



Dissertation topics for the academic year 2022/2023

Department of Economics and Finance

- Macprudential Policies and Instruments in a Small Open Country in a Monetary Union*
- Revitalization of Financial Resources of SMEs - Challenges, Potential and Threats*
- Industry Sectors Performance and Emission Reduction Policy*
- Digitization: Analysis of dynamic change in the tax consulting industry*
- The visibility of the value of foundation funding - examined using the example of foundations of the Sparkassen-Finanzgruppe*
- Development of the Circular Economy in the City of Bratislava*
- Global Value Chains and Slovakia*
- Demographic change processes in labor and personnel policy*
- Interregional Migration in Slovakia and the Impact on the Budgets of Municipalities and Cities*
- Control Management Systems for Monitoring Financial and Non-financial Information for Effective Sustainable Investments*
- Regional differences in V4 countries on LAU level*
- The Company Valuation Aspects for Determining the Efficiency and Risk of Joint-Venture in Selected Sector*
- To find a stable way to calculate property values, regardless of development, regardless of highpriced real estate sales in the area, to create an economic independence in the valuation of real estate*

Department of Information Systems

- The Position of Telemedicine in the Healthcare Delivery Process and the Design of a Model for the Management of Telemedicine Services with the Support of Intelligent Solutions Tailored to the Requirements of the Environment*
- Comparison of institutional management between private and public health institution*
- The Importance of Risk Awareness in Cybersecurity among Companies*
- Strategies of Cyber Crisis Management*
- Artificial Intelligence in Software Development Projects*
- Using Machine Learning to Investigate the Dependence of Features and Prediction of Behavior in Business Practice*
- COVID-19's Influence on the Agile in Slovakia Business Environment*
- Reconciling Work and Family Life - Measures, Opportunities and Challenges*
- Virtual Work Environment and New Challenges in Safety and Health Protection of Employees*

Department of Quantitative Methods

- Real Estate Market Analysis*
- Modeling of DRG Payments System and their Impact on the Quality of Health Care in Hospitals*
- Modern Models of Payments to Hospitals*





Climatic Risks in the Financial Sector

Systemic Risks in the Financial Sector

Financial asset portfolio management using artificial intelligence methods

Prediction of portfolio returns using machine learning methods

Department of Management

Development of Company Ethics in Slovakia

Leadership in Slovak Organizations

Leadership in Slovak Research Teams

Organisational Culture as an Employee Motivation Tool

Impact of Organizational Culture on Employee Performance

Organisational Culture under the Influence of Remote Work

The Influence of Digital Transformation on Human Resource Management

Department of Marketing

Impacts on the Regulation of the Marketing Activities on Consumer Protection

The Importance of the Product Scarcity in Marketing from the Point of View of the Marketing Strategy of the Organization and from the Point of View of the Customer

Understanding Chinese consumer behaviour in context of loyalty programmes in the hospitality industry

Integrated Marketing Based on High Search Visibility

Current Challenges and Future of Digital Transformation in Marketing

Eco-Labeling of the Products as a Tool for the European Environmental Policy to Environmental Protection

Measuring Customer Brand Loyalty in the Selected Product Categories

The role of trust in building company reputation and brand equity through CSR initiatives

Department of International Management

New Aspects of EU Cohesion Policy

Theory and Practice of International Management

Retrospectives and Actual Challenges for the Management of the Supranational EU Common Trade Policy in Times of Globalisation

Opportunities and Threats of Application of Industry 4.0 Concept in a Specific Conditions of a Transnational Corporation

*Policy-making and Management of Migration Crisis in the European Union in post-Lisbon Period:
Consequences and Perspectives*

Manager and Problem-solving in the Intercultural Environment

European Union Enlargement: Experiences, Challenges and Perspectives

The comparison of opportunities/equal rights of refugees in the labour market using the capability approach

The Draft Code of European Business Law: What are the Challenges for European Entrepreneurs?

Major European cities facing the challenges of metropolisation: the example of Bratislava





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Department of Doctoral Studies

Digitalization and Cyber Risk Management in Africa: The Case of Cameroon

Department of Strategy and Entrepreneurship

Cross-generational Entrepreneurship in the Era of Digitalization

Innovation Ecosystems in Dynamic Environment

Advance Supply Chain Management

Risk Management in Modern Organisations. An Investigation into Tools for Official Task Fulfilment

System Dynamics and Performance Management

Performance Management and Tools

Performance Management and Tools and Methods in SME

Impact of Digital Transformation on SME Strategy and Performance

The Development of Production of Alternatively Powered Cars in Slovakia

Lean management as a basis for streamlining business processes in service companies

Optimization of AI (artificial intelligence) - based knowledge management as an integral part in technical product innovation processes





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Department of Doctoral Studies

Department of Economics and Finance

Macprudential Policies and Instruments in a Small Open Country in a Monetary Union

Supervisor: doc. Ing. Zuzana Stoličná, PhD.

Form of study: full-time/ part-time

Annotation:

Macroprudential policies help prevent systemic risks in a crisis. Macroprudential authorities monitor the financial system and identify risks. In the case of systemic risk, the financial system, economic growth or household welfare may be disrupted. The role of these policies is to maintain stability. The financial system helps to prevent the effects of financial economic crises. The dissertation thesis will identify potential systemic risks in the area of household indebtedness in the small open economies of the monetary union. We will examine the determinants of debt in the context of selected macroeconomic indicators. We will use multiple methods to process descriptive and inferential statistics, correlation analysis and comparative analysis. The topic will also focus on the basic issues of the impact of the economic crisis on debt in a small open economy.





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Department of Doctoral Studies

Revitalization of Financial Resources of SMEs - Challenges, Potential and Threats

Supervisor: Assoc. Prof. Jana Kajanová, Ph.D.

Form of study: full-time/ part-time

Annotation:

The situation of businesses in the period of the ongoing COVID-19 pandemic is complicated. The economic consequences are confronted with changes resulting from political decisions originating from the ongoing conflict between Ukraine and Russia. Recent inflation developments, dynamic changes in the economic, political, social and social environment do not allow small and medium-sized enterprises to focus on long-term planning. Operationally intervenes in their management to minimize losses, identify the optimal direction of their activities to ensure the required performance, or often only the survival of the company. Due to the interventions of the external environment, the structure of financial resources is also changing. The aim of the dissertation will be to analyze financing processes, to create a model of optimal management of financing and investment processes in small and medium-sized enterprises, which will take into account the opportunities and potential of enterprises in individual sectors.





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Department of Doctoral Studies

Industry Sectors Performance and Emission Reduction Policy

Supervisor: Assoc. Prof. Jana Kajanová, Ph.D.

Form of study: full-time/ part-time

Annotation:

The European Union's emissions policy is uncompromising. In order to achieve carbon neutrality by 2050, states will have to deal with it individually. This European goal also requires a reassessment of national goals and will require many measures that will cause significant structural changes in the Slovak economy. Industries will have to adapt to the consequences of the COVID-19 pandemic, rising energy prices and, consequently, the situation resulting from the conflict between Ukraine and Russia. The topic of the dissertation will focus on monitoring the performance of selected industries in connection with "green recovery". It will focus on monitoring the dependencies between the identified characteristics, analysis of the development and trends of industries in the intentions of financial-economic and environmental relations.





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Department of Doctoral Studies

Digitization: Analysis of dynamic change in the tax consulting industry

Supervisor: Assoc. Prof. Jana Kajanová, Ph.D.

Form of study: part-time

Annotation: TBA





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Department of Doctoral Studies

The visibility of the value of foundation funding - examined using the example of foundations of the Sparkassen-Finanzgruppe

Supervisor: Assoc. Prof. Jana Kajanová, Ph.D.

Form of study: part-time

Annotation: TBA





Development of the Circular Economy in the City of Bratislava

Supervisor: Assoc. Prof. Paulína Mihaľová, Ph.D.

Form of study: internal

Annotation:

The circular economy is based on the efficient use of resources and natural raw materials and economic activities supporting the prevention of waste generation, which means on the effort to re-use the generated waste as a raw material for further use. The dissertation reflects a very current problem that is being solved at the level of the capital Bratislava. Supervisor has planned cooperation with the city Bratislava on looking for the ways how to make "Circular Bratislava", with ambition to create a so-called scan of the circular economy at the level of the local government of the city of Bratislava. Efforts to identify opportunities for the development of the circular economy at the level of the city of Bratislava have been under solution for several years. However, the planned cooperation reflects the acute need and effort to identify the strengths and weaknesses of the local government through a scan of the circular economy and to prepare a plan for the introduction of a functional circular economy at the city level. The dissertation has the ambition to cover some partial goals within the preparation of circular scan. One of the aims of the dissertation would be to map the state of the circular economy in the capital - Bratislava, pointing to examples of good practice, reserves and identifying the area for the necessary coordination. Subsequently, the dissertation will need to identify opportunities for companies, financial institutions, governments or other organizations to support the circular economy. Last but not least, the dissertation has the ambition to participate in the creation of practical solutions for the implementation of circulatory systems throughout the city.





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Department of Doctoral Studies

Global Calue Chains and Slovakia

Supervisor: Assoc. Prof. Paulína Mihaľová, Ph.D.
Form of study: full-time

Annotation:

Current international trade ties are heavily influenced by the reach of global value chains (GVCs). The fact that a product passes through different countries at different stages of its production cycle is becoming commonplace, and the ability to cover the entire product production process in one country is becoming an increasing rarity. Involvement in global value chains greatly affects the position of individual economies, and predetermines their (non)dependence on international ties. Considerable attention is paid to the issue of global value chains by the professional public as well as by international organizations (e.g. OECD). The Slovak economy is relatively open, dependent on international trade, and in terms of participation in the GVCs, unfortunately the added value of Slovak production is relatively small. The aim of the dissertation will be to examine the possibilities of increasing the benefits of the integration of the Slovak Republic into global value chains. Successful progress in joining the GVCs can help further economic growth as well as living standards. However, it is necessary to name areas that require the transformation of the economy so that the added value of Slovak production grows. This gives room for the research questions of the dissertation. The topic is also included among the research topics for the program of support for targeted doctoral studies and research for 2022 by the NBS.





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Department of Doctoral Studies

Demographic change processes in labor and personnel policy

Supervisor: Assoc. Prof. Paulína Mihaľová, Ph.D.

Form of study: part-time

Annotation: TBA





Interregional Migration in Slovakia and the Impact on the Budgets of Municipalities and Cities

Supervisor: Assoc. Prof. Jana Kajanová, Ph.D.

Form of study: full-time/ part-time

Annotation:

The migration of the population from rural areas to urban areas is caused by population movements, especially for education and work. Migration causes changes in the development of urbanization in Slovakia. The development of urbanization can be monitored on the basis of the Population and housing census of the years 2001, 2011, 2021. Cities and municipalities are currently addressing the challenges of ensuring regional development. It faces the solution of environmental problems (in the context of waste management), or problems in the provision of education (pre-primary and primary education), for which the municipality spends funds from the municipal budget. The main income to ensure the regional development of towns and municipalities in Slovakia are taxes, another solution is offered by the possibilities of European structural and investment funds. The relationship between taxes and interregional migration has research potential, also in terms of regional development. The existence of significant differences between regions in Slovakia, the existence of economic, social and environmental differences within regions, can be a source of development of interregional migration. The aim of the dissertation is a multicriteria evaluation of the development of interregional migration and its impact on the budgets of municipalities in Slovakia. The partial goal is to compare the development of interregional migration in Slovakia with the V4 countries and the impacts on regional development in these countries.





Controll Management Systems for Monitoring Financial and Non-financial Information for Effective Sustainable Investments

Supervisor: prof. RNDr. Darina Saxunová, PhD.

Form of study: full-time

Annotation:

The Sustainability Disclosure Regulation (SFDR), which aims to increase the transparency of how financial market participants incorporate opportunities and opportunities related to the sustainability of their investment decisions and recommendations for the introduction of a classification system with new disclosure requirements for investment products. The purpose of the SFDR Regulation is to promote transparency by ensuring that entities publicize their approach to sustainability. In addition, another goal is to examine the financing of companies with green and blue bonds on the impact of sustainable financing on the production of selected investments and economic growth. The fuzzy decision modeling methodology will be used to achieve the aim of the study. Description of the basic concept of fuzzy sets with a focus on the possibility of its use in modeling the uncertainty of responsible investment efficiency. In addition, green banks invest both public and private funds in energy efficiency that supports economic growth. The use of green / blue bonds to finance environmentally beneficial projects or companies is unlimited. Green / blue bonds can be used to remove funding barriers for green finance and the sustainability instrument. If management systems providing key stakeholders are the basis for responsible funding.





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Department of Doctoral Studies

Regional differences in V4 countries on LAU level

Supervisor: doc. PhDr. Paulína Mihaľová, PhD.

Form of study: full-time/ part-time

Annotation:

First partial goal of this thesis is to collect available administrative data on LAU regions, mainly in the field of population and unemployment structure and to create one consistent panel data. The second partial goal is to analyse differences between this administrative data and harmonised sample survey data and to explain the differences in space and time. The main goal is to answer question, whether there is regional convergence on LAU regions level and which countries were more succesfull in achieving this convergence. The author will use several statistical and econometric methods. The author will propose own methodology, which copes with trend and cyclical changes.





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Department of Doctoral Studies

The Company Valuation Aspects for Determining the Efficiency and Risk of Joint-Venture in Selected Sector

Supervisor: Assoc. Prof. PhDr. Daniela Majerčáková, PhD., MBA

Form of study: part-time

Annotation:

The specificity of joint-venture-based company management is based on classical and unambiguous financial analyzes and evaluations of the financial health of individual joint-venture units to determine the effectiveness of the merger and achieve market success. The dissertation thesis aims to find a model for determining the appropriate combination of individual factors of financial analysis for selected joint-venture groups usable in economic practice with adaptation to the selected industry. The complementary goal of the dissertation is to use FinAnalysis software to process a detailed financial analysis based on several factors such as ratios, bankruptcy and creditworthiness models, EVA, DCF and others suitable for efficient application in a selected sector of economic daily practice.





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Department of Doctoral Studies

To find a stable way to calculate property values, regardless of development, regardless of highpriced real estate sales in the area, to create an economic independence in the valuation of real estate

Supervisor: Ing. Monika Zatrochová, PhD.

Form of study: part-time

Annotation: TBA





Department of Information Systems

The Position of Telemedicine in the Healthcare Delivery Process and the Design of a Model for the Management of Telemedicine Services with the Support of Intelligent Solutions Tailored to the Requirements of the Environment

Supervisor: prof. RNDr. Michal Greguš, PhD.

Form of study: full-time

Annotation:

Telemedicine is an interesting market segment, especially given its growth potential. It defines diagnostic and therapeutic measures that use telecommunications to bridge distances and time intervals between doctors and patients or between consulting doctors. Telemedicine helps to manage patients more efficiently. Although it saves time and money, it is only minimally used in Slovakia. The importance and need for telemedicine became fully apparent at the time of the coronavirus pandemic.

The aim of the dissertation is to examine the position of telemedicine in the process of providing health care in Slovakia, compare it with the position within the EU 27 and US, compare models of telemedicine services using intelligent solutions and design an optimal model for the Slovak environment.

The planned analysis will reflect:

- Transfer of medical imaging between medical care centres for remote diagnostic purposes
- Home-monitoring, provision of health care in the patient's home (eg elderly patients, diabetics), "home care"
- Remote access to expert knowledge or experience (eg teleradiology)
- Remote diagnostics, the doctor provides a diagnosis for the patient at another location (eg telecardiology)
- Telemonitoring, remote monitoring of a patient who is not in the hospital
- Remote support, use of remote monitoring data to examine patients elsewhere (eg. diabetics)
- Distance learning, patient and staff training in remote locations





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Department of Doctoral Studies

Comparison of institutional management between private and public health institution

Supervisor: Prof. RNDr. Michal Greguš, PhD.

Form of study: full-time/ parti-time

Annotation:

Modern times and the advancement of the field of medicine has brought new management methodologies in health institutions, taking into account the life in the free economy and the capitalist system, many private institutions are managing to bring the latest advances in the field of medicine, through adequate management of human resources and appropriate assets. The aim is to compare institutional management between the public and private sectors in order to draw clear conclusions and take good examples for advancing the management of health institutions in the future.





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Department of Doctoral Studies

The Importance of Risk Awareness in Cybersecurity among Companies

Supervisor: prof. RNDr. Michal Greguš, PhD.

Form of study: part-time

Annotation:

There are indications that the current state of cyber risk awareness in companies is not sufficient. Risk awareness is dependent on knowledge and organizational culture. The research in this PhD topic should concentrate on the top management and its role in the influence of organizational culture and knowledge and thereby the risk awareness of a company, which in turn has an impact on their cybersecurity.





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Department of Doctoral Studies

Strategies of Cyber Crisis Management

Supervisor: prof. RNDr. Michal Greguš, PhD.

Form of study: part-time

Annotation: TBA





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Department of Doctoral Studies

Artificial Intelligence in Software Development Projects

Supervisor: prof. Ing. Natalia Kryvinska, PhD.

Form of study: part-time

Annotation: TBA





Using Machine Learning to Investigate the Dependence of Features and Prediction of Behavior in Business Practice

Supervisor: Assoc. Prof. RNDr. Michal Greguš, PhD.

Form of study: full-time

Annotation:

Systems and applications based on the principles of artificial intelligence enable to automate the data processing and interpretation of that various data and learn from them and use the acquired knowledge to solve specific problems. Artificial intelligence tools allow to model complex dynamical systems, recognize the dependencies between these elements and explore knowledge and insights without the need to describe the system with a specific mathematical model. They allow us to solve various complex problems and achieve results even with previously unsolvable tasks. At present, the research of artificial intelligence tools, specifically machine learning, is receiving great attention not only in the academic environment but also in business practice.

In business practice, neural networks as a machine learning technique are used in solving problems in the field of process optimization, decision-making processes, risk management, identification of behavioral patterns and mostly in predictions. The aim of the dissertation is to identify tasks from business practice, in which it is appropriate to apply selected tools of artificial intelligence and proposing solutions to specific problems using neural networks or other machine learning methods. The methodology of the work will be based on research conducted abroad in the field and will also follow the ongoing research at the Department of Information Systems.





COVID-19's Influence on the Agile in Slovakia Business Environment

Supervisor: Assoc. Prof. RNDr. Michal Greguš, PhD.

Form of study: full-time

Annotation:

Agile as a buzzword or "to be agile" have become more and more popular in software development business since year 2000. Agile methods, frameworks, and philosophies continue to involve more and more fans not only from the field of project management that started to implement it into its processes. Right now, agile is no longer associated with only software development and thought of as an approach to managing IT. As businesses adopt agile methods and principles, they start to describe it as an Agile Transformation, transforming an organization's form to one that is able to embrace and thrive in a flexible, collaborative, self-organizing, fast changing environment.

The current situation caused by the pandemic is associated with the forced transition to online space and the acceleration of the digital transformation of companies. The focus of the dissertation will be on examining this impact on the organization, processes, and teamwork, especially on agile software development methodologies (agile project management).

The aim of the dissertation is to examine the current state of agile transformation in the Slovak business environment affected by restrictions due to the pandemic, compare it to pre-crisis state of business practice, analyze the impact and level of digital transformation and propose changes in IT project management and recommendations for project managers.





Reconciling Work and Family Life - Measures, Opportunities and Challenges

Supervisor: Assoc. Prof. PhDr. JUDr. Silvia Treľová, PhD.

Form of study: full-time/ part-time

Annotation:

The dissertation deals with the issue of reconciling work and family life of women and men. The connection of work and family of an employee in the position of a parent is a frequent subject of professional discussions. The essence of combining work and family responsibilities is to combine time in such a way that it is possible to perform paid employment in addition to the upbringing and care of the child, and thus ensure the necessary family income. The possibilities of linking participation in the labor market with family care are becoming a priority today, they are beneficial in increasing the employment of people with parental responsibilities, especially women. There are still several shortcomings in the area of reconciling work and family life, and at the same time this area has great potential. The aim of the author is to analyze important tools for reconciling work and family of an employee with the status of a parent in our country and abroad, not only to assess existing measures to support a better connection between work and family, but also to propose new effective measures. The author will also examine the use of these tools and measures in practice, compare their application with respect to gender. Exploring this issue requires the use of several research methods, the application of specific methods is at the choice of the author and will depend on established research questions and hypotheses.





Virtual Work Environment and New Challenges in Safety and Health Protection of Employees

Supervisor: Assoc. Prof. PhDr. JUDr. Silvia Trefová, PhD.

Form of study: full-time/ part-time

Annotation:

The dissertation deals with current and often discussed issues of work performance with emphasis on employee flexibility. Modern technologies create space for the emergence of digital workplaces and the possibility of remote work. Flexible and remote work is linked to place and time. Digital literacy is an individual skill required of employees when working remotely. Online work from a remote workplace contributes to the excitement of the labor market, creating a flexible work environment is a promising strategy of the company. It is important for employers to perceive the needs and preferences of employees also in the issue of the working environment and to harmonize them with their own need to fulfill their business plans.

The work environment significantly affects corporate culture, commitment and employee satisfaction, and ultimately the organization's performance. The work environment is one of the determinants of employee health, and therefore even in a remote work environment, it is important to think about the safety and health of employees. This remote performance of work tasks brings not only many benefits, but also several difficulties - work, private, as well as health. When performing work in the form of teleworking, which is expanding in the employment environment, there is a greater need to address the issue of a safe and healthy working environment due to the remote reach of the employer. In order to guarantee safety and health at work, effective preventive measures must be taken in good time to prevent or reduce hazards at work.

The aim of the author is to identify changes in the working environment due to digitization, compare the performance of teleworking with the performance of work at the workplace in the employer, identify benefits and reveal threats to flexible work, including in terms of safety and health risks. The author evaluates the sufficiency of legislation in the issue of remote work. Exploring this issue requires the use of several research methods, the application of specific methods is at the choice of the author and will depend on the approach of the author.





Department of Quantitative Methods

Real Estate Market Analysis

Supervisor: Assoc. Prof. RNDr. Mária Bohdalová, PhD.

Form of study: full-time/ part-time

Annotation:

The main goal of the dissertation thesis will be to propose a comprehensive model for estimating housing prices. The proposed model will express the current price dynamics and the impact of factors such as loan availability, macroeconomic indicators, income, interest rates, etc. The thesis will be focused on the analysis of the effect of these factors in the short and long term. Determining the correct price for real estate is very important not only for financial institutions offering mortgages for housing but also for clients buying real estate. Therefore, as a first sub-objective, it will be necessary to prepare a sample of data. As there is a free real estate market, a research sample of data will be created based on web information from the web using modern methods of data mining from the Internet. The second sub-objective will be to determine the price of real estate, when taking the development of prices in the current real estate market, macroeconomic factors, etc. but current valuation methods will also be taken into account, which identify the technical condition of the property, the change in the price level with respect to the given locality (street, district, city, region, etc.). Subsequently, we evaluate the data using mathematical and statistical methods in order to determine the future value of real estate in a given time horizon with the design of a credit risk model. In addition, the impact of climate risk on property values may be taken into account, as a higher incidence of extreme weather events can cause homeowners to lose and reduce property values, leading to higher risks in mortgage portfolios. It is assumed that the doctoral student will use modern mathematical-statistical methods of data processing. The work will offer an analysis that will be beneficial not only from the point of view of the financial institution, the client but also the authorities deciding on the construction of new real estate in Slovakia.





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Department of Doctoral Studies

Modeling of DRG Payments System and their Impact on the Quality of Health Care in Hospitals

Supervisor: Assoc. Prof. RNDr. Mária Bohdalová, PhD.

Form of study: full-time

Annotation:

The problem of efficient reimbursement of hospitals by the DRG system has been solved worldwide since 1983. Gradually, the DRG payment system has been introduced in Germany, Poland, Switzerland, etc. The introduction of the DRG system is also current in Slovakia. The reason for introducing the DRG system is the transparency of healthcare financing with patient-based payments in order to promote greater efficiency. The aim of the dissertation will be to create a mathematical model to cover the costs of hospitals. The partial goals will be the use of mathematical-statistical methods to classify patients and the use of the obtained results to create a cost-oriented model of treated patients in order to create cost-effective hospitals while minimizing the cost of the operation. It will be necessary to use optimization methods of linear programming and statistical methods of data classification and various regression methods. Benefit of the thesis will be a recommendation to the managing authority.





Modern Models of Payments to Hospitals

Supervisor: Assoc. Prof. RNDr. Mária Bohdalová, PhD.

Form of study: full-time

Annotation:

The DRG (Diagnosis Related Group) payment system is currently the most commonly used in healthcare. One of its main limitations is that it does not compare homogeneously with basic resource needs. The DRG payment system has not helped reduce costs in every country. Many European countries have seen an increase in hospital activities, leading to higher hospital costs following the introduction of DRG-based payments, as DRG-based payments have replaced the service charge. Most countries in Europe have switched to DRG-based payments from global budgets, which may lead to DRG-based hospital payments having other unintended consequences by promoting opportunistic practices. To increase hospital profits, hospitals can dismiss patients early and re-admit them; increase the number of cases by reducing admission criteria, etc. The latest BD-DIP approach (Big Data - Diagnosis Intervention Packet) uses the principles of the Case Mix Index (CMI). As part of the dissertation, the doctoral student analyzes the clinical data of patients and both payment systems, proposes a mathematical-statistical model that will be suitable for Slovakia. Based on the results obtained, he will make a recommendation to the administrative authority.





Climatic Risks in the Financial Sector

Supervisor: Assoc. Prof. RNDr. Mária Bohdalová, PhD.

Form of study: full-time/ part-time

Annotation:

Climate change is a reality today. Increasingly strong cyclones and widespread droughts are destroying infrastructure and disrupting livelihoods and contributing to mass migration. Measures to combat rising temperatures, although they may have been insufficient so far, have the potential to stimulate dislocation in the business world. The measurement of the economic costs of climate change is still ongoing, bearing in mind that most of the potential costs lie beyond the horizon of a typical economic analysis. The impact of climate change on the economy is likely to accelerate, albeit not smoothly. It will be crucial for future generations that the extent of the damage will depend on the political decisions that are being made today. In financial institutions, the physical risk posed by climate change may manifest itself directly through exposure to corporations, households and countries experiencing climate shocks, or indirectly through the effects of climate change on the wider economy and the repercussions on the financial system. Exposures result in an increased risk of default on loan portfolios or lower asset values. For example, rising sea levels and a higher incidence of extreme weather events can cause homeowners to lose and reduce property value, leading to higher risks in mortgage portfolios. Corporate loan portfolios are also at risk, as shown by the bankruptcies of large companies. The problem is how to set the financial conditions if banks reduce lending or if climate shocks affect many institutions at the same time. The aim of the work will be based on the analysis of available data to provide recommendations for the financial sector on how to solve a selected problem related to climate change, either to mobilize resources needed to invest in climate change mitigation (reducing greenhouse gas emissions, reducing carbon footprint, etc.) or for modeling credit risk. We assume that benefit of the thesis will be the in suggestion to policy makers which externalities it is appropriate to take into account and to whom to provide incentives for the transition e.g. to a low-carbon economy.





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Department of Doctoral Studies

Systemic Risks in the Financial Sector

Supervisor: Assoc. Prof. RNDr. Mária Bohdalová, PhD.

Form of study: full-time/ part-time

Annotation:

The aim of the dissertation is to contribute to the discussion of systemic risk by assessing the extent to which problems in the main financial sectors, specifically in the banking, insurance and other financial services sectors, contribute to systemic risk. Based on the results from the literature, the work will provide a formal evaluation of individual financial sectors with regard to their contribution to systemic risk. It will take into account Eurozone financial institutions and assess which financial institutions (banks, insurance companies, other financial services) have contributed the most to systemic risk over a selected period of time, taking into account the current situation in Europe. Based on this finding and analysis of economic conditions, design a model for measuring systemic risk and recommend an appropriate systemic risk management policy.





Financial asset portfolio management using artificial intelligence methods

Supervisor: Assoc. Prof. Ing.Mgr. Urban Kováč, PhD.

Form of study: full-time

Annotation:

There is no doubt that much more financial institutions are going to be affected by artificial intelligence ("AI"). It's a trend that elites in top tier 1 banking institutions and other financial institutions gradually start to make full use of artificial intelligence. AI and machine learning ("ML") are viewed as significant breakthrough technology that can change business models. It is believed that the deployment of AI into firm business processes will help them to acquire competitive advantages in providing new products and services while improving immense productivity. Many areas in business have already been transformed by AI, including finance, social commerce, predictive analytics, macroeconomic measurement and forecasting, and business intelligence and analytics. Recent years have seen a growing interest in the application of AI systems and methods to a range of financial and economic applications, from facilitating automated trades to forecasting, accounting, and other stock price predictions. The current research that focuses on the use of AI processes in financial domains shows how AI can outperform traditional methods, with little attention being paid to the process of selecting the right optimization and model representation routines. The AI generally helps to solve problems using nature-inspired optimization processes. Methods that involve the use of AI and ML algorithms are successful in many cases where the complexity of the issue means that classical modeling of the problem is not possible. This is particularly true when considering the use of AI methods in the financial domain. The dissertation thesis aim is to develop AI techniques that are being used to deal with problems of practical interest in the financial domain such as smart portfolio management of financial assets and instruments.





Prediction of portfolio returns using machine learning methods

Supervisor: Assoc. Prof. Ing. Mgr. Urban Kováč, PhD.

Form of study: full-time

Annotation:

Individuals are usually unsure whether to design a well-structured investment portfolio because they have little knowledge or experience of financial markets. This work aims to use comprehensive machine learning tools that will provide individual investors with confidence in addressing risk and convenience during their investment decision. The proposed models will help and advise investors to overcome their concerns and act rationally. The new models will also serve as an alternative to traditional models. To achieve this, we will explore and discuss the benefits and limitations of optimization models based on mean and standard deviation in asset allocation and portfolio management to create effectively diversified portfolios. This approach suffers from several limitations, such as the assumption of normally distributed returns, the sensitivity of optimized portfolios to estimation error, and others. It turned out that fat tails and skewness could lead to suboptimal decisions in the portfolio. We will use nonlinear statistical approaches to capture higher movements in the distribution of financial asset returns in the optimization and allocation process. We will examine the dependency of the measure and try to capture the synchronicity of asset price movements, which are more volatile in market declines than in increases. This violates the assumption of normality or linearity and makes the use of standard correlation in asset allocation decisions more than inappropriate. We apply copula methods to determine the behavior of financial returns on the tails of their distribution. Other limitations of the mean and standard deviation-based optimization model use time-static correlations, but are time-varying. To avoid problems with time-varying volatility clusters, we use the ARCH, GARCH, and their derived models. To overcome the problems of a non-intuitive and highly concentrated portfolio, input sensitivity, and determination of maximum estimation errors, we anticipate the possibility of using the Black-Litterman model to optimize the problem. Many possibilities for an effective frontier will be explored using simulation techniques such as Monte Carlo. The main components of our portfolio return behavior prediction algorithms will be reasonable combinations of machine learning methods, complemented by econometric methods that will be able to explain and detect extreme market events and handle most of the limitations of the mean deviation model. The intelligent portfolio management system must be monitored and the risk-balanced, as portfolio allocation may become sub-optimal due to constant price movements in the financial markets. This leads to building a real-time portfolio management system.





Department of Management

Development of Company Ethics in Slovakia

Supervisor: prof. Mgr. Anna Lašáková, PhD.

Form of study: full-time

Annotation:

Company ethics is a prerequisite for balanced and responsible operation of the company in relation to its internal and external stakeholders. At the same time, according to many scientific studies, the extent to which a company operates ethically both internally and externally is related to its profitability and long-term market success. The dissertation examines the state of development of company ethics in organizations in Slovakia. It operationalizes company ethics based on the degree of implementation of formal ethics elements (e.g., code of ethics, ethics education, audit, etc.) in combination with perceived obstacles to the development of ethics in the company. It is based on data collected on a representative sample, and compares the level of development of company ethics according to several organizational variables, e.g., size of organization, owner, ownership structure, industry, Slovak regions, legal form, market seniority, profitability, etc. The aim is to identify clusters in a distinction according to the degree of development of company ethics and thus create a new typology of companies on the given basis. From a practical point of view, the research results will allow policy makers to target new policies and measures more precisely at types of organizations having the least developed company ethics. Research results will also help company managers to identify aspects of company ethics that need to be focused on and systematically developed.





Leadership in Slovak Organizations

Supervisor: prof. Mgr. Anna Lašáková, PhD.

Form of study: full-time

Annotation:

Leadership is one of the basic functions of Management and in its essence represents the core of managerial work. A multitude of other organizational variables are derived from the character and behavior of managers (leaders), which have a significant impact on the work performance of employees and the entire organizational culture. In a corporate environment, there is a natural demand for new up-to-date knowledge about leadership styles that are effective in practice. As there is no comprehensive study on leadership in Slovakia, the aim of the dissertation is to fill this gap. The dissertation examines the occurrence of selected leadership styles in Slovak organizations and identifies the prevailing trends in leadership in Slovakia. The primary goal is to comprehensively map the prevalence of a set of specific leadership styles. The inclusion of leadership styles into the given set will be determined based on an in-depth analysis of literature, which refers to the "effectiveness" of the given process (at the individual and organizational level). The dissertation provides a comprehensive picture of which leadership styles prevail in Slovak organizations and what is their impact in organizational practice.





Comenius University Bratislava
Faculty of Management

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Department of Doctoral Studies

Leadership in Slovak Research Teams

Supervisor: prof. Mgr. Anna Lašáková, PhD.

Form of study: full-time

Annotation:

The style how leaders lead the members of their teams is one of the most prominent factors influencing the success of a given team. While leadership in its numerous forms is traditionally and extensively researched in the business environment, we know relatively little about the ways of leading people in scientific teams, while in the Slovak environment it is an uncharted area. The dissertation deals with how leaders of scientific teams in Slovakia carry out the process of leadership. This will be examined primarily from the perspective of followers - members of selected scientific teams, whilst the research methodology is qualitative and based on the method of narrative interviews. The dissertation thematically falls into the field of science management. Results are expected to help professionalize leadership and improve workplace conditions in scientific teams.





Organisational Culture as an Employee Motivation Tool

Supervisor: Assoc. Prof. PhDr. Lukáš Copuš, PhD.

Form of study: full-time

Annotation:

The current research results show that one of the factors influencing the motivation of employees to contribute to reaching the organisation's goals involves several factors, including organisational culture. The problem arises when the organisation members are not sufficiently motivated due to the low motivational potential of the organisational culture. It is a situation in which individuals' values contradict those professed by the organisation. And culture is the source of every organisation's values. The dissertation focuses on the motivational factors of organisational culture through its values and analysis of activities affecting the motivational potential of culture in organisations. The expected results can be used in managerial practice in organisations in which it is necessary to increase the motivational potential of their culture. Empirical research will be based on Cartwright's nine factors methodology.





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Faculty of Management

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Department of Doctoral Studies

Impact of Organizational Culture on Employee Performance

Supervisor: Assoc. Prof. PhDr. Lukáš Copuš, PhD.

Form of study: full-time/ part-time

Annotation:

The current research results show that several factors influence employee performance, including organisational culture. Therefore, it is crucial to create, transform, or maintain such as culture, which contributes to reaching the organisational goals through expected employee performance. The dissertation focuses on analysing the types of organisational culture influencing employee performance and finding the factors with the highest impact on employee performance in the context of culture. The expected results can be used in managerial practice in organisations that need to improve employee performance.





Organisational Culture under the Influence of Remote Work

Supervisor: Assoc. Prof. PhDr. Lukáš Copuš, PhD.

Form of study: full-time

Annotation:

Teleworking has gradually become a part of everyday working life for a long time. However, significant changes in this area occurred mainly with the coronavirus COVID-19 pandemic, which brought considerable use of this form of work in several organisations. However, teleworking raises several issues, including the possibility of forming a desirable organisational culture and its values in the absence of personal interaction between employees. Organisational culture is an essential factor influencing organisations' success. However, for cultural values to be relevant, they must provide helpful guidance to members of the organisation. Furthermore, the lack of regular personal interaction between employees undermines the socialisation process and eliminates the use of standard tools to shape organisational culture. The dissertation focuses on identifying and analysing activities that successful organisations using teleworking apply to shape organisational culture and its values, which could be applicable in organisations that have recently begun to use teleworking more intensively.





The Influence of Digital Transformation on Human Resource Management

Supervisor: prof. Ing. Ľubica Bajžíková, CSc.

Form of study: full-time

Digital transformation brings new demands on human resources flexibility in terms of their application and use in organizations. New demands are placed on the actual process of education and development of employees, especially on their knowledge, skills and abilities. Investing in skills and qualifications can turn digitalization into a net creator of jobs, can promote innovation, investment, productivity, growth and employment. It is also necessary to educate employees in emotional intelligence, creative thinking and cooperation. It is these three areas that will be most important in the digital transformation process. The dissertation thesis will be based on the analysis of the technologies used and the approach of individual organizations to digital transformation in selected functions / activities of human resource management. The aim of the thesis is to investigate the impact of digital transformation on future processes of HRM in Slovakia, to identify the requirements for creating new educational programs, to analyze new recruitment and selection procedures in terms of new skills and knowledge requirements and to analyze new forms of job design and people management in the companies in the near future.





Department of Marketing

Impacts on the Regulation of the Marketing Activities on Consumer Protection

Supervisor: Assoc. Prof. JUDr. PhDr. Katarína Gubíniová, PhD.

Form of study: full-time/ part-time

Annotation:

Dissertation thesis deals with a view that reveals the connections related to the interdisciplinary relationships between the regulation of marketing activities and consumer protection, i. e. more vulnerable compared to organizations. The main goal of the future dissertation should be to examine the effects of various regulatory decisions in the field of marketing activities (for example, analysed on elements of the marketing mix). The topic of the future dissertation is crucial from the point of view that its elaboration will contribute to the formation of an important branch of law – marketing law. The dissertation with such a focus is a rare example of expanding the perspectives of current marketing management. It is assumed that in the future dissertation will be used various qualitative research strategies, emphasis should be placed on identifying the specifics of the researched phenomenon of the topic of marketing law, by focusing on the details, differences and capture of the plurality and diversity of consumer protection strategies used. As the inductive type of cognition is characteristic within qualitative research strategies, the formulation of such hypotheses (and possibly research questions) is expected, which will sufficiently cover the legislative level of marketing reality.





The Importance of the Product Scarcity in Marketing from the Point of View of the Marketing Strategy of the Organization and from the Point of View of the Customer

Supervisor: Assoc. Prof. JUDr. PhDr. Katarína Gubíniová, PhD.

Form of study: part-time

Annotation:

Dissertation thesis will analyse the marketing dimension of the key economic concept – scarcity. It creates a number of marketing opportunities by combining knowledge from the field of solving a basic economic problem – limited resources and limitless wants. Organizations implement various tools in their marketing strategies through which they can stimulate the enthusiasm of (potential) customers. The goal of the dissertation thesis is to find answers to the questions: “What is the content of theories that emphasize the use of the category of scarcity in marketing? What factors need to be taken into account when managing the scarcity of different products? How effectively can the various tools used to manage product scarcity improve the (marketing) performance of organizations? ”

It is assumed that in the dissertation thesis quantitative research strategies will be used, the emphasis should be on examining the marketing performance of the organization. From the perspective of customer, it is possible to use qualitative methods of scientific work. The formulation of such hypotheses (and possibly research questions) is expected, which will not sufficiently cover the examination of product scarcity categories from the point of view of organizations as well as from the point of view of the end customer.





Comenius University Bratislava
Faculty of Management

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Department of Doctoral Studies

Understanding Chinese consumer behaviour in context of loyalty programmes in the hospitality industry

Supervisor: Assoc. Prof. JUDr. PhDr. Katarína Gubíniová, PhD.

Form of study: part-time

Annotation: TBA





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Department of Doctoral Studies

Integrated Marketing Based on High Search Visibility

Supervisor: Assoc. Prof. Ing. Andrej Miklošík, PhD.

Form of study: full-time/ part-time

Annotation:

Effective integrated marketing is based, among other things, on the effective transfer of marketing messages across all communication (and other marketing) channels within a coherent, integrated communication strategy. It is also important to transfer these messages between the various media and communication channels so that the brand or product remains considered by the consumer throughout the entire purchasing decision-making process. Integrated marketing therefore takes into account changes in user behaviour during the information acquisition and alternatives evaluation phase, where multiple sources and devices are used in time. The dissertation thesis will focus on the phenomenon of integrated marketing based on online search visibility. Its results will allow characterising this emerging and evolving concept. Understanding the importance of search visibility for a set of keywords related not only to the organisation and its products but also to other communication messages will enable organisations to set up an integrated marketing strategy on the foundations that enable its functionality and efficiency in the age of active and informed consumers.





Comenius University Bratislava
Faculty of Management

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Department of Doctoral Studies

Current Challenges and Future of Digital Transformation in Marketing

Supervisor: Assoc. Prof. Ing. Andrej Miklošík, PhD.

Form of study: full-time/ part-time

Annotation:

Continuous technological advancement and changing user behaviour are forcing organisations to change their traditional way of operations while improving their systems and processes and adopting new information systems. Emerging disruptive technologies result in almost endless amounts of generated and captured data. Organisations are drowning in this data pool while struggling to extract meaningful information and knowledge useful for decision making. The aim of this thesis is to examine the challenges of digital transformation in marketing. Specifically, it addresses the issues of technologies driving digital transformation, amongst others, big data, machine learning, artificial intelligence, blockchain, Internet of Things, augmented reality, and virtual reality.





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Faculty of Management

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Department of Doctoral Studies

Eco-Labeling of the Products as a Tool for the European Environmental Policy to Environmental Protection

Supervisor: Assoc. Prof. Ing. Gabriela Pajtinková Bartáková, PhD.

Form of study: full-time/ part-time

Annotation:

The dissertation will be oriented to analysis of the attitudes of examining environmental labelling practices for products within the EU countries, highlighting the benefits that these practices bring. This is an issue linked to the key topics of the development of national and global economies and their environmental development. Using qualitative research strategies, it will be possible to identify differences and specificities of the tools within the environmental labelling processes of products of selected EU countries, including the Slovak Republic.





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Faculty of Management

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Department of Doctoral Studies

Measuring Customer Brand Loyalty in the Selected Product Categories

Supervisor: Assoc. Prof. Gabriela Pajtinková Bartáková, PhD.

Form of study: full-time/ part-time

Annotation:

Dizertačná práca s danou tematikou bude orientovaná na skúmanie nástrojov a metód uplatňovaných pri meraní vernosti zákazníka k značke vo vybranej kategórii produktov. S využitím kvalitatívnych výskumných metód bude možné identifikovať rozdiely a špecifiká skúmaných nástrojov v rámci postupov merania zákazníckej vernosti k značke.

The dissertation thesis will focused on the analysis of the tools and methods used in measuring customer loyalty to a brand in a selected product categories. Using qualitative research methods, it will be possible to identify the differences and specifics of the researched tools within the procedures of measuring customer loyalty to the brand.





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Faculty of Management

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Department of Doctoral Studies

The role of trust in building company reputation and brand equity through CSR initiatives

Supervisor: prof. Mgr. Peter Štarchoň, PhD.

Form of study: part-time

Annotation: TBA





Department of International Management

New Aspects of EU Cohesion Policy

Supervisor: Assoc. Prof. PhDr. René Pawera, PhD.

Form of study: full-time/ part-time

Annotation:

The dissertation will focus on identifying new aspects of EU cohesion policy in the framework period 2021-2027. Basic information on cohesion policy and its development in Europe during previous periods will be explained. Emphasis will be placed on information on new aspects of current cohesion policy and on comparing the three cohesion policy periods, 2007-2013, 2014-2020 and 2021-2027, in the areas addressed. The main goal of the dissertation will be to identify differences between these periods, in contractual relations between the EU and Slovakia, in objectives and operational programs, in financing framework periods, in the priorities of the Slovak Republic, in policy benefits for Slovakia and the importance of the new cohesion policy instrument - REACT -EU. Based on the secondary analysis, it will be possible to see the development of cohesion policy in Europe and its changing priorities.





Theory and Practice of International Management

Supervisor: Assoc. Prof. PhDr. René Pawera, PhD.

Form of study: full-time/ part-time

Annotation:

The dissertation will focus on selected aspects of international management in the context of the future needs of international managers. The theoretical part explains the importance of international management in today's world and the issues of globalization, regionalization and interdependence as the main factors that affect the development of theory and practice of international management. Furthermore, the theoretical part will discuss concepts such as international management and related international business and transnational corporations, which are an integral part of international business. The dissertation explains current trends in international management. In the empirical part, the dissertation provides a detailed analysis of selected study programs of world universities in order to compare the individual parts of which the study programs consist and to define new, beneficial subjects that could potentially become part of the study program International Management at Comenius University.





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Faculty of Management

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Department of Doctoral Studies

Retrospectives and Actual Challenges for the Management of the Supranational EU Common Trade Policy in Times of Globalisation

Supervisor: Assoc. Prof. PhDr. Marian Šuplata, PhD.

Form of study: full-time/ part-time

Annotation:

The Common Trade Policy represents one of the key external EU policies which among other issues, after the accession of Slovakia into the EU has had a significant impact on the Slovak economy. The aim of the thesis is to research on retrospectives and on actual challenges of the management of EU supranational Common Trade Policy in times of globalisation. The thesis is based on thorough analysis of the researched subject from the world sources and authors. In the next step the thesis sums up and analyses the most remarkable milestones the EU has achieved during the period of the Common Trade Policy. In the end, the thesis identifies and analyses actual challenges the management of supranational EU Common Trade Policy is facing in times of globalisation. Except already mentioned available sources from domestic and world authors, the thesis will include also secondary sources from the EU institutions (quantitative or /and qualitative research), alternatively combined with primary research executed in the European Commission, or in other relevant institutions of both national and international public administration.





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Faculty of Management

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Department of Doctoral Studies

Opportunities and Threats of Application of Industry 4.0 Concept in a Specific Conditions of a Transnational Corporation

Supervisor: Assoc. Prof. PhDr. Marian Šuplata, PhD.

Form of study: full-time/ part-time

Annotation:

The concept Industry 4.0 has become a serious phenomenon which are and will be facing enterprises in the world, in the EU as well as in the Slovak Republic. It can be expected that a concrete application of this concept that might be perceived also as a sort of social construct, will have a decisive impact on the whole paradigm of the economic and societal set-up. The main aim of the thesis is to research on the opportunities and risks of the application of the concept Industry 4.0 in specific conditions of a selected transnational corporation. Especially at this specific type of enterprise it can be expected that they will become not only one of the first active participants of the Industry 4.0, but also an „engine“ of the societal application of this concept. The thesis is based on thorough analysis of the researched subject from the world sources and authors. In the next step, the thesis researches and analyses the opportunities and threats of the application of the concept Industry 4.0 in specific conditions of a transnational corporation. In the thesis a primary quantitative and qualitative research will be used – obtained directly from the environment of the examined transnational corporation.





Policy-making and Management of Migration Crisis in the European Union in post-Lisbon
Period: cConsequences and Perspectives

Supervisor: Assoc. Prof. Marian Šuplata, PhD.

Form of study: full-time/ part-time

Annotation:

Migration and refugee crisis belongs for the past decade to the most serious events that hit the European Union and its Member States. Paradoxically, to this event, as well as to other unprecedented crises in the EU comes only several years after an adoption of the Lisbon Treaty, whose ambition was to make the EU politically more united, cohesive and able to act. However, the events related to migration crisis became a serious test of these ambitions. In the actual context in the Slovak republic after 24 February 2022 also in relation to increase of number of migrants and refugees coming via the Slovak-Ukrainian border. The main aim of the thesis is to examine the policy making and management of the EU refugee and migration crisis after the adoption of the Lisbon treaty, with emphasis on the analysis of consequences, lessons learned and on the perspectives ahead. The thesis is based on thorough analysis of the researched subject from the world sources and authors. In a few consecutive steps, the thesis then examines policy making and management of the EU refugee and migration crisis with special emphasis on consequences and further perspectives. Except for already mentioned available sources of domestic and world authors the thesis includes other sources of national and supranational institutions, alternatively combined with primary research conducted in the European Commission or other relevant institutions of national and supranational public administration.





Manager and Problem-solving in the Intercultural Environment

Supervisor: Assoc. Prof. PhDr. Marian Šuplata, PhD.

Form of study: full-time/ part-time

Annotation:

Culture and the necessity of creation of intercultural competence became a part of reality of participants in numerous supranational organisations – in private, public and non-profit sectors. Manager faces in his/her daily work an urgent need to solve various kinds of problems in the working environment. Moreover, in the intercultural environment, the necessity to solve these problems brings various specificities, based from the uniqueness and variety of various cultures. The thesis is based on thorough analysis of the researched subject from the world sources and authors. In the next consecutive steps, the thesis examines the person of a manager as a bearer of various decisions, required for problem solving in specific conditions of the intercultural environment. The thesis except the above mentioned sources, includes primary quantitative, or/and qualitative research, focused on examining the phenomenon of intercultural realities and problems, obtained directly from the environment of the researched enterprise.





European Union Enlargement: Experiences, Challenges and Perspectives

Supervisor: Assoc. Prof. PhDr. Marian Šuplata, PhD.

Form of study: full-time/ part-time

Annotation:

The European Union enlargement belongs to its historically important policies. Even after United Kingdom's withdrawal from the EU and despite of numerous crises, facing the Union after adoption of Lisbon Treaty, the perspective of full membership still remains attractive both for candidate and potential candidate countries. For some of these countries is the issue of their accession into the EU an important national priority. The urgent demand of representatives of Ukraine addressed to leaders of EU27 to allow an immediate membership of this country into the EU underlines this statement. The main aim of the thesis is to examine the European Union enlargement in light of experiences, challenges and perspectives. The thesis is based on a thorough analysis of the researched subject from the world sources and authors. In a few consecutive steps, the thesis then, in complex form, examines the issue of European Union enlargement – historical aspects and experiences, with emphasis on enlargement process after 1 May 2004, as well as on the ongoing and following challenges and perspectives, with emphasis on actually held negotiations between the EU and candidate and potentially candidate countries. Except for already mentioned available sources of domestic and world authors the thesis includes other sources of national and supranational institutions, alternatively combined with primary research conducted in the European Commission or other relevant institutions of national and supranational public administration.





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Department of Doctoral Studies

The comparison of opportunities/equal rights of refugees in the labour market using the capability approach

Supervisor: Assoc. Prof. PhDr. Marian Šuplata, PhD.

Form of study: part-time

Annotation: TBA





The Draft Code of European Business Law: What are the Challenges for European Entrepreneurs?

Supervisor: Assoc. Prof. Frédéric Delaneuville, PhD.

Form of study: full-time

Annotation:

Please insert an annotation of 10 – 20 lines. The annotation shall contain the information on importance and contributions of the topic in the context of current business practice and theoretical body of knowledge. Moreover, it shall define the main focus of the topic, the aim of the research (potentially including the research question(s)) and indication of research methods to be used.

European law suffers from a proliferation of scattered regulations, served by often technical and complex language that is difficult for European entrepreneurs to understand. However, the European Union will not be able to flourish without an accessible European law that can be understood by all. In France, Napoleon had from the 18th century become aware of the need to bring together and simplify in a code rules that are sometimes often obscure and scattered in different texts. To codify one's law is to rationalize it, organize it, make it accessible to all in an understandable language. As many essential qualities as the legal system that the European Union does not yet have. The Henri Capitant Association, supported by the Foundation for Continental Law, undertook a project in 2016 aimed at developing a European Business Code. It is a code within which economic actors, especially entrepreneurs and SMEs would find a body of harmonized rules, easy to read and clear in their statements, a guarantee of legal certainty for their investments within the European Union.

The objective of this doctoral work will be to identify and analyze, through a field survey, the difficulties that entrepreneurs may encounter in understanding European business law. This involves identifying the main difficulties and the methods used to deal with them. In the end, the answer will be given to this question: "Is the codification of European business law the best way to help entrepreneurs better understand the rules governing business in Europe?"





Major European cities facing the challenges of metropolisation: the example of Bratislava

Supervisor: Assoc. Prof. Frédéric Delaneuville PhD.

Form of study: full-time

Annotation:

Globalization has exacerbated competition between continents, regions or large European cities. In this context, the capitals of Central Europe are trying to implement strategies and deal with new constraints often linked to the rapid increase in their population density. The rural exodus to these big cities has created problems of transport saturation, access to public services, and even air pollution. The capitals of the countries of the Višegrad group such as Bratislava have experienced economic development that is clearly higher than the average of the countries to which they belong. Today, the Bratislava region is one of the richest regions in Europe if we consider the production of wealth per capita. The gamble seems to have paid off for the Slovak capital, whose economic success is making other regions envious. However, this dazzling growth has caused a certain number of externalities that the overly decentralized mode of management of the city does not make it possible to stem effectively. In an international context where the capitals engage in real competition, would a reform of the management of the city of Bratislava, which sometimes suffers from competition between different districts, not be necessary? The objective of this doctoral work will be to identify and analyze through a field survey the difficulties encountered by public and private actors in the management of problems related to the increase in population density in the Slovak capital. This will involve identifying any inconsistencies between the development strategies of the different districts of Bratislava and the methods used to deal with them. At the European level, capitals have chosen a collective strategy integrating neighboring municipalities to allow a more harmonious and coherent development of the territories (example the Grand Paris project). In the end, it will be a question of answering this question: "Does the implementation of an effective strategy for the development of the city of Bratislava pass through greater freedom for the various public actors or, on the contrary, does it pass through setting up a concerted public action associating the various districts and neighboring municipalities?"





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Faculty of Management

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Department of Doctoral Studies

Digitalization and Cyber Risk Management in Africa: The Case of Cameroon

Supervisor: Assoc. Prof. Frédéric Delaneuville PhD.

Form of study: part-time

Annotation:

The importance of understanding the challenges of digitization and the prevention of risks related to cybercrime in order to build an effective and sustainable strategy is the challenge that guides our approach. More precisely, this research project answers the following question: "How can we integrate digitalization and cyber risk management for a sustainable efficiency within organizations in Cameroon".





Department of Strategy and Entrepreneurship

Cross-generational Entrepreneurship in the Era of Digitalization

Supervisor: prof. Ing. Anna Pilková, PhD., MBA

Form of study: full-time/ part-time

Annotation:

Current economic, social and technological trends, such as fair and sustainable economic growth, digitization and the upcoming 4th industrial revolution, population aging and the rise of silver economy bring many challenges. These challenges have been also reflected in new requirements on knowledge and skills, but also in living style of the particular groups of the population. These trends also present challenges for sustainability and further development of entrepreneurial activities and it is inevitable to react on them promptly, also in area of digital entrepreneurship skills. Digitization has an impact on significant transformation or innovation of business models among both early-stage entrepreneurs as well as existing small and medium size companies (established entrepreneurs). It is thus evident that digitization of entrepreneurship is a complex issue, and non-traditional approaches are needed to cope with it successfully. One of them is to design and develop a conceptual model of the cross-generational entrepreneurship in the era of digitization, which is the main aim of the dissertation thesis.

The characterization of the problem shows that the issue of digitalization in relation to business is complex and to succeed in it requires the identification and implementation of non-traditional solutions. One of such solutions is the design and elaboration of a conceptual model of intergenerational entrepreneurship in the stage of digitalization, specifically one of its components into an implementation form which is the main purpose of the dissertation.

The starting point for the elaboration of the dissertation is the analysis of intergenerational entrepreneurship in the era of digitalization. The research will be carried out with collaborating organizations within the framework of a research project. The generalisation of the findings will be the basis for the elaboration of the selected component(s) of the conceptual model of intergenerational entrepreneurship in the age of digitalisation, with emphasis on the specifics of individual groups of entrepreneurs (start-ups or established). In this elaboration, mainly qualitative research methods will be used (semi-structured interviews, focus groups...) and the results will be processed using supporting software tools (MAXQDA, etc.).





Innovation Ecosystems in Dynamic Environment

Supervisor: prof. Ing. Anna Pilková, PhD, MBA

Form of study: full-time

Annotation:

The current environment is characterized by complexity, unpredictability, as well as exponential growth. Rapidly changing externalities lead businesses to the need for flexibility in response, agility and increasing the importance of relationships between entities. The key to surviving in a dynamic competitive environment is the ability to innovate, but the ability itself can be supported by the synergistic effect of innovation partnerships. The very building and development of internal innovation processes and innovation support is only one of the prerequisites for an effectively functioning innovation management today. Especially due to the many managerial challenges in relation to the current development of the business environment in Slovakia, it is necessary to build complex innovation ecosystems that will overcome barriers and let businesses innovate effectively by using the full potential of the ecosystem. The aim of the dissertation research is therefore to analyze the elements of the innovation ecosystem specifically in a dynamic environment, identify and compare the levels of maturity of innovation ecosystems in selected European countries and formulate methods and procedures for building and developing innovation ecosystems in Slovakia. Also, in relation to the field of innovation management, the aim of the work is to enrich the theory with research and new knowledge in the context of the specifics of a dynamic environment and the ongoing fourth industrial revolution.





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Department of Doctoral Studies

Advance Supply Chain Management

Supervisor: prof. Ing. Anna Pilková, PhD, MBA

Form of study: part-time

Annotation: TBA





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Department of Doctoral Studies

Risk Management in Modern Organisations. An Investigation into Tools for Official Task Fulfilment

Supervisor: prof. Ing. Anna Pilková, PhD, MBA

Form of study: part-time

Annotation: TBA





System Dynamics and Performance Management

Supervisor: Assoc. Prof. Ing. Ján Papula, PhD.

Form of study: full-time

Annotation:

Systems thinking and systems dynamics are research topics in various areas of the social sciences and humanities. This topic examines the relationships and dependencies of elements in complex systems in the corporate internal and external environment, for the development of performance management systems. The aim is to identify the possibilities of applying system dynamics approaches to existing systems and models of corporate performance management. Existing approaches and models based on system approaches will be explored. Within the strategic aspects of performance management, resource-oriented approaches (especially intellectual capital management) will be included in the research. In terms of outputs, the possibilities of measuring impacts and synergy effects will be explored. Contribution to the development of theory is expected from broad-based theoretical research. Conceptual design and application examples will be verified within specific companies and their relevant departments. Other experts and specialists in the field of performance management will be involved in the verification process in the form of qualitative research.





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Performance Management and Tools

Supervisor: Assoc. Prof. Ing. Ján Papula, PhD.

Form of study: part-time

Annotation: TBA





Performance Management and Tools and Methods in SME

Supervisor: Assoc. Prof. Ing. Ján Papula, PhD.

Form of study: external

Annotation:

The environment in which companies operate, as well as the environment of companies themselves, show a strong dynamic of changes, which in the field of research initiates the setting of a mirror to the approaches and methods applied. The basics of performance management lie in management theory as well as general systems theory. We perceive companies as dynamic entities operating in an environment that is constantly changing. To capture these changes and their impacts, we need an effective control system that allows: measure, compare, analyze, correct and alert.

Recently, we have noted criticism of the suitability of the theories and procedures of performance management applied so far for modern organizations (SME). More and more authors mention that measuring and managing performance in organizations increases fear, reduces trust, promotes "hard control" systems, and reduces employee engagement. Democratic, open, participatory, and agile management is essential for twenty-first century SME. Authors increasingly point the need for employee engagement and support of work motivation through the correct formulation of performance indicators and effective set up of the performance management system. In the processing of the dissertation and own research, it will be important to set up a critical mirror of the commonly applied performance management system, examine and analyze the relationship of commonly used approaches to performance management to employee engagement and cultural and behavioral aspects of the organization (SME). Examples of good practice from the environment of modern and successful organizations should be explored





Impact of Digital Transformation on SME Strategy and Performance

Supervisor: Assoc. Prof. PhDr. Marian Holienka, PhD.

Form of study: full-time / part-time

Annotation:

Digital transformation is one of the most important current trends that influence business organizations as well as entire industries. Small and medium-sized enterprises (SMEs), due to their specific characteristics, face in this context multiple challenges, but at the same time have numerous potential advantages. Digital transformation significantly affects the ways how SMEs create, deliver and capture value, i.e. it influences their business models as one of the key components of their strategy. One of the important contexts of research is the impact on business performance, both from financial and non-financial perspective. Dissertation thesis will study these relationships within the context of Slovak SMEs, with a specific focus on impact of digital transformation on their strategies and performance. The topic of dissertation is related to an on-going research project "Cross-generational entrepreneurship in Slovakia in the era of digitalization: pragmatic approach" and with its focus it will contribute to the project's pillar aimed at digitalization and its impacts. The goal of the dissertation will be to identify, analyze and categorize into a conceptual framework the impacts of digital transformation of SMEs in Slovakia, with a special focus on business models and business performance. The research methods employed will be based on a combined research strategy, using a combination of quantitative and qualitative research.





The Development of Production of Alternatively Powered Cars in Slovakia

Supervisor: Assoc. Prof. Ing. Milan Fekete, PhD.

Form of study: full-time/ part-time

Annotation:

Global warming and other factors are forcing governments and businesses to take action on environmental protection and sustainability. Automobile transport in general is a major polluter of the environment. One of the key measures is the production and use of alternatively powered cars and trucks. The three most well-known and widely used alternative propulsion systems instead of fossil fuels are electricity, hydrogen and natural gas. So far, the production of petrol and diesel cars is predominant in Slovakia, but the development of the production and use of alternatively fuelled cars is progressing globally. In the future, it is realistic to assume that the production of alternatively fuelled cars will outweigh the production of traditional fossil fuel cars. At present, it is economically advantageous for car concerns to produce petrol or diesel cars in Slovakia, which are in demand especially in markets where environmental rules are not as strict and where the awareness of the population about environmental protection is not as strong as in the European Union. However, this will not be the case in the future, and the importance of alternative fuel cars will grow. The question is how the automotive industry, including the supply network in Slovakia, will cope with these changes.

The dissertation will focus on identifying the needs and concrete measures that suppliers to the automotive industry in Slovakia must implement now in order to make the automotive industry in Slovakia as a whole competitive in the future. A literature survey will be used to determine the current state of production and use of alternative fuel cars in Slovakia and a questionnaire survey of a selected group of the Slovak population will be used to determine the willingness to invest in alternative fuel cars that might be of interest to suppliers to the automotive industry in Slovakia. Based on the findings, a proposal for measures for the further development of the automotive industry in Slovakia will emerge, which will then be verified by interviews with experts from the automotive sector and relevant institutions in Slovakia and possibly abroad.





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Lean management as a basis for streamlining business processes in service companies

Supervisor: Assoc. Prof. Mgr. Zuzana Papulová, PhD.

Form of study: part-time

Annotation: TBA





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Optimization of AI (artificial intelligence) - based knowledge management as an integral part in technical product innovation processes

Supervisor: prof. Ing. Jozef Papula, PhD.

Form of study: part-time

Annotation: TBA

