

Thesis themes

Academic Year 2025/2026

Study Programme: Economics

Study Programme Leader: prof. Ing. Martin Macháček, Ph.D.

doc. Ing. Jiří Balcar, Ph.D., MBA, dep. 114, +420 597 322 291

- The impact of personality, soft skills and attitudes on labour market success
- Beauty and its implications for the labour market
- Job advertisements analysis
- Job characteristics and work-life balance

prof. Ing. Jana Hančlová, CSc., dept. 157, +420 597 322 285

- Panel econometric modeling of energy consumption and emission reduction
- Modeling the energy mix

doc. Ing. Martin Hodula, Ph.D., dept. 114, +420 597 322 214

- Non-bank financial intermediation (shadow banking, fintech, big tech)
- Regulation and financial stability
- Meta-analysis of selected macro-financial relations

doc. Ing. Jan Janků, Ph.D., dept. 114, +420 597 322 214

- (Re)distributional Effects of Monetary and Macro-Prudential Policy
- Regional Impacts and Asymmetric Effects of Monetary Policy in State Districts
- Economic Analysis of Politics: The Impact of Voter's Awareness and Other Macroeconomic and Socioeconomic Factors on the Electoral Performance of Populist and Extremist Political Parties
- Market Actors' Responses to Climate Change: the Impact of Voter Awareness and the Role of the Financial Sector and Government

prof. Ing. Zuzana Kučerová, Ph.D., dept. 114, +420 597 322 405

- Monetary Policy, Communication of Central Banks and its Credibility in High Inflationary Episodes, the Role of Inflation Expectations and Determinants
- Macroeconomic Aspects of Monetary Policy

prof. Dr. Ing. Jan Libich, dept. 114, +420 597 322 480

- Macroeconomic effects of demographic changes
- The optimal design of pension systems
- Monetary – fiscal policy interactions
- Bank runs and deposit insurance
- Financing tertiary education
- Financial stability and macroprudential policy

prof. Ing. Martin Macháček, Ph.D., dept. 114, +420 597 322 343

- Economic Analysis of War
- Economic Impacts of Technological Transition in Disadvantaged Regions

doc. Ing. Michaela Melecká Staníčková, Ph.D., dept. 115, +420 597 322 230

- Regional resilience to global crises: Strategies and interventions to enhance economic stability
- Global economic challenges and regional competitiveness: regional disparities and their impact on economic growth
- Impacts of spending finances from EU Funds on regional development
- Economic resilience and adaptability of the territory to external shocks
- Spatial patterns of socio-economic differentiation and progressiveness of the territory
- Regional development and regional disparities
- Development potential and regional specialization as a competitive advantage of the territory
- Territorial dimension of societal inequalities

doc. Ing. Aleš Melecký, Ph.D., dept. 114, +420 597 322 153

- Housing prices – housing affordability, regional differences in housing prices
- Determinants of housing affordability and spatial inequality
- Behavioral and experimental economics approaches to environmental problems

prof. Dr. Ing. Martin Melecký, Ph.D., dept. 114, +420 597 322 284

- Banking sector efficiency, capital reallocation, and equitable growth
- Climate change crisis, natural disasters, and disaster risk financing
- Green finance, ESG and impact investing
- State owned enterprises, state owned banks, and PPPs

prof. Ing. Richard Pospíšil, Ph.D., +420 732 285 453, richard.pospisil@upol.cz

- The economic and legal aspects of independence of Czech National Bank in relation to future membership of the Czech Republic in the Euro area
- Social entrepreneurship in the Czech Republic in the context of economic policy
- The instruments of the European Union to restore and maintain the fiscal discipline.

doc. Ing. Iveta Vrabková, Ph.D., dept. 115, +420 597 322 306

- Social costs and benefits of regional transformation processes (digitalization, decarbonization, decentralization)
- Healthcare performance in the context of selected issues (liberalization, centralization/decentralization, artificial intelligence, demography, geography, conflicts, pandemics)
- Economic health of health and social service providers
- Income inequality from the point of view of the distribution of public services

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Study Programme: Economy and Management

Chairman of the Branch Committee:
prof. Ing. Petra Horváthová, Ph.D., MBA

doc. Ing. Dagmar Bařinová, Ph.D., dept. 117, dagmar.barinova@vsb.cz

- Personal bankruptcy and its economic and social impact on the debtor
- Insolvency proceedings from the position of the business entity

doc. Ing. Václav Friedrich, Ph.D., dep. 151, vaclav.friedrich@vsb.cz

- Measuring the competitiveness and performance of the business using advanced statistical methods
- Analysis and modelling of customer satisfaction using advanced statistical methods
- Analysis of individual and business attitudes towards sustainable development, the use of alternative energy sources and waste management

prof. Ing. Jana Hančlová, CSc., dept. 157, jana.hanclova@vsb.cz

- Evaluation of the efficiency of companies in terms of energy consumption and emission reduction
- Improving the functioning of supply chains

prof. Ing. Petra Horváthová, Ph.D., MBA, dept. 115, petra.horvathova@vsb.cz

- Digitalization in HR as a tool for employee performance growth
- Burnout syndrome and its impact on work and personal life
- The impact of well-being on employee performance
- Application of talent management system in the enterprise

doc. Ing. Lenka Kauerová, CSc., dept. 116, lenka.kauerova@vsb.cz

- Measurement of effects of CRM concept implementation
- Cultural dimension and their significance in international trade
- CRM as elements of modern marketing
- Creativity and effectiveness of marketing communication
- Systemic approach to customer oriented management

doc. PhDr. ThDr. Lucjan Klimsza, Ph.D., dept. 115, lucjan.klimsza@vsb.cz

- The ethical theory of light and shadow side of leadership
- Descriptive ethics as a methodological approach to business ethics

doc. Ing. Michal Krajňák, Ph.D., MBA, LL.M, dept. 117, michal.krajnak@vsb.cz

- Quantification of the tax burden for small and medium-sized enterprises in the environment of the tax system of the Czech Republic
- Evaluation of the influence of tax and Levy burden on labor costs of the company in the business environment of the Czech Republic

doc. Ing. Lukoszová Xenie, Ph.D., dept. 152, xenie.lukoszova@vsb.cz

- Supply chain management
- Modern purchasing directions in the enterprise
- Determining the importance of criteria for the selection and evaluation of a supplier in a selected sector of the Czech economy

doc. Ing. Michaela Melecká Staníčková, Ph.D., dept. 115, michaela.melecka.stanickova@vsb.cz

- EU subsidies and project portfolio as a business management strategy
- Project and grant management of projects co-financed from EU funds
- Efficiency of public funds as a tool to support micro-competitiveness
- Use of the methodological framework and tools of project management in business management
- Evaluation of business process efficiency
- Impact of Fourth Industrial Revolution on business performance and sustainability

- Management performance evaluation in public and private sector organisations

doc. Ing. Marie Mikušová, Ph.D., dept. 115, marie.mikusova@vsb.cz

- Application of the crisis management system in the enterprises

prof. Mgr. Maciej Mitrega, PhD., dept. 116, maciej.mitrega@vsb.cz

- Building blocks of dynamic capabilities in post-covid era – case study approach
- Dynamic marketing capabilities in changing CEE business environment
- Social sustainability in business strategies
- Managing power asymmetry in inter-organizational relationships
- Marketing capabilities of CEE companies in international markets
- Marketing strategies and changing international relations

doc. JUDr. Petr Mrkývka, Ph.D., dept. 119, petr.mrkylvka@vsb.cz

- Determination and diversification of public financial activity - impacts on legal regulation

prof. Bogdan Oancea, Ph.D., bogdan.oancea@faa.unibuc.ro

- Predictive analytics models used in marketing
- Customer segmentation and predictive modeling
- NLP applications in price statistics - product classification techniques
- Advancing economic forecasting with machine learning methods
- Econometric versus machine learning methods in forecasting

prof. JUDr. Naděžda Rozehnalová, CSc., dept. 119, nadezda.rozehnalova@vsb.cz

- European Union – legal aspects of external trade regulations

doc. Ing. Vojtěch Spáčil, CSc., dept. 116, vojtech.spacil@vsb.cz

- Specification of customer satisfaction and loyalty motivators
- The antecedents of customer citizenship behaviour
- Intergenerational differences in consumer behaviour
- Identification of attitudes of companies and municipalities towards digital transformation and sustainability

- Motivators and barriers to adoption in the electromobility market

doc. Ing. Martin Svoboda, Ph.D., martin.svoboda@econ.muni.cz

- Structured financial products
- Investor behavior from the perspective of behavioral finance

prof. Mehdi Toloo, Ph.D., dept. 157, mehdi.toloo@vsb.cz

- Robust data envelopment analysis
- Inverse data envelopment analysis
- Data selection in data envelopment analysis
- Discriminant analysis and data envelopment analysis
- Data envelopment analysis and big data
- Data envelopment analysis under uncertainty
- Machine learning and data envelopment analysis

doc. Ing. Šárka Velčovská, Ph.D., dept. 116, sarka.velcovska@vsb.cz

- Consumer ethnocentrism: a comparison of selected countries

doc. Ing. Iveta Vrabková, Ph.D., dept. 153, iveta.vrabkova@vsb.cz

- Impact of IT implementation on the efficiency of social service/health service organizations
- Measuring the performance of the circular economy at the local level
- Socio-economic factors of technical efficiency of hospitals/outpatient clinics
- Management of optimal distribution of public services at the local/regional level
- The impact of Big Data on the development of professional sports

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Study Programme: Finance
Study program guarantor: prof. Ing. Tomáš Tichý, Ph.D.

doc. RNDr. Ing. Miloš Kopa, Ph.D., MFF UK, +420 597 322 401,
kopa@karlin.mff.cuni.cz

- Advanced dynamic portfolio optimization models with stochastic dominance constraints
- Investor's preference modelling with stochastic dominance

doc. Ing. Michal Krajňák, Ph.D., MBA, LL.M, dept. 117, +420 597 322 240,
michal.krajnak@vsb.cz

- Tax harmonization and coordination and its effect on changes in the parameters of the selected tax institute

doc. Ing. Aleš Kresta, Ph.D., dept. 154, +420 597 322 173, ales.kresta@vsb.cz

- Beyond random walks: Profitable prediction models in financial markets
- Advanced methods for financial time series modelling and forecasting
- Risk modelling and measurement: Advanced techniques and applications
- Advanced techniques for portfolio optimization problems

doc. Ing. Aleš Melecký, Ph.D., dept. 114, +420 597 322 153, ales.melecky@vsb.cz

- Financing the transition to a green economy

Dr. Sergio Ortobelli, UNIBG, +420 597 322 240, sergio.ortobelli@unibg.it

- Credit risk management of large portfolios
- Optimization models with applications at financial markets

doc. Ing. Petr Sedá, Ph.D., dept. 151, petr.seda@vsb.cz

- Predictability of asset returns in the context of the efficient market hypothesis and adaptive market hypothesis
- The impact of external shocks on the integration and stability of financial markets

prof. Ing. Tomáš Tichý, Ph.D., dept. 154, +420 597 322 401, tomas.tichy@vsb.cz

- Analysis of corporate risk management with technical tools
- Analysis of selected banking risks
- Estimation and management of selected risks in insurance
- Advanced applications of real options in financial decision-making of companies
- Forecasting and optimization techniques in corporate finance
- Modeling and analysis of interaction between financial markets and real sector
- Analysis of systemic risks using market based measures