

THE LIST OF THESIS 2012 - 2013

Field of Study 3.3.23. PUBLIC ECONOMICS AND SERVICES

1. Utilization of Pharmaceutical Economics in the healthcare policy of the SR

Objective and the expected outcomes:

In this work, the doctoral student should investigate the principles and functions of Pharmaceutical Economics (PE) that deals with the economic aspects of healthcare provision, especially pharmacotherapy in relation to its effectiveness and attempt to extend its use in healthcare and drug policies. Based on the study of literature reviews and professional literature the student must evaluate the utilization of PE so far and analyze different approaches to the PE as a tool of healthcare and drug policies in the SR in comparison with other EU countries. This requires an interdisciplinary research approach, i. e. the ability to relate and use theories and methods of economics, pharmacology and medicine. The basic assumption is that PE can help solve the discrepancy between the rate of healthcare needs' growth and the rate of economic and financial potential growth of the country. PE should be a part of decision-making processes, a tool that helps organizers and management of healthcare in their decision-making related to the use of limited financial resources to satisfy the healthcare needs of the maximum number of people on the acceptable level of quality.

Connection to the Faculty scientific priorities and research project:

4th priority of basic research Reform and effectiveness of the public sector.

Supervisor: prof. Ing. Helena Kuvíková, PhD.

2. Performance efficiency management and control in healthcare facilities

Objective and the expected outcomes:

This work should investigate the current approaches, methods and possibilities of performance efficiency assessment in various organizational and legal entities in the healthcare system, evaluate their benefits and limitations and compare them. In addition to measuring the performance efficiency of the current and previous activities of these facilities, the work will focus on investigating the possibilities and limitations of predicting the future performance efficiency growth of the healthcare facilities (HF). The work should provide an objective view of the current economic status of the HF, evaluate the level (rate) of economic vulnerability and risks of HF individual organizational and legal forms and assess the level of their adaptability and flexibility. The outcomes of the work should include formulation of a strategy of economic functioning of selected HF in the future and proposal of informed decisions regarding how and where to prioritize expenses, lower costs or support investments.

Connection to the Faculty scientific priorities and research project:

4th priority of basic research Reform and effectiveness of the public sector.

Supervisor: Prof. Ing. Helena Kuvíková, PhD.

3. Assessment of town development

Objective and the expected outcomes:

Objective of the work is to propose methodology of town development assessment for the towns with population over 10,000. The outcome is the set of indicators (characterizing public services, transport, housing, environment, labour market, population structure, business environment etc.) that can serve as a basis for decision-making of local governments concerning their activities and investments. By using an appropriate method of aggregation of indexes (e.g. DEA, VEA) the work will propose a synthetic index that will enable a comparison of town development levels.

Connection to the Faculty scientific priorities and research project:

The dissertation work is linked to the research project VEGA 1/1010/11 Theoretical and methodological foundations of planning in conditions of local governments and possibilities of their application in the Slovak Republic.

Supervisor: doc. Ing. Soňa Čapková, PhD.

4. Problems of strategic planning of public services on a local level.

Objective and the expected outcomes:

Objective of the dissertation work is to use the theoretical basis of the study area and analysis of the methods and procedures of strategic planning of public services on a local level in order to reveal deficiencies in the process of planning, causes of disproportions of plans and their implementation, real links between planning and the possibilities of individual areas of public services and propose methodology of planning optimal values of indicators of individual public services provided by local government depending on its size, capacities and demographic structure. Subject of the research is the currently used methods of strategic planning at local governments providing public services.

The work will include a detailed analysis of planning methods, areas, outcomes and actually achieved results in comparison with the planned values, identification of main reasons of disproportions of the planned and actual situations, links to financial planning and their harmonization with other areas of local economy.

The outcome of the dissertation work will be methodology of planning optimal values of indicators of individual public services provided by local government with reference to the economic, social, cultural, historical and natural factors.

Connection to the Faculty scientific priorities and research project:

4th priority of basic research Reform and effectiveness of the public sector.UGA I – 11 – 001 – 02.

Supervisor: doc. Ing. Štefan Hronec, PhD.

5. Social and economic aspects of application of non-profit marketing tools in the society.

Objective and the expected outcomes:

By using the theoretical basis and analysis of the applied tools of non-profit marketing on various levels of society, the objective of the dissertation is to identify the social and economic aspects of these activities and propose the methodology of their economic assessment.

In public sector, non-profit marketing is used very often. Its role is to create, maintain (strengthen) or change (negate) attitudes and behavior of target groups in accordance with the ideas being promoted. In case it promotes the ideas that result in a socially desirable behavior, we talk about social marketing. There are two paradoxes linked to the application of the social marketing: it promotes certain behavior but it does not offer products that are involved in the behavior (e.g. campaigns promoting healthy diet, consumption of milk etc.) and the encouraged behavior usually does not bring only short-term benefits; its benefits for the target groups are visible in the long-term and usually have a social character. By using the methods of discrimination analysis and correlation and regression analyses, the mutual dependence of the applied tools will be established. The outcome of the dissertation should be a quantitative expression of impacts of such non-profit campaigns and proposal of the methodology of their economic assessment.

Connection to the Faculty scientific priorities and research project:

4th priority of basic research Reform and effectiveness of the public sector.

Supervisor: doc. Ing. Štefan Hronec, PhD.

6. Development and implementation of innovative concepts of local public services.

Objective and the expected outcomes:

The objective of the work is to propose methodological recommendations for development and implementation of innovative concepts of public services on the level of local self-governments while using the theoretical and methodological approaches of innovations' research in the context of marketing theory and pilot marketing strategy testing of innovative concept of a selected local public service.

Connection to the Faculty scientific priorities and research project:

VEGA 1/1010/11 Theoretical and methodological foundations of planning in the context of local self-governments and possibilities of their application in the SR. 4th priority of basic research Reform and effectiveness of the public sector.GAČRNo.P403/12/0366 Identification and evaluation of regional specific factors of the reforms' success in line with NPM – CEE countries.Project VEGA implemented at the Department of public services and regional development of the Faculty of Economics UMB in BanskáBystrica. ProjectGAČRis implemented at ESF MU in Brno.

Supervisor: doc. Ing. Anna Vaňová, PhD.

7. Marketing communication in local self-government.

Objective and the expected outcomes:

The objective of the work is to theoretically define marketing communication in the context of lateral marketing, its position and roles in local self-government, investigate the current situation in using individual forms, tools and methods of marketing communication in local self-government, identify modern and innovative concepts of marketing communication and propose methodological recommendations for development of strategies of marketing communication in the local self-government.

Connection to the Faculty scientific priorities and research project:

VEGA1/1010/11 Theoretical and methodological foundations of planning in the context of local self-governments and possibilities of their application in the SR. Project VEGA implemented at the Department of public services and regional development of the Faculty of Economics UMB in Banská Bystrica.

Supervisor: doc. Ing. Anna Vaňová, PhD.

8. Dynamic regulation of risks in capitalization pillars of the pension system.

Objective and the expected outcomes:

The ability to dynamically follow the risk changes and their impacts on decisions of players in the capitalization pillar of the pension system is an inevitable part of the effective regulation of the sector. The dissertation work focuses on the dynamic regulation of variables affecting the decision-making of respective players (regulator, administrator, saver) at fixed long-term social and economic objectives of a capitalization pillar of the pension system.

The outcome of the dissertation should be a model of the dynamic regulation of the environment that follows the changes in respective players' behavior caused by dynamic change of variables with respect to the set long-term social and economic objectives of the pension system. By comparing the players' behavior in relation to the risks' development, it is possible to increase the efficiency of regulation. Dynamic regulation will enable generation of alerts pointing at deviation from the set objectives of the system and proposing measures in the area of regulation policy.

Connection to the Faculty scientific priorities and research project:

4th priority of basic research Reform and effectiveness of the public sector, to be implemented into the proposed APVV project.

Supervisor: doc. JUDr. Ing. Ján Šebo, PhD.

9. Social responsibility support in the Slovak Republic

Objective and the expected outcomes:

The objective of the dissertation is to evaluate support of the public administration bodies in the Slovak Republic in order to implement social responsibility in the practice of organisations. It is expected that this support is implemented through the relevant policies and the mix of instruments adopted at national level, which respect the recommendations and objectives of European documents. Assessment of the effectiveness of the supportive national measures and proposals to improve the environment for the implementation of social responsibility will be part of the solution of the dissertation. The output of the dissertation will be a comparative analysis of instruments used in the EU and in the Slovak Republic and the integration of its results into the suggestions of the work.

Connection to the Faculty scientific priorities and research project:

Reform and efficiency of the public sector.

Supervisor: doc. Ing. Dana Švihlová, PhD.

10. The measurement of sustainable development at the level of regions

Objective and the expected outcomes:

The complexity of the concept of sustainable development, since its inception, raises the debate of how to measure its implementation. In the last 15 years, the debate has been transferred to the efforts to create relevant indicators (simple and aggregated) and their sets, which would be useful both in the planning and decision-making process at all levels. Indicators of sustainable development are currently tracked and

evaluated in international organizations (OECD, World Bank), as well as at the national level in the context of the strategies of sustainable development.

The objective of the dissertation is to assess at the theoretical level the development and current measurements for sustainable development, test the selected indicators at the level of regions of the Slovak Republic in order to evaluate their sustainable development.

The output of the dissertation will be the evaluation of the possibilities of measuring sustainable development and its evaluation at the regional level of the Slovak Republic with the proposal of the relevant indicators, which will be in accordance with the requirements of international institutions.

Connection to the Faculty scientific priorities and research project:

Sustainable development of territorial units.

Supervisor: doc. Ing. Dana Švihlová, PhD

11. New approaches to the management of the public administration (New Public Management NPM): current experience and perspectives

Objective and the expected outcomes:

The conclusions of studies on the implications of the public administration management reforms in the spirit of the NPM are in the international context diverse, often having a controversial nature. Within the conditions of the Slovak Republic the potential of possible positive effects of the implementation of the NPM instruments remains yet untapped. This opens the question of regionally conditioned factors of the success of the reforms, implementing tools NPM.

The objective of the dissertation is, on the basis of the analysis of the implementation of selected instruments of the NPM within the conditions of public administration in Slovakia, to evaluate the success of this implementation, find any reasons for its failure and suggest possible options to solve the problem of efficiently functioning public administration based on an existing continuity in the development of theoretical approaches to the reforms, the public administration processes of management and of the experience of developed economies in the area.

Connection to the Faculty scientific priorities and research project:

4. priority of basic research Reform and efficiency of the public sector. GAČR No. P403/12/0366 Identification and evaluation of regionally specific of success factors of reforms in the spirit of the NPM – country CEE.

Supervisor: doc. Ing. Beáta Mikušová Meričková, PhD.

12. The impact of the regional policy of the European Union on the development of interregional differences in the member states

Objective and the expected outcomes:

The objective of the dissertation is to identify and quantify the intensity of the impact of the financial instruments of regional policy of the European Union on the status and development of interregional differences in the various member states of the European Union on the basis of selected macro-economic regional indicators. Attention will be given to both the original 15 member countries, as well as "later" the 12 member countries, which became members of the EU in 2004 and 2007.

The anticipated results are at this point difficult to specify. The dissertation will prove either positive, negative, or no influence of funds on reduction of the undesirable interregional differences. Given that so far no one has quantitatively addressed this issue from this point of view the results cannot be predicted or estimated.

Connection to the Faculty scientific priorities and research project:

The topic of the dissertation builds on project of the 7th framework programme entitled "Functioning of the Local Production Systems in the Conditions of Economic Crisis (Comparative Analysis and Benchmarking for the EU and Beyond)", which is solved by the collective of members of KVEaRR in cooperation with foreign partners from Bulgaria, Poland, Russia, Ukraine.

Supervisor: doc. Ing. Radoslav Kožiak, PhD.

13. The impact of foreign direct investment on regional development

Objective and the expected outcomes:

In general, investments have two important effects – pension-forming and capacity-forming, and represent a significant part of the GDP, which is used to measure the performance of the economies from the perspective of the regional development balance. The examination of the impact and the effects of investments and, in particular, foreign direct investment (FDI) on the regional development has multiple dimensions — from exploring motives and causes of the inflow or presence of the FDI in a particular region to the analysis of the direct (labour productivity, return on capital, employment, wages, growth, etc.) and indirect (spillovers, spinoffs etc.) effects on the domestic (host) country and its respective territorial unit/region. The intention of the dissertation is to examine recent trends in FDI inflow using foreign experience, to discover the causation between the influx of FDI and their government support from the perspective of regional disparities solutions, to analyze the direct and indirect effects of FDI on regional development and to formulate recommendations for practical economic policy on different levels of its performance.

Connection to the Faculty scientific priorities and research project:

Connection to the research No 4 Reform and efficiency of the public sector and the project IVF in preparation "The new role of the State in the V4 countries" IVF with a date of 15. 9. 2012.

Supervisor: prof. Ing. Mária Uramová, PhD.

14. Horizontal fiscal imbalance of the territorial self-government budgets and its impact on the development of the regions

Objective and the expected outcomes:

The work is focused on the assessment of the impact of fiscal decentralization in terms of its spatial projection. The objective is to assess horizontal fiscal imbalance of the budgets of territorial governments in two dimensions:

-between the regions of Slovakia

-between the size categories of municipalities

and to determine the degree of dependence between the level of development of the region and the financial capacity of territorial authorities and to propose a mechanism of horizontal fiscal imbalances balancing.

Connection to the Faculty scientific priorities and research project:

Research priority 5 – Sustainable development of territorial units

Research project VEGA 1/0822/11 Redistribution of financial resources in a decentralized fiscal system of Slovakia.

Supervisor: doc. Ing. Soňa Čapková, PhD.

15. The redistribution of transfers (subsidies and share tax) and its impact on the reduction of financial imbalances budgets of territorial autonomies

Objective and the expected outcomes:

Assigning revenue sources and expenditure responsibilities to the territorial Governments in the process of fiscal decentralisation is accompanied by the formation of fiscal disparities between the budgets of territorial autonomies. A well designed system of transfers contributes to correction of inequalities caused by decentralisation. The work is focused on examining the regional dimension of intergovernmental transfers. The objective of the work is to evaluate the redistributive effect of the transfers from the point of view of their impact on the reduction of the horizontal fiscal imbalances, to identify weaknesses in the present system of intergovernmental transfers and propose its correction.

Connection to the Faculty scientific priorities and research project:

Research priority 5 – Sustainable development of territorial units

Research project VEGA 1/0822/11 Redistribution of financial resources in a decentralized fiscal system of Slovakia

Supervisor: doc. Ing. Soňa Čapková, PhD.

16. The policy of tax evasion solutions in Slovakia in the next stage of the global economic and financial crisis

Objective and the expected outcomes:

Tax evasion as an integral part of the shadow economy is, in the current period of the next stage of the global economic and financial crisis, when the efforts of the governments are concentrated on addressing deficits, becoming significant subject of analyses and seeking solutions to its reduction. Tax evasion continues to represent the area with many of the unknowns. The tax structure of the Slovak Republic is a suitable subject for its analysis.

Methodology of the research will be based on the econometric analysis of similar data, as in the case of the Schneider analysis and also the analysis of data surveys, which are publicly available. A custom survey in conditions of the SR is desirable addition to the analysis conclusions of which we should find the answer to the question: "What is the scope of tax evasion and its possible implications in terms of the Slovak Republic and what are the appropriate alternatives of its reduction?"

Initial analysis may be based on the Schneider research, which is focused on the analysis of the size of the shadow economy on a global scale (<http://ideas.repec.org/e/psc166.html> and <http://www.econ.jku.at/schneider>) as well as on the analysis of the data of the different available surveys, including the World Bank Enterprise Surveys, which also contains information on the informal economy, exploitable in the research of the dissertation. Continuing of the analysis can be a custom survey, utilizing similar hypothetical questions as in the scientific study by Orviská and Hudson: Tax evasion, civic duty and the law abiding citizen, published in the European Journal of Political Economy, which analyzes the attitudes to tax evasion (2004-see Google scholar) and expanded analysis of the problem in the new conditions accompanied by the strengthened regulation of governments as well as multinational institutions in the efforts to achieve the consolidation of public finances and finding strategies and appropriate policies to support economic growth.

Connection to the Faculty scientific priorities and research project:

The topic is connected to the international scientific and research projects carried out with the support of GDN CERGE EI Foundation in the field of the shadow economy and tax evasion in the transition economies research. It corresponds with the priorities of science and research at the Faculty, in particular with the priority No 7 Finance, banking and investment in the conditions of globalization and develops the issue of research in the framework of the project VEGA 1/1141/11 "The labour market in the context of the specificities of unpaid work, measurement of its scope and impact on households, businesses and the economy."

Supervisor: doc. Ing. Marta Orviská, PhD.

17. Development aid and its impact on an economic growth and poverty in the developing countries

Objective and the expected outcomes:

The many global problems of today's world are critical and many of them concern the developing countries. Since 1960s the aim of the donors of development aid was to solve the poverty problem in the developing world. Despite a certain progress that has occurred, it was not sufficient. The response to this situation was a still more sophisticated development aid policy, with still more complex forms. Methodology will be based on theoretical and econometric analyses of the data from the public databases, such as DAC (OECD), and supportive analysis of the relevant case studies. The object of the research will be the analysis of the historical, theoretical, social, economic, institutional, legislative and political aspects of development aid, comparison of development aid, comparison of allocation strategies of the key donors. The main purpose of the topic is analysis of the trend of development aid policy and its effectiveness, focused predominantly on the economic growth and support of the governmental sector in the developing countries.

Connection to the Faculty scientific priorities and research project:

The topic response to the realized development aid projects at EF UMB in Banská Bystrica, in cooperation with the civic association OESD. It develops a successfully finished international research project in the field of economic welfare supported by GDN CERGE EI Foundation. It also sectionally corresponds with the priorities of science and research at the Faculty, namely with No 4, 6 and 7.

Supervisor: doc. Ing. Marta Orviská, PhD.

18. Performance of non-profit organizations providing public services

Objective and the expected outcomes:

This dissertation thesis focuses on answering a long-researched question of performance of the public non-profit, private non-profit and commercial organizations providing public services.

The scientific goal of the paper is to acquire objective knowledge of efficiency of the organizations providing public services through research of the organizations providing public services, but also to find out if, and for what reasons the organizations reach different levels of efficiency. Thus it will be possible to answer the question of the character of reasons for different levels of efficiency of the organizations providing public services.

Connection to the Faculty scientific priorities and research project:

4th priority of the basic research: Reform and effectiveness of the public sector;

Expected connection to the prepared APVV project.

Supervisor: doc. JUDr. Ing. Ján Šebo, PhD.

19. Cooperation of public and private sectors as a prerequisite of sustainable development of a territory

Objective and the expected outcomes:

The objective of the dissertation thesis will be to analyse prerequisites, forms and feasibility of cooperation of the subjects in a particular territory, and their influence on sustainable development of the territory. Following the scientific and expert literature study, we shall specify the basic concepts of the examined field, analyse the existing prerequisites, forms and feasibility of cooperation of the public and private sectors under the conditions of selected territories in the SR and other EU countries, as well as their impact on the territory development. Following this output, we shall propose some alternatives of improvement of the existing situation.

Connection to the Faculty scientific priorities and research project:

VEGA 1/1010/11 Theoretical and methodological resources of planning under the conditions of territorial self-governments and possibilities of their application in the SR

VEGA 1/0843/09 Application of holistic approach to relation marketing for local self-governments in the Slovak Republic, using the best corporate practice.

The VEGA projects are being solved at the Department of Regional Development and Public Administration, Faculty of Economics, Matej Bel University, Banská Bystrica.

Supervisor: doc. Ing. Anna Vaňová, PhD.

20. Assessment of the level of services provided in a selected public sector segment

Objective and the expected outcomes:

The objective of the dissertation thesis is to analyse the level of provided services in a selected segment of the public sector, in compliance with the economic and legal environment of the Czech and Slovak Republics. Following the realized analysis, we shall compare them and propose possible increase in effectiveness of services provided in the selected segment of the public sector.

Connection to the Faculty scientific priorities and research project:

Project OP CZ.1.07/3.2.07/02.0012 “Module system of further education of the elected representatives of the territorial self-government units“.

Supervisor: doc. Ing. Pavlína Pellešová, Ph.D.

21. Unpaid work in the public sector, its extent and measurement methods

Objective and the expected outcomes:

Human work as a goal-seeking activity is the most important factor of sustainable growth. Although the priority of both theory and practice is mainly paid work, the importance of unpaid work and its benefits for the economy is notable. There are several studies and analyses proving this. There also exist several reasons why to look into unpaid work – the value of unpaid work increases total output of the economy, its volume has an impact on consumption of goods and services going through the market and, in the end, the tax revenues. Last, but not least, the extent of unpaid work affects participation of some individuals on the labour market (especially women), which violates work-life balance.

The purpose of the dissertation thesis is to specify the mutual relationship between paid and unpaid work following the particularities of the labour market in the public sector, to identify the reasons for the existence of unpaid work and to characterize its manifestations in the public sector. Next, by examination of the alternatives of measurement of the unpaid work extent within the public sector to estimate its volume and to identify the impact of unpaid work on households (individuals) from the aspect of work-life balance, and consumption of public services. On the ground of the acquired knowledge and results of our own research, we will formulate proposals for the elimination of the negative impact of unpaid work from the aspect of the state economic policy and its instruments. The most significant gains from the dissertation thesis results reside in systematic research of the reasons and manifestations of unpaid work in the public sector, in the assessment of suitability of the selected methods of unpaid work extent measurement, and in the estimation of unpaid work in the public sector.

Connection to the Faculty scientific priorities and research project:

The proposed topic of the dissertation thesis supports and develops the priority of the Faculty research „Social and economic connections of globalization and their impact on the European economy and politics“, and it is consistent with the objectives of the VEGA project No 1/1141/11 „Labour market in the context of unpaid work particularities, measurement of its extent and impact on households, businesses and economy“.

Supervisor: prof. Ing. Mária Uramová, PhD.

22. Role and functions of the state in a small open economy in 21 century

Objective and the expected outcomes:

The toughening effect of globalization and integration, combined with the problem of seeking the escape from the current worldwide crisis evokes the need to redefine the role and functions of the state, with special regard to the small open economies, which are much more sensitive to the changes in the external political and economic environment. There are proof for that in several studies and in the results of their analyses, including the Society development strategy in Slovakia.

The purpose of the dissertation thesis is to give reasons for limitedness (insufficiency) of the previous theoretical approaches to the role and functions of the state, with regard to small (European) open economies, to give arguments in favour of the need for new approaches to the role and functions of the state with an aim of creation of preconditions for strategic government. Following the assessment of the results reached in the previous development of the state and public administration modernization in Slovakia, we will propose alternatives of this process implementation, aiming at the effective performance of the modified functions of the state in the SR as a small open economy.

The main gain from the dissertation thesis results will be justification and specification of the new role of the state in a small open economy, redefinition of the selected functions of the state and formulation of recommendations for the action in the process of modernization of the state and public administration.

Connection to the Faculty scientific priorities and research project:

The proposed topic of dissertation thesis supports and develops the priority of the Faculty research „Social and economic connections of globalization and their impact on the European economy and politics“ and it is consistent with the objective of the prepared IVF project „The role of state in the V4 countries“ for 2011 – 2012.

Supervisor: prof. Ing. Mária Uramová, PhD.

23. Health technology assessment as part of decision-making processes in health care system

Objective and the expected outcomes:

The dissertation thesis objective lies in the examination of unfavourable developments of the relation between different sources of financing in health care system and a growing offer of modern, expensive technological procedures. What will be investigated are the selected factors of health care, social, ethical and economic aspects of implementation of the new technical and technological procedures in the health care system. These factors will be chosen in such a way so it is possible – with their help – to analyse and to assess the current situation of the selected procedures (technical, technological, pharmaceutical, health technology – products, devices, operations), and especially so it is possible to use the gained knowledge also for the management and decision-making processes in the health care system.

Methodological instrument of dealing with the problem will be to evaluation system of the health technology HTA, identified by the European Committee as one of the priorities of health policies of the EU member states. There is an agreement on the fact that HTA sets decision-making processes in health care forward, but it is not used in Slovakia yet. HTA is a multidisciplinary process, which informs of the benefits, risks and costs of the new technology, products, devices, procedures. It is a process, which provides well-structured output based on evidence for the health care polic makers. HTA helps searching „Value for Money“ and, in the decision-making process it provides certain guidelines for setting of priorities in health care financing.

The concepts related to HTA are further defined, and reasons for the HTA application given, as well as for the partial processes within decision-making process, subjects involved and participating in decision-making and output in the form of evaluation of selected health technology. It is important to make sure that the health technology was thoroughly evaluated and effectively applied from the health care, social, ethical and economic aspects.

Connection to the Faculty scientific priorities and research project:

4th priority of the basic research „Reform and effectiveness of the public sector“;

Expected connection to the VEGA project.

Supervisor: prof. Ing. Helena Kuvíková, PhD.

24. Correlative Dynamics of Economics in the Context of the Educational Market

Objectives and expected outcomes:

The aim of this dissertation is to identify the direct consequence of particular data and to specify the structure of factors concerning dynamics of the economic growth in their context due to the analysis of the theoretical base and particular indicators of the economic growth, labour market as well as education market. This dissertation will analyze the direct consequence between particular quantitative indicators of the education market and indicators of the economic growth. The research shall result in the proposal of a structure of the education system concerning its content and range, which can positively and more effectively influence the economic growth of the country in compliance with the undergoing changes.

Connection to the Faculty scientific priorities and research project:

4. basic research priority Reform and Effectiveness of Public Sector. Vega No. 1/0969/1 “Mathematical-Economic Methods of Assessment of Effectiveness of Public Universities in Slovakia”.

Supervisor: doc. Ing. Štefan Hronec, Phd.

25. Opportunities of Rural Areas within the Economic Rural Development

Objectives and expected outcomes:

Rural areas face constantly growing competitive pressure of cities. These areas gradually lose economic competitiveness and they become unattractive for small investors due to low concentration of labour and capital. Rural areas still have localized pre-conditions for development of some perspective sectors. To make these localized pre-conditions active it is inevitable to create new, innovative approach and instruments with all participants involved into local economic development. The aim of this dissertation shall be to analyze problems of rural areas within the initialization of the local economic development, to analyze developing problems of entrepreneurs in the village areas, to identify reasons and consequences of these problems, to propose means and procedures supporting the development of economic activities in rural areas, which are based on endogenic development potential of the region. The expected outcomes of this work shall be the typology of rural villages according to the types of problems in the field of economic development and variation of proposed instruments of self-governing regions for possible ways how to influence, support and govern the economic development in the particular area.

Connection to the Faculty scientific priorities and research project:

The topic of this dissertation follows the scientific priority “Economic determinants of quality of village life” which was approved in “Conception of Development of Science and Research in EFŠRR and the priority of Research 5 – Sustainable Development of Regions at EF UMB and the research project of the Department of Regional Development APVV – 0230 – 07 Regional Dimension of Knowledge Economics in the Peripheral and rural Regions”.

Supervisor: doc. Ing. Mária Fáziková, CSc.

26. Presentation of the Financial Position of Public Sector Organization Using Modern Methods of Statements

Objectives and expected outcomes:

Due to the process of transformation of financial statements in the public sector in the Slovak Republic concerning cash basis within the Methodics 95 (European System of Accounts), which is the current principle of a statement of financial information, it is inevitable to respect specific and internationally approved standards of IPSAS (International Public Sector Accounting Standards) with the aim that individual financial statements on the level of particular organizations of public sector and consolidated financial statements on the level of the state shall present trustworthy and provable information concerning the financial and economic results of activities of public sector organizations as well as the state and flows of public finance for management and at the same time for external users of these statements. The aim of this dissertation will be verified by comparison of financial statements prepared in accordance with traditional methods and financial statements prepared according to modern methods of statements. The result of this comparison shall be the assessment of advantages and disadvantages of both statements, analysis and interpretation of information concerning financial and economic activities of public sector organizations and the proposal of possible suggestions for practice of the public sector supporting the statement which will be proved as being transparent for financial information.

Connection to the Faculty scientific priorities and research project:

4th basic research priority Reform and Effectiveness of Public Sector.

Supervisor: doc. Ing. Zuzana Šuranová, PhD.

27. Provision and Production of Public Services in Health Care System

Objectives and expected outcomes:

Failure of the market and the consequent intervention into the consumption of health care services causes implementation of regulation means in the system of health care. In case the state does not do this job sufficiently and does not create particular mechanisms to regulate intentions of individual subjects in the health care system, this may result in economic ineffectiveness. The aim of this work is to search and assess the role of the state and different levels of management as the prior subjects of health policy to form legal, organizational and an economic environment for providing and producing public services in the health care system. Providing, financing and guaranteeing health care services can be done on all levels of public sector. This is the reason why competences, jurisdiction and responsibility of individual levels shall be selected, authorized and corrected.

Connection to the Faculty scientific priorities and research project:

4th basic research priority Reform and Effectiveness of Public Sector.

Supervisor: prof. Ing. Helena Kuvíková, PhD.

28. Diagnostics of the Potential of Non-Profit Sector in the Field of Public Services

Objectives and expected outcomes:

The aim of this work is to examine the state of the non-profit sector and to identify how it is able to operate, compete and be the alternative for providing public services with the use of methods of analysis concerning the potential in the decision making process, which helps to make the complex prognosis concerning the possibilities of non-profit sector. Diagnostics of the potential is more useful and economically more effective comparing with other methods of prediction. In this work the methodology of US AID will be used. This methodology includes seven criteria, such as legal environment, organization capacity, financial security, enforcing interests of non-profit organization, providing services, infrastructure and perception of the public. The outcomes of these criteria will help to set the index of vitality of the non-profit sector.

Connection to the Faculty scientific priorities and research project:

4th basic research priority Reform and Effectiveness of Public Sector.

Supervisor: prof. Ing. Helena Kuvíková, PhD.

29. International System of Taxation in the Context of Tax Control in the Slovak Republic

Objectives and expected outcomes: The aim of this work is to propose possible changes of the Slovak tax system within the international system of taxation. This aim shall be fulfilled by the means of analysis of

the current state in the system of taxation as well as the analysis of previous and prediction of future approaches towards the realization of international system of taxation within the world and European context. The outcomes of the dissertation can have, in case of the interest of the contractor, direct influence on the future development and restructuralization of the tax system in Slovakia.

Connection to the Faculty scientific priorities and research project:

4. basic research priority Reform and Effectiveness of Public Sector.

Supervisor: doc. Ing. Marta Orviská, PhD.

Field of Study 3.3.16. CORPORATE ECONOMICS AND MANAGEMENT

1. Impact of Tax Policy on Financial Resources of an Enterprise

Objectives and expected outcomes:

The aim of this work is to identify the impact of changes within the tax policy, mainly concerning the tax burden of enterprises as the consequence of these changes, on the financial situation of an enterprise concerning the amount of payable and disposable resources. This data will be researched and considered for specific taxes in the time period and confronted with the selected country, which can be compared with Slovakia within the particular representative sample of enterprises.

Connection to the Faculty scientific priorities and research project:

2nd research priority Position of an enterprise in the process of transformation, integration and globalization.

Supervisor: prof. Ing. Jaroslav Ďaďo, PhD.

2. Tendencies of Marketing Strategies in Slovak Enterprises

Objectives and expected outcomes:

The aim of this work is to specify classification of different types of marketing strategies, identify the type of marketing strategies which are used in Slovak enterprises. The analysis of marketing strategies and issues together with their specification and realization will help to propose recommendations concerning more effective use of the specific marketing strategy for enterprises to be more successful in the market.

Connection to the Faculty scientific priorities and research project:

2nd research priority Position of an enterprise in the process of transformation, integration and globalization.

Supervisor: prof. Ing. Jaroslav Ďaďo, PhD.

3. Impact of Postulates of Behavioral Finance on Financial Management of an Enterprise

Objectives and expected outcomes:

The aim of this work is to specify behavioral finance as a specific and alternative theoretical flow in the financial economy as well as to judge its impact on the process of practical financial decision within the financial management. This work shall prove or deny the hypothesis presuming that entrepreneurial subjects as investors can be, within the process of financial decisions, influenced also by other factors except rational expectations and propositions of effective market.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0967/11 "Innovative approaches towards the system of assessment of the enterprise effectiveness".

Supervisor: doc. Ing. Peter Krištofík, PhD.

4. Treasury Management and its Role in the Financial Control of Enterprise

Objectives and expected outcomes:

The aim of this work is to identify the basic means of treasury management in connection with particular functions of financial control and to examine these means (including some obstacles with their use) in the selected group/groups of enterprises. This work will hypothesize the influence of particular means of

treasury management on liquidity control as well as cash flow in the enterprise and to specify obstacles (legislative, economic, etc.) while implementing and using them in the Slovak enterprises.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0967/11 "Innovative approaches towards the system of assessment of the enterprise effectiveness".

Supervisor: doc. Ing. Peter Krištofík, PhD.

5. A comparative analysis of the impact of taxes on the financial management of a company

Objectives and expected outcomes:

The comparison of the impact of the tax burden on businesses in both developing and developed countries with a special emphasis on their financial decision. The result should confirm or refute the hypothesis that the tax system and its structures affect financial decision making either absolutely or relatively in proportion to the scale of development in the economy.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0967/11 "Innovative approaches to the evaluation of business performance"

Supervisor: doc. Ing. Peter Krištofík, Ph.D.

6. Using the BSC method in corporate strategy.

Objectives and expected outcomes:

To outline the steps, purpose and main tasks of BSC (Balace scorecard strategy for business performance) in strategic management and to identify the preconditions for successful implementation of this method and formulate the benefits of the application of BSC in business practice. Verification of this method will be made with samples from selected businesses.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0654/11 "Innovativesmall and medium-sized enterprises as part of the formation of a knowledge-based economy"

Supervisor: prof. Ing. Ľubica Lesáková, PhD.

7. The benefits of building technology parks to the development of the Slovak economy

Objectives and expected outcomes:

Analyse the current situation in the construction of technology parks in Slovakia and in the world; formulate the mission, role and conditions for the successful construction of technology parks; and to present the main benefits of their implementation. It will examine a selected sample of companies in Slovakia and in selected EU countries.

Connection to the Faculty of scientific priorities and research project:

VEGA 1/0654/11 "Innovativesmall and medium-sized enterprises as part of the formation of a knowledge-based economy"

Supervisor: prof. Ing. Ľubica Lesáková, PhD.

8. Non-financial incentives to motivate employees and their impact on job performance

Objective and expected results:

To draft a comprehensive body of knowledge on the characteristics, types, and forms of non-financial incentives and quantify the economic impact of these incentives on the increase of employee performance. This study should contribute to the scientific knowledge, and should also provide practical benefits to business managers, particularly in human resource management.

Connection to the Faculty scientific priorities and research project:

This thesis will build on two priority; R & D and the EF of UMB in "The position of companies in transition, integration and globalization" and "Human resource management and quality." It will be resolved in cooperation with the University Pierre Mendès France de Grenoble as a "Double thesis," led by Prof. Nathalie Commeiras. For this reason we expect the implementation of this research in both Slovak and French companies.

Supervisor: doc. Ing. Jana Marasová, PhD.

9. Sustainable development as a concept of creating and implementing corporate policies and strategies

Objective and expected results:

To theoretically define the concept of sustainable business development and its relationship to the concept of corporate social responsibility and to develop its four dimensions, namely the economic, social, environmental and safety dimension. Analyze and evaluate the application of this concept on a selected sample of businesses and to identify the problems and barriers to sustainable business development. This research will propose ways of implementing this concept as a tool of corporate policy and strategy.

Connection to the Faculty scientific priorities and research project:

2nd priority status of research in business process transformation, integration and globalization

Supervisor: prof. Ing. Viera Marková, PhD.

10. Economic and social management business line and increase its performance in the context of the concept of corporate social responsibility

Objective and expected results:

To theoretically define the concept of enterprise management (Corporate Governance) and increase its performance in the context of CSR (Corporate Social Responsibility) in both economic and social aspects. This research will analyze the economic and social aspects of the application of these concepts in terms of service providers. It will identify the factors of business performance. Proposals will be formulated to improve performance, ensure the growth of the market value of a company and its sustainable development while respecting the constraints of a given market.

Connection to the Faculty scientific priorities and research project:

2nd priority status of research in business process transformation, integration and globalization.

Supervisor: prof. Ing. Viera Marková, PhD.

11. Corporate governance and information asymmetry in financial business decision-making

Objective and expected outcomes:

The aim of the thesis is to theoretically define and explore the application of the principles of corporate governance with selected companies in Slovakia and then suggest ways to eliminate problems and conflicts between stakeholders with financial and business decisions in order for them to meet their financial goals.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0967/11 "Innovative approaches to the evaluation of business performance".

Supervisor: doc. Ing. Hussam Musa, PhD..

12. Approaches to Income distribution and dividend policies with stock companies in Slovakia

Objective and expected outcomes:

The dissertation will theoretically define the possibilities for the distribution of the results of business operations and the different approaches to decisions about dividends and explore their use in joint stock companies in the Slovak Republic. It will identify the factors that most directly affect a company's dividend policy in our country and will design a suitable decision-making mechanism, which is consistent with other financial decisions, and contributes to the growth of the market value of the business.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0967/11 "Innovative approaches to the evaluation of business performance".

Supervisor: doc. Ing. Hussam Musa, PhD.

13. Staff turnover in selected business entities in Slovakia and abroad

Objective and expected outcomes:

The purpose of this work is based on comparative analysis of the causes and consequences of employee turnover in selected business entities in Slovakia and the EU to identify strengths and weaknesses, assess current trends in its development, and make recommendations, aimed at stabilizing key personnel and regional development.

Connection to the Faculty scientific priorities and research project:

VEGA 1/1010/11 "Theoretical and methodological bases of planning in terms of local authorities and their possible applications in Slovakia".

Supervisor: doc. Ing. Mária Seková, PhD.

14. Methods and the specific design and implementation of motivational strategies in selected businesses in Slovakia and the EU

Objective and expected outcomes:

The art of motivating and leading employees in order to meet organizational goals include a mastery of the art of senior management. The aim of the thesis is to analyze and evaluate the methods of design and implementation of incentive policies in selected enterprises in Slovakia and make comparison with selected countries and the EU. On this basis, it will identify the main differences in methods of design and implementation of motivational strategies, assess their strengths and weaknesses and make proposals to improve their design and implementation according to the needs of individual businesses (with the intention of increasing the success of enterprises, thereby promoting regional development).

Connection to the Faculty scientific priorities and research project:

VEGA 1/1010/11 "Theoretical and methodological bases of planning in terms of local authorities and their possible applications in Slovakia".

Supervisor: doc. Ing. Mária Seková, PhD.

15. Predicting the development of financial business in a rapidly changing economic environment

Objective and expected outcomes:

The main objective of the thesis is the specification, design and verification of models that are capable of relatively predicting the development of a financial business in a rapidly changing economic environment. Results of this work should be selected to identify appropriate methods for predicting the development of a financial business in a rapidly changing economic environment and to design robust metamodels as well as aggregate predictive models that are based on expert knowledge and predictive models by extracting information from the available data.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0967/11 "Innovative approaches to the evaluation of business performance".

Supervisor: doc. Ing. Vladimír Úradníček, Ph.D.

16. Innovative possibilities of diagnosing the financial health of a manufacturing company in relation to its financial-economic performance

Objective and expected outcomes:

The main objective of the thesis is the specification, verification and modification of requests variants that are capable to sufficiently diagnose the financial health of a manufacturing enterprise in a rapidly changing economic environment with the objective of increasing its financial and economic performance. The result of this work should be the identification of the selected suitable variant approaches (methods, if necessary, strategic systems, etc.) to diagnose the financial health of the company in a rapidly changing economic environment in relation to its business performance and to verify and modify the identified approaches in order to diagnose the financial health of the company in connection with its financial and economic performance.

Connection to the Faculty scientific priorities and research project:

VEGA 1/0967/11 "Innovative approaches to the evaluation of business performance"..

Supervisor: doc. Ing. Vladimír Úradníček, PhD.

17. Optimisation of Production Processes Through the Application of Linear Programming

Objective and expected outcomes:

The objective of the dissertation thesis is to identify through the primary research the use of methods of linear programming in production enterprises, to propose an algorithm for solving selected optimisation problems through the use of methods of linear programming and, to optimise a concrete selected production process in a particular enterprise.

Connection to the Faculty scientific priorities and research project:

VEGA Project 1/0299/11 „Measuring, analysing and improving business processes through the application of the European model of excellence European Foundation for Quality Management under the conditions of wood-processing industry (project manager prof. Ing. Anna Šatanová, PhD.).
Supervisor: doc. Ing. Ján Závadský, PhD.

18. Utilisation of Systems Theory and System Analysis in the Work of a Manager

Objective and expected outcomes:

The objective of the dissertation thesis is to identify through the primary research the use of system theory and system analysis in the practical work of managers in a set of Slovak enterprises and propose the prerequisites and procedures of application of a system approach in the managerial work of enterprises.

Connection to the Faculty scientific priorities and research project:

VEGA Project 1/0299/11 „Measuring, analysing and improving business processes through the application of the European model of excellence European Foundation for Quality Management under the conditions of wood-processing industry (project manager prof. Ing. Anna Šatanová, PhD.).
Supervisor: doc. Ing. Ján Závadský, PhD.

19. Codification of Business Processes Through a Set of Organisational Norms

Objective and expected outcomes:

The objective of the dissertation thesis is to identify through the primary research the processes of creation and management of changes in organisational norms of a particular set of businesses and propose a procedure for codification of business processes through a set of organisational norms in such a way that these will show the attributes of consistency, topicality in real time and integrity in business processes.

Connection to the Faculty scientific priorities and research project:

VEGA Project 1/0299/11 „Measuring, analysing and improving business processes through the application of the European model of excellence European Foundation for Quality Management under the conditions of wood-processing industry (project manager prof. Ing. Anna Šatanová, PhD.).
Supervisor: doc. Ing. Ján Závadský, PhD.

20. The Impact of Basel III on the Assets and Liabilities Management of a Commercial Bank

Objective and expected outcomes:

To specify the impact of regulation measures BASEL III on the assets and liabilities management of a commercial bank and consequently on the credit capacity of a commercial bank. The researched impacts fall not only into the scope of capital adequacy but also into the scope of liquidity management. In the area of liquidity management the aim will be to quantify the impact on investment into liquid assets (inter-banks deposits) and the impact on the valuation of particular products of a commercial bank. The expected outcome of the dissertation thesis will be the scientific evidence of BASEL III causing the capital requirements which will be reflected in the credit valuation and the reduction of volume for their provision. The result that is expected in the area of liquidity is the management change in long-term liquidity.

Connection to the Faculty scientific priorities and research project:

VEGA Project 1/0967/11 „Innovative approaches to the system of evaluation of business efficiency.
Supervisor: doc. Ing. Emília Zimková, PhD.

21. Determinants of Efficiency of Small and Middle-Sized Businesses in Electronic Space

Objective and expected outcomes:

Based on the analysis of present state of small and middle-sized businesses in the electronic space to identify the impact of attributes, such as trustworthiness, service availability, data safety, technological modernisation, customer computer literacy and global competition, on the efficiency of business activity. To verify theoretical results on a sample of small and middle-sized businesses.

Connection to the Faculty scientific priorities and research project:

2nd priority of basic research The position of a business in the transformation, integration and globalisation processes.
Supervisor: doc. Ing. Ján Hudec, CSc.

22. Outsourcing of Business Information Systems in Activities of Small and Middle-Sized Businesses

Objective and expected outcomes:

Based on the analysis of the use of outsourcing in business information systems under the conditions of small and middle-sized businesses to elaborate the pre-requisites of successful implementation of outsourcing in business information systems in the segment of small and middle-sized businesses and identify its consequences on the efficiency of implementation and operation in comparison with the classic model of system purchase. To propose a methodology of decision making in the selection of a model for implementation and evaluation of efficiency. To verify the theoretical results of the work on a chosen sample of small and middle-sized businesses.

Connection to the Faculty scientific priorities and research project:

2nd priority of basic research The position of a business in the transformation, integration and globalisation processes.

Supervisor: doc. Ing. Ján Hudec, CSc.

23. Managing Work Motivation of Employees in the Process of Voluntary Departure from Employment

Objective and expected outcomes:

The objective of the dissertation thesis is to evaluate main factors influencing the voluntary departures from Employment. To state on the basis of extent and weight of their preferences from the side of the employees to elaborate the system influencing motivational factors of employees which lead to the voluntary departure from employment, or to the change of the employer. The aim of the elaborated system of work motivation will be the reduction of business costs which are connected with the departing of former and hiring new employee. The dissertation thesis will focus on chosen sectors of economy and regions of the Slovak Republic.

Connection to the Faculty scientific priorities and research project:

2nd priority of basic research The position of a business in the transformation, integration and globalisation processes.

Supervisor: doc. RNDr. Ladislav Kulčár, CSc.

24. Franchising as a Form of Effective Enterprise

Objective and expected outcomes:

The objective of the dissertation thesis is to raise efficiency of enterprise through the form of franchising as one of the ways of doing business. To reach the objective the work presupposes doing research in the current state and possibilities of franchising in the Slovak Republic, analysing the advantages and disadvantages of this form of doing business, identify the niches and propose recommendations that could be applicable in the Slovak Republic. The dissertation thesis will focus mainly on the sale of products and services. Based on the analysis results propose solutions for the improvement of economic factors of a business.

Connection to the Faculty scientific priorities and research project:

2nd priority of basic research The position of a business in the transformation, integration and globalisation processes.

Supervisor: doc. RNDr. Ladislav Kulčár, CSc.

25. The Influence of Direct Foreign Investments on the Development of Business in the Slovak Republic

Objective and expected outcomes:

To analyse and evaluate the volume and structure of direct foreign investments (DFI) in particular size types of businesses according to economic sector activities classification, to identify main factors influencing the inflow of direct foreign investments in individual sectors of business activity and evaluate the success of enterprises in chosen sectors in the struggle for a foreign investor. To formulate the preconditions for DFI into the country, to stipulate the main benefits of DFI for the economy as a whole and for the individual businesses.

Connection to the Faculty scientific priorities and research project:

2nd priority of basic research The position of a business in the transformation, integration and globalisation processes, VEGA project 1/0654/11 Innovative small and middle-sized businesses as an integral part in the formation process of a knowledge-based society.

Supervisor: prof. Ing. Ľubica Lesáková, PhD.

26. Activities of Corporate Social Responsibility in the EU and the Possibilities of Their Economic Evaluation

Objective and expected outcomes:

The concept of corporate social responsibility includes at present a great number of activities, which are developed by businesses under this cover, but which in the European context miss transparency, understandable classification, particular reference frameworks or tools and, as a result, also credibility. The topic of the dissertation aims at mapping of existing situation, identification of reasons for the state being and at searching for the ways for its elimination on the European level. The elaboration of the topic includes the analysis of accessible ways of economic measurements of costs of activities of CSR, benefits resulting from their application in a business, and the proposal of new adequate evaluation methods. The elaboration of the thesis can take a form of a comparative study on the level of CSR in business environments of chosen EU countries.

Connection to the Faculty scientific priorities and research project:

2nd priority of basic research The position of a business in the transformation, integration and globalisation processes.

Supervisor: doc. Ing. Jana Marasová, PhD.

27. Support of National Enterprises by the Microeconomic Policy of the State

Objectives and expected outcomes:

Current global recession has influenced development of each national economy. Besides the enterprises controlled from abroad there is a great importance of national businesses for the Slovak open economy. Lower competitiveness of Slovak businesses is the result of various factors, one of them being the insufficient support of Slovak businesses by tools of the economic policy of the state. The main objective of the dissertation thesis is to search into the effects of the existing support of national enterprises by the microeconomic policy of the state and its tools, identify the main problems of the existing support and suggest key areas in which the national enterprises should be supported by the state in the future.

Connection to the Faculty scientific priorities and research project:

Priority 6 of basic research “Social and Economic aspects of globalization and its influence on the European Economics and Politics”.

Supervisor: prof. Ing. Mária Uramová, PhD.

28. The Influence of Corporate culture on Development of Human Resources

Objectives and expected outcomes:

Corporate culture is the result of human education, material and the intellectual values created by work, which influence the behavior and development of an individual in a given enterprise. Research of the influence of corporate culture on development of human resources is the subject of this dissertation thesis. The main objective is to suggest steps which will lead to a change in corporate culture supporting the development of human resources in an enterprise.

Connection to the Faculty scientific priorities and research project:

3rd priority of basic research “Management of Human Resources and Quality”.

Supervisor: prof. Ing. Milota Vetráková, PhD.

Field of Study 8.1.1. TOURISM

1. Innovation Potential of the Value Chain in Tourism

Objectives and expected outcomes:

Global competition in the tourism market calls for changes in the offer of services and influences management of the service providers. The main objective is to identify the innovation potential of the value chain in tourism and mobilize the existing resources and conditions (personal, organizational and financial). This research will enable identification of innovation potentials of tourism enterprises and tourism areas which can be utilized in creating new products, targeting marketing strategies and managing investments towards those parts of the value chain which have the highest innovation potential and expect highest effectiveness of the resources.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Marian Gúčík, PhD.

2. Competitive Advantages of Large Hotels and Hotel Associations

Objectives and expected outcomes:

Structure of Slovak hotel industry has changed significantly over the past decade. Large hotels and hotel associations drive small hotels out of the market. The position of city and recreation hotels is not equal from this point of view. The main objective is to search into the structure of the Slovak hotel market from the point of view of location, size, concentration and competition, as well as evaluate advantages resulting from the hotel association membership.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Marian Gúčík, PhD.

3. Competitive Advantage of Independent Hotels under the Conditions of Global Competition.

Objectives and expected outcomes:

Structure of Slovak Hotel Industry has changed significantly over the past decade. There has been a trend to distinctive polarization between small and large hotels, as well as independent hotels and the ones which are a part of the hotel network. The main objective is to analyze the behavior of independent hotels in Slovakia from the point of view of location, size and competition, as well as suggest strategies of surviving within the global competition in Slovakia.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Marian Gúčík, PhD.

4. Customer Satisfaction as a Factor of Innovations in an Entrepreneur’s Decision Making

Objectives and expected outcomes:

Customer satisfaction is one of the central factors of the entrepreneur’s success in tourism. In reality there is an insufficient attention given to customer care, the result of which is that customers head towards competitors. The main objective of the research is to analyze customer satisfaction in tourism, identify key factors of his/her satisfaction and suggest a model of managing customer satisfaction as an innovation factor in entrepreneur’s decision making, and as a component of corporate culture in tourism.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Marian Gúčík, PhD.

5. Authenticity and its Utilization in Tourism

Objectives and expected outcomes:

Some of the core elements of today's tourism is the look of authenticity, be it an object or an experience. The creation of the concept of authenticity has been a result of organized mass tourism in the second half of the 20th century. The main objective is to analyze the sociological term "authenticity" and its theoretical outcomes, define different understanding and definitions of authenticity, analyze authenticity in traditional kinds of tourism as well as in experiences of individual tourists, and finally try to link the scientific understanding of authenticity to practical applications of authenticity in Slovak tourism.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 "Innovations of the Slovak tourism product in a competitive market".

Supervisor: doc. Mg. Ivan Chorvát, CSc., MA

Note: the doctoral student must be able to work with English texts

6. Influence of Development of Apartment and Second Housing on Development of Tourism and Social and Economic Development of Target Locations.

Objectives and expected outcomes:

Development of apartments and second housing in Slovak and foreign tourism resorts influences the social and economic development of target tourism cities, in both positive and negative way. The main objective of this dissertation is to identify positive and negative factors which influence the development of apartment facilities, apartment hotels and second housing facilities and thus affect the social and economic development of target cities, as well as suggest managing the development policy in tourism in villages and cities with the intention to eliminate negative influences of this development.

Connection to the Faculty scientific priorities and research project:

Priority 1 and 3 of basic research, VEGA project No. 1/0634/11 "Innovations of the Slovak tourism product in a competitive market".

Supervisor: doc. Ing. Jana Kučerová, PhD.

7. Market share of Visitors from Russian-speaking Countries in Slovak Tourism

Objectives and expected outcomes:

The main objective is to characterize the changes in number of visitors to Slovakia from Russian-speaking countries, identify the main barriers to the increase of this number and suggest measures leading to quality improvements in the product offer as well as presentation of Slovakia in Russian-speaking countries. The expected outcome of the dissertation thesis is to identify visitors from Russian-speaking countries, their motives and needs which are being met by visiting Slovakia, and suggest steps which will help to improve the quality of the products offered and the presentation of Slovakia as a tourist destination in Russian-speaking countries.

Connection to the Faculty scientific priorities and research project:

Priority 1 and 3 of basic research, VEGA project No. 1/0634/11 "Innovations of the Slovak tourism product in a competitive market".

Supervisor: doc. Ing. Jana Kučerová, PhD.

8. Investment and Amortization Policies of Hotels as a Prerequisite to Supplying a Competitive Product in Tourism

Objectives and expected outcomes:

Within the past few years there has been a significant increase in investments into the hotel industry in Slovakia. However these investments did not take into consideration the real situation in the market. Due to missing strategies in tourism market at the state, regional and target city levels, the investments have been distributed inefficiently. The main objective of the dissertation thesis is to illustrate and improve the considerable influence of investment decision making as well as investment and depreciation policies on price making, with regard to real purchasing power in the tourism market. The expected outcome is to prove the connection between adequate investments, offered product and real purchasing power of tourists.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: doc. Ing. Andrej Malachovský, PhD.

9. Strategy of stabilization and increase of the market share of the Slovak Republic in key markets of incoming tourism

Objectives and expected outcomes:

A missing state policy of tourism in the past led to a destabilized position of Slovakia in the source markets, which fell significantly especially after the bursting of the global economic crisis in October 2008. The aim is to elucidate and justify the need to adopt a strategy of stabilization and increase of the share in key markets of incoming tourism. The expected outcome is to prove a connection between providing an innovated tourism product in traditional source markets. Compared to the costs of penetration to new markets, the activity in the existing markets is more effective, also with regard to the motivation of visitors in tourism and means of transport.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: doc. Ing. Andrej Malachovský, PhD.

10. Modern approaches in hotel management

Objectives and expected outcomes:

The Slovak hotel industry is permanently lagging behind the competition in neighbour countries. On the one hand, the reason is a missing policy of the development of tourism and on the other hand, a lack of modern approaches in hotel management. However, modern approaches can be identified and duly applied as instruments facilitating the competitiveness of the product offered in the European tourism market. The aim is to point to the significant effect of applying modern approaches in hotel management in creating a competitive product. The expected outcome is to suggest new management approaches to be taken in hotel management with regard to the external environment.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: doc. Ing. Andrej Malachovský, PhD.

11. Strategy of support of traditional products in the hotel and hospitality industry in Slovakia

Objectives and expected outcomes:

The development of tourism in Slovakia is tinged with a lack of conceptuality and a low degree of differentiation from competition in international terms in accommodation and hospitality services. The traditional product is one of the pillars of competitive advantage of hotels and hospitality facilities in the tourism market. The aim of this research is to point to the huge impact of offering a quality traditional product for the satisfaction of visitors in tourism and the need to support it. The expected outcome is to suggest a strategy to support the traditional product in the hotel and hospitality industry in Slovakia as a means of innovation.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“. Supervisor: doc. Ing. Andrej Malachovský, PhD.

12. Ways of applying cooperative management and marketing in destinations in Slovakia

Objectives and expected outcomes:

To examine the applying of cooperative management and marketing in selected destinations of the Slovak Republic and countries with developed tourism. Based on the results of comparative analysis, to define the preconditions, motivation, phases of formation as well as economic and non-economic benefits due to applying cooperative management and marketing for the destination.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: doc. Ing. Vanda Maráková, PhD.

13. Demand of French tourists for individual tourism in the Slovak Republic and strategy of satisfying it

Objectives and expected outcomes:

The aim is to examine the demand of French tourists for individual tourism in the Slovak Republic with focus on intercultural differences, to determine target groups of potential visitors and to suggest a strategy to satisfy it.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: doc. PhDr. Ľudmila Mešková, PhD.

14. New investment opportunities in the development of tourism resorts in Slovakia

Objectives and expected outcomes:

The aim of this research is to point to investment opportunities in selected tourism resorts in Slovakia with big potential of success in the tourism market, but the lack of capital is an obstacle to their further development and success in the domestic and European tourism market. The expected outcome is to provide information to potential investors in selected resorts on the basis of socio-economic analysis and evaluation of the expected contribution of investment from the point of view of business and society.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Peter Patúš, PhD.

15. Design and architecture as a means of innovation in the hotel industry

Objectives and expected outcomes:

Globalization in tourism has brought growing competition in the market of accommodation services; new hotels are built and this leads to a low utilization of the existing hotel capacity in some regions. The aim is to show examples of so-called design, boutique and art hotels how to be successful in the competitive hotel market due to innovations in hotel design and architecture. The expected outcome is to confirm the hypothesis that the choice of suitable design and architecture positively influences the demand for accommodation in hotels, which helps to better utilize their capacity and to economize.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Peter Patúš, PhD.

16. Innovations in tourism mountain resorts in the Slovak Republic

Objectives and expected outcomes:

As for the number of visitors, mountain resorts in Slovakia are an important part of the offer of Slovakia in domestic and foreign tourism. The number of visitors in mountain resorts faces stiff competition from mountain resorts in Alpine countries and newly-built resorts in neighbour countries (e.g. Poland or Czech Republic). To maintain and increase the number of visitors in resorts, it is necessary to innovate their tourism product so that they are competitive in the European tourism market. The aim is to suggest how Slovak mountain resorts can stand the competition in the market. The expected outcome is to propose innovative and competitive products for Slovak mountain resorts.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Peter Patúš, PhD.

17. Insourcing and outsourcing of personnel activities in tourism businesses in Slovakia

Objectives and expected outcomes:

Based on analysis of selected tourism businesses that utilize outsourcing, to evaluate their performance and suggest measures to innovate products and increase the effectiveness of their activities. The subject of this research is a comparative analysis of core and other personnel activities provided from external and internal sources in selected tourism businesses in Slovakia. Based on the results of this analysis of advantages and disadvantages of insourcing and outsourcing connected with product innovation, managers make decisions about the ways of providing services in human resources management.

Connection to the Faculty scientific priorities and research project:

Priority 1 of basic research, VEGA project No. 1/0634/11 “Innovations of the Slovak tourism product in a competitive market“.

Supervisor: prof. Ing. Milota Vetráková, PhD.