

List of proposed dissertation topics 2020/2021

Advisor (department)	Title and dissertation topic annotation	Study form
<p>1. Aneta Bobenič Hintošová, doc. JUDr. Ing., PhD. (Department of Management)</p>	<p>Critical success factors of cross-border mergers and acquisitions</p> <p>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.</p>	<p>FTS/PTS</p>
<p>2. Emília Duřová Spišáková, doc. Ing., PhD.(1) (Department of Economics)</p>	<p>Assessment of the degree of fulfilment of the Europe 2020 targets by selected countries</p> <p>The Strategy Europe 2020 is an important strategy of the European Union, which entered into force in 2010 (after the Lisbon Strategy). The dissertation thesis in the theoretical part points out the main areas of focus and objectives of the Europe 2020 strategy and the possibilities since 2020. The analytical part of the thesis, using the analysis and comparison, evaluates the level of fulfilment of the objectives of the strategy by selected countries of the European Union and points to the expected development of indicators in the coming years. The final part of the dissertation thesis deals with the proposal of measures for successful convergence to the target values in the next decade.</p>	<p>FTS/PTS</p>
<p>3. Emília Duřová Spišáková, doc. Ing., PhD.(2) (Department of Economics)</p>	<p>Analysis of innovation performance and possibilities for financing innovation in enterprises</p> <p>Innovation, research and development are activities that push countries forward and increase their competitiveness on a global scale. The dissertation thesis in the theoretical part points out the main types of innovations, theoretical possibilities of innovation performance evaluation and possibilities of financing of innovation activities. The analytical part of the thesis is devoted to comparison and analysis of innovation performance of selected countries and evaluation of the rate of utilization of individual sources in financing of innovation activities in enterprises. In the final part the dissertation thesis deals with the proposal of measures to increase the rate of financing of innovation in Slovakia.</p>	<p>FTS/PTS</p>
<p>4. Naqib Daneshjo, doc. Ing., PhD. (Department of Commercial Entrepreneurship)</p>	<p>Innovative model for cost accounting of corporate material flows.</p> <p>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.</p>	<p>FTS/PTS</p>

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<p>5. Vanda Lieskovská, prof. Ing., PhD. (1) (Department of Commercial Entrepreneurship)</p>	<p>Consumer behavior in the context of sustainable consumption</p> <p>To define the role of marketing in advocating the idea of sustainable consumption. To analyse the alternatives of sustainable consumption with the description of the benefits for the individuals and the society as well. To define the model describing the conditions inevitable for the sustainability and their impact on the marketing activities. The investigation of the customers' role in the process of sustainable marketing management in the reverse trade goods flow.</p>	<p>FTS</p>
<p>6. Vanda Lieskovská, prof. Ing., PhD. (2) (Department of Commercial Entrepreneurship)</p>	<p>Contemporary trends in marketing communication and their use in the business practice</p> <p>The analysis of the theoretical background related to marketing communication application and new marketing communication trends with the impact on the business success. The specification of the different marketing mix tools in the time line of 20 years and the perspective of new innovative solutions.</p>	<p>FTS</p>
<p>7. 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>According to the results of the survey performed by the World Economic Forum (The Global Gender Gap Report 2018), in Slovakia, gender equality in management positions is available only in the sectors of education and healthcare. Disproportions are evident mainly in the fields of economy and politics. In 2017, Slovakia ranked 50th in the management gender gap ranking; though in 2018, in the ranking of 149 surveyed countries, the country fell to rank 83. It is important to find out the causes of this phenomenon, in terms of gender diversity and social and economic correlations. By performing a survey of gender equality and the social/economic status of managers at selected Slovakian companies, we will gain data, processed using an appropriate metric. The data of the indicators will be gained primarily from the annual reports of the respective companies. Our aim is to improve the impact of gender diversity changes on the financial results of the selected companies. To process the data, we will use economic models and statistical models to prove the correlations between the respective variables for both gender diversity and financial indicators.</p>	<p>FTS/PTS</p>
<p>8. Michal Pružinský, prof. Ing., CSc.(1) (Department of Economics)</p>	<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>	<p>FTS/PTS</p>

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<p>9. Michal Pružinský, prof. Ing., CSc.(2) (Department of Economics)</p>	<p>Product innovations and their importance for business development</p> <p>Based on the evaluation of innovation activities of the selected company, to submit proposals for the development and introduction of innovative products, thanks to which the enterprise should achieve a competitive advantage and better position themselves in the market. Innovation is usually the result of a collective effort of the company. At its origin is intellectually promote the best ideas. Completed innovation allows to achieve competitive advantage and customer adaptation, followed by the process of customer loyalty.</p>	<p>FTS/PTS</p>
<p>10. Michal Stričík, doc. Ing., PhD. (Department of Economics)</p>	<p>Model of sustainable waste management in relation to climate neutrality</p> <p>The European Union has set itself the objective of achieving climate neutrality in its development strategies. The implementation of the principles of circular economy and the effort to achieve maximum material and energy recovery of waste while minimizing its disposal should contribute to this goal. The output of this work will be a model that will contribute to the intensification of material-energy recovery of waste in Slovakia and thus to achieve carbon and climate neutrality.</p>	<p>FTS</p>
<p>11. Michal Tkáč, doc. Ing., PhD.(1) (Department of Corporate Financial Management)</p>	<p>The supply chain behavioural pattern analysis</p> <p>The dissertation will deal with the analysis of procurement processes and their parameters as well as the impact of procurement settings on business performance will be analysed.</p>	<p>FTS</p>
<p>12. Michal Tkáč, doc. Ing., PhD.(2) (Department of Corporate Financial Management)</p>	<p>The analysis of public procurement in Slovak republic</p> <p>The dissertation will deal with the analysis of public procurement processes in Slovak republic. Special focus would be devoted to analysis of the parameters of these processes, as well as to the impact of these settings on procurement performance.</p>	<p>PTS</p>
<p>13. Michal Tkáč, doc. Ing., PhD.(3) (Department of Corporate Financial Management)</p>	<p>The analysis of economic crimes in Slovak republic</p> <p>The dissertation will deal with economic crime that occurs in the territory of the Slovak Republic and the impact of these activities on the Slovak economy.</p>	<p>PTS</p>
<p>14. Michal Tkáč, doc. Ing., PhD.(4) (Department of Corporate Financial Management)</p>	<p>The role of underwriters on primary bond market</p> <p>The dissertation tries to determine impact of underwriters on general parameters of bond issued on primary market.</p>	<p>FTS</p>
<p>15. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (1) (Department of Quantitative Methods)</p>	<p>Economic aspects of the establishing of carbon neutrality in the Slovak Republic</p> <p>On the basis of positive environmental procedures described in scientific literature, to propose methods that can be implemented in practice in Slovakia and to analyze their relevant economic impact.</p>	<p>FTS/PTS</p>

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<p>16. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (2) (Department of Quantitative Methods)</p>	<p>External financing of European companies in the capital market</p> <p>Based on the identified determinants of bond financing, help European businesses to increase their efficiency and define optimal fundraising behavior. Attention will also be paid to risk analysis, as very low corporate bond yields currently indicate a potential threat that may result in a bubble burst in certain circumstances.</p>	<p>FTS/PTS</p>
<p>17. Renáta Turisová, doc. Ing., PhD. (External supervisor)</p>	<p>Cost of quality related to the implementation of GDPR in the enterprise</p> <p>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.</p>	<p>PTS</p>