

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Jaroslav Belás, PhD.**

## **Topic:**

**Significant determinants of the business environment quality in V4 countries**

## **Abstract:**

The aim of the Thesis is to identify and quantify significant determinants of the business environment quality in the SME segment in the context of current economic development and to formulate conclusions and recommendations for the formation of an effective business environment in international context. As for the proposed Thesis objective, we plan to conduct an empirical research on a sample of at least 300 owners and top managers of SMEs in the Slovak Republic and 300 owners and top managers of SMEs in the Czech Republic, what will enable us to identify the key determinants of the business environment quality in international context. By processing the obtained primary data through regression and correlation analysis, ANOVA and the Multidimensional Statistical Equation Modeling (SEM), it will be possible to create a business environment quality model from defined factors and to quantify the intensity of these factors on the dependent variable.

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**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Eva Cihelková, CSc.**

## **Topic:**

**The Initiative “One Belt, One Road”: The trend of strengthening regional economic integration, or China geopolitical role in the world**

## **Abstract:**

In March 2015 it was formally published a vision of a new China’s foreign policy conception “One Belt, One Road” (OBOR). It is a strategy for the building of a modern Silk Trail (21<sup>st</sup> Century Maritime Silk Road and Silk Road Economic Belt), which aims to improve China’s links with Asia, Africa and Europe. It is one of the most important infrastructure projects in history, within which there are several sub-projects – the creation of a single coordinating mechanism for freight transport, the link through optical channels and the creation of “Information Silk Road”, the establishment of free trade zones, the stabilization of the monetary system, the cooperation in the field of financial regulation and others. The aim of the topic is, based on theoretical concepts of the regional economic integration/cooperation and multipolar relations in the international system, to examine and analyze the substance, reasons and mechanisms of Chinese strategy, as well as attitudes of main actors (states) and opportunities and risks for business entities in these countries. From them to draw the role of initiative in the Chinese foreign policy and the answer to the question, whether it is the trend of strengthening regional economic integration, or China’s geopolitical role in the world.

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**Faculty of Economics and Entrepreneurship  
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**Study field: Economy and Management**

**Study programm: Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Eva Cihelková, CSc.**

## **Topic:**

**Japan's Economic System: Opportunities and risks for the entry of foreign business entities**

## **Abstract:**

Japanese economic system seems to be an example of a modern social democratic capitalist system. Special features which characterize it, and many of them have been developed in last twenty years, are mainly of some domestic economists considered for signs of post-capitalist society. Understanding of the special collective/communalist capitalism in which the state continues to play a central role, in which it is based on so called Japanese consensus (agreement between the government, the ruling political party, industry leaders and people) and works closely with the private/corporate sector, is prerequisite for understanding of the local business environment and the possibilities of external entities doing business in this environment. The aim of the topic will be to set up a comparative methodology so that it can be possible to examine and identify the economic system of Japan in the current period (including realized and expected changes), to evaluate the impact of this economic system, environment and policies on outcomes/results of the Japanese economy, as well as to derive opportunities and the risks accompanying the entry of business entities to markets in this country.

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## **Supervisor:**

**prof. Ing. Eva Cihelková, CSc.**

## **Topic:**

**International Trading Environment: Can speak about the New World Trade Order?**

## **Abstract:**

Globalization is not only impetus of the liberalization, i.e. the reason for liberalization, which allows to increase the flexibility of global economy players and thus improve their competitiveness, but she also changes the nature of multilateral, regional and unilateral liberalization (including the impact on different countries groups). In the last stage of the world economy initiated trends entitle in this context the question – whether there is still a world trade order, which was created in the post-war period? Arguments for a new world trade order, and globalization challenges for streamlining governance (management) in the world, imply a second question – what are the requirements of this order on contemporary global governance? The aim of the topic will be to examine the extent to which has changed the international trading environment and whether it is already to speak about a new world trade order? Given that there is currently no system that would be able to stabilize the world economy and to cope with its problems and uncertainties, is also offered an intention to explore in what direction should move the global governance to be in the future a guarantee of efficient global trading order.

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## **Supervisor:**

**prof. Ing. Eva Cihelková, CSc.**

## **Topic:**

**The Increasing Global Competition and International Business Ethics**

## **Abstract:**

Globalization as the twin process consists in more intensive overgrowth of the economic activity of nation states over their borders and also in the functional integration of geographically dispersed activities of firms. The deepening globalization is causing still sharper global competition in the world. Strengthening competitiveness is a part of states economic policy, which must respond and increase their flexibility. Lack of the flexibility does not lead to economic growth, but to lagging and differentiation of states and to sharpening relations between rich and poor countries. The result is a strengthening of global problems such as fundamental issues of existence and development of the human civilization that can only be resolved by global efforts. In connection with these problems and their solutions are increasingly coming to the forefront ethical issues of international business, respectively national economic and other policies. The aim of the topic will be to explore selected aspects of business ethics in the global economy and their impact on solving global problems and global governance as such.

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Study field: **Economy and Management**

Study programm: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Eva Cihelková, CSc.**

## **Topic:**

**European Socio-Economic Systems: Remain they sustainable with respect to the corporate/business sector?**

## **Abstract:**

A significant concomitant with the global economic environment transformation is the state's interest in keeping a balanced economic system which on the one hand, reached a reasonable rate of employment (i.e. a reasonably low rate of unemployment) and on the other hand, a sufficient degree of equality, social reconciliation and social equity. In these economic systems which are characterized by a high level of social protection expenditure (Northern European model), respectively of jobs protection and unemployment compensation expenditure (Continental European model) is reflected a common downward trend in total employment and international competitiveness. The aim of the topic will be to explore – using the comparative methodology – economic systems in selected countries, which are characterized by the above characteristics, and evaluate the effectiveness of these systems in terms of impact on employment and the corporate sector and its governance. Part of the goal is also to confirm or disprove the hypothesis that the financing of the systems associated with high levels of taxation remains sustainable; in the case of unsustainability to suggest possible future direction of the systems, including the implications at the level of the business community.

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Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Rastislav Rajnoha, PhD.**

## **Topic:**

**Methods and models of Strategic Business Performance Management and their comparison within national and multinational enterprises**

## **Abstract:**

PhD thesis will be focused on the area of modern performance indicators as well as on the methods of its strategic management within national and multinational level. There are many multinational industrial enterprises in Slovak Republic which reach above-average performance. They use and apply various untraditional managerial methods and techniques. On the other hand, there are many national enterprises which performance is weaker in the long-term period. A goal of PhD thesis will be to analyse key differences between national and multinational enterprises from the point of view of strategic management systems and their performance, to identify basic differences within the managerial techniques and finally the goal will be also to suggest effective model for the business performance management.

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## **Supervisor:**

**prof. Ing. Rastislav Rajnoha, PhD.**

## **Topic:**

**Transfer pricing in the Slovak Republic and OECD countries in the context of a common tax base and future development tax rates in the EU countries**

## **Abstract:**

The aim of PhD thesis is an optimal model of transfer pricing realized between companies with obligations of application of transfer pricing and valuation of the impact of the application of selected transfer pricing methodologies on corporate tax. Means to achieve it will also analyze the current legislative framework and procedures for transfer pricing in Slovakia and comparison with the actions and recommendations of the European Union and the Organization for Economic Cooperation and Development. Dissertation will also take into account recent legislation in the field of a common tax base in the EU and its aim is also to model the impact and future development in the corporate income tax rate.

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Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Rastislav Rajnoha, PhD.**

## **Topic:**

**Determination of the influence of selected factors on price development of commercial real estate in the V4 countries**

## **Abstract:**

The dissertation will be focused on the identification of the key factors influencing price behavior in commercial real estate in Slovakia and other V4 countries. The development of the real estate market is very closely related to the development of the economy as well as other parameters. The development of commercial real estate prices will be analyzed in Slovakia as well as in other V4 countries before the economic crisis, during the economic crisis, after crisis to the present. The aim of the dissertation thesis will also identify key determinants from the point of view of price development in commercial real estate. The result of our own research will be the identification of causal and consequential relations between the development of commercial real estate prices and the individual determinants of price development in Slovakia and in other V4 countries.

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Study programm: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Rastislav Rajnoha, PhD.**

## **Topic:**

**International and global competitiveness of countries and its impact on economic, social and environmental performance in V4 countries**

## **Abstract:**

The dissertation will be focused on the identification of selected indices measuring the international competitiveness of countries on a global scale and subsequent analysis of the development of the global competitiveness of Slovakia and other V4 countries. The development of the country's competitiveness is very closely related to the development of the performance of the whole economy and its other parameters. The dissertation thesis will analyze the development of countries' competitiveness and its impact on economic, social or environmental performance in Slovakia as well as in other V4 countries. The aim of the dissertation thesis and the result of our own research will be the identification of causal and consequential relations between the development of global country's competitiveness and selected economic, social or environmental performance indicators in Slovakia and other V4 countries.

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Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Rastislav Rajnoha, PhD.**

## **Topic:**

**Sustainable digital economy in the context of globalization, changes in consumer preferences and their lifestyles**

## **Abstract:**

Dynamic growth of the digital economy and sustainability challenge transform the social, political and economic character of society. The dissertation thesis will be focused on the interconnection of current phenomena in the form of digital economy and sustainability issue with the impact on changes in consumers' preferences and lifestyles, the emerging new national and global business models. The research is based on the premise that in an era of digitization, there is likely to be an evolutionary change in consumer behavior among emerging generations. The aim of the dissertation thesis and the result of our own research will be the identification of key factors affecting consumer behavior and their participation within the digital economy, analysis of the current consumer preferences and lifestyle trends in terms of digitization and sustainable behavior, and the proposal of changes of traditional business models aimed at the development of new sustainable business models in the context of digital economy.

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Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Juraj Sipko, PhD., MBA**

## **Topic:**

**Reform of International Monetary System**

## **Abstract:**

The causes of the breakdown of the Bretton-Wood international monetary system. Transition from the fixed to the floating exchange rates. Functioning of the floating and exchange rate regimes. Comparison of the fixed and floating exchange rates and their impact on the international trade, and investment and international financial stability. Instability of the present international monetary system. Growing the role of the emerging market countries on international trade a GDP, in particular, a significant growing the role of their currencies in the international monetary system. Gradual transition process from the unipolar to multipolar international monetary system and its impact on the international business.

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## **Supervisor:**

**prof. Ing. Juraj Sipko, PhD., MBA**

## **Topic:**

**Reform of International Financial System**

## **Abstract:**

The present structure of the international financial system. The global financial system and its impact on the outbreak of the global financial crisis. Growing the role of the financial derivatives and their impact on the global financial crisis. Proposals for regulation of the international financial system. The obstacles in implementing of individual legislative measures oriented on the transparency financial operation. Implementation of the BASEL III and its impact on the domestic GDP, international trade and competitiveness of the Slovak economy.

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Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Juraj Sipko, PhD., MBA**

## **Topic:**

**Latest Approach in Solving Issues of Competitiveness**

## **Abstract:**

Theoretical approach of defining the competitiveness. The development of competitiveness since the adoption of the single currency in Slovakia. The price and product competitiveness. The exchange rates and the development of the competitiveness in the different sectors of the economy. Real and effective exchange rates and their impact on the competitiveness of the Slovak products and services. Competitiveness in the tradable and nontradable sectors of the economy. Competitiveness, productivity growth and real wages in individual sectors of the economy in Slovakia. The future development of the competitiveness in different sectors of the economy in Slovakia.

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Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Juraj Sipko, PhD., MBA**

## **Topic:**

**Present and Future Development of Tax Havens**

## **Abstract:**

The present stage of the development of institutional framework of the tax havens. The current approach in solving the tax havens of the European Commission, OECD and the international economic, financial and monetary institutions. Tax havens and their impact on transparency of flows, their impact on macro- and microeconomic stability, including the financial stability. Tax havens and their impact on the Slovak's economy. The future development of tax havens and the proposals for tax avoidance and tax evasion within the EU member countries, OECD and in the Slovak republic.

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**Study field: Economy and Management**

**Study program: Economics and Management of International Business**

## **Supervisor:**

**prof. RNDr. Beáta Stehlíková, CSc.**

## **Topic:**

**Employment in the high-tech sector in the EU**

## **Abstract:**

The high-tech sector is often referred to as a feature of the advanced economics of a particular territorial unit. Companies in these industries often use highly developed technologies for their production, with the development of their output often accompanied by high costs of innovation and R & D. The dissertation focuses on a comparative analysis of the evolution of demand for EU technicians including the assessment of the impact of employment in the High-tech sector on the individual economies of the countries. Part of the work will also be a survey among V4 entrepreneurs in the high-tech sector. The aim will also be the development of forecasts of supply and demand for technical professions in the labor market with an emphasis on V4 countries.

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**Pan-European University in Bratislava**

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Study program: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Iveta Ubrežiová, CSc.**

## **Topic:**

**Identification of factors of entrepreneurship of the Slovak small and medium - sized enterprises**

## **Abstract:**

The main goal of dissertation thesis is the identification of factors of entrepreneurship of small and medium – sized enterprises in Slovakia or in the selected region. The material used in dissertation work is created by primary and secondary sources from micro, small and medium – sized enterprises. Other materials will include the information from the Slovak entrepreneurial environment in Slovakia and EU. On the other hand, the material will include the newest knowledge from internationalization, international management and business as well as questionnaires. Based on the primary information, the assumptions will be determined and will be evaluated by the selected group of mathematical and statistical methods. In the synthetic part the recommendations will be formulated as the possible ways of improving current situation on market.

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Study field: **Economy and Management**

Study programm: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Marek Vochozka, MBA, Ph.D.**

## **Topic:**

**Efficiency and application of controlling in the segment of corporate education of national and multinational corporations**

## **Abstract:**

In present-day knowledge economy, human capital is a key factor that greatly affects the value of society. Companies invest in corporate education, therefore in the education of the development of their employees, on average up to 10% of the wage costs of their employees. The primary target of corporate education is to increase the performance of employees and thereby increase the overall value of the company. The basic preconditions for achieving effective corporate education are setting a target that we want to achieve employee training. Effective corporate training is further influenced by the motivation of employees for training, the determination of appropriate training methods, as well as the evaluation of training, which takes various forms. Through the evaluation of educational results, it is possible in some cases to determine the financial profitability of some educational events. A major problem with business education is often the fact that it is inefficient and thereby the money invested is unprofitable. Controlling, applied to business education, appears to be an effective tool for increasing the effectiveness of business education. In the Czech Republic and Slovakia, controlling corporate education is, in principle, almost still not applied. The dissertation will therefore in the first phase consist of a literature search from relevant sources. The second phase of the dissertation thesis will focus on defining the basic assumptions leading to increased efficiency of business education. The necessary data will be obtained based on textual analysis of internal documents and other databases of specific companies. Furthermore, interviews of a semi-structured nature will be conducted, including a qualitative research method focus group, ie guided interviews with managers of the personnel department, to find out motives and information of a qualitative nature. At the end of the second phase of the dissertation, field research will be carried out, based on which a questionnaire survey will be compiled, which will be the key basis for the third phase of the dissertation. This phase will include methods of comparison of the obtained results and causal analysis, which determine the causes of individual phenomena and their subsequent consequences. The primary aim of the dissertation thesis will be to find out whether and possibly to what extent the elements of controlling corporate education in national and multinational corporations are already applied and subsequent comparison. The solution of the dissertation will lead to the design of a comprehensive controlling tool that will increase the effectiveness of corporate education.

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## **Supervisor:**

**prof. Ing. Marek Vochozka, MBA, Ph.D.**

## **Topic:**

**Psychological analysis of the development of selected security using sentiment analysis**

## **Abstract:**

There are three basic types of methods to forecast the market value of a security: statistical analysis, fundamental analysis, and psychological analysis. Statistical analysis seeks to smooth time series which represents the development of the security price over time using regression analysis, classification analysis, and artificial neural networks. Fundamental analyses work with corporate internal information, dealing with the capital structure, liquidity, asset structure, and other ratios describing the operation of a company (in this case, these are referred to as exchange rate factors). They seek to find the so-called correct internal price of stocks. Psychological analysis examines the influence of the news of the functioning and the possible development of a company, sector, economics, and world economy on the price of a specific security. In most cases, it is the analysis of the impact of one specific piece of news on the price of a specific security. Until now, it has not been possible to efficiently collect and analyse a larger amount of such news. There are first indications on how to collect data on a single specific security or its issuer on the internet and subsequently subject them to the analysis en masse. This is carried out using artificial neural networks, which assess the sentiment of news collected in this way and using a suitable classification (regression) model, they are able to forecast further development of the price of the security under review. The objective of the dissertation is to find (develop) tools, which would identify news on a security and its issuer on the internet (on websites, social networks), analyse them from the perspective of sentiment, and create a model to describe the impact of specific news on the development of the security price.

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Study programm: **Economics and Management of International Business**

## **Supervisor:**

**prof. Ing. Marek Vochozka, MBA, Ph.D.**

## **Topic:**

**Development of a model of financial and non-financial evaluation of manufacturing innovations in the international environment**

## **Abstract:**

At present, companies are under enormous pressure due to the dynamics of change. In many cases, their continued existence is directly dependent not only on the ability to cope with change, but rather on the ability to create change directly. Innovation is a necessity in this case. What options do companies currently have to be able to assess the real impact of the planned innovation? The ultimate goal of the company is undoubtedly to maximize shareholder value, i.e. value for shareholders. Businesses operating in the manufacturing environment use a large amount of expensive capital for this purpose. And it is the rate of use of this capital that to a large extent determines the shareholder value, or rather the more efficient use of capital increases the value of the company for shareholders. And it is appropriately chosen innovations that increase the efficiency of the use of invested capital. This work will use data at the level of case studies using information on implemented innovations and reports in the scope of financial statements of four specific companies operating in the Visegrad countries. The resulting model will aim at quantifying the implemented and intended innovations of impacts on the top indicator, i.e. shareholder value. The value will be measured based on DFCE and EVA equity methods. The work will use methods of multiple regression, classification, or causal analysis. The aim of the research will therefore be to create a model with which it will be possible to evaluate the financial and non-financial benefits of specific innovations introduced by companies in the manufacturing industry. The model will be usable in the Visegrad Four countries.

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## **Supervisor:**

**prof. Ing. Marek Vochozka, MBA, Ph.D.**

## **Topic:**

**Evaluation of the development and prediction of production and prices of metal commodities regarding the development of national economies of selected European countries**

## **Abstract:**

At a time when the coronavirus epidemic hit the world, governments around the world were focusing on preventing the disease from spreading. They took various measures that had an immediate or sometimes long-term effect. Almost every measure taken meant the expenditure of a given state budget. Governments were forced to address the economic aspect of their measures - the expenditures and benefits of the measure. Of course, the specific measures then had a dimension other than economic - human and social. However, the whole situation has resulted in secondary problems, which we can boldly call global. The lack of many resources seems to be a significant problem. The secondary effects of anti-coronavirus measures on commodity markets became interesting. The development of production and prices of metal commodities seems even more interesting. These are resources that are irreplaceable in the industry of every little developed country. The aim of the work will be the evaluation of selected metal commodities (prices, availability, needs, etc.) and the prediction of further development with respect to the development of national economies of selected European countries.

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## **Supervisor:**

**prof. Ing. Marek Vochozka, MBA, Ph.D.**

## **Topic:**

**Redistribution of income and wealth as an important factor in the company's macro environment**

## **Abstract:**

Many theoretical economists have dealt with and are redistributing income and wealth as attributes that influence the behavior of the whole society and indicate a certain sense of justice within each community. This is a phenomenon that has significantly influenced the development of the global community. The individual currents gradually evolved from the classical school. We can name socialism, neoclassical economics, Keynesianism, macroeconomics of rational expectations to modern mainstream economics. Several instruments are currently examining the distribution of wealth and income. They certainly include the Gini coefficient or the Lorenz curve. Only a minimum of work then examines how the redistribution of income and wealth stimulates the performance of the economy and subsequently the proactive macroeconomic environment for the performance of the company. The shape of the Lorenz curve can be expected to vary from country to country. Likewise, the structure of companies operating in the market will differ (with reference to whether they produce ordinary, inferior or luxury goods and whether these goods have substitutes on the market). The aim of the work will be to examine the influence of the redistribution of income and wealth on the performance of the national economy of the country and on the performance of the company in the V4 countries.

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## **Supervisor:**

**doc. Mgr. Dagmar Cagaňová, PhD.**

## **Topic:**

**Development of key competencies in intercultural enterprises in relationship to Industry 4.0**

## **Abstract:**

Nowadays are laid new demands on employees in the sense of specific key competencies development in the context of technological and working environment of Industry 4.0. The starting point of the dissertation thesis will be the analysis of professional strategic materials in the context of Industry 4.0 development and comparative analysis of demanded intercultural competencies development in the context of global development and changing demands of employers in relationship to Industry 4.0. The part of the thesis will be also the survey, which working competencies are expected considering Industry 4.0. The aim of the thesis will be to identify key competencies and to design the methodology for key competencies development in intercultural enterprises in relationship to Industry 4.0 concept by considering innovative approach to the education content.

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## **Supervisor:**

**doc. Ing. Jiří Dědina, CSc.**

## **Topic:**

**Influence of cultural specifics on international trade negotiations**

## **Abstract:**

Dissertation will deal with cultural differences of selected countries in order to define ways of behaviour of individual subjects. The intention of dissertation thesis is to synthesize key findings about ways of conducting business negotiations between business representatives in selected countries. Thesis should, in its conclusions lead to the identification and definition of the main elements of intercultural behaviour on individual markets.

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Study programm: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Jiří Dědina, CSc.**

## **Topic:**

**Competitiveness of human capital**

## **Abstract:**

Dissertation will examine a relationship of companies to human capital and to investments into human capital. The intention of the dissertation is to determine how companies invest in human capital and how these investments influence value of a company. An important research question is how these investments and their effectiveness should be measured.

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## **Supervisor:**

**doc. Ing. Jiří Dědina, CSc.**

## **Topic:**

**Trends of organizational architecture in globalized environment**

## **Abstract:**

Development of organizational architecture of an enterprise is changing dynamically under the influence of globalizing environment in recent years. In the theoretical part of dissertation thesis a research on issues of organizational architecture and its changes in a globalizing environment will be carried out. The goal of a dissertation is to determine what are the trends in the various factors of organizational architecture of an enterprise.

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## **Supervisor:**

**doc. Ing. Tomáš Dudáš, PhD.**

## **Topic:**

**Competitiveness of Nations in International Trade**

## **Abstract:**

The main goal of the dissertation thesis is to describe and assess the competitiveness of nations in the international trade. The first part of the thesis identifies the most important factors of competitiveness on national level in the international trade and describes the most important changes in this area since the beginning of the modern global economy. The second part of the thesis contains a literature review of the most relevant sources in this area of research. The third part of the thesis encompasses the actual empirical analysis with a special emphasis on the specifics of small open economies and large open economies. The last part of the thesis presents policy proposals for the improvement of competitiveness in the international trade.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Tomáš Dudáš, PhD.**

## **Topic:**

**Foreign Direct Investments as a Tool of International Expansion of Chinese Corporations**

## **Abstract:**

The main goal of the thesis is to analyze foreign direct investments (FDI) as a tool of internationalization of Chinese corporations. The first part of the thesis describes the theoretical background of FDI as a tool of internationalization of corporations – with a special emphasis on corporations from less developed countries. The second part of the thesis describes the current trends of outward Chinese FDI. The third part of the thesis tries to identify the most important factors of FDI decisions of Chinese corporations – greenfield investments and mergers and acquisitions. The last part of the thesis focuses on Chinese FDI in Europe and the policy responses of European countries.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Tomáš Dudáš, PhD.**

## **Topic:**

**Chinese technological investments in economically developed countries – motives, trends and consequences**

## **Abstract:**

The aim of the dissertation is to examine Chinese technological investments in economically developed countries, with emphasis on revealing the most important motives for these investments and analyzing their consequences for the companies taken over by Chinese investors and the Chinese economy itself. An important part of the dissertation will be the creation of a database of the most important technological acquisitions of Chinese companies in OECD countries, which will then will be used to examine the motives and consequences. The work will also analyze the policy response to the growth of Chinese technology investment in both the US and the European Union.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Dr. Ing. Ivo Formánek**

## **Topic:**

**Development strategy of small and medium-sized enterprises in the context of contemporary international business**

## **Abstract:**

The main goal of the diploma thesis is a proposal of an optimal business development strategy in the current hyper-competitive international business environment. The first part of the thesis is focused theoretically. This theoretical part deals primarily with the selection of methods of strategic analysis, the selection of strategic goals and the selection of strategies for further development. Selected methods must meet selected optimality criteria and business segment. The second part of the thesis is focused practically. This practical part deals mainly with application of knowledge from the theoretical part. It also includes a proposal how to implement the optimal strategy of a particular company in the form of a strategic project.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Soňa Chovanová Supeková, PhD.**

## **Topic:**

**Selected aspects of globalization and its impact on marketing in national context**

## **Abstract:**

The aim of the dissertation will be to identify the most important aspects of globalization in current entrepreneurial environment and their impact on international marketing and marketing activities of entrepreneurial subjects. The dissertation thesis will propose an optimized marketing mix for a selected entrepreneurial subject (established in Slovak Republic) in context of its international entrepreneurial activities in line with the identified aspects of globalization.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Soňa Chovanová Supeková, PhD.**

## **Topic:**

**Brand and Image of a country and their impact on consumer behaviour**

## **Abstract:**

The aim of the dissertation will be the proposal of an optimized communication strategy in context of brand management in the conditions of Slovak Republic with the aim to increase the awareness of the brand abroad. The main result of the dissertation will be a system of proposals and recommendations focused on effective marketing communication of the brand „Slovakia“. The research will be oriented on the relationship between consumer behaviour and country brands. The dissertation will propose a set of recommendations for entrepreneurial subjects based on these outputs with a focus on internationalization.

## **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

### **Supervisor:**

**doc. Ing. Soňa Chovanová Supeková, PhD.**

### **Topic:**

**Changes in approaches to the creation of an integrated marketing communication strategy creation in context of economic, social and ecological sustainability**

### **Abstract:**

The aim of the dissertation will be the design of an optimal model of IMC based on the theoretical background of new trends in integrated marketing communication strategies with a focus on economic, social and ecological sustainability. The dissertation thesis will propose a new IMC model for entrepreneurial subjects in a selected sector with a consideration for the creation of a long-term process of customer relationship in foreign markets.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Soňa Chovanová Supeková, PhD.**

## **Topic:**

**Selected aspects of the COVID-19 pandemic and its impact on the marketing activities of business entities in an international context**

## **Abstract:**

The aim of the dissertation will be to identify the most important aspects of the COVID-19 pandemic, its impact on the current business environment, as well as the impact of the pandemic on international marketing and marketing activities of business entities. The contribution of the dissertation will be the proposal of an optimized marketing mix in a new "normal" for a selected business entity (based in the Slovak Republic) within its international business activities in relation to the identified aspects under the influence of the COVID-19 pandemic.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Soňa Chovanová Supeková, PhD.**

## **Topic:**

**Impacts of the COVID-19 pandemic on the business environment and its impact on marketing communication of business entities in the international context**

## **Abstract:**

The aim of the dissertation will be to identify the most important aspects of the COVID-19 pandemic, its impact on the current business environment, and at the same time the impact of the pandemic on international marketing communication and the communication mix of business entities. The contribution of the dissertation will be the proposal of an optimized communication strategy in a new "normal" for a selected business entity (based in the Slovak Republic or abroad) within its international business activities in relation to identified aspects under the influence of the COVID-19 pandemic.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship  
Pan-European University in Bratislava**

**Study field: Economy and Management**

**Study program: Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Soňa Chovanová Supeková, PhD.**

## **Topic:**

**International online marketing communication strategy and marketing on social networks under the influence of the COVID-19 pandemic**

## **Abstract:**

The aim of the dissertation will be to identify the most important changes in international online marketing strategy and marketing on social networks of the selected business sector under the influence of the COVID-19 pandemic, its impact on the current business environment, and the impact of the pandemic on changes in international online marketing and social networks. The contribution of the dissertation will be the proposal of an optimized international online communication strategy in a new "normal" for a selected business sector within the framework of international business activities in relation to the identified changes under the influence of the COVID-19 pandemic.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Soňa Chovanová Supeková, PhD.**

## **Topic:**

**Changes in the corporate social responsibility projects under the impact of the COVID-19 pandemic on the business environment**

## **Abstract:**

The aim of the dissertation will be to identify changes in corporate social responsibility (CSR) projects due to the impacts of the COVID-19 pandemic on the current international business environment, and the impact of the pandemic on international marketing communication of corporate social responsibility in relation to ethical and environmental aspects of CSR. The benefit of the dissertation will be the proposal of an optimized CSR project for a selected business sector and also the proposal of CSR communication in a new "normal" for a selected business entity (based in the Slovak Republic or abroad) within the framework of its international business activities under the influence of the COVID-19 pandemic.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study programm: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Aleksandr Ključnikov, PhD.**

## **Topic:**

**Tax optimization of international business units**

## **Abstract:**

The European Union is pursuing a consistent policy aimed at reducing potential tax evasion resulting from the application of tax optimization methods by multinational corporations. The aim of the dissertation is to investigate the current possibilities of tax optimization of companies operating on the markets of the European Union. The first part of the thesis will focus on the importance of tax optimization and to its classic tools. The second part will deal with tax legislation analysis of selected EU countries for individual business areas. In the following part of the thesis empirical research into the need for tax optimization on a valid sample of entrepreneurial subjects in selected EU regions will be carried out, followed by the development of basic tax optimization schemes for selected business areas according to the needs of the companies surveyed. The last part will be devoted to the implications of the results of the work for the business sector and the EU public report.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. Ing. Aleksandr Ključnikov, PhD.**

## **Topic:**

**Economic aspects of providing services in the sector of sharing economy**

## **Abstract:**

The concept of sharing economy, an explosively growing international business model, brings benefits to the customers and local municipalities, but at the same time imposes the quality of life of the local citizens, influences housing, hotel and transportation markets. The aim of the dissertation is to investigate the economical aspects of the provision of services in the sector of sharing economy. The first part of the thesis will focus on the description of the problematics of the sharing economy. The second part will deal with the selected (housing, transportation etc.) market, where the classic supply is accompanied by the sharing economy service providers. In the following part of the thesis empirical research of the statistically valid number of the suppliers of sharing economy services on the selected market will be carried out, followed by the development of basic economic models of their entrepreneurship. The last part will be devoted to the implications of the results of the work for the business sector, sharing economy providers and regulatory authorities.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship  
Pan-European University in Bratislava**

**Study field: Economy and Management**

**Study program: Economics and Management of International Business**

## **Supervisor:**

**doc. RNDr. Vladimír Krajčík, Ph.D.**

## **Topic:**

**Strategic management of educational institutions in the international business environment**

## **Abstract:**

Strategic planning as a tool for the efficient management of educational institutions has been and still is considered to be one of the tools for management. In this context, it is possible to presume to enunciate the draft research question: Does the creation of strategic plans at the level of major educational institutions come up to the characteristics and rules of strategic planning and management, which are applied to the level of management in the transnational corporate sector? The theoretical part of the thesis is expected to be explored the general characters of making strategic plans for educational institutions, whereas they will primarily be based on the theory and practice of making strategic plans in the corporate sector. It will also be examined to what extent are these general features appropriate for their application in the creation of strategic plans at the level of educational institutions in the international business environment. Among these general features we understand both the formal attributes of the strategies (e.g. the question of defined objectives) and the characteristics of the content (e.g. goal-oriented to the needs of "clients", employees). Consequently; analyse of the key strategic documents is going to be carried out and the proposed methodology for their assessment in terms of acceptance of trends of the international business environment.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study programm: **Economics and Management of International Business**

## **Supervisor:**

**doc. PhDr. Ing. Ladislav Mura, PhD.**

## **Topic:**

**Management of development of a SMEs network business in international environment**

## **Abstract:**

Partnership cooperation among enterprises is not a modern phenomenon. However, fierce competition forces businesses to push boundaries of mutual cooperation to a qualitatively higher level. Therefore the mutual cooperation of business entities creates new and dynamic forms of cooperation in the form of business networks of various types and creation of cluster initiatives. The aim of the dissertation thesis is managerial evaluation of the development of network businesses with a particular focus on small and medium-sized enterprises sector in international environment.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. PhDr. Ing. Ladislav Mura, PhD.**

## **Topic:**

**Applying the innovative management in international business and verification of INMARK concept**

## **Abstract:**

Innovations and innovative business undoubtedly form one of the options how to revive the economy marked by the economic crisis and also a possibility how to more effectively face challenges of supercompetitive domestic and international business environment. Management of innovations and innovative processes in businesses requires skilled and professionally prepared managers. The aim of the dissertation thesis is a critical assessment of the implementation of innovative management in international business of enterprises and verification of INMARK concept. Partial objectives are examining of motivation for innovation implementation and applied innovative strategies.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study programm: **Economics and Management of International Business**

## **Supervisor:**

**doc. PhDr. Ing. Ladislav Mura, PhD.**

## **Topic:**

**Entrepreneurial success of women in V4 countries**

## **Abstract:**

Entrepreneurial success is often a discussed indicator while evaluating the entrepreneurial activity. Less attention is devoted to a specific group of entrepreneurs – the female entrepreneurs. So far, the group of female entrepreneurs has not been a subject to long-term and analytical evaluation in terms of business success. The aim of dissertation is the evaluation of entrepreneurial success of women in V4 countries.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study programm: **Economics and Management of International Business**

## **Supervisor:**

**doc. PhDr. Ing. Ladislav Mura, PhD.**

## **Topic:**

**Family businesses - comparative evaluation in terms of selected V4 countries**

## **Abstract:**

Family entrepreneurship has a significant position in developed economies. This type of business activity gained momentum again in the post-communist countries and has shown a clear path of development. Due to different economic, political and social conditions, the family enterprises show diverse pattern of development. The aim of dissertation is to evaluate the development of family enterprises in the selected V4 countries.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study programm: **Economics and Management of International Business**

## **Supervisor:**

**doc. PhDr. Ing. Ladislav Mura, PhD.**

## **Topic:**

**Application of the concept of corporate social responsibility in businesses in terms of selected V4 countries**

## **Abstract:**

Business entities are more and more recognizing the corporate social responsibility. The application of the concept of corporate social responsibility in a turbulent business environment may become a competitive advantage in the international business competition. The aim of the dissertation thesis is to examine the application of individual concepts of corporate social responsibility in Slovak business entities and assessment of their used global and local activities.

# **Dissertation topics for academic year 2022/2023**

**Faculty of Economics and Entrepreneurship**

**Pan-European University in Bratislava**

Study field: **Economy and Management**

Study program: **Economics and Management of International Business**

## **Supervisor:**

**doc. PhDr. Ing. Ladislav Mura, PhD.**

## **Topic:**

**The level of business ethics and corporate culture in business entities in the context of international business**

## **Abstract:**

The competitive environment puts pressure on businesses even in the area of business ethics and corporate culture level increase. These factors applied in business management are becoming more and more important. Ethical codes are becoming a means of ethical business regulation. Corporate culture is a means affecting the performance of employees. The aim of the dissertation thesis is a multicriterial assessment of the level of business ethics and corporate culture in a group of business entities. A partial objective is the identification of differences in perception of individual factors by employees and by managers.