

Pilsen, 30 January 2026
Ref. No.: ZCU 006056/2026

Regulation No. 1DV/2026 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 2026/2027

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 University of West Bohemia (hereinafter ZČU) establishes the following deadlines in connection with the admission procedure

Deadline for submitting an application for studies	from 1 February 2026 to 31 May 2026
Deadline for payment of the administrative fee for the admission procedure	by 31 May 2026
Entrance examination dates	Second half of June 2026
Deadline for uploading/submitting attachments to the application according to Article 3	by 31 May 2026
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 2026
Deadline for uploading (submitting) a scan of the proof of completion of a Master's degree according to Article 7	by 30 June 2026
Deadline for verification of admission requirements	7 July 2026
Enrolment of applicants admitted to the 1st year of study	On the dates announced by the faculty, tentatively in the week from 1 September, 2026
Application and uploading of documents	https://eprihlaska.zcu.cz
Continuous monitoring of application status	https://eprihlaska.zcu.cz
Email address for questions concerning the admission procedure	studyhphd@fek.zcu.cz
Delivery of documents related to the admission procedure (see Article 11)	The faculty delivers documents related to the admission procedure via its electronic information system.

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 2026/2027, 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 are uploaded to the system E-Přihláška (<https://eprihlaska.zcu.cz>).
2. The application, including the documents referred to in Paragraph 3, must be submitted **at the latest by 31 May 2026**.
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);
 - e) **evidence that the dissertation topic has been discussed with the intended supervisor** (e.g. email communication);
 - 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 also 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 750 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).
2. Payment details for paying the fee are generated for the applicant when submitting the online application.

Total fee:	750 CZK
Method of payment:	by payment card or bank transfer
Bank:	KB Plzeň-město
Account:	4811530257/0100
Variable symbol:	5175 0001 25
Specific symbol:	This will be assigned to the applicant after filling out the online application form
3. The fee must be paid by 31 March 2026. If the applicant fails to pay the fee within the specified period, it is assumed that they have withdrawn their application. This concludes the admission process.

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 2026.

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. Based on 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>) by **30 June 2026** (applicants are recommended to upload the document immediately after passing the state final examination). If the applicant is a graduate of the Faculty of Economics, 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 2026 at the latest by email to studyphd@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. Information about the CCE International Certified Examination in Czech for Foreigners is available here: <https://ujop.cuni.cz/UJOPEN-70.html?ujopcmsid=12:czech-language-certificate-exam-cce>;
- b) 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/;
- c) 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.
- d) a scanned copy of a secondary-school diploma proving completion of a leaving examination in the Czech language;
- e) 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. If the applicant is studying in the study program to which they are applying and this obstacle does not cease to exist by 7 July 2026, at the latest, the admission procedure will be terminated.

5. 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 2026**. 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 shall upload the documents to the system of ZČU E-Přihláška (<https://eprihlaska.zcu.cz>), and at the same time is obliged to deliver (to the University of West Bohemia in Pilsen, Faculty of Economics, Study Office, Univerzitní 22, 306 14 Pilsen) the following documents **by 15 June 2026**:
 - 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 displayed in the system of ZČU E-Přihláška.

Article 8 - Assumed number of admitted applicants

1. The estimated number of applicants accepted to FEK is as follows:

<i>Doctoral study program</i>	<i>Language of study</i>	<i>Form of study</i>	<i>Place of study</i>	<i>Estimated number</i>
Ekonomika a management	Czech	Full-time	Pilsen	5
Ekonomika a management	Czech	Combined	Pilsen	5
Economics and Management	English	Full-time	Pilsen	2
Economics and Management	English	Combined	Pilsen	3

2. The total number of applicants accepted into individual study programs is based on the capacity of FEK and ZČU.
3. The faculty reserves the right to hold a second round of admissions. If a second round is announced, the relevant notice will be published on the faculty's official notice board by 30 June 2026, at the latest.

Article 9 – Information on the course and result of the admission procedure

1. All documents relating to the admission procedure are available within the system of ZČU E-Přihláška (<https://eprihlaska.zcu.cz>). Applicants are required to monitor this information.

Article 10 – Enrolment in the DSP

1. Enrolment of applicants admitted to study takes place on the dates set by the faculty. Personal attendance is required for enrolment. Excuses are possible only for serious reasons, which must be documented. Applicants will also be informed of the enrollment date by email. The expected enrollment date is during the week from 1 September 2026.

Article 11 – Document delivery

1. The faculty delivers documents related to the admission procedure via an electronic information system.

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 2026.

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: Mgr. Martina Vimrová

Tel: +420 377 633 014

Email: studyphd@fek.zcu.cz

Address for submitting documents:

University of West Bohemia in Pilsen

Faculty of Economics

Study Department

University 22

CZ-306 14 Pilsen

Ing. Mgr. Jan Pokorný, 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 (P0413D050018) for the 2026/2027 academic year

Attachment 2

Topic focus of dissertations (including supervisors) for the Economics and Management study program (P0413D050017) for the 2026/2027 academic year

Attachment 3

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

Attachment 1

Topic focus of dissertations (including supervisors) for the Ekonomika a management study program (P0413D050018) for the 2026/2027 academic year

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.

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 5.0 ve vybraném odvětví: Ekonomické a manažerské aspekty.

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. Dana Egerová, Ph.D.

- Hybridní modely práce a jejich dopad na vybrané zaměstnanecké aspekty.
- Umělá inteligence jako faktor transformace procesů řízení lidských zdrojů.
- Vliv osobnostních, kulturních a generačních faktorů na manažerské rozhodování.

doc. RNDr. Mikuláš Gangur, Ph.D.

- Využití Big Data v podniku a zapojení metod dolování dat.
- Umělá inteligence a strojové učení v managementu.
- Přínosy umělé inteligence a strojového učení v malých a středních podnicích.
- Přínosy umělé inteligence a strojového učení ve FinTech.

doc. Ing. Jana Hinke, Ph.D.

- Integrace finančního a nefinančního reportingu v podnicích.
- Vliv regulace auditu na kvalitu účetního výkaznictví.
- Clo jako nástroj obchodní a klimatické politiky.
- Regulatorní fokus a skutečné zdroje daňových úniků.
- Účetní informace jako základ ekonomických rozhodnutí: implikace pro daně, regulaci a kapitálové trhy.

doc. Ing. Dita Hommerová, Ph.D., MBA

- Management neziskových organizací.
- Zákaznická orientace jako nástroj konkurenceschopnosti v 21. století.
- 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.
- Lidský kapitál v turismu a hospitality.

doc. Ing. Martin Januška, Ph.D.

- Využití digitalizace v projektovém managementu.
- Digitalizace v podnikovém řízení.
- Využití AI a XR pro optimalizaci procesů.
- Role umělé inteligence v leadershipu.

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.
- Vliv klimatické změny na destinační management cestovního ruchu.

doc. RNDr. Jan Kubeš, CSc.

- Lidský a ekonomický kapitál obyvatel periferních, semiperiferních, suburbánních a městských obcí (kraj Česka).
- Projevy a dopady suburbanizace bydlení, komerce a průmyslu (region Česka).
- Strategie sociálně-ekonomického rozvoje obcí regionu (region Česka).

doc. Ing. Michal Mičík, Ph.D.

- Role umělé inteligence v marketingové strategii a výkonnosti podniků.
- Faktory (modely) využívání elektronické komerce (e-commerce) a sociální komerce (s-commerce) - analýza technologických, sociálních a psychologických aspektů.
- Employer Branding jako nástroj personálního marketingu na internetu.
- Moderní technologie v elektronickém obchodování a jejich vliv na spotřebitele a podniky.
- Determinanty a rozvoj digitálního obchodování v kontextu technologických a sociálních změn.
- Digitální marketing a strategie budování vztahů se zákazníky v online prostředí.
- Role důvěry, dat a personalizace v online interakcích mezi spotřebiteli a značkami.

doc. Ing. Lukáš Pfeifer, Ph.D.

- Dostupnost vlastního bydlení.
- Umělá inteligence a trh práce: důsledky pro nezaměstnanost a finanční stabilitu.
- Fragmentace zahraničního obchodu a jeho dopad na domácí ekonomiku.

doc. Ing. Miroslav Špaček, Ph.D., MBA

- Otevřené a disruptivní inovace a jejich role v inovačních ekosystémech.
- Inovace a jejich potenciál pro tvorbu hodnoty.
- Agilní přístupy k řízení inovačních projektů.
- Pravděpodobnostní přístupy a reálné opce v investičním rozhodování a oceňování.
- Digitální inovace a jejich vliv na konkurenční pozici firem.
- Inovace podnikatelských modelů.
- Zvyšování výkonnosti firemních procesů prostřednictvím zapojení umělé inteligence a AI agentů.
- Strategie Modrých a Rudých oceánů jako součást hodnotově založeného řízení firem.

doc. Ing. Petr Štumpf, Ph.D.

- Modely pro podporu rozhodování v destinačním managementu a marketingu.
- Spokojenost zákazníků v turismu a její determinanty.
- Role emocí v marketingu hospitality a turismu.
- Systémové přístupy pro řešení globálních problémů turismu.

doc. Ing. Lenka Švecová, Ph.D.

- Zvyšování efektivity procesů pomocí procesních inovací ve vazbě k digitalizaci.
- Využití moderních metod řízení projektů v rámci inovačního managementu.
- Implementace změn do firemní kultury v rámci strategického a inovačního managementu malých a středních firem.
- Implementace principů ESG do strategického řízení podniků.
- Integrace rizika a nejistoty do rozhodovacích procesů malých a středních firem.

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

- Role akceleračních a inkubačních programů v rozvoji startupů v České republice
- Využití umělé inteligence ve startupovém prostředí: Aplikační oblasti a bariéry růstu
- Význam a míra naplňování principů udržitelného rozvoje v podnikání.
- Integrace ESG faktorů do strategického rozhodování malých a středních podniků

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.

Contact details of individual supervisors are provided by Martina Vimrová, Study Department for Doctoral Studies, at FEK, e-mail: studyphd@fek.zcu.cz.

Attachment 2

Topic focus of dissertations (including supervisors) for the Economics and Management study program (P0413D050017) for the 2026/2027 academic year

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.

- The use of Big Data in enterprises and deployment of data mining methods.
- Artificial intelligence and machine learning in management.
- Benefits of artificial intelligence and machine learning in SMEs.
- Benefits of artificial intelligence and machine learning in FinTech.

doc. Ing. Jana Hinke, Ph.D.

- Integration of Financial and Non-Financial Reporting in Corporations.
- The Impact of Audit Regulation on Financial Reporting Quality.
- Tariffs as a Tool of Trade and Climate Policy.
- Regulatory Focus and the True Sources of Tax Evasion.
- Accounting Information as a Basis for Economic Decision-Making: Implications for Taxation, Regulation, and Capital Markets.

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.
- Human capital in Tourism and Hospitality.

doc. Ing. Martin Januška, Ph.D.

- Digitization used in project management.
- Digitization in business management.
- Use of AI and XR for process optimization.

doc. Ing. Michal Mičík, Ph.D.

- The Role of Artificial Intelligence in Marketing Strategy and Business Performance.
- Factors (Models) Influencing the Adoption of E-Commerce and Social Commerce – Analysis of Technological, Social, and Psychological Aspects.
- Employer Branding as a Tool for Online Personnel Marketing.
- Modern Technologies in Electronic Commerce and Their Impact on Consumers and Businesses.
- Determinants and Development of Digital Commerce in the Context of Technological and Social Changes.
- Digital Marketing and Relationship-Building Strategies in the Online Environment.
- The Role of Trust, Data, and Personalization in Online Interactions Between Consumers and Brands.

doc. Ing. Lukáš Pfeifer, Ph.D.

- The housing affordability: economic and social consequences.
- Artificial Intelligence and the Labor Market: Implications for Unemployment and Financial Stability.
- Fragmentation of International Trade and Its Impact on the Domestic Economy.

doc. Ing. Miroslav Špaček, Ph.D., MBA

- Open and disruptive innovation and its role in innovation ecosystems.
- Innovation and its potential for value creation.
- Agile approaches to innovation project management.
- Probabilistic approaches and real options in investment decision-making and valuation.
- Digital innovation and its impact on the competitive position of companies.
- Innovation of business models.
- Increasing the performance of corporate processes through the use of artificial intelligence and AI agents.
- Blue Ocean and Red Ocean strategies as the part of Value-Based Corporate management.

doc. Ing. Lenka Švecová, Ph.D.

- Enhancing Process Efficiency through Process Innovations in Connection with Digitalization.
- Application of Modern Project Management Methods within Innovation Management.
- Implementation of Organizational Culture Changes within the Strategic and Innovation Management of Small and Medium-Sized Enterprises.
- Implementation of ESG Principles into Strategic Management of Enterprises.
- Integration of Risk and Uncertainty into Decision-Making Processes of Small and Medium-Sized Enterprises.

doc. Ing. Petr Štumpf, Ph.D.

- Models for decision making support in destination management and marketing.
- Customer satisfaction and its determinants in tourism.
- The role of emotions in hospitality and tourism marketing.
- Systems approach to global tourism problems solution.

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.

Contact details of individual supervisors are provided by Martina Vimrová, Study Department for Doctoral Studies, at FEK, e-mail: studyphd@fek.zcu.cz.

Attachment 3



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 study program	<input type="checkbox"/> navazujícím magisterském studijním programu/ a master 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 (<i>kým</i>) / The certificate is issued by (<i>whom</i>)		
<i>příjmení, jméno / surname, name</i>	<i>pozice / position</i>	
..... datum / date		
..... podpis / signature razítko / stamp	