

Pilsen, 29 November 2023

Ref. no.: ZCU 022328/2023

Regulation No. 8DV/2023 of the Dean of the Faculty of Economics, University of West Bohemia

Admission to study in doctoral study programs at the Faculty of Economics of the University of West Bohemia for the academic year 2024/2025

According to §48 and the following Act No. 111/1998 Coll., on Higher Education Institutions and on amendments and supplements to other acts

Article 1 - Admission procedure deadlines

1. The Dean of the Faculty of Economics of ZČU establishes the following deadlines in connection with the admission procedure:

Deadline for submitting an application for studies	from 15 December 2023 to 31 May 2024
Deadline for payment of the administrative fee for the admission procedure	by 31 May 2024
Entrance examination dates	Second half of June 2024.
Deadline for uploading/submitting attachments to the application according to Article 3	by 31 May 2024
Deadline for sending documents for Assessment of Foreign Higher Education for the purposes of admission to the Faculty of Economics according to Article 7a	by 15 June 2024
Deadline for uploading (submitting) a scan of the proof of completion of a Master's degree according to Article 7	by 30 June 2024
Deadline for verification of admission requirements	15 July 2024
Enrolment of applicants admitted to the 1st year of study	On the dates announced by the faculty.
Application and uploading of documents	https://eprihlaska.zcu.cz
Continuous monitoring of application status	https://zcu.cz/study/applicants/prijimaci-rizeni In order to find relevant information, the applicant will need the university number that he/she obtains upon submitting an online application
Email address for questions concerning the admission procedure	trojanow@fek.zcu.cz

Article 2 - Study programs

1. The Faculty of Economics of the University of West Bohemia (hereinafter FEK) organizes doctoral studies in full-time and combined form only in Pilsen. In the academic year 2024/2025, it admits students into the following doctoral study programs (hereinafter DSP):

<i>Doctoral study program</i>	<i>Language of study</i>	<i>Form of study</i>	<i>Standard study period</i>	<i>Place of study</i>
Ekonomika a management	Czech	Full-time	4 years	Pilsen
Ekonomika a management	Czech	Combined	4 years	Pilsen
Economics and Management	English	Full-time	4 years	Pilsen
Economics and Management	English	Combined	4 years	Pilsen

Article 3 – Study application

1. The application for the selected study program is submitted electronically with the form of study – full-time or combined – marked. The electronic application form can be filled in at <https://eprihlaska.zcu.cz>. The electronic application must be accompanied by supporting written documents according to Paragraph 3 below. These documents may be submitted via registered letter, in person to the study department or uploaded into the system when submitting the electronic application.
2. The application, including the documents referred to in Paragraph 3, must be submitted **at the latest by 31 May 2024**.
3. Required attachments to the application are as follows:
 - a) proof of acquired higher education and any relevant previous practical experience. If the applicant is a final year student in a master's degree program, he/she must provide the necessary evidence of graduation by the deadline specified in Article 5, Paragraph 1;
 - b) a structured academic CV;
 - c) a list of the previous results of academic activities (published works or other academic activities), the title of the student's master's thesis and, if applicable, professional reviews of these works;
 - d) the general topic of the dissertation selected from announced topics (see Annex 1, Annex 2 of this Regulation) or your own topic;
 - e) **the applicant is required to agree upon the topic of the dissertation in advance with his/her assumed supervisor and provide evidence of the supervisor's consent to supervise the dissertation topic** (e.g. by submitting email communication with the supervisor);
 - f) a brief justification of applying to study (motives for studying the DSP).
4. After properly submitting an application, the applicant is invited to take the entrance examination, the exact date and place of which will be announced. The invitation to the entrance examination will be delivered electronically to the email address provided in the application form.
5. The Faculty reserves the right to require the applicant to provide proof of the information listed in the application form or to correct and/or complete it. The applicant is obliged to respect the deadlines set by the Faculty when correcting, completing or providing proof of the information provided in the application form.

Article 4 – Administrative fee for the admission procedure

1. A necessary prerequisite for the acceptance and registration of an application is payment of the administrative fee in the amount of 600 CZK for each application for a study program. To pay this amount, the applicant will carry out a bank transfer from his/her bank account, make a payment by card (payment gateway of the eprihlaska.zcu.cz system) or a payment in cash at the counter of Komerční banka. Postal orders cannot be used for payment.
2. The account number and other details for paying the fee are generated for the applicant when submitting the online application.
Total fee: 600 CZK
Method of payment: by payment card, bank transfer or deposit to ZČU's bank account
Bank: KB Plzeň-město
Account: 4811530257/0100
Variable symbol: 5175 0001 24
Specific symbol: This will be assigned to the applicant after filling out the online application form
3. If the administrative fee for the admission procedure is not paid upon submitting the application, the applicant will be notified of this fact via the contact email provided in the application form. If the application fee is not paid, the admission procedure will be suspended.

Article 5 - Entrance examination

1. The entrance examination consists of:
 - verification of knowledge and skills in the field of economics and management in the form of an oral discussion concerning the general selected topic of the dissertation,
 - a test of the student's language skills in a foreign language in the oral discussion.

The entrance examination for the study program EKONOMIKA A MANAGEMENT is held in Czech, except for the verification of the student's language skills.

The entrance examination for the study program ECONOMICS AND MANAGEMENT is held exclusively in English.

In his/her presentation, the applicant will mainly focus on:

- the subject of his/her research,
- methodology for the preparation of the dissertation.

Applicants may also provide additional information about their publication activity or other activities in the relevant discipline and their motivation to study. The applicant will give a brief account of his/her professional activities and academic references to date.

2. The entrance exam will be held in the second half of June 2024.

Article 6 - Evaluation of the examination

1. The Admission Board will evaluate the documents submitted as part of the application and the knowledge demonstrated by the applicant during the entrance examination. On the basis of this evaluation, the Board will submit a justified proposal to the Dean for the admission or non-admission of the applicant. The Board will record the course of the entrance examination in an official document.

Article 7 – Conditions for admission to study

1. A necessary condition for admission to study a doctoral study program is the completion of a master's study program (48(1) of Act. No 111/1998 Coll.).

The applicant must upload a **scanned copy of a university diploma or a confirmation from a faculty on the completion of a master's study program listing the date of the planned graduation ceremony** onto the E-Přihláška ZČU system; (<https://eprihlaska.zcu.cz>); the applicant may also submit a copy of the document in person or by registered letter to the FEK Study Department by **30 June 2024** (applicants are recommended to upload or submit the document immediately after passing the state final examination). If the applicant is a graduate of the University of West Bohemia in Pilsen, he/she is to indicate this fact in a note included in the e-application form or communicate this fact by 30 June 2024 at the latest by email to trojanow@fek.zcu.cz. In this case, ZČU itself will verify the higher education attained. Applicants who do not submit the above-mentioned proof of completion of a master's degree by the deadline will not meet the conditions of the admission procedure and a decision will be made not to admit them to study.

2. Non-Czech applicants (with the exception of the Slovak Republic) to the EKONOMIKA A MANAGEMENT study program must submit proof of their knowledge of the Czech language in one of the following ways:

- a) a scanned copy of their completion of a certified examination in the Czech language for foreigners (i.e. the "CCE" - Czech Language Certificate Exam) **proving knowledge of the Czech language at least at a B2 level** of the Common European Framework of Reference for Languages. Informace o mezinárodní certifikované zkoušce CCE z českého jazyka pro cizince jsou dostupné zde: <https://ujop.cuni.cz/UJOPEN-70.html?ujopcmsid=12:czech-language-certificate-exam-cce>;
- a) a scanned copy of the document confirming the completion of the Czech Language for Foreigners Examination at the Institute of Applied Language Studies at the University of West Bohemia in Pilsen proving knowledge of the Czech language **at least at the B2 level** of the European Common Framework for Languages. Information on the Czech Language for Foreigners Examination can be found on the website of the Institute of Applied Language Studies (ÚJP) at the University of West Bohemia in Pilsen can be found here: https://www.ujp.zcu.cz/en/Public/zkousky_z_cj/;
- b) a scanned copy of a document confirming the successful completion of an examination in the Czech language and knowledge of it **at least at the B2 level** of the European Common Framework for Languages that was carried out by a language school with the right to administer the state language examination that is registered in the index of schools and education institutions (<https://rejstriky.msmt.cz/rejskol/>) or a Czech public or state university.
- c) a scanned copy of a secondary-school diploma proving completion of a leaving examination in the Czech language;
- d) a scanned copy proving that at least 60 credits (e.g. typically a course of study/diploma) were gained in a study program implemented in the Czech language at a university that is allowed to carry out educational activity in the Czech Republic.

3. The ECONOMICS AND MANAGEMENT study program assumes knowledge of the **English language at the B2 level of the Common European Framework of Reference for Languages**. This is verified at the entrance examination. This knowledge can also be proven with other relevant language examinations.
4. An applicant who has completed a study program abroad must send a copy of the acknowledgment of foreign higher education in the Czech Republic (nostrification), if an

international agreement to which the Czech Republic is bound does not state otherwise, to the FEK's Study Office **at latest by 30 June 2024**. The applicant may also use the method described in Article 7a.

Article 7a – Evaluation of a foreign university education for the purposes of the admission procedure at FEK ZČU

1. For the purposes of evaluating a foreign university education, the applicant will send (to the University of West Bohemia in Pilsen, Faculty of Economics, Study Office, Univerzitní 22, 306 14 Pilsen) the following documents **by 15 June 2024**:
 - a) **The foreign document confirming foreign university education**, which the applicant received by completing his/her studies in a university study program at a foreign university. This document will be submitted in the original language along with a certified translation into Czech or English. If the document does not state whether he/she is authorized to be admitted to study in the given type of study program, the applicant will also submit the following:
 - b) **Confirmation from a relevant foreign authority** that clearly states that the applicant in the given foreign country is authorized to apply for study in the given type of study program. The form listed below as Attachment 3 of this regulation, which is in Czech and English and does not have to be translated into Czech, is suitable to be used for this confirmation.
2. The Faculty can request additional information on the content, extent and length of foreign university study.
3. The Faculty will subsequently assess the applicant's foreign university education.
4. If there are justified doubts as to the sufficient level, extent or content of the applicant's previous foreign education, the Faculty will call upon the applicant to verify his/her foreign university education by submitting a document of general recognition in the Czech Republic of the equivalence or validity of the foreign document of completed education, acquired according to Act. no. 111/1998 Coll. on Higher Education Institutions, and provide him/her with a reasonable period of time in which to do so.
5. The fee for procedures related to assessing the fulfilment of the condition for admission to study according to Section 48, Paragraph 7 of the Act (assessment of previous foreign education for the purposes of the admission procedure) is set at 500 CZK. Payment details will be communicated to the applicant by email.

Article 8 - Decision on admission to study

1. The decision on admission is made in writing, and the applicant receives it via personal delivery within 30 days of verifying the conditions for admission to study. The deadline for verifying the conditions necessary for acceptance to study is 15 July 2024.

Article 9 - Assumed number of admitted applicants

1. The assumed number of admitted applicants to the DSP for the 2024/2025 academic year to the EKONOMIKA A MANAGEMENT study program is **10**; for the ECONOMICS AND MANAGEMENT study program it is **5**.
2. The Faculty reserves the right to carry out a second round of the admission procedure. If a second round is declared, a relevant notification will be published on the Faculty's official notice board by 30 June 2024 at the latest.

Article 10 - Information on the result of the admission procedure

1. Applicants who meet the conditions for admission to study will receive an invitation to enroll together with the admission decision.

Article 11 - Enrolment in the DSP

1. The enrolment of applicants admitted to study will take place on the dates set by the Faculty during the month of September 2024. Applicants will be informed of the enrolment date via email.

Article 12 – Tuition fee

1. The tuition fee for studying in a study program instructed in a foreign language is determined by the Rector's Directive and is valid as of 30 September 2024.

Article 13 - Information for applicants and contact details for the Study Department

1. Information for applicants for doctoral studies: fek.zcu.cz/uchazec

Head of the Admission Procedure: Ing. Barbara Trojanowská

Tel: +420 377 633 001

Email: trojanow@fek.zcu.cz

Address for submitting documents:

University of West Bohemia in Pilsen

Faculty of Economics

Study Department

University 22

306 14 Pilsen

Pilsen, 29 November 2023



Ing. Pavlína Hejduková, Ph.D.
Head of AS FEK ZČU



doc. Ing. Michaela Krechovská, Ph.D.
Dean of FEK ZČU

Attachment 1

Topic focus of dissertations (including supervisors) for the Ekonomika a management study program – only for students studying in the Czech language

Attachment 2

Topic focus of dissertations (including supervisors) for the Economics and Management study program

Attachment 3 Confirmation of the level of foreign education attained

Attachment 1

Topic focus of dissertations (including supervisors) for the Ekonomika a management study program

prof. Ing. Jan Čadil, Ph.D.

- R&D a ekonomický růst
- Lidský kapitál, konkurenceschopnost a růst
- Rozdíly v odměňování žen a mužů – mýtus nebo realita.
- Chudoba způsobená nedostupností bydlení.
- Cenové hladiny a příjmová nerovnost.

doc. PaedDr. Jaroslav Dokoupil, Ph.D.

- Potenciál vs. bariéry rozvoje venkova v rámci energetického sektoru.
- Problematika regionálního rozvoje periferních regionů Česka.
- Regionální konkurenceschopnost vybraného regionu Česka.
- Regionální aspekty vzniku a rozvoje podnikatelských zón.

prof. Ing. Lilia Dvořáková, CSc.

- Kreativní ekonomika: trendy, výzvy, příležitosti.
- Hodnocení výkonnosti podniku v podmínkách 21. století.
- Rozvoj účetnictví a účetní profese v prostředí nových technologií: právní, ekonomické a sociální souvislosti.
- Sdílená ekonomika – právní, daňové a ekonomické aspekty.
- Rozvoj metod a nástrojů manažerského účetnictví a controllingu.
- Společnost 5.0 – Průmysl 4.0 ve vybraném odvětví: Ekonomické a manažerské aspekty.
- Vlastní výzkumné téma z oboru Ekonomika a management schválené školitelem.

prof. Ing. Zuzana Dvořáková, CSc.

- Umělá inteligence v řízení lidských zdrojů.
- Integrace migrantů na trhu práce.
- Další vzdělávání a rozvoj pracovníků 55+.

doc. Ing. Ondřej Dvouletý, Ph.D., MSc.

- Různorodost dopadů politik podpory podnikání.
- Ekonomické dopady nefinančních forem podpory podnikání.
- Ekonomická udržitelnost sociálních podniků a její determinanty.
- Různorodost podnikatelů s ohledem na motivaci a životní styl.
- Crowdfunding jako zdroj financování podnikání a jeho růstu.

doc. PaedDr. Ludvík Eger, CSc.

- Využívání umělé inteligence v marketingové komunikaci.

doc. PaedDr. Dana Egerová, Ph.D.

- Role a kompetence manažera lidských zdrojů v digitální éře.

doc. RNDr. Mikuláš Gangur, Ph.D.

- Prediktivní trh jako nástroj managementu.
- Použití umělé inteligence při analýze finančních trhů.
- Využití big data v podniku a aplikace data miningových metod.

doc. Ing. Jana Hinke, Ph.D.

- Pojetí nákladů z účetního a daňového hlediska v zemích EU.
- Segmentace daňových systémů států Evropské unie podle vybraných parametrů.
- Oceňování v účetních systémech, vliv na výkonnost organizací.
- Hodnocení efektivity výběru daní.
- Ekonomické aspekty re-use v EU.
- Rozvoj účetní, daňové, finanční teorie a praxe z interdisciplinárního hlediska.

doc. Ing. Dita Hommerová, Ph.D., MBA

- Management neziskových organizací.
- On-line fundraising jako nástroj financování neziskových organizací.
- Sociální média v marketingu.
- Branding neziskových organizací.
- Profesionalizace neziskového sektoru.
- Přínos marketingových strategií pro udržitelný rozvoj organizace.

doc. Ing. Petr Janeček, Ph.D.

- Data driven marketing v turismu.
- Data a datová analýza pro turismus.
- Výkonnost destinací turismu.
- Moderní přístupy v destinačním managementu a marketingu.

doc. RNDr. Mgr. Jiří Ježek, Ph.D.

- Koordinační mechanismy v regionální politice, územním a strategickém plánování: modely, problémy, řešení.
- Evaluace smart přístupů v rozvoji měst a regionů.
- Náklady a mechanismy financování technické infrastruktury v obcích s úbytkem obyvatel.
- Podnikání mladých lidí: postoje, bariéry, veřejná podpora.

doc. RNDr. Jan Kopp, Ph.D.

- Ekonomické hodnocení úspěšnosti projektů revitalizace a rekultivace krajiny.
- Ekonomická efektivita vodohospodářské infrastruktury obcí v závislosti na sídelní struktuře.
- Potenciál ekonomických nástrojů při prosazování adaptace regionů na klimatickou změnu.

doc. Ing. Michaela Krechovská, Ph.D.

- Inovace business modelů a tvorba hodnoty firem.
- Digitální transformace, její výzvy a vliv na výkonnost podniků.
- Cirkulární ekonomika a dopady aplikace jejích principů.

doc. RNDr. Jan Kubeš, CSc.

- Lidský a ekonomický kapitál obyvatel periferních, semiperiferních, suburbánních a městských obcí regionů západních Čech (Plzeňský, Karlovarský kraj).
- Suburbanizace a kontraurbanizace obyvatel, bydlení, komerce a průmyslu v regionech západních Čech (Plzeňský, Karlovarský kraj)..
- Strategie sociálně-ekonomického rozvoje obcí mikroregionu.

doc. Ing. Lukáš Pfeifer, Ph.D.

- Rizika spojená s dlouhodobě uvolněnou měnovou politikou.
- Ekonomické důsledky klimatických změn.
- Problematika udržitelnosti veřejného a soukromého zadlužení.
- Ekonomické aspekty dostupnosti vlastního bydlení v ČR.
- Interakce měnové a makrobezpečnostní politiky

prof. Dr. Ing. Miroslav Plevný

- Modelování a optimalizace dodavatelských řetězců.

doc. Ing. Miroslav Špaček, Ph.D., MBA

- Otevřené inovace a jejich vliv na konkurenceschopnost podniku.
- Inovace jako nástroje tvorby hodnoty podniku.
- Agilní přístupy k řízení inovačních projektů.
- Pravděpodobnostní přístupy v investičním rozhodování a oceňování.

doc. Ing. Petr Štumpf, Ph.D.

- Modely pro podporu rozhodování v destinačním managementu a marketingu.
- Spokojenost zákazníků v turismu a její determinanty.
- Sociální udržitelnost v destinaci turismu.

doc. Ing. Lenka Švecová, Ph.D.

- Integrace nástrojů rizikového rozhodování do fungování firem v konkrétním odvětví.
- Zajištění dlouhodobé prosperity a udržitelnosti firem při využití moderních přístupů inovačního managementu.
- Změny v řízení projektů vlivem změn okolního prostředí zejména vlivem digitalizace, AI a ESG.
- Vliv digitalizace a dalších moderních trendů na přístupy průmyslového inženýrství v organizacích.

doc. Ing. Petra Taušl Procházková, Ph.D.

- Význam a míra naplňování principů udržitelného rozvoje v podnikání.
- Příležitosti a výzvy českého startupového ekosystému (zaměření na technologické startupy).
- Vztah ESG strategie a výkonnosti organizace.

prof. Ing. Emil Vacík, Ph.D.

- Růst flexibility strategie použitím nástrojů risk managementu.
- Implementace strategie za měnících se podmínek podnikatelského prostředí.
- Řízení výkonnosti organizace nástroji strategického řízení v prostředí Průmysl 4.0.

doc. Ing. Jan Vlachý, Ph.D.

- Kvantifikace rizik a příležitostí – modelování finančního rozhodování v podniku za podmínek nejistoty.
- Hodnotová analýza v podmínkách prostředí Průmysl 4.0.
- Kvantitativní strategické rozhodování v oblasti nehmotných aktiv.
- Dopad specifických strukturálních šoků (COVID-19, ukrajinský konflikt) na fungování finančních a komoditních trhů.
- Strategie investic do energetických zdrojů.

Contacts of individual supervisors are handled by Ing. Barbara Trojanowská, Study Office for Doctoral Studies at FEK, email: trojanow@fek.zcu.cz.

Attachment 2

Topic focus of dissertations (including supervisors) for the Economics and Management study program

prof. Ing. Jan Čadil, Ph.D.

- R&D and Economic Growth.
- Human Capital, Competitiveness and Growth.
- Gender pay gap – myth or reality.
- Housing induced poverty.
- Price levels and income inequality.

prof. Ing. Zuzana Dvořáková, CSc.

- Artificial intelligence in human resource management.
- Integrating migrants in the labor market.
- Life-long learning and development of workers 55+.

doc. Ing. Ondřej Dvouletý, Ph.D., MSc.

- Heterogeneous effects of public entrepreneurship and SME policies.
- Economic effects of non-financial support of entrepreneurship.
- Economic sustainability of social enterprises and their drivers.
- Heterogeneity of entrepreneurs and self-employed persons, their motivation and lifestyle.
- Crowdfunding as a way how to finance a business start-up and its growth.

doc. RNDr. Mikuláš Gangur, Ph.D.

- Use of artificial intelligence in the analysis of financial markets.
- The use of the Big Data in enterprises and deployment of data mining methods.

doc. Ing. Dita Hommerová, Ph.D., MBA

- Management of non-profit organizations.
- On-line fundraising as a tool of financing non-profit organizations.
- Branding of non-profit organizations.
- Professionalization of non-profit sector.
- Social media in marketing.
- Contribution of marketing strategies to organizations' sustainable development.

doc. Ing. Petr Janeček, Ph.D.

- Data-driven marketing in tourism.
- Data and data analysis for tourism.
- Tourism destination performance.
- Modern approaches in destination management and marketing.

doc. Ing. Lukáš Pfeifer, Ph.D.

- The economic consequences of deglobalisation after the war in Ukraine.
- The risks arising from the low interest rate environment.
- The economic consequences of climate change.

prof. Dr. Ing. Miroslav Plevný

- Modeling and optimization of problems in supply chains.

doc. Ing. Miroslav Špaček, Ph.D., MBA

- Open innovation and its impact on corporate financial performance.
- The role of open innovation within the context of Industry 4.0.

doc. Ing. Petr Štumpf, Ph.D.

- Models for decision making support in destination management and marketing.
- Customer satisfaction and its determinants in tourism.
- Social sustainability in a tourism destination.

prof. Ing. Emil Vacík, Ph.D.

- Strategy flexibility growth by use of risk management tools.
- Strategy implementation under changing conditions of entrepreneurship environment.
- Firm's performance management by strategic management tools in the Industry 4.0 environment.

doc. Ing. Jan Vlachý, Ph.D.

- Risks and opportunities quantification - financial decision-making under uncertainty.
- Value-based analysis in an Industry 4.0 environment.
- Quantitative strategic decision-making regarding intangibles.
- The Impact of Specific Structural Shocks (COVID-19, Ukraine conflict) on the Mechanics of Financial and Commodity Markets.
- Investment Strategy in Power Generation.

Contacts of individual supervisors are handled by Ing. Barbara Trojanowská, Study Office for Doctoral Studies at FEK, email: trojanow@fek.zcu.cz.



**ZÁPADOČESKÁ
UNIVERZITA
V PLZNI**

Potvrzení o úrovni dosaženého zahraničního vzdělání Confirmation of the level of attained foreign education

<i>Škola / univerzita / ministerstvo / zastupitelský úřad</i> <i>School / university / ministry / representative office</i>		
Působící ve státě/operating in the following country:		
potvrzuje, že dosažené vzdělání, potvrzené dokumentem certifies that the attained education certified by the following document		
opravňuje / allows <i>příjmení, jméno / surname, name</i> <i>datum narození / birth date</i> <i>trvalé bydliště / permanent residence</i>		
ucházet se o přijetí ke studiu v / to apply for study in		
<input type="checkbox"/> bakalářském studijním programu/ A bachelor's study program	<input type="checkbox"/> navazujícím magisterským studijním programu/ A master's study program	<input type="checkbox"/> doktorském studijním programu/ A doctoral study program
v zemi původu zahraničního vzdělání/in the country of origin of the foreign education		
Potvrzení je vydáno (kým) / The certificate is issued by (whom)		
<i>příjmení, jméno / surname, name</i>	<i>pozice / position</i>	
..... datum / date		
..... podpis / signature razítko / stamp	