

Faculty of Business Administration

DOCTORAL STUDY MANAGEMENT AND MANAGERIAL ECONOMICS

2022	DOCTORAL STUDY MANAGEMENT AND MANAGERIAL ECONOMICS	
Contact person	Topics for doctoral theses	Contact
doc. Ing. Miroslav Karliček, PhD.	Improving market orientation of companies and other organizations	miroslav.karlicek@vse.cz
	Evaluation of marketing performance in companies and other organizations	
doc. Ing. Václav Striteský, PhD.	Multichannel retail strategy	vaclav.stritesky@vse.cz
doc. Mgr. Radek Tahal, Ph.D.	Customer loyalty and related marketing tools	radek.tahal@vse.cz
doc. Mgr. Zuzana Chytková, Ph.D.	Collaborative market activities of consumers and small independent farmers	zuzana.chytkova@vse.cz
prof. Ing. Mgr. Martin Lukeš, PhD.	Insecurity, risks and precarious aspects in the early phase of startup development	martin.lukes@vse.cz
	Decision making of private investors and/or venture capital on investments in startups	
doc. Ing. Ondřej Dvouletý, PhD. MSc.	Heterogeneous effects of public entrepreneurship and SME policies based on firm characteristics	ondrej.dvoulety@vse.cz
	Economic effects of non-financial support of entrepreneurship	
	Economic sustainability of social enterprises and their drivers	
	Motivation and life-style of various types of entrepreneurs	
doc. Ing. Miroslav Špaček, PhD.	Crowdfunding as a way how to finance a business start-up and its growth	miroslav.spacek@vse.cz
	Business model innovation	
doc. Ing. Marie Dohnalová, CSc.	Managing diversity and equality in the workplace	marie.dohnalova@vse.cz
	Age diversity and its impact on HR management	
	HR Management in social enterprises	
doc. Ing. Otakar Němec, CSc.	HRM in the digital age (industry 4.0)	nemeco@vse.cz
	HRM in specific organizational structures or situations	
doc. Ing. Petr Houdek, Ph.D.	Choice Architecture in Organizations: Tools for improving decision making and information processing by employees and managers	petr.houdek@vse.cz
	Business Ethics: Field and Laboratory Research of Cheating and Deception	
	Why organizations fail? Studies focused on decision-making errors and biases and/or defective organizational designs	
doc. Ing. Oto Potluka, Ph.D.	Evaluation as a management tool in public sector	oto.potluka@vse.cz
	Management of foundations	
doc. Ing. Ludmila Mládková, Ph.D.	Knowledge management a Systemic approach to management of organisation	ludmila.mladkova@vse.cz

doc. PhDr. Ing. Eva Jarošová, Ph.D.	Leadership development (programs, methods, transfer of learning)	eva.jarosova2@vse.cz
doc. PhDr. Daniela Pauknerová, Ph.D.	The effects of leadership style on employee well-being	daniela.pauknerova@vse.cz
	Stress management, burnout and employee well-being in organizations	
prof. Ing. Jiří Hnilica, Ph.D	Family as an asset in family businesses	jiri.hnilica@vse.cz
	Emotions and decision-making in family businesses	
doc. Ing. et Ing. Ondřej Machek, Ph.D., MBA	Financial and investment decisions in family firms	ondrej.machek@vse.cz
	The effects of family dynamics on business strategy and behavior	
	Social capital and innovation strategy	
doc. Ing. Vladimír Hönig, Ph.D. et Ph.D.	Business strategy in the hydrogen energy sector	vladimir.honig@vse.cz
	Business strategy and electromobility	
	Renewable energy sources, circular economy and their influence on business strategy	
	Strategy and development of circular economy in the conditions of companies in the Czech Republic	
prof. Ing. Jindřich Špička, Ph.D.	Succession process in family firms with the emphasis on family farms	jindrich.spicka@vse.cz
	Collaborative market-driving strategy in agribusiness	
doc. Ing. et Ing. Josef Krause	Environmental aspects in business strategy	josef.krause@vse.cz
doc. Ing. Aleš Kubíček, Ph.D.	Strategic orientations of family firms	ales.kubicek@vse.cz
	Intragroup conflicts in family firms	
	Multifamily firms	
doc. Ing. Petr Kolář, Ph.D.	Challenges and potential of Logistics 4.0 – 4th industrial revolution in the field of freight distribution (policy, education, digitalization) and B2B sharing economy	petr.kolar@vse.cz
	Sustainable logistics and its dynamics, potential and issues in the intermodal transport industry - transport management, industry parties and markets	
	Transformation of Supply Chain Management in the area of digitalization and automation	
doc. Jan Čadil, PhD	Human capital and economic growth - theoretical background and empirical findings	jan.cadil@vse.cz
	R&D, competitiveness and economic growth - theoretical background and empirical findings	
	Equal pay for equal job - methodology led differences	

doc. Ing. Tomáš Pavelka, PhD	Minimal wage as a tool of economic policy	tomas.pavelka@vse.cz
	Labor market flexibility	
	Reasons for low wages in the Czech Republic in comparison with member countries of Eurozone	
doc. Ing. Vít Pošta, PhD	The influence of economic cycle on financial situation of firms	vit.posta@vse.cz
	Structural unemployment: estimates and determinants	
	Factors of household savings rate: the role of precautionary savings	
	Return on financial assets and jump processes	
prof. Ing. Jindřich Soukup, CSc.	Effects of budgetary and monetary policy in selected segments of the economy.	jindrich.soukup@vse.cz
	Expected economic consequences of technological development at the end of the 20th and the beginning of the 21st century (fourth industrial revolution).	
doc. Ing. Šárka Laboutková, Ph.D.	Formal and informal institutions	sarka.laboutkova@vse.cz
	Information (in)efficiency of the market economy	
	Macro-environment and business	
	The Tasks and Strategies of In-house Lobbyists	
	Business environment and company performance (comparative studies)	
	Evaluation of External Business Factors With an Emphasis on Economic and Institutional Factors	
doc. Ing. Jiří Patočka, CSc.	Management of cultural events and festivals in the setting of historic buildings	jiri.patocka@vse.cz
	Transformation of structure, management and financing of interpretative culture into new forms in the Czech Republic after 1989	
	Role of audio-visual industries in creative sectors in the Czech Republic	
doc. Ing. František Drožen, CSc.	Methodology and techniques for evaluation cultural goods in economic practice of galleries of art	frantisek.drozen@vse.cz
	Methodology of economic evaluation of cultural institution	
prof. Ing. Luboš Smrčka, CSc.	Economic particularities of management of private enterprises in cultural sectors	lubos.smrcka@vse.cz
doc. Ing. Marek Hudík, Ph.D.	Institutional change	marek.hudik@vse.cz
	Institution, coordination, and conflict	