FAKULTA PODNIKOVÉHO MANAŽMENTU
EUBA

AACSB ACCREDITED

Dissertation topics for the academic year 2026/2027 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 aim of this study is to examine the cognitive, organizational, and relational implications of integrating AI technologies into employees' work. The objective is to use empirical research to identify the conditions necessary for the effective implementation of AI technologies in the workplace and to develop a model of organizational prerequisites for the collaboration between artificial and human intelligence.
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 (in English)

Title of the dissertation	Managerial Competencies for Integrating Artificial Intelligence into People Management: A Model for Building an AI-Driven Organisation
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 (in English)

Title of the dissertation	Application of Large Language Models of Generative Artificial Intelligence 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 (in English)

GRISÁKOVÁ NORA, DOC. ING., PHD.

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 (in English)

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 (in English)

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 (in English)

MARKOVIČ PETER, DR. H. C. PROF. ING., PHD. DBA

Title of the dissertation	Business Continuity Management and Economic Sustainability: An Empirical Analysis of BCM Implementation and Its Impact on Stability and Performance
Aim of the work	The dissertation thesis aims to systematically examine the relationship between BCM and economic sustainability without assuming direct causality. It analyzes how BCM is implemented in large firms – standards, focus, maturity – and whether differences are reflected in indicators of stability and performance, bridging the gap between normative aims and observable effects.
Annotation of work	Although business continuity management (BCM) is increasingly described in standards, guidelines and scientific articles as a central building block of organizational resilience and performance, there is still insufficient empirical clarification of the extent and conditions under which BCM can actually contribute to economic sustainability of companies. While the current state of research shows that effective BCM practices can be related to organizational resilience as well as financial and non-financial performance, it points to a significant discrepancy between the formal implementation of BCM and its actual effectiveness in everyday organizational life. In particular, it remains unclear which characteristics of BCM, such as maturity level, organizational scope, embedding in governance structures, correspond to stable economic performance in phases of crisis and disruption.
Form of study - Part-time	Áno
Study programme	- Business Economics and Management (in English)

MIŠÚN JURAJ, DOC. ING., PHD.

Title of the dissertation	Integrating Sustainability into Project Selection: An AI-Enhanced Multi-Criteria Decision-Making Framework
Aim of the work	The aim of the dissertation is to develop a hybrid decision-making framework that integrates Fuzzy Analytic Hierarchy Process and artificial intelligence to prioritize sustainability criteria and improve project selection under uncertainty.
Annotation of work	The dissertation focuses on creating a comprehensive framework for sustainable project selection by integrating the Fuzzy Analytic Hierarchy Process with artificial intelligence methods. Traditional project selection tools often overlook sustainability dimensions and struggle with uncertainty and large-scale data. This research identifies key economic, environmental, and social criteria, evaluates their importance using FAHP, and incorporates these results into machine-learning models such as Random Forest and XGBoost. The hybrid framework enhances predictive accuracy, supports transparent decision-making, and enables organizations to evaluate projects based on long-term sustainability performance. The study also examines expert judgment, develops a structured questionnaire, validates the model through simulations, and highlights the practical and ethical implications of AI-supported project selection.
Form of study - Full-time	Yes
Study programme	- Business Economics and Management (in English)

Title of the dissertation	Leadership and Managerial Approaches for Highly Sensitive People: The Impact of Sensitivity on Performance, Decision-Making and Team Dynamics
Aim of the work	The aim of the dissertation is to examine how high sensitivity influences managerial behavior, leadership styles and performance in organizations, and to develop a model for effectively leading teams with HSP members through quantitative and qualitative research methods.
Annotation of work	The dissertation focuses on examining the influence of high sensitivity (HSP) on managerial and leadership processes within organizations. Highly sensitive individuals are characterized by deep information processing, elevated empathy, heightened responsiveness to stimuli, and stronger stress reactivity. These characteristics can affect decision-making, conflict management, and team interactions. The research will employ a combination of

	psychological scales (e.g., the HSP Scale), a questionnaire-based survey, semi-structured interviews, and statistical methods including regression and factor analysis to verify the impact of sensitivity on job performance, leadership, and team dynamics. The dissertation will also include a case study of an organization with a higher proportion of HSP employees. The aim is to develop an applicable leadership and managerial model that supports performance, well-being, and talent development among highly sensitive professionals.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management (in English)

REMEŇOVÁ KATARÍNA, DOC. ING., PHD. MBA

Title of the dissertation	Descriptive concept of managerial decision-making grounded in the theory of bounded rationality of a decision-maker
Aim of the work	The aim of this dissertation is to formulate and construct a comprehensive model of the decision-making process applicable to strategic decision-making in a business environment, with the analytical framework based on the principles of descriptive decision-making theories. The methodological foundations of the thesis are based on the assumption that diverse internal and external factors enter the decision-making process, which can be interpreted through normative, descriptive, and prescriptive approaches. These factors determine the generation of solutions, the process of evaluating decision alternatives, and the subsequent implementation of the chosen strategy. In accordance with its methodological orientation, the dissertation focuses primarily on a descriptive approach, which emphasizes empirically identifiable procedures, cognitive processes, and heuristics of the decision-maker as the central subject of decision-making. The resulting model will subsequently serve as a methodological tool for analyzing decision-making behavior and for identifying factors influencing the quality of strategic decisions.
Annotation of work	Modern concepts of managerial decision-making represent a progressive direction in the field of decision-making processes, one that is grounded in behavioral principles. The shift away from classical theory of fully rational decision-making—which is based on the assumption of unlimited possibilities for obtaining and processing information—has created space for the development of descriptive-oriented approaches. These approaches provide a more comprehensive explanation of the mechanisms of human decision-making, reflecting the phenomenon of bounded rationality. The bounded rationality model is one of the key models of strategic decision-making and is gradually being expanded to include theories emphasizing the importance of emotional components in the decision-making process. The behavioral model is based on the concept of bounded rationality and the principle of satisfaction, emphasizing the real, empirically observable behavior of the decision-maker. In consideration of the above, the main objective of this dissertation is to develop a comprehensive model of the decision-making process that can be applied to strategic decision-making in organizations, using an analytical

	framework based on the principles of descriptive decision-making theories.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management (in English)

Title of the dissertation	A Multi-Criteria Decision-Making Process to Strategic Revenue and Price Management
Aim of the work	The aim of this dissertation is to develop a comprehensive framework for multi-criteria decision-making that will improve the quality, consistency, and reliability of strategic decisions made in the field of revenue and pricing management. Current processes in pricing and revenue optimization require decision-makers to balance multiple and often competing criteria and objectives. Therefore, the main objective of this dissertation is to create a structured decision-making model that integrates quantitative performance indicators, qualitative managerial judgment, and risk-based evaluation of solution utility into a unified analytical process.
Annotation of work	Decision-making in the field of price and revenue management represents a relatively new and rapidly evolving area of research that is being studied by the academic community on an international scale and that significantly goes beyond the traditional microeconomic or marketing understanding of price and revenue management. The uniqueness and, at the same time, the significance of this issue lies in its direct impact on a company's overall profitability, which is at the core of strategic management. The latest research clearly highlights the broad scope of this issue, which is not limited to decisions regarding the price point but permeates all management functions and forms the essence of managerial decision-making. For this reason, price and revenue management must be understood as a comprehensive system of interconnected decisions that influence the creation of corporate value. Given the growing complexity of the market environment, the volatility of demand, and the ambiguity of available data, multi-criteria decision-making and its integration into the decision-making process are becoming increasingly important. Traditional approaches based on a single indicator or simple heuristics can no longer reliably reflect the need to balance various objectives, constraints, and risks. For this reason, the main objective of this dissertation is to create a structured decision-making model that integrates quantitative performance indicators, qualitative managerial

	assessments, and evaluations of the riskiness and utility of individual decisions into a unified analytical framework. This model is designed to provide a robust, transparent, and methodologically sound foundation for strategic decision-making in the area of price and revenue management.
Form of study - Full-time - Part-time	 Yes Yes
Study programme	- Business Economics and Management (in English)