

**Topics of dissertations**  
**for the study program *Small and medium management***  
**in the field of study *Economics and management***  
**for the Academic year 2020/2021**

Number of topics: 9

English program

Field of study:	economics and management
Supervisor:	<b>Assoc. prof., Dubrovina Nadiya, CSc., PhD.</b>
Dissertation topic	Regional and local disparities in the development of human resources in Slovakia
Dissertation language	English language
Study form:	external
Objective	The purposes of the PhD thesis are: to study the reasons and factors influenced on the development of the disparities of human resources in Slovakia and to develop the mechanism for the reduction of the disparities in the regions and local districts.
Annotation	The problems of the regional and local disparities in the development of human resources have long-term character and are adjusted by historical heritage, natural, socio-economic, cultural and political factors. The disproportions of the human resources in regions and local communities lead to the problems of the ineffective functioning of regional and local labour markets, internal and external labour migration, further problems with socio-economic development of territories. To the reveal these problems and analyse the relations between main variables described human resources, labour market, social policy the set of quantitative and qualitative methods can be used. The regional and local disparities in the development of human resources will be analysed by means of spatial econometrics and statistics, as well as other skills in econometrics and analysis of time series should be very important. The essential part of the PhD thesis will be devoted to the development of the mechanism as complex of organisational and economic measures which can reduce the disparities of human resources development in regions and districts in Slovakia.

Field of study:	economics and management
Supervisor:	<b>Assoc. prof., Dubrovina Nadiya, CSc., PhD.</b>
Dissertation topic	Strategical development of healthcare organization in the condition of new challenges and safety risks on the example of the selected country
Dissertation language	English language
Study form:	external
Objective	The purposes of the PhD thesis are: to study the possible risks and challenges on the development of healthcare on macro- and micro-level and to develop the programme of the strategical development of healthcare organization on the example of the selected country in the conditions of possible safety risks and changes
Annotation	<p>In the modern period the systems of the healthcare meet new kind of risks concerned with dramatic development of infectious diseases having global or mass character, huge growth of civilized illnesses like cardiovascular diseases or cancer, aging of population, etc. Thus, to be successful and provide the healthcare services the healthcare organizations should identify the possible risks for them and prepare strategical plans of the changes according their medical staff capacities, equipment, buildings, financial and economic resources. For this topic, the experience in healthcare organization is necessary, as well as ability to use quantitative and qualitative methods for the identification of the risks and development of the scenario analysis, to carry out the evaluation of the expected outcomes of the measures of the strategical plan for certain healthcare organization on the selected country.</p> <p>PhD student will describe the main process and capacities of organization of medical services and health care in the healthcare institution during certain time period; characterize the tendencies of the development of healthcare institution in the conditions of possible safety risk and changes, develop and adjust the strategical plan for the healthcare institution according to the different scenarios of the possible risks and changes.</p>

Field of study:	economics and management
Supervisor:	<b>prof. Ing. Ladislav Kabát, CSc.</b>
Dissertation topic	Classification system NACE and its role in upgrading the methodology of performance of SME
Dissertation language	English language
Study form:	external
Objective	To verify the existing theoretical and practical experience with the applications of the NACE classification system on quality of statistical data, which are consequently adopted for calculating the financial ratios and econometric modelling.
Annotation	<p>The evaluation of the success of business operators is one of the core tasks of the corporate economy, which uses a wide range of indicators and instruments. It plays an important role in the NACE classification system, which creates assumptions for the grouping of business operators with a similar production and sub-framework orientation. On the basis of the inserts thus created, they are derived from the so-called Sectoral indicators of financial performance of enterprises.</p> <p>The classic indicator of absolute character, such as the volume of material, financial and staffing resources, is assigned to the so-called Proportional or intensive indicators expressing the financial volume of output in relation to the selected relevant indicators. Examples are known indicators ROA, ROE, EBITDA, etc. In the model structure, these are different bonity models. As the existing application outputs show, the flat-rate deployment of the above ratios leads quite often to outputs that are practically unacceptable. Information inputs from corporate accounting are often unacceptable for the methodology of the ratios.</p> <p>The main task of the dissertation will be to analyze a representative set of small and medium-sized enterprises, in selected NACE groups and subsequently to propose new methodological procedures for assessing the economic success of the SME within NACE sub-groups.</p>

Field of study:	economics and management
Supervisor:	<b>prof. Ing. Ladislav Kabát, CSc.</b>
Dissertation topic	Absolute and ratio indicators as a tool for assessing the performance of small and medium-sized enterprises - verifying their consistency
Dissertation language	English language
Study form:	external
Objective	Absolute and ratio indicators as a tool for assessing the performance of small and medium-sized enterprises - verifying their consistency and applicability in practice.
Annotation	<p>The corporate economy uses a wide range of indicators and tools for analyzing and evaluating the results of production-oriented enterprises. The classical indicators of absolute character, such as the volume of material, financial and human resources, are assigned to the so-called ratio or intensive indicators expressing the financial volume of output in relation to the selected relevant indicators. Examples are well known indicators ROA, ROE, EBITDA, etc. In the model structure, there are different bonity models. The Altman model can be mentioned as an example. As the existing application outputs show, the flat-rate deployment of the above ratios leads quite often to outputs that are practically unacceptable. Information input data from corporate accounting are often unacceptable for the methodology of the ratios. The main task of the dissertation will be to analyze the representative sample of small and medium-sized enterprises of about 50 000 companies and to verify the main methodological problems of the currently used financial ratios of their evaluation. In following steps to compare the evaluations achieved through the absolute indicators and subsequently to propose the new methodological procedures for assessing the economic performance of SME.</p>

Field of study:	economics and management
Supervisor:	<b>doc. PaedDr. PhDr. Marcel Lincényi, PhD.</b>
Dissertation topic	Actual trends in socially responsible marketing in the private sector
Dissertation language	English language
Study form:	external
Objective	The main research objective of the dissertation will be the analysis of the history and current state of use of socially responsible marketing in the private sector in the Slovak Republic. The secondary research objective will be to propose options and solutions to increase the use of socially responsible marketing in the private sector.
Annotation	The holistics marketing concept was created in response to fundamental changes in the current marketing environment and it is one of most modern business concepts. A lot of companies know positive impacts to consumer perception. Many companies are aware of the positive impact on consumer perception if a company has a positive attitude towards the environment, charity or sponsorship. The dissertation thesis will focus on definition of socially responsible marketing in terms of individual theoretical approaches and specific in the private sector. The application part will be a systematics analysis of the intensity and forms of socially responsible marketing in selected areas of the private sector in Slovakia. Based on the theoretical knowledge and results from the analytical part, the PhD. student formulates proposals and recommendations for science and practice.

Field of study:	economics and management
Supervisor:	<b>doc. PaedDr. PhDr. Marcel Lincényi, PhD.</b>
Dissertation topic	Intercultural communication as a part of effective marketing management in a global market environment
Dissertation language	English language
Study form:	external
Objective	The main research objective of the dissertation will be the analysis of the current state and development of the use of intercultural communication in the global market environment within marketing management. The secondary research objective will be to look for possibilities and recommendations for higher use of intercultural communication within effective marketing management in a market environment.
Annotation	In a globalized world, the importance of multiculturalism and intercultural cooperation is increasing, and for multinationals it is necessary to know cultural differences and be able to communicate effectively with other cultures. The dissertation thesis will focus on the theoretical definition of intercultural aspects of international marketing, including selected cultural aspects of international marketing. In the application part there will be a systematic analysis of the intensity and forms of intercultural communication management in selected areas of the global market environment. Based on the theoretical knowledge and results from the analytical part, the doctorand student formulates suggestions and recommendations for science and practice that mixed companies could take in marketing and business activities.

Field of study:	economics and management
Supervisor:	<b>doc. PaedDr. PhDr. Marcel Lincényi, PhD.</b>
Dissertation topic	Development and Trends of Business Entities on the Media Market in the Slovak Republic (1993-2020)
Dissertation language	English language
Study form:	external
Objective	The main research objective of the dissertation will be the evaluation of the main development tendencies of the market of selected business entities on the mass media market in the Slovak Republic in terms of selected variables. The secondary research objective will be to offer a prediction of the development of mass media in Slovakia for the coming years.
Annotation	At present, the history of the mass media industry is not processed in the Slovak republic. Therefore, it is necessary to start mapping work, which will draw on the current professional press on the topic of marketing and mass media communication, corporate archives, interviews with memorials and current media market representatives and the like. The print media will be analysed based on sales and advertising volume, radio based on listening and advertising volume, television based on viewership and advertising volume and internet media based on site traffic and advertising volume.

Field of study:	economics and management
Supervisor:	<b>prof. Ing. Judita Táncošová, CSc.</b>
Dissertation topic	Foreign direct investment as the movement of long-term capital from Asian countries in the world
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude: Cieľom dizertačnej práce je teoreticky vymedziť priame zahraničné investície a skúmať ich ako nástroj prenikania ázijských firiem na medzinárodné trhy.
Annotation	The first part of the thesis deals with the theoretical background of foreign direct investment as a tool for the penetration of companies into global markets - with special regard to companies originating in the Asian countries, respectively Southeast Asia. The second part analyses the foreign direct investment of Asian (according to the choice - China, Taiwan, Japan) companies nowadays. The third part of the thesis identifies the most important factors that influence the investment decisions of Asian companies and their motivation for choosing the form of input through greenfield investments respectively acquisitions and mergers. The final part of the thesis specifically deals with the forms of entry of Asian companies into Europe and the relationship of European states towards these investments in terms of effects for participating economies.

Field of study:	economics and management
Supervisor:	<b>prof. Ing. Judita Táncošová, CSc.</b>
Dissertation topic	Influence of globalization and integration processes on reallocation of long-term capital in international area
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude: Cieľom dizertačnej práce bude analyzovať súčasný stav realizovania pobytu dlhodobého kapitálu na základe identifikovania kľúčových determinantov ovplyvňujúcich ich realizáciu a vplyv globalizácie a integračných procesov na realokáciu tohto kapitálu.
Annotation	The first part of the thesis examines the development and current state of theories of the movement of long-term capital such as foreign direct investment in various forms of greenfield investment and cross-border mergers and acquisitions. The second part describes the development of globalization and integration in the world in relation to the liberalization of the global movement of capital. The third part of the thesis identifies the most important factors of globalization and integration, which influence the reallocation of long-term capital. The final part of the thesis specifically deals with the forms of long-term capital entry into the European Union (as an integration unit), their advantages, disadvantages and consequences.

**Topics of dissertations**  
**for the study program *Small and medium management***  
**in the field of study *Economics and management***  
**for the Academic year 2020/2021**

Number of topics: 3

German program

Field of study:	economics and management
Supervisor:	<b>Prof. Ing. Jozef Sablik, CSc.</b>
Dissertation topic	Entwurf der Innovationen fürs System der Steuerung von HR im Sinne der Strategie "Industrie 04"
Dissertation language	German language
Study form:	external
Objective	Vedecký cieľ dizertačnej práce : Formulovať aktuálnu štruktúru a obsah inovácií manažérstva LZ
Annotation	<ul style="list-style-type: none"> <li>• Charakteristik und Entwicklungstrends der Strategie "Industrie 04"</li> <li>• Entwicklung der Änderungsansprüche das Management von HR innovativen Betriebe im Sinne der Strategie "Industrie 04"</li> <li>• Entwurf (Bestimmung) der Kompetenzen und der Ausbildung von Managern HR für (innovative) Betriebe im Sinne der Strategie "Industrie 04"</li> </ul>

Field of study:	economics and management
Supervisor:	<b>prof. Ing. Jozef Sablik, CSc.</b>
Dissertation topic	“Entwurf des Verfahrens für Implementation von Prinzipien “Altersheterogenität” in den Prozess der Bildung und Steuerung von Arbeitsteams
Dissertation language	German language
Study form:	external
Objective	Vedecký cieľ dizertačnej práce: Príspevok k formulovaniu (definovaniu) podstaty vekovej heterogenity a jej využitiu v procese manažérstva LZ
Annotation	<ul style="list-style-type: none"> <li>• Begrenzung des Begriffes “Altersheterogenität” und Bestimmung ihres Parameters</li> <li>• Art und Weiße der Identifikation und Quantifikation des Einflusses des Alters von Beschäftigten auf die Leistung des Arbeitsprozesses (Arbeitsteams)</li> <li>• Entwurf des Verfahrens für die Implementation der Altersheterogenität in den Prozess von Management der HR</li> <li>• Legislative und rechtliche Aspekte der Bildung und Steuerung von Arbeitstime mit der Verschiedenheit der Altersstruktur der Mitglieder</li> </ul>

Field of study:	economics and management
Supervisor:	<b>prof. Ing. Jozef Sablik, CSc.</b>
Dissertation topic	Entwurf des Führungsstils für die Multikulturelle Umwelt (Unternehmen)
Dissertation language	German language
Study form:	external
Objective	Vedecký cieľ dizertačnej práce: Návrh (definovanie) parametrov štýlu vedenia ľudí v multikultúrnom prostredí (podniku)
Annotation	<ul style="list-style-type: none"> <li>• Aktuelle Charakteristik (Kennzeichen) der Innovationen des Führungsstils</li> <li>• Charakteristik des Managements den Betrieben mit der multikulturellen Struktur des Personals</li> <li>• Bestimmung des Parameters (Charakteristiken) von Führungsstil in der multikulturellen Umwelt (Unternehmen)</li> <li>• Bestimmung der Kriterien für die Auswahl von Managern und der (spezifischen) Vorbereitung für die Tätigkeit in der multikulturellen Umwelt (Unternehmen)</li> </ul>

**Topics of dissertations**  
**for the study program *Public administration***  
**in the field of study *Economics and management***  
**for the Academic year 2020/2021**

Number of topics: 3

English program

Field of study:	economics and management
Supervisor:	<b>prof. Mykola Sidak, DrSc.</b>
Dissertation topic	Innovations of Public Administration in the SR: Determination of Inclusive and Sustainable Aspects with Reflecting European Countries Novelty Factors
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude: vymedziť determinanty inovácií v public administration a navrhnúť kľúčové zásady, postupy a nástroje na implementáciu i aplikáciu inovácií v oblasti zefektívnenia organizácie a činnosti verejnej správy (pri zabezpečení verejného záujmu v SR).
Annotation	Public sector innovation is at the forefront of politicians, public authorities and society. European states are at various stages in the conceptualization and implementation of the respective strategies. Therefore, we need to carry out in dissertation project measurable scientific and research analyzes of public sector innovations (such as the institutes: Good Government, New Public Service, New Public Management, digital-era governance, e-Government and e-Governance, Multilevel Governance, etc.). The aim of the DP is to provide key conclusions, pillars and effective tools for implementation and application of innovations in the area of public administration and to prepare proposals <i>de lege ferenda</i> .

Field of study:	economics and management
Supervisor:	<b>prof. Mykola Sidak, DrSc.</b>
Dissertation topic	Organization and Functioning Financial Systems EU Countries: Determining of Sustainable and Innovative Aspects in the Context of European Integration with Reflecting Challenges and Threats to the SR
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude: vymedziť determinanty organizácie a fungovania finančných systémov v EÚ a vo vybraných členských krajinách a navrhnúť kľúčové zásady, postupy a nástroje na implementáciu i aplikáciu inovácií najmä v oblasti financií, v kontexte európskej integrácii s reflektovaním súčasných výziev a hrozieb pre SR.
Annotation	Ensuring the efficient functioning of the financial system is paramount to ensuring the proper functioning of the state. The EU and the member states are at different stages in the conceptualization of their strategies. Therefore, we need to carry out in a dissertation project measurable scientific and research analyzes of the concepts, innovations, economic and legal aspects of the organization and functioning of the financial system (for example: the financial control, budgetary, monetary, tax and fee spheres, and financial markets area). The aim of the DP is to provide key conclusions, principles and effective tools for the implementation and application of innovations in the reform of the financial system and to prepare proposals <i>de lege ferenda</i> .

Field of study:	economics and management
Supervisor:	<b>doc. PaedDr. PhDr. Marcel Lincényi, PhD.</b>
Dissertation topic	The role and forms of marketing management in non-profitable sector in the Slovak republic
Dissertation language	English language
Study form:	external
Objective	The main research objective of the dissertation will be the analysis of the current state and development of the use of marketing communication within the management in the non-profit sector in the Slovak Republic. The secondary research objective will be to propose possibilities and solutions to increase the use of marketing management in non-profit organizations in Slovakia.
Annotation	The non-profit, respectively third sector is one of the three major sections of the company alongside private and public sectors. The dissertation thesis will focus on the theoretical definition of marketing management in terms of individual theoretical approaches and specificities in the non-profit sector. Thesis will point out the trends development of the use of marketing communication in the management of the non-profit sector in the Slovak republic. In the application part there will be a systematic analysis of various forms cooperation between the non-governmental sector and journalists in the current practice with the aim of typing the main forms of mutual contact. The doctoral student will determine the position of social advertising in the management structure of these organizations and define the main tools for measuring the effectiveness of communication activities. Based on the theoretical knowledge and results from the analytical part the doctorand student formulates the current structure and content of marketing management innovations in the non-profit sector.