

Návrh programu SVOČ doktorská sekce

1.	Chrysoula Krommyda MSc	Methodology of strategic analysis of internal and external environment in the Greek public organizations
2.	Christian Enz	SMS Business Communication Tools – research design for individual efficiency assessment
3.	Mr. Ghan Shyam Pandey	A Case study: Role of the Cooperative and Social Enterprises in the COVID-19 pandemic in Tulsipur, Dang
4.	Ing. Sandra Arbesová	Personalization in Marketing: Presentation of research methods of Dissertation
5.	Mgr. Tereza Waldhauserová	The Effect of the Visual Performance on the Consumer's Olfactory Perception
6.	Mgr. Vladimíra Michálková	Influencer Marketing in Communication Strategy SMEs
7.	Ing. Jana Tesaříková	<u>Detailed elaboration of the methodology of the partial goal of the dissertation</u>

10 min. - Coffee break

8.	Ing. Dagmar Peterková	Farm Business Models
9.	Ing. et Ing. Antonín Hořčica	The Sustainable Development Goals Index: A Study of Its Subnational Applicability
10.	PhDr. Jaroslav Vlach	The innovation and development potential of the selected economies
11.	Ing. Lucie Samková	Selected elements of the integrated transport systém
12.	Ing. Jitka Zikmundová	Management of the Promotion of Tourism Services with an Emphasis on Destination Branding
13.	Ing. Jiří Homan	An Analysis of the Technological, Organizational, and Environmental Factors Influencing Cloud Adoption in SME – case study

10 min. - Coffee break

14.	Ing. Ladislav Uhlíř	Job satisfaction and suggestions for improvement from employees as a basis for innovation
15.	Bc. Petra Vysušilová MSc.	Research of residents' attitudes towards tourism in Český Krumlov
16.	Ing. Michaela Koubková	Airbnb for low cost travellers
17.	Ing. Anna Maroušková	Insect industry contributes to achieving Sustainable Development Goals