structural, social, political, ethical and economic requirements for such a project? The study can be conducted using qualitative and quantitative methods as well as theoretical research.