

## **Appendix 2 Measures of the Dean No 217/2022E Suggestions of outline Topics of dissertation thesis**

**prof. Ing. Pavol Kita, Ph.D.**

### **Supermarket as a Factor of Change in the Current Czech Retail**

The dissertation will pay attention to the success of supermarkets, as a store format that dominates in terms of the structure of stores of the most important retail chains and competes with a new alternative distribution channel. Subsequently, it presents an analysis of the concentration of supermarkets in a selected area in the context of the availability of stores and consumer decision criteria in the purchase process, i. j. minimum time distance and maximize the benefits of the purchase. Examine and evaluate the specific format of the store in terms of spatial concentration in intra-urban research and design a model of a supermarket chain through a map visualizing the potential for growth in the new market.

**doc. Ing. Martin Pělucha, Ph.D.**

### **Theoretical and Methodological Approaches to the Evaluation of Public Expenditure Programmes Affecting Rural Development**

From a socio-economic perspective, rural areas are supported by various public expenditure programmes, with the most significant being the EU Cohesion Policy instruments and, to a lesser extent, the EU Rural Development Policy, which is predominantly focused on the environmental aspects of the agricultural sector. The scientific community has therefore focused significantly in recent years on the assessment of synergies in the management of funding of the above mix of approaches. The PhD dissertation should primarily address the theoretical background of the management of synergistic linkages of public expenditure programmes and further deepen the methodological context and approaches, including empirical validation.

### **Management and evaluation of regional development in the digital age**

Current trends in regional development are significantly influenced by the digitalisation process. Scientific and research activities are under significant pressure in this direction in relation to exploring these contexts, including setting up approaches for evaluating relevant trends and their impacts. In practice, this often involves exploring differences in the impacts of digitisation between urban and rural areas, applying SMART approaches in both urban and rural areas, and addressing tools related to regional development management. The PhD dissertation should address the theoretical context of the above aspects and empirically verify the application of the selected approaches.

**prof. Ing. Martin Macháček, Ph.D.**

### **The Impact of Monetary Policy on Corporate Investment: Effects of Transmission Channels and Firm Characteristics**

The dissertation will contribute to the literature dealing with the heterogenous impact of monetary policies depending on the firm structure of a chosen economy. The study will be focused on the impact of both monetary and credit channels on corporate investment, taking into account different firm characteristics (such as size, age, or industry), and possibly also the asymmetric effects of expansionary and restrictive policies.

### **The Cyclical Behaviour of Firms and Industries in Post-Transition Economies**

The dissertation will be based on the current theory and empirics of the business cycle, and the research will be focused on the cyclical behaviour and sensitivity of heterogenous firms and industries in selected

post-transition economies. Research methodology will include especially the methods of correlation and regression analysis.

**doc. PhDr. Miloslav Lapka, CSc.**

**Bioeconomic discourse and expectations of companies management, institutions and the public**

The topic is divided into two parts. A critical analysis of bioeconomic discourse in international literature, the failures and successes of this discourse and the hopes connected with the bioeconomy in terms of solving current global problems. Tensions of the universal solution and local socio-economic and natural conditions. Methodological analyzes will be used in the next section. The research part is focused on the expectation of changes in accordance with bioeconomic principles by actors: corporate management, public administration institutions and the public itself. We operate in the interpretive framework of creating supply and demand, but also in the references of the triangle of sociological representation of individual actors. This allowed it possible to formulate non-trivial hypotheses based on a real expectation of change, not just on knowledge of the theoretical concept of bioeconomics. Data sources, a highly representative set of the Czech public N = 1015 from our own research in 2021 are available for this work.

**doc. Ing. Jaroslav Vrchota, Ph.D.**

**The impact of the Covid crisis on firms' approaches to white-collar homeworking.**

Increasing flexibility in the world of work has been a feature of the last two decades. Working from home, or "home office", has been an expanding phenomenon over the last decade. It is a new form of working time flexibility that makes it easier for all employees to combine work and other responsibilities outside of work. Initially, this type of work was mainly associated with IT companies, but it has spread to more industries in recent years. During the beginning of the pandemic, 25% of employees worked from home in the Czech Republic, and another 20% worked alternately in the workplace (Ahrendt et al., 2020). As current practice shows, several companies have retained this benefit even after the covid regulations have subsided.

**Industry 4.0 and its impact on sustainability in manufacturing companies**

In light of the growing emphasis on technology's environmental benefits, integrating conventional green processes with Industry 4.0 technologies can be expected. Traditional green processes as part of Industry 4.0 provide sustainability outcomes in manufacturing. The studies summarise that technologies (big data, cyber-physical systems, industrial IoT and intelligent systems) and green processes (logistics, manufacturing and product design) are essential to achieve higher levels of sustainability. Subsequently, the most common outcomes are energy savings, emissions reduction, resource optimisation, cost reduction, productivity, efficiency, human resource development, social welfare and occupational safety.

**Differences in perceptions of work-life balance between Generations X and Y**

The issue of work-life balance has been at the forefront of discussions over the last few decades. It is a construct directed to the applied field of human resources in the context of personnel psychology. Still, experts disagree on its definition and perceive a contradiction between older and contemporary conceptions (Kalliath et al., 2008), with current interpretations of work-life balance based on earlier images of the relationship between the work and family life domains. Although each individual is unique, each generation tends to develop a collective personality that influences the way individuals live their lives. As well as the way they perceive authority, family, work, and leisure, the way these expectations are shaped (Weston, 2006).

### **Issues of new technologies implementation in SMEs**

The thesis will aim to evaluate the issue of introducing new technologies and systems associated with Industry 4.0 into small and medium-sized manufacturing enterprises. Small and medium-sized enterprises are an essential part of the Czech economy. They are crucial for developing the economy, creating new jobs, and developing individual municipalities, cities, and regions. These enterprises often do not have sufficient know-how, financial resources, or experts to use the new technology in synergy with existing facilities seamlessly. Therefore, they usually prefer to postpone these investments and gradually lose market positions.

### **prof. James Sandford Rikoon**

#### **The political ecology of sustainable development and regional development**

Sustainable development schemes have become very popular over the past two decades, though there is oftentimes disagreement on what „sustainable development“ means, how to measure it, and the costs and benefits. The approach of political ecology provides a useful lens on assessing the social, economic, and environmental impacts of sustainable development by incorporating the theoretical perspective of the political economy and placing ecology into a central and dynamic role in analysis. Most likely, the best approach to this topic will be through a regional case study of a specific effort at sustainable development and will involve the use of both qualitative and quantitative methodologies. Research must begin with assessing the debate (from local to international) over what „sustainable development“ is and what it looks like, and then carrying the analysis into the establishment of particular activities that have existed long enough so that empirical measurements of consequences can be assessed.

#### **The costs and benefits of protected areas: recent cases**

The creation of protected areas is typically today an environmental protection strategy with ecological, economic, and social consequences for both human and non-human species. With societal interest in ecological health as well as demographic changes occasioned by the transition of rural areas from resource-extraction to amenity-extraction bases, the scope and depth of „protected areas“ is increasingly controversial and must involve analysis of the social construction of the landscape to include “protected area” as a preferred strategy. Research on “protected areas” is best pursued on a case-study analysis, including research on human and non-human actors locally, regionally, and often nationally and internationally. The cases could be based on regional government and non-governmental organization activities, but they might also involve EU or UN initiatives as well. Successful research involves both longitudinal (historical) and synchronous analyses. (I suppose this topic could focus not only on protected areas, but both other environmental issues as well that are place-based [e.g., endangered species protection] and can be pursued in suburban and urban districts as well as rural areas.)

#### **Food insecurity: Trends, coping strategies, and the role of the public and private sectors**

Social, economic, and environmental turmoil are current trends that can cause large increases in food security, especially in urban and rural areas of developed nations. Eastern and Central European countries are not immune from food insecurity and climate change, Covid-19, and economic upheavals today no doubt put pressure on additional populations. Further the costs of food insecurity in terms of health status and health care costs, children, work loss, and other measures of well-being run into the billions of Euros across the EU. Research is needed on regional and national levels to address current levels of food insecurity and to look more closely how individuals and households are coping with reduced economic and physical access to food, particularly among vulnerable populations. Research is also needed on public and private sectors responses to food insecurity, participation and barriers to participation in these programs, and outcomes.

Sub-topic: Particular focus on the impact of covid-19 and related viral mutations both on the institutions (public and private) that provide food assistance and the households that utilize these sources for a portion of their food supply. What new challenges do current pandemics bring to the organizations charged with providing food assistance and the networks both for procuring and distributing food? How have household coping strategies changed as a result of the pandemic and how can the food assistance system best respond to household needs?

**doc. Ing. Ivana Faltová Leitmanová, CSc.**

#### **Efficient allocation of resources of business entities in relation to technology development**

The competitiveness of business entities, which is perceived as a prerequisite for their sustainable functioning, is viewed from different perspectives. While institutional conditions are more of a framework condition, the ability to allocate resources efficiently is associated with individual business entities, not unrelated to e.g. industry or sectoral affiliation or market power. However, the identification of the technological set that will be associated with the implementation of modern technologies and the substitution of individual inputs can be considered as a key factor of efficiency and consequently competitiveness.

#### **Distribution and redistribution processes**

Achieving economic objectives at each level is associated with efficiency. Any inefficiency is justified by the need to maintain social peace and social justice. However, this approach and its acceptability requires a closer examination of income flows and, in particular, the redistributive processes involved.

**doc. RNDr. Jana Klicnarová, Ph.D.**

#### **Statistical methods in decision-making**

Due to technical development, more and more data are collected in many fields. Therefore, it is reasonable to use these data for decision-making. Classical decision-making methods use only deterministic inputs. However, recently researchers have developed methods combining decision-making methods and statistical ones. The aim of this work is to study these methods, choose a practical problem, and design a new approach that combines decision-making methods with statistical ones and is appropriate for the solution of the selected issue.

#### **Measuring of Productivity**

Optimization is a widely solved topic by management in many fields. Evaluating units' efficiency and productivity is the main underlying problem in such analyses. The aim of the thesis is to introduce effectivity and productivity units' evaluation methods (also involving a development over time) and for a suitable problem design a process for such evaluation, incl. post-optimization analyses.

#### **Evaluation of conditions for business in municipalities of the selected region**

Economic development is closely connected with conditions for life and business in each municipality. The aim of this research is to use suitable statistical methods and methods of operation research to identify critical needs for business development in municipalities.

The student suggests the criteria which can be used to evaluate the quality of life in municipalities and quality of conditions for business. The student gathers all necessary data about the quality of life, business conditions, and companies in studying municipalities.

The student will study appropriate operation research and statistical analysis methods – for example, Data Envelopment Analysis, Multi-criteria decision making, which help evaluate the municipalities, and

statistical methods that help him identify the relationship between these conditions and placement of businesses in the region.

Based on these methods, the student will construct a model to identify which conditions are essential for new people in business and forecast the impact of possible changes.

#### **Markov chains in risk measurement**

Risk measurement is a crucial problem in many companies. The student will have the task of getting acquainted with the possibilities of using Markov chains in risk management. The aim of the thesis is to introduce methods for risk management based on Markov chains and for the chosen problem to set a model, test it, and evaluate it.

**doc. Ing. Milan Jílek, Ph.D.**

**The impact of government investments on nonfinancial corporate sector productivity**The topic departs from endogenous growth theory assuming that government investments are part of the production function. The dissertation verifies this assumption on nonfinancial corporations' sector data.

#### **Fiscal Behaviour of Sub-central Government Levels**

Government finance performance is subject to numerous influences of an economic and institutional nature. However, the stabilization function of government finance accentuates the countercyclical fiscal behaviour. The dissertation thesis deals with determinants of sub-central government behaviour, where the primary function lies in resource allocation.

**doc. Ing. Josef Navrátil, Ph.D.**

#### **Energy injustice in rural space**

Technological progress over several last decades enabled the rapid growth of renewable energy production. Different technologies suitable in different situations bring opportunities for environmentally friendly production of energy everywhere around the world. However, the distribution of such installations is highly uneven, and new questions regarding energy injustice rise. The aim is to reveal in the selected rural region – (i) possibilities for the development of environmentally friendly energy production, (ii) procedural, distributional, and recognition energy (in)justice, (iii) the threat of energy poverty.

#### **Forces shaping responsible behavior of tourist destinations**

Tourism belongs to the industries with significant resources consumption and CO<sub>2</sub> producers. In the context of serious and relatively rapid changes in the planet's global environment, there is increasing pressure not only from society but also from tourism participants to behave more responsibly throughout the sector. The aim is to reveal – (i) structure of the spectrum of internal and external possibilities to make the destination enable tourist sector to be more environmental, economic and social-friendly and responsible and (ii) the needs of visitors regarding responsible behavior of tourist destinations.

**prof. Ing. Ľudmila Nagyová, Ph.D.**

### **Marketing 3.0: its Impact on Consumer Behavior in the Market for Health Food Products**

The main goal of the dissertation is to point out the influence of Marketing 3.0 on the current one and new trends in production and sales, as well as changes in consumer behavior in the market for health food products. As the world evolves in all areas, so does marketing. While Marketing 1.0 focused on product production and user value, Marketing 2.0 on consumers and new information technologies, Marketing 3.0 is holistic and focuses on the consumer, his mind, soul, emotions and the body. It focuses on producing products, services and corporate cultures that inspire, embrace and reflect the values of target customers. Customers, consumers, but also the public perceive the product not only in terms of its useful properties, price, packaging, brand, relationship to the environment, but especially in terms of what is associated with its production and under what conditions it is created. Companies that use Marketing 3.0 will have the advantage of being able to sell their products or services in a higher mission with a social impact.

The subject of research in the dissertation will be consumer behavior in the food market in relation to the increasingly resonant topics of human health protection and nature protection. Attention will also be paid to new trends in human nutrition, which have an impact on producers - primary agricultural enterprises, food production and, last but not least, trade itself. Secondary information will be obtained from sources of domestic and foreign authors dealing with the subject matter and publicly available documents, and data published by statistical offices. Primary data will be obtained through marketing research methods. The data will then be processed by methods of quantitative and qualitative analysis, or other modern methods depending on the database.

### **Retail 4.0: New Trends and Business Models in Food Retail**

At present, in addition to the growing digitization and the principle of Industry 4.0 is occurring to change business models in retail, the emergence of online food retailing and home food delivery. In Retail 4.0, new trends and multi-channel business models are emerging in the food industry. Stone grocery stores in Europe but also in other parts of the world are also due to the several-year pandemic situation, COVID-19 is in a much worse position than in the past. They have to constantly come up with new ideas on how to attract and keep the customer in the store, in order to maximize the profitability of the store. The way out of this undesirable situation must be found in the change of existing retail store concepts and their adaptation to new modern trends related to demographic and social changes, consumer lifestyle, the impact of technology, legislation and regulations. Each of these characteristics also contributes to the creation of other sub-trends in retail.

In the current period, in addition to the growing digitalisation and the Industry principle, significant changes in consumer behavior in the food market have become the basis for predicting future developments. The IGD research institute has defined five trends - the drive for more value, digitalisation of stores, acceleration of e-commerce, concept innovation and sustainability that will create today's business. Based on the current situation in retail, the dissertation aims to evaluate current and propose new trends in food retail (contactless card payment, scan & shop service with own mobile, self-service cash registers, weight scanners, shopping scanners, smart shopping carts and others) and value customers the most preferred mix of traditional and new self-service technologies. As customer requirements for sales quality (pleasant environment, clear and practical layout of sales area and assortment, etc.) are constantly growing in food plants, modernization of the store according to the latest shopping trends, as well as the creation of new retail models is a necessity in a tough competitive environment.

In order to meet the main and partial objectives of the dissertation, the source of secondary data will be publications of domestic and foreign authors dealing with the issue, results of research conducted abroad focused on new trends and business models in food retail, publicly available documents and data

provided by statistical offices. Primary data will be obtained through guided interviews with retail experts and managers, customer research, innovation evaluation, as well as other marketing research methods. The data will then be processed by methods of quantitative and qualitative analysis, or other modern methods depending on the database.

**prof. JUDr. Ludmila Novacká, Ph.D.**

**Hotel revenue management in the practice of hotels on the market in the Czech Republic**

Analysis of revenue management on the market in the Czech Republic in selected hotel segments. The main goal is to identify differences of revenue management in the hotels and to propose starting points for improving the positive effects of revenue management on the economy of the hotel. Hotel financial management strategy and tactics based on data analysis with the aim of maximizing revenue according to selected criteria up to the setting of key performance indicators (KPI) for the entire hotel unit. Linking long-term strategy and specific operational revenue and cost management tactics. Application of sophisticated technologies and optimization algorithms in price elasticity solutions. The system of measuring price elasticity in terms of the time interval of booking before the implementation of accommodation services. Analysis of the Czech market of two basic groups of selected hotels, i.e. hotels covered by an international brand and hotels of Czech brands. Benchmarking of hotels on the market in terms of optimized prices in terms of revenue management. Economic expression of revenue management in the reflection of the economic results of the hotel in the sense of the examined set of hotel units.

**Destination management in tourism**

Regarding the analysis of destination tourism management of selected countries - the aim is - to design effective innovative system in the conditions of the Czech Republic and its regions. Selection of countries for analysis based on international market competitiveness criteria. Benchmarking of the destination management model in the researched selected countries and in the Czech Republic. Legal, economic and organizational framework of destination management. The institutional system. The position and co-operation of the public and private sector with the aim to coordinate destination management. Financing of destination management organizations (DMOs). Cluster analysis of established criteria. Identification of new innovative models in the Czech Republic and its regions.

**prof. Karl Bruckmeier**

**Food system transformation**

Can be specified at different levels – local or urban, regional or national food systems), or for multi-scale food systems integrated across different geographical scales/levels (EU-wide). Whereas agriculture and food production are traditionally studied in economics and other disciplines, the newer, crosscutting and interdisciplinary themes are less developed: for example, food system research (along the whole food supply chain “for farm to fork”), or research on food losses and food waste in different parts of the chain (catching, production, harvesting, processing, selling - retail system, consumption - households and food services). As the levels of food loss and food waste in all parts of the food chain are high, especially high at the consumer/household level (where also data and measurement of waste are insufficient), it seems worthwhile to encourage such research.

**Sustainability transformation of the EU-economies**

How do the policies of the EU connected with the Sustainable Development Goals of the United Nations, influence systemic transformation processes in the member countries (at national, regional, local levels)? Comparative studies would be very useful, scientifically and practically, because the EU defines only the goals, whereas the operationalisation of the goals and the measures or policy instruments to

achieve them vary between the countries and regions. This may result incoherent, competing and conflicting forms of development under the same goals (indicators of goal achievement are not sufficient here – required are empirically based studies for the evaluation and assessment of the outcomes and impacts of development approaches at national and regional levels).

### **The green and the blue economy**

Sector-specific studies for transformation of the land- and sea-based economies of the EU-member countries. The strategies for the blue and green economy as innovative ideas for sustainable economies are developing in the scientific and policy discourses in the EU countries since two decades, but empirical research on the regional and national transformation processes is slowly developing. Under this topic open possibilities for a variety of sector-specific transformation studies, for example: for fisheries, aquaculture, coastal tourism; transformation of agriculture and food production, including urban agriculture; forestry sector; transformation and greening of energy systems; transformation and greening of the building and housing sector; transformation and greening of the transport sector.

**doc. Ing. Kamil Pícha, Ph.D.**

### **Management of customer experience in retail**

Retailers in physical and electronic retail make a strong effort to gain and maintain valuable customers by creating and managing a positive customer experience. This experience influences the customer's entire experience with a company or brand, which results in the particular buying decision-making process. The sum of all experiences from various interactions with a company or brand is reflected in the final customer experience. This fact concerns both physical retail stores and the online environment. The thesis aims to identify significant interactions based on the consumers' experience, perceptions and attitudes, and to explore the role of this experience and attitudes in the development of relations with customers.

### **Content marketing**

Content marketing is topical in companies' current marketing communication (promotion). Customer in the consumer markets faces an information explosion, he is inattentive and exigent. Therefore, it is more and more difficult to attract his attention and communicate important information through particular offline or online communication channels. The creation of the content has to respect the requirements of the legislation in force.

The aim of the thesis is to identify particular formats of communications and assess their pertinence and performance with regard to the specific communication channel and character of the customer.

### **Consumer research in retail**

The evolution of consumer behaviour together with structural changes in retail and the development of particular forms of retail selling represent a challenge in the field of market research continually. The aim of the thesis is to assess the applicability of methods and techniques of consumer research in the context of new and emerging technologic tools and to assess the potential of new approaches.

**prof. Ing. Luboš Smutka, Ph.D.**

### **The Impact of applied sanction on agrarian trade between the Russian Federation and the European Union**

The topic of proposed thesis is applied sanction/import ban imposed by the Government of the Russian Federation on imports of agrarian and foodstuff products from many countries of the world. The applied import ban must be considered as a part of national food security strategy and also as a reaction on



“Western countries” sanctions imposed on Russia because of their Russian activities in Crimea. The sanctions themselves have had a very significant effect on the agrarian trade of a number of EU countries in relation to the Russian Federation. The aim is to identify the effects of the import ban on individual items of international agricultural trade, which are listed into the sanctions list. The thesis is focused mainly on trade activities between the Russian Federation and the European Union. Furthermore, the subject of the proposed Ph.D. thesis is to identify the effects of the import ban on individual items of international agricultural trade, which are not listed into the sanctions list. Last but not least, it is necessary to identify the effects of the import ban on agricultural enterprises, foodstuff companies and consumers.

### **Determinants of the world sugar trade with emphasis on the European region**

World sugar trade has undergone significant changes in recent years. The ongoing process of liberalization of the sugar market, accompanied by the abolition of production quotas in the EU countries, has significantly changed the situation on the sugar market not only in Europe but also in other regions of the world. The aim of the dissertation is to analyze the world sugar market with emphasis on the European region in order to identify the most significant trends and changes that have occurred in the field of sugar production, consumption and trade in recent decades. Furthermore, based on the identified trends, another key objective is to predict the volume of European sugar trade, including the development of sugar prices for the next years.

This goal can be further divided into the following sub-goals:

- I. To prepare an overview of theoretical approaches to world agrarian trade and the effects of basic instruments of foreign trade policy.
- II. To prepare a descriptive analysis of the world sugar market.
- III. To propose an econometric model determining the main factors influencing world trade in sugar with an emphasis on the European region.
- IV. On the basis of the proposed trade model - to estimate a forecast of the development of the European sugar trade for the next period.

### **Foreign trade of the Czech Republic – the key factors influencing the territorial and commodity structure**

The topic of the dissertation proposal is to identify the most important factors influencing the international trade in merchandise goods of the Czech Republic. The work focuses on the analysis of both export and import flows of merchandise trade. The proposed dissertation thesis deals especially with merchandise trade flows realized inside and outside the European Union. Due to the heterogeneity of the commodity structure of foreign trade, the identification of key factors determining the character of merchandise trade and the analysis of the intensity of their influence are performed especially for trade in agricultural and food products, trade for fuels and minerals and also for trade in processed or industrial products / goods. An important aspect of the research is the emphasis on the degree of processing of individual products, ie. whether it is a raw material, semi-finished product or final product. Except for identification of the key effects determining the character of the Czech foreign trade activities, the thesis is also focused on the identification of key factors affecting/influencing the competitiveness of Czech merchandise trade.

### **Black swans and their influence on the world economy - the influence of COVID-19 on the world economy and trade**

The world economy has undergone a number of dynamic changes in recent years. The processes associated with globalization, internationalization, liberalization and specialization at the level of individual countries and regions have changed the character of the world economy. Thanks to the above-mentioned processes, the growth of the world economy, trade and finance has grown significantly in

the last three decades. The view of the role of the state or the public sector has also changed significantly. The aim of the Ph.D. thesis is to identify the key changes that have taken place in the global economy in the context of the last three decades and to analyze the impact of "black swans" (the relatively often effect within the last thirty years) on changes in the global and regional economy. Last but not least, the aim of this work is to analyze the impact of COVID-19 on the world and regional economy and to identify the most significant changes that are associated with this phenomenon. The aim is to identify not only negative impacts, but also to identify opportunities that have arisen in the context of measures and responses to COVID-19.

**doc. Ing. Eva Cudlínová, CSc.**

### **Opportunities and risks of application of circular economy in the Czech Republic**

Circular economy as a theoretical principle and its practical implementation is one of the priorities of the Czech Republic, supported in national strategy for circular economy - Circular Czechia 2040. Circular economy should bring better use of raw materials, new jobs and new economic profit. In general, we can talk about the combination of the principles of economic efficiency and environmental goals. This work should focus on the conditions for the application of circular economy in the Czech Republic in terms of 4 priority areas - consumption, waste management, economic instruments and innovative technologies, including digitization. The main aim of the study is to characterize the conditions of the circular economy in the Czech Republic as regards to the mentioned areas in comparison with selected EU countries.

### **Sustainable development strategy from the perspective of local action groups in the Czech Republic**

Sustainable development can be characterized by the 17 Sustainable Development Goals (SDGs) adopted by the UN General Assembly in September 2015 under the 2030 Agenda for Sustainable Development. These goals, as defined, are of general application, but their practical application requires specific conditions not only the state one, but also individual regions and local action groups (LAGs). The work will focus on the evaluation of the conditions and level of application of selected objectives of SDGs in selected local action groups. Individual LAG strategic plans can be used to assess the applicability of SDGs objectives at the regional level.

### **Bioeconomy in the Czech Republic - political, economic and environmental contexts**

The bioeconomy is a very dynamically evolving new approach to natural resources for the production and extraction of energy from biomass, these resources come from nature and are renewable. Unlike wind, water and solar energy, these resources can be grown or used as waste. Examples are straw, grass, sewage sludge, wood waste. Since 2012, there have been strategy for bioeconomy in the EU. Many member states have their national strategies, but the Czech Republic has not yet joined them. This situation which means economic disadvantage as regards future development is caused by many factors. The work should focus on the main factors that hinder the adoption of the national strategy compared to the situation in society - perception and readiness of society to apply the main principles of bioeconomy from perspectives of the main stakeholders – industrial companies, NGOs and local action groups.

### **Tradable CO2 permissions - history, present and perspectives in the Czech Republic**

In 2015, trading in CO2 permissions was introduced in the EU as an economic tool to meet the commitments of the Kyoto Protocol. Trading has gone through many stages and failures. At present, after the withdrawal of a significant number of allowances from circulation, the function of this tool has been revived. The aim of the work is to evaluate the policy of tradable allowances with CO2 in terms of

their environmental function and economic impacts on selected sectors in the historical perspective and in terms of the future in comparison with other selected instruments to reduce climate change.

### **prof. Dr. Labros Sdrolias**

#### **Reorganization factors and processes of SMEs: The case of the Thessaly Region**

In our days, the fundamental changes in the global economic and business environment with the widespread economic crisis, revolution of technologies, formation of single local and regional markets, increased competition and changes in consumer demand, have led many small and medium-sized enterprises (SME's) in a forced reorganization of their processes and functions so that they can be initially improved, recovered and eventually survived. Many such businesses are currently in a difficult operating and, above all, financial situation and they are facing difficulties in securing the necessary resources, ways and financial assets in order to continue their economic activities. The purpose of this doctoral thesis is to precisely identify the necessary factors for the effective reorganization of SME's and at the same time to implement the necessary processes in a way that contributes to the healthy transition of these businesses to a new single business model which will ensure their sustainability in the midst of the long-running global economic crisis. As a methodological approach, a significant sample of SME's from Greece and more specifically from the problematic region of Thessaly will be used.

#### **Implementing managerial accounting reforms in the Greek hospital sector**

After the utter collapse of the Greek healthcare system, resulting from the financial crisis that has been afflicting Greece the last eight years, it is considered imperative to re-examine and update the activities of healthcare bodies as well as to recost healthcare services especially those provided by hospital units that have extremely burdened country's economy in the near past. Moreover, it has been proved internationally, that these units constitute a major component of the rise in healthcare expenditures. Therefore, it is required that hospital units managers should introduce innovative and efficient methods and processes of costing health services, aiming at achieving economies of scale and eliminating waste in healthcare delivery, improving, at the same time, the quality and effectiveness of provided services. Based on what has been mentioned above, this paper will aim at introducing health sector reforms concerning regulations and strategies related to healthcare delivery in order to reduce the overall operating cost of hospital units. Taking into consideration that it is a hard task to document and calculate hospital expenses and thus, to determine the overall quality of hospital performance, we will make use of differentiated methods to approach operating hospital cost.

#### **TQM in education sector: A systemic approach in schools of the selected regions in Greece and in the Czech Republic**

In the contemporary administrative function of school units, the best and more efficient, in the successful utilization of their productive factor, administration model, is undoubtedly that of Total Quality Management - TQM. TQM adjusts itself to conditions of ongoing change of the "systemic" education setting and is based on the active stimulation of the bodies involved, towards an improvement of the quality and efficiency of the school units. It appears indeed as the most suitable tool that can apply to school units for the increase of their efficiency, the ongoing control and the improvement of the quality of the education offered. Within a continuously evolving setting, as is the case of Greece due to the severe economic crises, the socio-political changes and the constant technological development, the management of a school is asked to implement decisions on the basis of measurable goals, so that with the proper activities and actions the best level of quality education possible is achieved, in combination with the lowest cost possible as well. Additionally, the implementation of TQM programs and more specifically the implementation of quality systems on education institutions provide an

excellent sense of security and trust to the pupils, students and their families of their services. The resources and reserves management is astonishingly improving, saving time and capital in a period of incessant developing and complicated competition. On the basis of the references above, the aim of the present proposal is, through a review of Greek and international literature, to introduce methodologies for the implementation of a TQM education, as a daily most suitable practice, with an emphasis on the quality of the services offered. The education/school units of the Region of Thessaly in Greece will be used as a case study, while corresponding education/school units of the South Bohemia Region in Czech Republic, will be the basis of a comparative approach and better accepted and applied practices.

**prof. Dr. Doris Fetscher**

### **Remembrance Tourism in the Czech-German Border Region**

Czechs and Germans have a long common history which has left traumatic experiences on both sides. After the end of the cold war the relations between Czechs and Germans began to renew and new spaces for encounters were created. In France, for example, a very specific type of remembrance tourism, remembering world war one and world war two has been developed. In Germany a lot of initiatives have been taken to develop a tourism which remembers the Holocaust. The aim of remembrance tourism is to protect the memory of the victims of war, oppression and genocide and to prevent similar crimes in the future. In this sense remembrance tourism differs from dark tourism which has not the same ethical impact. The aim of the thesis is to find out, whether in the German Czech border region an economically stable and sustainable remembrance tourism could be developed. Which are the structural, social, political, ethical and economic requirements for such a project? The study can be conducted using qualitative and quantitative methods as well as theoretical research.

**prof. Ing. Eva Kislingerová, CSc.**

### **The effects of the COVID-19 pandemic on the economy of the Czech Republic**

Part of a wider research team with own defined research proposal: Research of the impact of government support measures applied in the years 2020 and 2021 on production and financial results of companies in various economic fields in the Czech Republic. The doctoral student can partially make use of the data obtained from a questionnaire survey carried out by the Faculty, including the preparation of their own set of questions as part of the survey. In the team, the doctoral student is also responsible for a detailed analysis of selected economic subjects.

### **The effects of measures to strengthen circular aspects of production on the economic results of companies**

Both the previous Czech Cabinet and also the new one (according to its policy program) wish to strengthen the elements of circular economy in the Czech economic system. The research proposal is based on summarizing the existing mechanisms for assessing the effects of such measures of the results of companies (such as the increase in costs), on ascertaining the effectiveness of compensations of such additional costs, and the analysis of the effects of intended future measures.

### **Changes in the number of declared bankruptcies of companies in relation to the economic cycle**

From previous research it is known that the number of bankruptcies of companies is in inverse proportion (the lower the growth, including negative growth, the higher the number of bankruptcies) to the development of the economic cycle (measured by the GDP aggregate). The research proposal aims at extending the previous data on this relationship by the experience from the years 2020 to 2024, with data adjustment to rid the relationship of simultaneous legislative changes being an important aspect.

**doc. RNDr. Renata Klufová, Ph.D.**

### **Business demography**

The term business demography is used to cover a set of variables which explain the characteristics and demography of the business population. The creation of new enterprises and the closure of unproductive ones are considered important indicators of the business dynamics. There is a large demand for information on business demography both at national and international level. At European level, demands are for coherent and comparable data across the members of the European Statistical System (ESS). The support of entrepreneurship and entrepreneurial dynamics can be revealed by the analysis of business demography statistics over time. The first task is to describe the methodology and indicators for business demography statistics such as Enterprise Births, Enterprise Deaths and Surviving Enterprises; High-Growth Enterprises etc. The analytical part of the work will consist of comparison the main business demography indicators in the EU regions, including their spatial analysis. The will serve for the explanation of business dynamics and its differences across EU.

### **Rural gentrification**

The political and economic transformation after 1989 significantly affected all social realities in rural areas. The changes of the last decades (reduction in the intensity of agricultural activity and light industry) have resulted in population decline and economic stagnation, associated with serious social problems. Large-scale changes in the socio-economic environment have led to increasing rural differentiation. These changes have had the greatest impact on small rural communities, which have replaced the decline in traditional forms of livelihood with the service sector in an attempt to halt the overall decline. The gradual transition from agriculture to service development is referred to as the so-called post-productivist transition. This gave rise to modern post-industrial rurality.

The aim of this thesis is to map the changes in the use of a chosen rural space by tourism in the context of the above-mentioned transformation. The development in the area over the last 15 years shows significant changes indicating possible manifestations of rural gentrification, the most intensive of which appears to be the development of services associated with the tourist use of the area. However, this must be examined in a broader economic and social context, which influences and intertwines with each other (the development of the destination in accordance with the destination life cycle theory, issues of the carrying capacity of the area and the authenticity of individual tourist activities, demographic changes associated with the emergence of new uses of the area, population stratification and different ideas of individual groups of inhabitants about the appropriate development of the area, migration, changes in land use, etc.), and is collectively referred to as rural gentrification. The processes of rural gentrification as a complex phenomenon have not received significant attention in the Czech Republic so far. The chosen region (intensively used by tourism) will thus serve as a model area for identifying and describing its manifestations. A combination of geographic, demographic, statistical and sociological methods will be used to investigate this phenomenon.