

Department of Strategy

prof. Jiří Hnilica, Ph.D.

1. Family as an asset in family businesses

doc. Ladislav Tyll, Ph.D.

1. Upon individual agreement

prof. Ondřej Machek, Ph.D.

1. Multifamily business - a qualitative study

Vladimir Hönig, Ph.D.

1. Strategy in the circular economy and its impact on the industrial sector

Martin Jurek, Ph.D.

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

Department of Marketing

doc. Mgr. Radek Tahal, Ph.D.

1. New trends in marketing research
2. Customer loyalty and customer satisfaction

Ing. Martin Machek, Ph.D.

2. Upon individual agreement

doc. Ing. Václav Stříteský, Ph.D.

1. Digital marketing strategy
2. Virtual reality in marketing
3. Digital marketing on TikTok
4. Impulse buying on the internet
5. End of third-party cookies and the impact on marketing

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

Felipe Martínez, Ph.D.

1. Process Improvement
2. Lean Management

Štěpán Bahník, Ph.D.

1. Big data and management decision making
2. The role of heuristics and biases in management decision making

Petr Houdek, Ph.D.

1. Business ethics - laboratory and field studies
2. Forensic economics - how can we uncover hidden behavior?
3. Organizational politics - who, with whom, when, where?
4. Behavioral interventions - how can we improve people's decision making?

Lucie Vrbová, Ph.D.

1. Risk analysis using Monte Carlo simulation
2. Which techniques increase prediction accuracy?
3. How do people update risk assessments based on current events?

doc. Ludmila Mládková, Ph.D.

1. Alternative management models - specifics, aspects

Department of Logistics

Ing. Bedřich Rathouský, Ph.D.

1. City-logistics concepts - best practices and lessons learned
2. The usage of longer and heavier vehicle-combinations in logistics

doc. Ing. Petr Kolář, Ph.D.

1. Supply chain resilience and global value chains - reasons, consequences, plans and strategies to address the SCM disruptions
2. Carriers, logistics providers and shippers - the challenges and opportunities of CO2 emission reduction planning and imprint in their business strategies

Department of Entrepreneurship

Marko Orel, Ph.D.

1. The changing nature of knowledge work
2. Workplace digitalization
3. Challenges of remote work practices
4. Coworking and flexible workplaces
5. Crowd work and platform-bound work
6. Precarious work and the role of support networks

Ing. Nina Bočková, Ph.D.

1. Upon individual agreement

Ing. Lukáš Válek, Ph.D.

1. (Social) Entrepreneurship and migration

Department of Human Resource Management

Ing. Marek Stříteský, Ph.D.

1. Challenges affecting the contemporary recruitment and selection strategies
2. Employer branding and recruitment in MNCs

Strategies of employee engagement

Ing. Kateřina Legnerová, Ph.D., MBA

1. Age management
2. Corporate Social Sustainability - a new approach
3. Talent Management - Leading for the future