

Bratislava University of Economics and management

Topics of dissertations for the study program Small and medium management in the field of study Economics and management for the Academic year 2023/2024

English program

Number of topics: 7

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Approved:

Scientific Council of BUEM

Bratislava, December 2023

Field of study:	economics and management
Supervisor:	Assoc. prof. Ing. Marek Csabay, PhD.
Dissertation topic:	Current trends in bilateral economic diplomacy from the perspective of promotion of small and medium-sized enterprises' internationalization
Dissertation language:	English language
Study form:	external
Annotation:	The subject of the dissertation is to examine current trends in economic diplomacy with a special focus on the promotion of the internationalization of small and medium-sized enterprises. By means of a longitudinal or a comparative study, eventually by means of another suitably selected method, current conceptual, institutional and programmatic framework of economic diplomacy (as an umbrella term covering the promotion and protection of economic interests of the state with special emphasis on the target group of companies) will be evaluated. The thesis shall identify innovative practices and instruments of economic diplomacy as well as from them resulting benefits for small and medium-sized enterprises. The results of the research should comprise recommendations for the practice of economic diplomacy in a selected country.

Field of study:	economics and management
Supervisor:	Assoc. prof. Ing. Marek Csabay, PhD.
Dissertation topic:	Comparison of institutional models of German and Austrian economic diplomacy
Dissertation topic in German language:	Vergleich der institutionellen Modelle deutscher und österreichischer Wirtschaftsdiplomatie
Dissertation language:	English language
Study form:	external
Annotation:	The dissertation will focus on the comparison of institutional models of economic diplomacy of selected countries. The theoretical basis of the work is provided by conceptual models of economic diplomacy and the theory of decision-making processes in state administration. Investigative part of the thesis identifies applied conceptual frameworks of economic diplomacy in both countries, as well as applied institutional models and main actors. The thesis compares instruments and forms of assistance, territorial priorities and the applied methodology of evaluation. The thesis evaluates the advantages and disadvantages of the investigated models. The outputs of the thesis should contain a summary of recommendations for the practice of economic diplomacy.
Annotation in German language:	Im Mittelpunkt der Dissertation steht der Vergleich institutioneller Modelle der Wirtschaftsdiplomatie ausgewählter Länder. Theoretische Grundlagen der Arbeit bestehen aus konzeptionellen Modellen der Wirtschaftsdiplomatie und der Theorie der Entscheidungsprozesse in der Staatsverwaltung. Der Forschungsteil der Dissertation beinhaltet die Identifizierung des gewählten konzeptionellen Rahmens der Wirtschaftsdiplomatie in beiden Ländern, angewandte institutionelle Modelle und die Hauptakteure der Wirtschaftsdiplomatie. Die Dissertation vergleicht Instrumente und Formen der Unterstützung, territoriale Prioritäten und angewandte Methoden der Effizienzbewertung. Die Arbeit bewertet die Vor- und Nachteile der untersuchten Modelle. Die Ergebnisse der Dissertation sollen eine Zusammenfassung von Empfehlungen für die Praxis der Wirtschaftsdiplomatie enthalten.

Field of study:	economics and management
Supervisor:	Dubrovina Nadiya, ing.Csc., PhD, assoc. prof.
Dissertation topic:	Development of evaluation of health care institutions efficiency from public and private sectors in conditions of new risks and challenges
Dissertation language:	English language
Study form:	external
Objective:	The research objectives are: on the basis of the detail review of modern reports, literature, datasets to develop complex and innovative approaches for the evaluation of health care institutions efficiency from public and private sectors in conditions of new risks and challenges and to create the recommendations focused on the enhancement of the role of health care institutions and their efficiency for health policy makers and managers in healthcare
Annotation:	Nowadays the problem of improving healthcare institutions is actual and important in society, as well as for health policy makers and managers in healthcare. Big pharma and modern health industries with implementation of new technologies, equipment, innovations in the treatment and diagnostics of the diseases are example of the realization of the principles of global economy and its intervention to the sector of national healthcare systems. The competition between global or international healthcare corporations and national healthcare institutions is very strong, especially if the aspects of pandemics or regulations in certain activities of health care institutions are taken into account. In this PhD research it is necessary to consider the traditional approaches for the evaluation of the efficiency of healthcare institutions, to analyze the emerging risks and challenges for them in XXI century and develop the complex and innovative approaches for the evaluation of health care institutions efficiency from public and private sectors under these new conditions. The recommendations which will be carried out in the framework of this PhD study will be valuable for health policy makers and managers in healthcare.

Field of study:	economics and management
Supervisor:	Dubrovina Nadiya, ing.Csc., PhD, assoc. prof.
Dissertation topic:	Impact of international companies networks on the regional development and formation of new attractors in strategical economic programs for regions
Dissertation language:	English language
Study form:	external
Objective:	The research objectives are: to consider the role and impact of the international companies networks in the regional development on the example of some countries, to analyse the branch specialisation of these companies and their achievements in the business, to study the principles of the formation of new attractors in the economy and develop the recommendations for strategic economic programs for regions
Annotation:	Over the last decades the crucial changes in the development of some countries and their regions are observed. Due to the rapid development of the internalization and globalization of the economies the countries and their certain regions became the field of interest for the international companies which shared their networks and cooperation. Due to the application of the internal and external resources many less developed regions obtain new chances for the development and become new attractors in the national strategical economic programs. In this PhD study it is necessary to analyze the role of international companies networks on the regional development on the example of some countries and regions, to evaluate the impact of international companies networks on the changes in regional economy by means quantitative and qualitative approach, to reveal the new attractors in the regional economy and develop the proposals for regional policy makers and stakeholders.

Field of study:	economics and management
Supervisor:	Assoc. prof. Ing. Michal Fabuš, PhD.
Dissertation topic:	Importance and role of the EU in international trade in the global context
Dissertation language:	English language
Study form:	external
Objective:	The aim of the dissertation is to theoretically define international trade and subsequently analyse the development of EU international trade in terms of global trade.
Annotation:	The first part of the dissertation will deal with the theoretical background of the conceptual apparatus of international trade. The starting point will be a mapping of the development of theories of international trade, their generalization will be used for further research. From the acquired knowledge, international trade, its forms, and importance in the world economy will be defined. The second part of the work will be devoted to the characteristics and analysis of the development of international trade within the EU countries after 2010 with the definition of specifications and then the findings will be compared with selected indicators of international trade from a global perspective. The dissertation will include proposals and recommendations in the field of international trade of its individual stakeholders.

Field of study:	economics and management
Supervisor:	Assoc. prof. PaedDr. PhDr. Marcel Lincényi, PhD.
Dissertation topic:	Intercultural communication as a part of effective marketing management in a global market environment
Dissertation language:	English language
Study form:	external
Objective:	The main research objective of the dissertation will be to analyse the current state and development of the use of intercultural communication in the global market environment within marketing management. The secondary research objective will be to look for opportunities and recommendations for greater use of intercultural communication within effective marketing management in a market environment.
Annotation:	In a globalized world, the importance of multiculturalism and intercultural cooperation is increasing, and for multinationals it is necessary to know cultural differences and be able to communicate effectively with other cultures. The dissertation thesis will focus on the theoretical definition of intercultural aspects of international marketing, including selected cultural aspects of international marketing. In the application part there will be a systematic analysis of the intensity and forms of intercultural communication management in selected areas of the global market environment. Based on the theoretical knowledge and results from the analytical part, the doctorand student formulates suggestions and recommendations for science and practice that mixed companies could take in marketing and business activities.

Field of study:	economics and management
Supervisor:	Assoc. prof. PaedDr. PhDr. Marcel Lincényi, PhD.
Dissertation topic:	Economics aspects of Mass media in the selected market in the European Union
Dissertation language:	English language
Study form:	external
Objective:	The main research objective of the dissertation will be to evaluate the main market trends of selected business entities in the specific mass media market in the European Union in terms of selected variables. The secondary research objective will be to propose a prediction of the development of mass media for the coming years.
Annotation:	The dissertation will focus on the analysis of the mass media market in a selected market in the European Union. The doctoral student will examine the development trends of the mass media (print media, audio-visual media, the Internet), including the prediction of media development in the future. The print media will doctorand student analysed based on sales and advertising volume, radio based on listening and advertising volume, television based on viewership and advertising volume and internet media based on site traffic and advertising volume. The doctoral student will work with a statistical data, professional literature, as well as information from media managers. The doctoral student will use selected research methods such as economic analysis, media audience analysis, statistical methods (correlation analysis, regressive analysis, etc.), interview method.

Discussed and approved by the Commission for doctoral studies of BUEM on November 8, 2023.

The additional topics were discussed and approved by the Joint Trade Union Committee of the University of Education and Science in Bratislava on 6 May 2024.

prof. Ing. Judita Táncošová, CSc.

Chairwoman of the Commission for doctoral studies of BUEM in Bratislava

Discussed and approved by the Scientific Council of BUEM on December 16, 2023.

Additional topics were discussed and approved by the Scientific Council of the Academy of Sciences in Bratislava on 14.5.2024.

assoc. prof. Ing. Ľuboš Cibák, PhD., MBA,

chairman of the Scientific Council of BUEM in Bratislava