

Bratislava University of Economics and management

Topics of dissertations for the study program *Small and medium management* in the field of study *Economics and management* for the Academic year 2023/2024

English program

Number of topics: 10

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Field of study:	economics and management
Supervisor:	Assoc. prof. Ing. Marek Csabay, PhD.
Dissertation topic	Current trends in bilateral economic diplomacy from the perspective of promotion of small and medium-sized enterprises' internationalization
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude vyhodnotenie tendencií v systéme a formách podpory internacionalizácie (medzinárodného podnikania) malých a stredných podnikov zo strany bilaterálnej ekonomickej diplomacie štátu na základe komparatívnej analýzy a iných zvolených metód.
Annotation	The subject of the dissertation is to examine current trends in economic diplomacy with a special focus on the promotion of the internationalization of small and medium-sized enterprises. By means of a longitudinal or a comparative study, eventually by means of another suitably selected method, current conceptual, institutional and programmatic framework of economic diplomacy (as an umbrella term covering the promotion and protection of economic interests of the state with special emphasis on the target group of companies) will be evaluated. The thesis shall identify innovative practices and instruments of economic diplomacy as well as from them resulting benefits for small and medium-sized enterprises. The results of the research should comprise recommendations for the practice of economic diplomacy in a selected country.

Field of study:	economics and management
Supervisor:	Assoc. prof. Ing. Marek Csabay, PhD.
Dissertation topic	Comparison of institutional models of German and Austrian economic diplomacy
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude vyhodnotenie efektívnosti fungovania nemeckého a rakúskeho modelu ekonomickej diplomacie na základe komparatívnej analýzy inštitucionálnych modelov, ako aj modelov riadenia a rozhodovania.
Annotation	The dissertation will focus on the comparison of institutional models of economic diplomacy of selected countries. The theoretical basis of the work is provided by conceptual models of economic diplomacy and the theory of decision-making processes in state administration. Investigative part of the thesis identifies applied conceptual frameworks of economic diplomacy in both countries, as well as applied institutional models and main actors. The thesis compares instruments and forms of assistance, territorial priorities and the applied methodology of evaluation. The thesis evaluates the advantages and disadvantages of the investigated models. The outputs of the thesis should contain a summary of recommendations for the practice of economic diplomacy.

Field of study:	economics and management
Supervisor:	Assoc. prof., Dubrovina Nadiya, CSc., PhD.
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.



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Field of study:	economics and management
Supervisor:	Assoc. prof., Dubrovina Nadiya, CSc., PhD.
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.</p> <p>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:	Assoc. prof. Ing. Michal Fabuš, PhD.
Dissertation topic	Importance and role of the EU in international trade in the global context
Dissertation language	English language
Study form:	external
Objective	The aim of the dissertation is to theoretically define international trade and subsequently analyse the development of EU international trade in terms of global trade.
Annotation	The first part of the dissertation will deal with the theoretical background of the conceptual apparatus of international trade. The starting point will be a mapping of the development of theories of international trade, their generalization will be used for further research. From the acquired knowledge, international trade, its forms, and importance in the world economy will be defined. The second part of the work will be devoted to the characteristics and analysis of the development of international trade within the EU countries after 2010 with the definition of specifications and then the findings will be compared with selected indicators of international trade from a global perspective. The dissertation will include proposals and recommendations in the field of international trade of its individual stakeholders.



Field of study:	economics and management
Supervisor:	prof. Ing. Ladislav Kabát, CSc.
Dissertation topic	Small and medium-size enterprises in Slovakia – identification and measurement of the impact of the main factors of their bankruptcy
Dissertation language	English language
Study form:	external
Objective	<p>Malé a stredné podniky (SMS) na Slovensku sú nielen významným generátorom pracovných pozícií, ale aj nositeľom inovačných technických, technologických, ale aj marketingových stratégií. Sú mimoriadne dôležitým prvkom národných ekonomík a v dôsledku toho majú nezastupiteľnú úlohu v dynamickom rozvoji krajín.</p> <p>Napriek uvedenému je však ekonomická situácia významného podielu týchto subjektov, po uplynutí kovidového obdobia a v podmienkach prebiehajúcej energetickej krízy, ľahko zraniteľná. Odhadnúť počet firiem, ktoré sú blízko k bankrotu je však ťažké.</p> <p>Dizertačná práca bude mapovať dostupné informačné zdroje o konkurzných konaniach podnikov, analyzovať ich údaje, identifikovať hlavné faktory podieľajúce sa na ekonomickom kolapse podnikov a v záverečnej fáze formulovať a overovať ekonometrický model pre odhad prežívania SME na Slovensku.</p>
Annotation	<p>Small and medium-sized enterprises (SMS) in Slovakia account for more than 99% of the total number of business entities. Small businesses with up to 49 employees represent 50% of their number. They have an irreplaceable role in the dynamic development of the economy of countries. Nevertheless, the economic situation of a significant proportion of these entities is vulnerable in the context of the energy crisis. According to FinStat, the number of firms at a loss grew from 40,200 to 47,200 firms, an increase of 17.4%. In profit, it is 53.5%, and at zero 8.9% of firms from the number of 125528 analyzed enterprises. Estimating the number of firms that are close to bankruptcy is difficult to estimate. The dissertation will map the <u>information</u> sources on bankruptcy proceedings of enterprises, analyze them, identify the main factors involved in the economic collapse of enterprises and, in the final phase, formulate and verify an econometric model for estimating the survival of SMEs in Slovakia. For the successful solution of the dissertation, it is necessary to master the basic tools of statistical analysis, as well as the formulation of econometric models. It is also necessary that the dissertation has sufficient computer literacy, the ability to work with the Internet environment separately with database resources. An elementary prerequisite is knowledge of corporate accounting and assessment of the economics of the enterprise.</p>

Field of study:	economics and management
Supervisor:	Assoc. prof. PhDr. Klus, Martin, PhD. MBA
Dissertation topic	Common and different features of economic and political cooperation between the United Kingdom, Switzerland and Norway and the European Union
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude prostredníctvom primárne analytickej, historickej a komparatívne metódy skúmať spoločné a rozdielne črty hospodárskej a politickej spolupráce troch špecificky vybraných európskych krajín s Európskou úniou. Charakterizovať a porovnať silné a slabé stránky skúmaných črt a vyvodiť z nich prípadné odporúčania pre samotné skúmané štáty resp. EÚ smerom k vyššej miere nastavenia efektívnosti vzájomnej hospodárskej a politickej spolupráce.
Annotation	Dissertation thesis will focus on examining the specific approach to the economic and political cooperation of three specifically selected countries, which for various reasons and at different historical times, through their citizens, have decided to stay out of membership in the European Union. Despite this fact, these countries have remained differently connected towards the EU, which allows more or less effective cooperation between them and EU and at the same time leaves room for thorough research. The aim of the dissertation will be to define and characterise this connection at both levels - economic and political, and through a comprehensive analysis of their strengths and weaknesses to determine the degree of effectiveness of such cooperation. At the same time, mutual comparison will help us identify, on the basis of specific examples, the scope for possible changes and adjustments to the currently set policies. This could make possible to revise the degree of their usefulness as well as cost-effectiveness.

Field of study:	economics and management
Supervisor:	Assoc. prof. PhDr. Klus, Martin, PhD. MBA
Dissertation topic	European Union membership and its political and economic impact on Ireland, Portugal and Slovakia
Dissertation language	English language
Study form:	external
Objective	Vedeckým cieľom dizertačnej práce bude prostredníctvom primárne historickej a komparatívne metódy skúmať konkrétne prejavy politických a hospodárskych dosahov členstva vybraných krajín v Európskej únii.
Annotation	Dissertation thesis will focus on examining the impact of the membership of three geographically, economically and politically different EU member states, which, moreover, entered its structures at different times. Both in terms of the development as well as system of functioning of the European Union (European Communities), but also from geopolitical point of view and nature of the analysed countries. Despite their differences, these are also connected by several common historical as well as demographic features that have had an impact on degree and nature of the political and economic impact associated with their membership to the European Union. The aim of the dissertation will be to thoroughly define and characterise these common and different features and to analyse EU membership impact within the examined countries on specific areas connected with them. Last but not least, the work will include the ambition to pinpoint specific examples of so-called good practice in this regard, which will serve as concrete contributions from the research itself to the possible political and economic reality of studied countries.



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Field of study:	economics and management
Supervisor:	Assoc. prof. PaedDr. PhDr. Marcel Lincényi, PhD.
Dissertation topic	Application of socially responsible marketing in the private sector
Dissertation language	English language
Study form:	external
Objective	Hlavným výskumným cieľom dizertačnej práce bude analýza histórie a súčasného stavu využitia spoločensky zodpovedného marketingu v súkromnom sektore v Slovenskej republike. Sekundárnym výskumným cieľom bude navrhnúť možnosti a riešenia zvýšenia využitia spoločensky zodpovedného marketingu v oblastiach súkromného sektora.
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:	Assoc. prof. PaedDr. PhDr. Marcel Lincényi, PhD.
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.