

## Departement of Strategy

### **prof. Jiří Hnilica, Ph.D.**

1. Family as assets and roadblocks in family businesses (case study research)

### **Ladislav Tyll, MBA, Ph.D.**

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

### **prof. Luboš Smrčka**

1. Due dilligence of a selected company from strategic investors perspective
2. Appraisal of the selected company

### **assoc. prof. Ondřej Machek, Ph.D.**

1. Systematic literature review of a management-related topic (for inspiration, see: Strike, V. M., Michel, A., & Kammerlander, N. (2018). Unpacking the black box of family business advising: Insights from psychology. *Family Business Review*, 31(1), 80-124)).

### **Patrik Sieber, Ph.D.**

1. Social and Private impacts of strategic options
2. Evaluation of Social and Private impacts of strategic options

### **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

## Departement 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.**

Upon individual agreement

### **doc. Ing. Václav Stříteský, Ph.D.**

1. Online consumer behavior
2. Online marketing strategy for selected business
3. Foreign market analysis

## **Department of Entrepreneurship**

### **Ing. Ondřej Dvouletý, Ph.D., MSc.**

1. Growing Start-ups: Bankruptcies and failures
2. Starting business out of unemployment: Effects of start-up subsidy for the unemployed
3. Start-up competitions and their effects on firm performance
4. The Role of Business Environment in Shaping Entrepreneurial Activity

### **Ing. Jan Mareš**

1. Design of marketing / communication strategy for a start-up
2. Business plan for start-up in online environment
3. Psychology of entrepreneurship - prevention of possible negative effects of entrepreneurial activity

### **Marko Orel, Ph.D.**

1. Workplace transformation in post-COVID-19 world
2. Challenges of remote work
3. Digital nomadism and the use of coworking hubs
4. Impact Entrepreneurship and building solutions for a post-COVID-19 society
5. Next wave of innovation in the post-COVID-19 society
6. The role of coworking in new economies

## **Department of Management**

### **Doc. Ludmila Mládková**

1. **Management model and its influence on organisation.**