**Bachelor Thesis - Available Topics**

**Faculty of Business Administration**

**Department of Marketing**

Mgr. Radek Tahal, Ph.D.

* Customer Loyalty as an Important Marketing Factor
* Loyalty Programs and their Role in Modern Marketing
* Modern Methods in Marketing Research

Ing. Daniela Kolouchová

* The analysis and suggested marketing communication for start-up company Clean My Space

Ing. Václav Stříteský, Ph.D.

* Online marketing strategy
* Consumer buying behavior on the Internet
* Search engine marketing
* Improving website effectiveness
* Building a successful loyalty program

**Department of Logistics**

Ing. Petr Kolář, Ph. D.

* Container Shipping / Intermodal Transportation – the Perspective of the Cargo Beneficiaries (exporters, importers, manufacturers, merchants)
* Container Shipping / Intermodal Transporation – the Perspective of the Service Providers (Carriers or Operators)
* Container Shipping / Intermodal Transporation – the Perspective of the Intermediaries /Freight Forwarders)
* Overseas Merchandise Trade and Shipping (imports) – Documentation, Transportation Law and Operational Issues
* Overseas Merchandise Trade and Shipping (exports) – Documentation, Transportation Law and Operational Issues

Ing. Marek Vinš, Ph.D.

* Outsourcing of Procurement
* Logistics Providers
* Smart Technologies in Logistic Facilities
* Ing. Petr Jirsák, Ph.D.
* Optimization of warehouse processes
* Analysis of a particular corporate logistic system
* Optimization of inbound logistics
* Optimization of production line replenishment
* Optimization of distribution
* ICT (information and communication technologies) in Logistics

**Department of Arts Management**

Mgr. Markéta Dianová, Ph.D., MBA

* Czech Republic as a brand
* Dark tourism – education or voyeurism?
* Film tourism
* Globalization versus localization in cultural tourism
* New forms of tourism and their role in a globalized world
* Role of cultural tourism in marketing of castles and chateaux
* Role of cultural tourism in nation branding
* Role of events in the cultural tourism
* Tourism management in a selected destination

Mgr. Jan Hanzlík, Ph.D.

* Digitization in Film Industry (production, distribution, exhibition)
* Current Trends in Cinema-Going Across Europe
* Current Trends in Distribution of Audiovisual Products through VOD Platforms
* Film Marketing
* Financing and Programming of Art-House Cinemas
* Financing and Production of Art-House Films
* Labor Market and Labor Process in Film Industry

**Department of Strategy**

doc. Ing. Luboš Smrčka, CSc.

* The efficiency of insolvency proceedings in The Czech Republic (and EU, US etc.)
* The comparison of individual way and social/collective way of debt collection(and EU, US etc.)
* Family finance (it cover large area of topics, you can choose what you are interested in)

Ing. Patrik Sieber, Ph.D.

* Strategic Analysis
* Financial Analyisis
* Economics for Strategy

**Department of Managerial Psychology and Sociology**

PhDr. Eva Kašparová, Ph.D.

* Managing People in Organizations (Personal management, HRM systems, acceptable to see managing from the perspective of: motivation, or job design, or reward systems, or group influence too)
* Managing People (from the perspective of different organizations like educational, business, industrial, government, military, ...)
* Corporate Education (analysis of training needs, educational systems, new education for the knowledge, real-life learning, teaching or learning)
* ICT in Business Education (possibilities and challenges, integrating ICT in business or corporate education)
* Organizational Change and Digitization (digital culture, digitization of everything, digitization and the role of change management, driving change, strategies, digitization in industry and business)
* Profit and Non-profit Organizational Culture (design of culture, power of culture, leadership and culture, theory and examples)
* Corporate Culture in Multinational Companies (cross-cultural differences, differences towards attitudes, behaviours, functioning, communication issues and cultural implications
* Social Engineering (social and psychological manipulation, socio technics, information security, trade secrets, the theft of sensitive commercial information)
* Silver Economy in EU from the perspective of company (aging population and its implications, market opportunities, new challenges)
* Teleworking, telecommuting (managing teleworkers, strategies of managing teleworkers, implementing telework program, telework jobs, recruiting)
* External environment of company (components, conditions, entities, events, factors, business environment, environmental analysis)
* Organization as a System (system theory, system thinking, organizational structure, social communication, network)
* Virtual Organization (virtual organization management, new organizational structure, design and implementation, trust in VO, network, virtual teams )
* Teamwork (social groups, teams, managing teams, team building, teamwork power, teamwork project manager)
* Virtual teamwork (specifics, virtual team building, managing of virtual teams, challenges, advantages, social media, networking)