

List of approved dissertation topics 2023/2024

Advisor (Department)	Title and dissertation topic annotation	Study form
1. Barbora Gontkovičová, doc. Ing., PhD. (Department of Commercial Entrepreneurship)	Flexible forms of work and their impact on human resources in the company The labour market is constantly changing, the significant changes have taken place and are taking place in so-called standard forms of employment in many European countries. To increase their competitiveness, the enterprises are trying to respond to these changes as quickly as possible, which also increases the requirement for work flexibility. Standard forms are increasingly being replaced by other ways of work, linked to the fulfilment and performance of the necessary tasks. The tendency to increase the use of flexible forms of work and work organization has been powered by the COVID-19 pandemic. The main goal of the dissertation is to analyse, compare and evaluate the use of flexible forms of work in Slovakia and in selected countries of the European Union and assess the impact of the COVID-19 pandemic on the demands and changes in labour flexibility. However, the perception and requirements for flexibility may differ from the point of view of the employer and the employee, therefore the work will also include an evaluation of the advantages or disadvantages for both sides to flexible employment relationships.	FTS/PTS
2. Jozefína Hvastová, doc. Ing., PhD. (Department of Economics and Management)	The Impact of Creativity in Accounting on Financial Performance Indicators of Companies The accuracy and reliability of financial statements is crucial in making stakeholder decisions. Therefore, financial performance indicators should also reflect the same level of accuracy. However, the actual phenomenon is the "game with numbers", the use of which in the accounting practice of companies results in distorted outputs. The dissertation therefore finds out which creative accounting procedures find application in the practice of selected companies and presents their impact on accounting data. Following this, it analyzes and evaluates the impact on selected indicators of the financial performance of companies, as there is no broader discussion on this problem.	FTS/PTS
3. Vanda Lieskovská, prof. Ing., PhD. (Department of Commercial Entrepreneurship)	Demographics of business enterprises and their impact on employment in the Slovak Republic Analyze in a comprehensive level the business sphere focused on business enterprises in the Slovak Republic with emphasis on the period before and during the operation of COVID-19. Emphasis on the stage of establishment, survival and demise of business enterprises with the simultaneous capture of employment. Subsequently, focus on the analysis of small and medium-sized businesses. Incorporate structural variables into the analysis, especially business activity, legal form, age, size of business entities and present changes in the structure over time due to the changed economic situation.	FTS
4. Silvia Megyesiová, doc. Ing., PhD. (Department of Quantitative Methods)	The impact of COVID-19 pandemic on the production and productivity of Slovak companies 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.	FTS/PTS

Advisor (Department)	Title and dissertation topic annotation	Study form
5. Bohuslava Mihalčová, prof. Ing., PhD., PhD. (Department of Economics and Management)	Manifestations and impact of hybrid threats on business management <ul style="list-style-type: none"> • Examination of global, regional, and local hybrid threats in terms of their potential impacts on the management of economic activities in terms of the functionality and reliability of communication systems with an emphasis on supply, production, and sales of the enterprise. • Investigating the impact of hybrid threats on marketing communications. • Security of virtualization of business processes. • Loyalty and reliability of stakeholders in working with information. • Design of preventive and immediate countermeasures against hybrid threats. 	FTS
6. Cecília Olexová, doc. Ing., PhD. (1) (Department of Economics and Management)	Competency model of the silver generation for employability in the labour market The dissertation solves the problem of employability of the Silver Generation (age group 50+) in the labour market and at the same time the lack of workers with necessary competences related to the ageing of the population, by adapting the competences of the Silver Generation to the current profile of jobs resulting from the needs of Industry 4.0.	FTS/PTS
7. Cecília Olexová, doc. Ing., PhD. (2) (Department of Economics and Management)	Digital transformation of human resources management The dissertation focuses on digitalisation, robotisation and automation in human resource management and the implementation of innovative methods and tools such as HR cloud technology, use of artificial intelligence, automation of key functions of human resources management (talent acquisition, onboarding, work performance management) from the point of view of the impact of digitalisation on the effectiveness of the implementation of HR strategies and policies.	FTS/PTS
8. Michal Stričík, doc. Ing., PhD. (1) (Department of Commercial Entrepreneurship)	Model of sustainable waste management in relation to climate neutrality 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
9. Michal Stričík, doc. Ing., PhD. (2) (Department of Commercial Entrepreneurship)	Economic and environmental aspects of the use of fuel made from waste in the Slovak Republic The Slovak Republic is for long time not able to meet the objectives for material and energy utilization of waste and it is 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 fuel 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.	FTS/PTS

Advisor (Department)	Title and dissertation topic annotation	Study form
10. Michal Tkáč, doc. Ing., PhD. (1) (Department of Corporate Financial Management)	Purchasing and supply management transformation to Industry 4.0 The thesis will be focused on the possibilities of using Industry 4.0 tools in procurement processes and in supply chain processes.	FTS/PTS
11. Michal Tkáč, doc. Ing., PhD. (2) (Department of Corporate Financial Management)	The analysis of public procurement in Slovak republic 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.	FTS/PTS
12. Michal Tkáč, doc. Ing., PhD. (3) (Department of Corporate Financial Management)	Implementation of machine learning to improve business performance The dissertation deals with the problem of improving the performance of a selected enterprise process by using machine learning tools. The aim of the thesis is to analyze the current state of the process, identify its weaknesses and propose possible solutions using machine learning methods. The thesis consists of a theoretical and a practical part. In the theoretical part, the author defines the terms machine learning, process, performance and describes different types and techniques of machine learning suitable for process optimization. In the practical part, the author focuses on a specific selected enterprise process, which is characterized using quantitative and qualitative indicators. The author then applies the selected machine learning methods to the data obtained from the process and compares their impact on its performance. Based on the results obtained, the author formulates conclusions and recommendations for further improvement of the enterprise process.	FTS/PTS
13. Michal Tkáč, doc. Ing., PhD. (4) (Department of Corporate Financial Management)	The impact of ratings as a trust building tool to support business transactions The dissertation deals with the issue of ratings as tools for assessing the quality of entities operating on the market. The aim of the thesis is to assess the impact of ratings on the promotion of business transactions between different types of actors (e.g. consumers, suppliers, investors, lenders). The theoretical part of the thesis analyses existing theories and models of rating and their applications in different areas (e.g. financial markets, e-commerce, public administration). The empirical part of the thesis focuses on quantitative and qualitative research on the relationship between rating and business activity of selected entities.	FTS/PTS
14. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (1) (Department of Quantitative Methods)	Economic aspects of breeding and sale of poultry in Slovakia 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
15. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (2) (Department of Quantitative Methods)	Performance of a company focused on the development services under conditions of a pandemic 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

Advisor (Department)	Title and dissertation topic annotation	Study form
16. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (3) (Department of Quantitative Methods)	Economic aspects of Slovakia's energy self-sufficiency The requirements of carbon neutrality in the period of the energy crisis caused by the cessation of supplies of cheap energy from Russia create many questions in the regions of Slovakia, bordering on concerns about the possibility of their sustainable economic development.	FTS/PTS
17. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (4) (Department of Quantitative Methods)	Performance and efficiency of medical facilities The performance and efficiency of medical facilities is directly determined by the performance and efficiency of their most expensive processes. In technical practice, there are a number of successfully implemented performance measurement models, or efficiency of processes. However, using these models in the field of health care generally requires a substantial modification of the relevant technical model.	FTS/PTS
18. Michal Tkáč, Dr. h. c. prof. RNDr., CSc. (5) (Department of Quantitative Methods)	Economic aspects of Six sigma during the 4th industrial revolution On the basis of existing procedures for measuring process performance using the Six Sigma method, the need to create new or to modify the existing procedures for measuring the performance and efficiency of processes.	FTS/PTS
19. Robert Verner, doc. PhDr. Ing., PhD. MBA (1) (Department of Quantitative Methods)	The impact of Russian aggression on European bond markets The events of February 2022 not only changed the geopolitical situation in Europe, but also had a significant impact on global financial markets. Given the fact that bond financing constitutes a key source of capital for businesses and governments, it is important to examine the effects of war on both primary and secondary bond markets in European countries.	FTS
20. Robert Verner, doc. PhDr. Ing., PhD. MBA (2) (Department of Quantitative Methods)	Prediction of market prices of energy commodities One of the fundamental events that in recent years fundamentally affects the operation of economic entities not only in Slovakia, is the high volatility of energy commodities caused by macroeconomic and political events, as well as the strong influence of international traders. However, high volatility, and especially extreme price increases, complicate business and business activities across all sectors of the economy. For this reason, it is important to focus on the possibilities of predicting the prices of energy commodities in the short and medium term, depending on several determinants.	FTS
21. Erik Weiss, doc. Ing., PhD. (1) (Department of Commercial Entrepreneurship)	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 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.	FTS/PTS

Advisor (Department)	Title and dissertation topic annotation	Study form
22. Erik Weiss, doc. Ing., PhD. (2) (Department of Commercial Entrepreneurship)	Building a brand as a competitive advantage From a market point of view, it is important to build brands. A comprehensive description of the issue of brands, their development, functions, building principles, value, analysis and measurement method can be implemented in the market environment as a competitive advantage.	FTS/PTS
23. Roland Weiss, doc. Ing, PhD. (Department of Corporate Financial Management)	The crowdfunding as financial resource of company 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.	FTS/PTS
24. Jozef Zuzik, doc. Ing., PhD. (1) (Department of Commercial Entrepreneurship)	The Influence of Dividend and Earnings Announcements on Investor Behavior and Market Performance This thesis explores the influence of dividend and earnings announcements on investor behavior and market performance. It examines how these two types of announcements affect stock prices, trading volume, and volatility. The methodology used in this study involves collecting and analyzing data from financial databases such as Bloomberg and Yahoo Finance. The data covers a long period and includes stock prices, trading volumes, dividend and earnings announcements, and financial ratios of selected companies.	FTS/PTS
25. Jozef Zuzik, doc. Ing., PhD. (2) (Department of Commercial Entrepreneurship)	The role of social media in digital marketing The aim of the dissertation is to analyse various platforms such as Facebook, Instagram, Twitter, LinkedIn and others and explore how they can be used to achieve marketing goals. In addition, the research will focus on exploring the role of social media influencers and user-generated content in digital marketing campaigns and how they can be used to build brand awareness, credibility and loyalty.	FTS/PTS
26. Radoslav Delina, doc. Ing., PhD. (External supervisor)	Determinants of procurement effectiveness in public and commercial sector from the perspective of behavior of entities in the supply chain The current digitization and data economy developments have also highlighted the potential for transforming spend management and procurement processes for commercial and public sectors. Big data generated from procurement processes can be enriched by third-party sources and, by aggregating the data, it is possible to significantly improve data-supported decision-making in this area. Therefore, the work will focus on analyzing the data, ideally using artificial intelligence techniques, diagnosing behavioral patterns of suppliers during negotiations, analyzing their risk, and the effects of these indicators on achieving the expected efficiency and performance of procurement processes. For these purposes, econometric methods will be applied, but mainly artificial intelligence methods in multi-dimensional and extensive data, ideally in the environment of Python or R, or IBM Predictive Analytics.	PTS