**Dissertation topics for the academic year 2025/2026
for the 3rd level of study
(Doctoral study)**

for 3-year full-time and 4-year part-time study in an accredited study programme Business Economics and Management in the field of study Economics and Management

Discussed and approved by the Sub-Committee for Doctoral study of the Faculty of Business Management of the UE in Bratislava at the meeting of 26th of March 2025

BLŠTÁKOVÁ JANA, DOC. ING., PHD.

Title of the dissertation	Synergy of AI-HI cooperation: organizational aspects for the development of an AI-HI collaborative workplace
Aim of the work	The thesis will examine the cognitive, structural, and relational implications of AI-employee integration. Its goal is to provide empirical evidence on AI-employee integration by exploring existing constructs in AI management literature and validating an expanded model that describes the AI-HI collaborative workplace.
Annotation of work	There is a lack of theory-based research providing empirical evidence on the factors driving effective AI-employee collaboration and its impact on company dynamic capability and business performance. This thesis responds to calls for conceptualizing organizational capability to leverage AI for business performance. The potential benefits of AI adoption and AI-employee collaboration can only be realized if employees understand, trust, and adopt AI. The research will validate constructs explaining AI-employee collaboration and its effect on business performance. The research in the thesis seeks to contribute to the HRM theory by developing an AI-HI collaborative workplace model. This includes explaining job design for collaborative intelligence and skills frameworks for employees. The results will provide managers with empirical evidence for AI-HI workplace development strategies.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Managers' capabilities for building AI-driven organisations
Aim of the work	The thesis aims to deliver empirical evidence on managerial capabilities and competencies required for building AI-driven organizations by the adoption of AI in managing people.
Annotation of work	This research will provide current theoretical insights into the adoption of AI in HRM functions and dynamic managerial capabilities for AI-enabled technology integration. The empirical study will focus on competency mapping and AI implementation, analyzing their impact at the individual, group, and organizational levels. It will validate the constructs of managers' cognitive capabilities, human capital capabilities, and social capital capabilities in AI adoption within HRM, contributing to the development of an AI-driven organizational model. The research will generate empirical evidence on the managerial capabilities and competencies required for AI-driven organizations.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Application of Large Language Models of Generative Artificial Intelligence (GAI) in Human Resource Management in Medium and Large Enterprises in Slovakia
Aim of the work	The aim of the dissertation is to gain empirical knowledge about the real use of GAI in personnel management in enterprises and about the expected and achieved effects of its implementation.
Annotation of work	This dissertation responds to the lack of empirical research on the use of GAI in HRM and the effects of introducing GAI into HRM processes and practices. Current theoretical knowledge describes the use of GAI primarily in the phase of shaping the work potential of the enterprise (resourcing practices), in the process of training and development of employees (employee development), for reward and communication management. The research in this dissertation will focus on medium and large enterprises where HRM is developed and strategically anchored (there is an HR strategy). The use of GAI in HRM at all levels of management and the measurement of the effects will be investigated. Effects will be verified in quantitative form, such as the impact on the performance of HR sub-processes, employee performance, aggregate and business outcome effects, and also in qualitative form, such as management agility, learning culture and employee engagement. The results of this dissertation will provide empirical insights into the implementation of GAI in HRM processes and practices in businesses and the real effects that businesses expect and achieve.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Gender disparities in STEM occupations: unlocking the potential of women to reflect on the skills gap in the labour market
Aim of the work	The dissertation responds to the competence gap in the labour market and verifies the conditions for women's employment in occupations that are gender imbalanced in the long term. The aim of the dissertation is to comprehensively map the current conditions of the Slovak Republic at the macro level (structure of graduates of technically oriented fields of study, lifelong learning programmes, cultural specificities) and at the level of enterprises (staffing programmes) for the employment of women in STEM professions.
Annotation of work	The research in this dissertation will analyze secondary data on in-demand skills that have long been in short supply in STEM (science, technology, engineering, mathematics) positions that are often gender imbalanced (e.g., ICT, energy, software engineering). At the same time, women's career paths, skills on offer and competencies for the labour market will be the subject of secondary data analysis (by qualitative data analysis on career portals). The subject of the macro-level secondary data mapping will be women's decisions about formal education and opportunities for non-formal,

	complementary and lifelong learning, career guidance for STEM occupations. At the enterprise level, the research in this dissertation will focus on primary data collection on staffing programs for creating conditions for the availability of career opportunities in STEM occupations for women and the development of women's competencies in these positions. The research in the dissertation will include a comparison of employment conditions for women in STEM occupations in the Slovak Republic and in countries with a high innovation index (EIS) and comparable labour market size, such as Finland. The dissertation will result in the conditions that women have for developing the competency gaps for STEM occupations in the Slovak Republic and the implications for decisions at the political and strategic level for reflecting on labour market needs.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

GRISÁKOVÁ NORA, DOC. ING., PHD.

Title of the dissertation	The Impact of Regional Price Disparities on Sales Strategies and Market Positioning
Aim of the work	The aim of this dissertation is to examine how varying regional price levels influence firms' pricing decisions, advertising expenditures, and overall market positioning. Based on microeconomic models of imperfect competition and innovation diffusion, the dissertation will focus on: (i) identifying the key factors contributing to regional price disparities and their impact on firms' sales strategies, and (ii) analyzing how companies adjust their pricing strategies, advertising campaigns, and innovation processes in response to these disparities.
Annotation of work	This dissertation explores how regional price disparities shape firms' sales strategies and market positioning. The theoretical section provides an overview of microeconomic theories—including oligopoly models and game theory—and their application in real-world scenarios. The empirical analysis focuses on examining the intensity of competition and local cost structures to identify how companies adjust their pricing and advertising strategies to maintain competitiveness. The findings will offer practical recommendations for businesses and contribute to a deeper understanding of the strategic implications of regional price disparities.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Diffusion Models and the Adaptation of Selected Corporate Strategies in the Implementation of Artificial Intelligence in Oligopolistic Markets
Aim of the work	The aim of this work is to analyze and evaluate how diffusion models can contribute to understanding the adaptation of selected corporate strategies during the implementation of artificial intelligence in oligopolistic markets. The study will focus on identifying the key factors that influence firms' decision-making processes when implementing AI, and on examining the dynamics of adaptation that enable the attainment of market equilibrium. The outcome will be the proposal of an analytical framework for managers that supports strategic planning and the optimization of corporate strategies in an environment of rapidly changing technological conditions.
Annotation of work	This dissertation examines the process of implementing artificial intelligence in oligopolistic markets through diffusion models and their application in analyzing firms' adaptation strategies. The work combines theoretical approaches from the diffusion of innovations and microeconomics with empirical analysis, focusing on identifying the determinants that affect the adaptation of

	corporate strategies in the context of AI implementation. The aim is to reveal how firms adjust their pricing, marketing, and innovation strategies in response to new technological challenges and how this process contributes to market stabilization. The results are expected to provide practical recommendations for managers and contribute to a deeper understanding of market dynamics in the digital age, with AI remaining one of the determining factors in strategic decision-making. Thus, the work not only expands theoretical knowledge on diffusion models but also demonstrates their applicability in the formulation and adjustment of corporate strategies in the dynamic competitive environment of oligopolistic markets.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Diffusion Models as a Tool for Analyzing the Impact of Artificial Intelligence on Oligopolistic Markets
Aim of the work	The objective of this work is to utilize diffusion models as an analytical tool for quantifying and interpreting the impact of artificial intelligence implementation on oligopolistic markets. The study will focus on identifying changes in competitive interactions, the adaptation of corporate strategies, and the attainment of market equilibrium as a result of AI technology integration. The outcome will be the provision of both theoretical and practical recommendations for managers and policymakers in optimizing adaptation to technological innovations.
Annotation of work	This dissertation examines how diffusion models can be employed to analyze the impact of artificial intelligence on oligopolistic markets. The theoretical section provides an overview and the methodological foundations of diffusion models in the context of innovations and their application in microeconomics. The empirical part focuses on quantifying the changes in competitive interactions and market equilibrium that result from the implementation of AI technologies. The work aims to identify key factors influencing the adaptation of firms in the dynamic environment of oligopolistic markets, thereby offering a comprehensive perspective on how AI is transforming market structures and corporate decision-making. The results are expected to contribute to a better understanding of market dynamics in the digital era and to provide valuable recommendations for managers in strategic planning.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Design and Validation of a Modular Analytical Framework for Business Decision-Making
Aim of the work	The primary objective of this work is to design, implement, and empirically validate a modular analytical framework that supports strategic decision-making in businesses. The framework should enable the integration of traditional methodologies with modern approaches, including machine learning and deep learning techniques, thereby offering a flexible and adaptable tool for analyzing and optimizing decision-making processes in a dynamic business environment.
Annotation of work	This dissertation focuses on developing a modular analytical framework for business decision-making that combines traditional approaches with modern technologies such as machine learning and deep learning. The proposed framework will allow adaptation and reconfiguration according to the specific needs of individual businesses and various industries. During the course of the work, the student may choose to focus on methodological innovation, empirical validation of the framework, or its practical application in a specific industry, ensuring sufficient breadth and flexibility of the study.

Form of study
  - Full-time
  - Part-time
	
	Yes
	Yes

Study programme	- Business Economics and Management

Title of the dissertation	Determinants of innovation capacity of small and medium-sized enterprises and their impact on local community
Aim of the work	The objective of this work is to analyze the specifics of innovation activities of small and medium-sized enterprises in rural areas, focusing on identifying key determinants of innovation capability and managerial approaches, and to assess the impact of these activities on local community development. The research will examine the technological, financial, and organizational factors that support the implementation of innovations and their role in enhancing enterprise competitiveness and contributing to regional development.
Annotation of work	This dissertation examines the innovation activities of small and medium-sized enterprises (SMEs) in rural areas from the perspective of managerial control and strategic development. The study combines quantitative methods (questionnaire survey, regression analysis) with qualitative methods (semi-structured interviews with owners and managers) to identify the technological, financial, and organizational determinants that influence the innovation capability of SMEs. It also analyzes the impact of these innovation activities on local community development, including improvements in regional competitiveness and the effective utilization of available resources. The results of the study will yield practical recommendations for managers and regional strategy makers, contributing to the optimization of

	innovation processes and the support of sustainable development in rural areas.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

HAJDUOVÁ ZUZANA, DOC. RNDR., PHD., MSC.

Title of the dissertation	Efficiency evaluation of healthcare facilities using network data envelopment analysis
Aim of the work	The aim of this dissertation is to evaluate the potential use of network analysis methods for data envelopment in the healthcare facilities sector and to propose robust efficiency evaluation models for this sector.
Annotation of work	This dissertation examines current approaches to modelling the efficiency of healthcare facilities in a global context. Based on a survey of the knowledge base, it analyses suitable approaches that exhibit a high degree of reliability and robustness. It then discusses the exact definition of appropriate methods that will help to meet the objective of assessing the efficiency of selected health facilities and the design of site-specific performance assessment models. These models are then subjected to multiple testing, resulting in specific universal models for evaluating the efficiency of relatively homogeneous production units from the sector in question.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

REMEŇOVÁ KATARÍNA, DOC. ING., PHD., MBA

Title of the dissertation	Modern approaches to decision-making process in price and revenue management
Aim of the work	The dissertation thesis addresses a specific aspect of the decision-making process in the area of price and revenue management, from the modern theories and approaches point of view of. The PhD candidate will map the modern approaches and methods in price management of Slovak companies and create a complex system of decision-making in this area. The above-mentioned topic falls within the concept of price and revenue management, focusing on price setting, price execution, price controlling, and price strategy.
Annotation of work	Decision-making in price and revenue management represents relatively new research field, extending beyond microeconomic and marketing perception of price. The uniqueness and significance of this topic, with a direct impact on the company's profitability, should be seem like strategic decisions. Recent research unequivocally highlights the broad scope of this issue, which encompasses not only decisions regarding price points but also permeates all managerial functions, forming the essence of managerial decision-making in creating profitable businesses. Many authors and entrepreneurs equate the decision-making process in price management with the process of pricing. However, pricing is merely a subprocess of the decision-making process in price management. The key reasons for this situation are the lack of knowledge and experience in price management among managers, and the division of individual subprocesses across various organizational units. The dissertation will be processed from the perspective of the decision-making process, individual steps and methods utilized in Slovak companies, and the business factors influencing decision-making in this area.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Career Advancement Opportunities for Women in the Era of Virtual Work Environments
Aim of the work	The main objective of this dissertation is to determine how workplace virtualization impacts women's career growth, with a focus on identifying the advantages and disadvantages this process brings in terms of gender equality.
Annotation of work	Workplace virtualization has brought about significant changes in the organization of work, yet its impact on women's career growth is twofold – it can be a tool for emancipation, but also an obstacle to career advancement. This dissertation focuses on the impact of workplace virtualization on women's career growth, with an emphasis on gender equality. The aim of the research is to identify the advantages, disadvantages, and barriers that virtualization presents for women's career growth. On a theoretical level, the work addresses the analysis of factors that influence women's career advancement in the context of work virtualization, their position in business leadership, and the deepening of gender inequalities. In the applied section, the dissertation examines the impact of virtualization on women's career growth in companies, as well as the current strategies employed by businesses to improve equality of opportunities and support women in leadership roles. The outcome of the dissertation is a proposal of measures to support women's career growth in the virtual work environment.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management

Title of the dissertation	Coaching as a Tool for Supporting Employee Adaptation During Organizational Changes
Aim of the work	The aim of this dissertation is to evaluate the role of coaching as a tool for supporting employee adaptation during organizational changes, identify key factors influencing its effectiveness, and propose recommendations for its implementation in the corporate environment.
Annotation of work	Coaching is increasingly used as a tool to support employees in managing changes in a dynamic business environment. This dissertation focuses on defining the concept, principles, and forms of coaching in theoretical terms, as well as examining the psychological aspects of employee adaptation during organizational changes. The applied section explores the

	effectiveness of coaching in companies undergoing transformation processes, identifies key factors for successful implementation, and analyzes the experiences of managers and employees with this approach. The study concludes with recommendations for utilizing coaching as a strategic tool to support employee adaptation during change management.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management