

# List of proposed dissertation topics 2021/2022

Advisor (department)	Title and dissertation topic annotation	Study form
<b>1.</b> <b>Aneta Bobenič Hintošová, doc.</b> <b>JUDr. Ing., PhD.</b> (Department of Management)	<b>Foreign direct investing in the digital economy</b>  The development of the digital economy results in modifications of traditional approaches to internationalization as well as the allocation of foreign direct investment with regard to elimination the need of the transfer of physical assets. The dissertation thesis shall examine these phenomena on a theoretical level, especially with regard to key theories of foreign direct investment as well as approaches to measuring the development of the digital economy. Based on the comparison of the results of existing empirical researches in the field of the relationship between foreign direct investing and the development of the digital economy, as well as the results of our own empirical research, the dissertation aims to propose a business model for allocation of foreign direct investment in the context of digital development.	FTS/PTS
<b>2.</b> <b>Emília Duřová Spišáková, doc. Ing., PhD.</b> (Department of Economics)	<b>Analysis of investment needs in selected non-manufacturing industries in Slovakia</b>  The dissertation deals with the issue of investing in non-manufacturing sectors. After a theoretical definition of the current state of the problem, it deals with the current situation in Slovakia in terms of analysing the state, amount and forms of investment in selected non-manufacturing sectors. Based on the findings, it proposes measures to increase the efficiency of allocation, respectively for reallocation of resources in the monitored area.	FTS/PTS
<b>3.</b> <b>Vanda Lieskovská, prof. Ing., PhD.</b> <b>(1)</b> (Department of Commercial Entrepreneurship)	<b>New trends in marketing communication in business practice</b>  Marketing communication and the way of its effective implementation is one of the key factors of success of a business entity in the market. Current trends in marketing are influenced by the dynamic development of information technology. Massive market coverage by smartphones, affordable mobile data and the emphasis on individual approach to consumers also affect the form of communication with target segments. It is desirable to discover, systematize and describe current trends in marketing communication with an emphasis on the responses of the receiving audience.	FTS
<b>4.</b> <b>Vanda Lieskovská, prof. Ing., PhD.</b> <b>(2)</b> (Department of Commercial Entrepreneurship)	<b>Modification of business activities and consumer behavior to the covid pandemic.</b>  The situation associated with the spread of coronavirus became a new phenomenon in 2020. In the short term, the market has been exposed to extreme pressure on the growing demand for protective equipment. In addition, product lines were gradually expanded, as well as product mixes of those products, which became a necessary part of the functioning of individuals, companies and society as such. The importance of a flexible response to the new situation has increased in terms of creating and ensuring a sufficient range of products from the point of view of producers, but also the available retail network. On the other hand, there was an interest in covering the emerging needs of the consumer public. These facts were reflected in the modification of business activities, but also consumer behavior. which could help to protect health as well as to comply with the preventive measures recommended by the Public Health Office.	FTS

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<p><b>5.</b> <b>Vanda Lieskovská, prof. Ing., PhD.</b> <b>(3)</b> (Department of Commercial Entrepreneurship)</p>	<p><b>Retail marketing and product policy for sustainable development</b></p> <p>Sustainable growth is one of the fundamental goals of the European Union. Given the global scarcity of natural resources, adherence to the principle that less is more is becoming a major challenge for both producers and consumers. Climate change and the growing demand for energy and resources have determined the focus on sustainable not only consumption and production, but also sustainable trade. There is a need to place increased emphasis on the environmental performance of products throughout their life cycle, to stimulate demand for better products and production technologies and to help consumers make informed choices. The main benefit of the outputs should be the proposal of measures to support the circular economy and the circular economy. Resource efficiency and lower waste production can not only protect the environment, but also create new business opportunities and support innovation. Waste prevention programs are used in production, trade and the consumer public.</p>	<p>FTS</p>
<p><b>6.</b> <b>Silvia Megyesiová, doc. Ing. PhD.</b> (Department of Quantitative Methods)</p>	<p><b>The impact of COVID-19 pandemic on the production and productivity of Slovak companies</b></p> <p>The dissertation is devoted to a detailed analysis of production and productivity of companies in Slovakia during and after the crisis associated with the COVID-19 pandemic. The dissertation will focus on the quantification of the impact from the point of view of enterprises and companies according to the NACE classification.</p>	<p>FTS</p>
<p><b>7.</b> <b>Bohuslava Mihalčová, prof. Ing., PhD., PhD.</b> (Department of Management)</p>	<p><b>Multi-criteria evaluation and management of company performance</b></p> <p>In many companies, both at home and abroad, the classic system of performance evaluation still prevails, focused primarily on the financial and economic analysis of the company, dealing primarily with past performance. However, this is not enough. As a rule, financial indicators assess what has already happened in the company and do not focus on its performance in the future, not to mention that they do not evaluate the company comprehensively, ie also from the point of view of non-financial indicators. In assessing the future success of the company, it is necessary to use approaches, methods and models that prioritize the measurement of the company's performance in terms of increasing its value and performance measurement systems that support the company's strategy. The dissertation deals with a comprehensive assessment of the performance of companies, on the basis of which companies can develop strategies to ensure long-term benefits and strengthen their market position.</p>	<p>FTS</p>

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<b>8.</b> <b>Michal Pružinský, prof. Ing., CSc.</b> (Department of Economics)	<b>Success in the environment of competing and cooperating companies</b>  The term "competitive environment" refers to the number and types of companies against which a given business competes in its industry. Direct competitors are those that sell very similar goods and services. Indirect competitors are those that sell unrelated goods and services, but to similar target markets. The more serious competitors a company faces as it operates a business, the more beneficial it is for the business to differentiate itself to customers. Promoting distinct benefits or attributes helps customers recognize how a brand is positioned within the competitive environment. In highly competitive environments, companies also face greater pressure to offer low or affordable prices. On the other hand, description and analyse and comparison of possible effect of the cooperation increases the likelihood of innovation regardless of the type (product innovation, process innovation or a combination thereof). It is interesting investigate how coming point of views on cooperation changes success of company.	FTS/PTS
<b>9.</b> <b>doc. Ing. Jana Simonidesová, PhD.</b> (Department of Corporate Financial Management)	<b>Transfer pricing and its impact on the taxation of multinational companies</b>  In the theoretical part of the dissertation we focus on the characteristics of individual methods of transfer pricing from the perspective of taxation of multinational companies. In the Results section, an analysis and comparison of applied transfer pricing methods in the process of taxation of specific multinational companies, including quantification of their impact on tax liability, will be processed. In the Discussion section, specific possible solutions for the given companies in the area of tax optimization from the point of view of their taxation will be proposed.	FTS/PTS
<b>10.</b> <b>Michal Stričík, doc. Ing., PhD.</b> (Department of Economics)	<b>Model of sustainable waste management in relation to climate neutrality</b>  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.	FTS/PTS
<b>11.</b> <b>Michal Tkáč, doc. Ing., PhD.(1)</b> (Department of Corporate Financial Management)	<b>Purchasing and supply management transformation to Industry 4.0</b>  The thesis will be focused on the possibilities of using Industry 4.0 tools in procurement processes and in supply chain processes.	FTS
<b>12.</b> <b>Michal Tkáč, doc. Ing., PhD.(2)</b> (Department of Corporate Financial Management)	<b>The supply chain behavioural pattern analysis</b>  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.	FTS
<b>13.</b> <b>Michal Tkáč, doc. Ing., PhD.(3)</b> (Department of Corporate Financial Management)	<b>The analysis of public procurement in Slovak republic</b>  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.	PTS

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<b>14.</b> <b>Michal Tkáč, doc. Ing., PhD.(4)</b> (Department of Corporate Financial Management)	<b>Quality management in Industry 4.0 era</b>  The thesis will be focused on the possibilities of using Industry 4.0 tools in quality management	PTS
<b>15.</b> <b>Michal Tkáč, doc. Ing., PhD.(5)</b> (Department of Corporate Financial Management)	<b>Use of reputational mechanism in business</b>  The thesis will be focused on the possibilities of using reputation mechanisms as tools for building trust in business.	FTS
<b>16.</b> <b>Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (1)</b> (Department of Quantitative Methods)	<b>Improving the performance of business processes</b>  On the basis of available scientific and professional literature, selection and modification of suitable tools that can be implemented in the conditions of companies in the Slovak Republic.	FTS/PTS
<b>17.</b> <b>Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (2)</b> (Department of Quantitative Methods)	<b>Change of business environment in Slovakia in the European context during the pandemic</b>  From the course of the Covid-19 pandemic its dominant influence on the Slovak, European and world economy is obvious. The business environment in Europe and Slovakia also changes significantly. The analysis of economic aspects of the impact of the pandemic on the business environment is therefore very current and from the point of view of business in Slovakia also very necessary.	FTS/PTS
<b>18.</b> <b>Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (3)</b> (Department of Quantitative Methods)	<b>Economic aspects of breeding and sale of poultry in Slovakia</b>  An overview of the latest knowledge in the field of development, production and sale of poultry in terms of cost reduction. Improving processes in terms of cost savings while constantly improving their quality.	FTS/PTS
<b>19.</b> <b>Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (4)</b> (Department of Quantitative Methods)	<b>Performance of a company focused on the development services under conditions of a pandemic</b>  The ongoing pandemic directly affects the performance of almost all companies, not only in Slovakia but also in Europe. Describing the real impact of gross business interventions on the performance of companies during a pandemic is therefore a current and necessary issue, especially in the area of real estate sales.	PTS
<b>20.</b> <b>Renáta Turisová, doc. Ing., PhD.</b> (External supervisor)	<b>Quality 4.0 in the conditions of Slovak companies</b>  Quality 4.0 is an integral part of Industry 4.0, the principles and procedures of which are gradually applied in the conditions of Slovak companies. and can be defined as the digitization of TQM and its impact on quality technology, processes and people. It is becoming an important part of organizational innovation, but it also has its economic implications, which are the subject of the focus of this dissertation.	PTS

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<b>21.</b> <b>Erik Weiss, doc. Ing., PhD.</b> (Department of Commercial Entrepreneurship)	<p><b>Innovative approaches in the area of electronic reservation and distribution systems in order to streamline the creation of individual tourism products in exotic tourist destinations</b></p> <p>Thanks to easy access about information of exotic tourist destinations and products, comparing different information becomes easier and consumer information will be a decisive element in the competition when choosing a consumer destination.</p>	FTS
<b>22.</b> <b>Roland Weiss, doc, Ing, PhD</b> (Department of Corporate Financial Management)	<p><b>The crowdfunding as financial resource of company</b></p> <p>The dissertation deals with the issue of financing a company with capital. Based on theoretical knowledge, we describe the financing of small and medium-sized enterprises with capital from private investors and the possibilities of how to achieve this. In this work we want to briefly point out the development and current state of crowdfunding use in the world and in Slovakia.</p>	FTS