

Department of Strategy

prof. Jiří Hnilica, Ph.D.

1. Family as an asset in family businesses

Ladislav Tyll, MBA, Ph.D.

1. Corporate strategy
2. Digital strategy
3. Digital transformation
4. Growth and international strategy

prof. Luboš Smrčka, Ph.D.

1. Restructuring and insolvency

prof. Ondřej Machek, Ph.D.

1. Family business strategy from the perspective of internal stakeholders (employees): Quantitative or qualitative research (possible topics: stewardship perception, mission & vision perception, communication, social capital (e.g. shared values, shared goals), justice perception, psychological ownership, innovativeness, conflicts, nepotism)
2. Family business strategy from the perspective of external stakeholders: Quantitative or qualitative research (possible topics: stewardship perception, mission & vision perception, communication, social capital (external networks), innovativeness, conflicts, nepotism)

Patrik Sieber, Ph.D.

1. Master Diploma thesis (MING)
2. Social Value of goods, projects, businesses, strategies and policies
3. Social Cost Benefit Analysis
4. Planning and Valuation of investment projects (relevant perspectives)
5. Shareholder, Stakeholder and Social Value of economic Activities

Martin Jurek, Ph.D.

1. Any topic related to family businesses field is welcome – strategy, succession, leadership.

Tomáš Ryška, Ph.D.

1. CSR
2. Case study of a project, company, product or organization based on an ethnographic fieldwork
3. Customer experience design

Josef Krause, Ph.D.

1. Strategic analysis
2. Business plan

PhDr. Ing. Václav Kupec, Ph.D.

1. Marketing Audit in International Company
2. Internal Audit in International Company
3. Marketing Communication in International Company

Ing. Heřman Kopkáně

1. Topics related to corporate finance
2. Topics related to financial management
3. Selected topics related to financing and investment (equities, bonds, investment funds)

Ing. Aleš Kubíček, Ph.D.

1. Topics thematically focused on family businesses or corporate governance. Possibility of qualitative and quantitative research methods, in exceptional cases it is also possible to use more methodologically advanced methods of meta-analysis.
2. Family business topics include, for example, family business advising, succession, family governance, conflicts, multi-family ownership and management. For corporate governance mainly corporate governance codes, gender and other types of diversity on boards.

Department of Marketing

doc. Mgr. Radek Tahal, Ph.D.

1. Customer satisfaction research in a company (or a product category)
2. User experience (with a product or a service)

Ing. Martin Machek, Ph.D.

1. Upon individual agreement

doc. Ing. Václav Stříteský, Ph.D.

1. Online consumer behavior
2. Online marketing strategy for a selected business
3. Consumer segmentation in a selected market
4. Customer journey mapping
5. Conversion rate optimization
6. Brand image analysis

Department of Management

PhDr. David Anthony Procházka, Ph.D., MBA, MSc

1. Management myth-busting
2. Management of religious communities, churches, spiritually oriented organizations
3. Comparison of codes of ethics
4. Support of human enhancement by Czech managers

Department of Logistics

Ing. Bedřich Rathouský, Ph.D.

1. The alternative drivetrains for trucks in city-logistics and regional transport
2. The alternative drivetrains for urban buses
3. The alternative drivetrains for trucks in long-haul transport

doc. Ing. Petr Kolář, Ph.D.

1. Application areas of digitalization in global freight distribution and trade environment: industry or market perspective
2. Shifting opportunities towards alternative routes and modal combination – lens of global supply chain disruptions and digitalization
3. Analysis of sustainability framework and its application in logistics services
4. Changing trade and freight distribution intensities: e-commerce, city logistics and rural development