



Faculty of Economics  
and Management

## **GENERAL PhD THESIS TOPIC FOR ADMISSION PROCEEDINGS FOR THE DOCTORAL STUDY PROGRAMMES OF FEM IN THE YEAR 2026**

General PhD thesis topics of candidates were discussed by the relevant Doctoral Programme Board.

The topic of PhD thesis must be consulted with the supervisor who offers the topic before submitting the study application.

### **DOCTORAL STUDY PROGRAMME**

Management

doc. Ing. Jan Tyrychtr, Ph.D.

Vice-Dean for Science and Research

In Prague 10/3/2026

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<b>SUPERVISOR</b>		<b>GENERAL TOPIC PHD THESIS</b>
doc.	Kvasničková Stanislavská Lucie	Sustainable Management
doc..	Ladislav Pilař	Social Media Marketing
doc..	Ladislav Pilař	AI in Business Process Management
doc..	Ladislav Pilař	Business management perspectives on the circular economy
doc..	Ladislav Pilař	Consumer behavior
prof.	Tichá Ivana	Corporate Strategy
prof.	Tichá Ivana	Value Proposition in Business Models