

List of proposed dissertation topics 2019/2020

Advisor (department)	Title and dissertation topic annotation	Study form
1. Lucia Bednárová, doc. Ing., PhD.(1) (Department of Economics)	Creating an enterprise adaptation process and its subsequent application in enterprise. Dissertation is based on an analysis of information on the business entity to establish a methodology for the adaptation process of new employees to the demands of the business entity examined. Within the work it is necessary to compile a paper in the form of a generally valid methodology for the given subject, with the possibility of creating changes with regard to the specification of the job. The PhD student should apply different research methods to achieve the goal.	FTS/PTS
2. Lucia Bednárová, doc. Ing., PhD.(2) (Department of Economics)	The impact of expatriate's actions to the multinational companies' management. The dissertation thesis is focused on defining management differences between parent companies and subsidiaries (in the selected region) as well as their interaction. Based on the results, it should be possible to define the influence of expatriates on the primary way of managing a company. In order to achieve this goal, a comparative approach should be used, followed by recommendations for improving the adaptation process.	FTS/PTS
3. Aneta Bobenič Hintošová, doc. JUDr. Ing., PhD.(2) (Department of Management)	Critical success factors of cross-border mergers and acquisitions Mergers and acquisitions are one of frequently used tools of external growth, despite relatively high percentage of their failures. The dissertation thesis on a theoretical level elaborates conceptual and procedural aspects of merger and acquisition realization and summarizes current empirical findings regarding the assessment of merger and acquisition success. Within analytical part, it analyses pre- and post-acquisition performance differences on a selected sample of realized cross-border mergers and acquisitions and leads to identification of the critical success factors of cross-border mergers and acquisitions.	FTS
4. Aneta Bobenič Hintošová, doc. JUDr. Ing., PhD.(1) (Department of Management)	Strategic approach to brand building The new paradigm of sustainable competitive advantage creation is connected with its higher degree of sophistication and difficult imitability. Significant place in this respect has building of a brand with value. The dissertation thesis elaborates the theoretical foundations of brand building in a strategic context and summarizes the current empirical findings regarding brand value perception. Based on the identification of causal links between brand value perception and corporate performance, the analytical part of the thesis creates the prerequisites for the design of the strategic brand-building model.	PTS
5. Naqib Daneshjo, doc. Ing., PhD. (Department of Commercial Entrepreneurship)	Innovative model for cost accounting of corporate material flows. The aim of the solution is to design and validate a new optimization model for integrated economic and environmental accounting for material and energy recovery in the various transformation processes from the entry to enterprise to the output in multiple quantification centers, including quantification of environmental impacts of processes.	FTS

Advisor (department)	Title and dissertation topic annotation	Study form
<p>6. Emília Duřová Spiřáková, doc. Ing., PhD. (Department of Economics)</p>	<p>Diversity of determinants affecting countries' innovation performance</p> <p>The dissertation thesis deals with the issue of innovation performance of countries and points out the influence of various determinants, focusing mainly on support of research, development and innovation activities, on innovation performance of selected countries. Based on the results of the analysis it proposes its own composite indicator of innovation performance for the Slovak Republic.</p>	<p>FTS</p>
<p>7. Vanda Lieskovská, prof. Ing., PhD. (1) (Department of Commercial Entrepreneurship)</p>	<p>Category management products</p> <p>Category management - as a proven concept and method of cooperation between a merchant and a chosen category partner.</p> <p>Working together to grow the whole category, which is a common concern for both the trader and the supplier.</p> <p>Applying Category Management in focusing on selected food products.</p>	<p>FTS</p>
<p>8. Vanda Lieskovská, prof. Ing., PhD. (2) (Department of Commercial Entrepreneurship)</p>	<p>Aromachology and its application in retail management</p> <p>Analyze the development of the Slovak retail network.</p> <p>Draw attention to the use of aromachology knowledge in retail management.</p> <p>Mapp the portfolio of business entities using the principles of aromachology with an impact on consumer behavior.</p>	<p>FTS</p>
<p>9. Silvia Megyesiová, doc. Ing., PhD. (Department of Quantitative Methods)</p>	<p>Efficiency of Slovak enterprises at regional level</p> <p>The dissertation is devoted to a detailed analysis of the efficiency of Slovak enterprises based on available data from the database of Slovak enterprises and organizations. The emphasis in efficiency analysis is to quantify regional differences and specificities of efficiency.</p>	<p>FTS</p>
<p>10. Bohuslava Mihalčová, prof. Ing., PhD., PhD. (Department of Management)</p>	<p>Economic context of women's share in managerial positions in the Slovak Republic.</p> <p>The principle of equal opportunities, regardless of whether it is a woman or a man, is currently one of the cornerstones of a policy of democratic countries. Many researches in the world have shown a positive relationship between gender diversity and the financial performance of companies. Women in managerial positions eliminate social and work-related difficulties in the workplace and contribute to improving business performance. In the dissertation we want to demonstrate whether or not there is a statistically significant relationship between the percentage of women in leadership positions and the financial performance of Slovak enterprises. In addition to the economic benefits, attention will be focused on the whole area of gender diversity in Slovak enterprises, determining the global index of Slovakia and forecasting a balanced share of women and men at the top management level.</p>	<p>FTS</p>

Advisor (department)	Title and dissertation topic annotation	Study form
11. Jana Naščáková, doc. Ing., PhD. (Department of Commercial Entrepreneurship)	<p>Consumer protection on the Financial market</p> <p>Financial consumer protection sets clear rules of conduct for financial firms regarding their retail customers. It aims to ensure that consumers: receive information to allow them to make informed decisions, they are not subject to unfair or deceptive practices, and they have access to recourse mechanisms to resolve disputes. Complementary financial literacy initiatives are aimed at giving consumers the knowledge and skills to understand the risks and rewards of using financial products and services-and their legal rights and obligations in using them.</p> <p>International and regional non-government organizations are also playing an increasingly important role in financial consumer protection. The World Bank is also supporting the international dialogue on financial consumer protection through development of good practices based on country-level experience and ongoing technical assistance.</p> <p>The good practices provide a comprehensive diagnostic tool to help identify the consumer protection issues in all parts of the financial sector.</p> <p>Clear rules of conduct for financial institutions, combined with programs of financial education for consumers, will increase consumer trust in financial markets and will support the development of these markets.</p>	FTS
12. Michal Pružinský, prof. Ing., CSc. (Department of Economics)	<p>Economic use of production function</p> <p>The principle of economy (economic principle) expresses the effort of the company to act as economically as possible. It is about maximizing the output (at the given inputs to achieve the highest possible output), or minimizing the input (given the output as small as possible), or optimizing the relationship between inputs and outputs. The output of the work will be a model whose mission will be to optimize the relationship between inputs and outputs.</p>	FTS/PTS
13. Michal Stričík, doc. Ing., PhD.(1) (Department of Economics)	<p>Modeling the economic efficiency of municipal waste material-energy recovery</p> <p>The European Union has set a target within the framework of the development strategy to achieve the maximum material and energy utilization of waste with minimization of its disposal. The Slovak Republic has been failing to meet these goals for a long time, and within the European Union countries it is in the last places of waste recovery ranking including municipal waste. In this context, the project helps identify the opportunities and barriers to the effective recovery of municipal waste. Its output will be a model that will help to intensify the material energy recovery of waste in Slovakia in connection with the Waste Management Program of the SR by 2020.</p>	FTS
14. Michal Stričík, doc. Ing., PhD.(2) (Department of Economics)	<p>Economic and environmental aspects of the use of solid alternative fuel made from waste in the Slovak Republic</p> <p>The Slovak Republic is for long time not able to meet the objectives for material and energy utilization of waste and it si within the European Union countries at the last places in waste recovery. The dissertation identifies the possibilities of treatment of waste in the form of the solid alternative fuel (SAF) and its subsequent utilization as an energy source in the production sphere of Slovak enterprises. The output of the dissertation will be a model that would help to intensify the energy recovery of waste in Slovak conditions.</p>	PTS

Advisor (department)	Title and dissertation topic annotation	Study form
15. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (1) (Department of Quantitative Methods)	Economic aspects of removing environmental burdens Based on the existing reduction procedures or techniques to eliminate the negative environmental impacts of environmental burdens described in the literature, this dissertation to find appropriate practices to eliminate the negative environmental impacts of a particular environmental burden. Special attention will be focus on combination of several approaches to find an economically acceptable and sustainable solution to the environmental problem caused by the burden.	FTS/PTS
16. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (2) (Department of Quantitative Methods)	Determination of the objective values of imported goods Based on existing models and procedures proposed for determining the objective price of goods, to analyse current approaches and compare them with the actually declared prices obtained from available sources.	FTS/PTS
17. Michal Tkáč, doc. Ing., PhD.(1) (Department of Corporate Financial Management)	Primary bond market in the post-crisis period The bond market has been significantly influenced by the financial crisis. The thesis deals with the changes that the crisis brought to the primary bond market. The primary market represents the market where bonds are issued. The thesis should also clarify the changes of conditions for businesses and states in obtaining this kind of debt financing.	FTS
18. Michal Tkáč, doc. Ing., PhD.(2) (Department of Corporate Financial Management)	The use of artificial intelligence for support of Fintech The dissertation deals with the possibilities of using the tools of artificial intelligence to support financial innovation. FinTech is a shortened version of the term "Financial Technology", and generally represents the field of technological innovations applied in order to provide diverse financial services such as, Alternative Payment Methods, Crowdfunding, Automated Consulting (robo-advice), Cryptocurrency and Initial Coin Offerings (ICOs), InsurTech Insurance, or Algorithmic Trading	FTS
19. Renáta Turisová, doc. Ing., PhD. (External supervisor)	Cost of quality related to the implementation of GDPR in the enterprise Based on individual well-known models to monitor quality costs, it is necessary to choose a suitable model in diploma work. This model is subsequently modified to ensure its best suitability for effective quality costs using during the massive implementation of the GDPR in conditions of small and medium-sized enterprises in the Slovak Republic.	PTS