



MEASURE OF THE DEAN OF THE FE No. 282/2025

Dealing with the admission procedure rules and the conditions for the admission to a doctoral study programme in academic year 2025/2026

31 January 2025

Article 1

Introductory Provisions

- 1) On the basis of Sec. 48 to 51 and Sec. 58, Par. 1 of Act No. 111/1998 Col., on Higher Education Institutions and on Amendments and Supplements to Some Other Acts (hereinafter referred to as the "Act") and on the basis of the current Statutes of the University of South Bohemia I enounce the rules of the admission procedure and the conditions for the admission to a doctoral study programme Economics and Management at the Faculty of Economics of the University of South Bohemia in České Budějovice in the academic year 2025/2026 with the study starting on 1 September 2025.
- 2) The admission procedure principles are defined by the Dean's Measure on the organization of doctoral study programmes **No. 215/2022**.

Article 2

Application for Admission

- 1) Applicants apply for the studies by means of the electronic application form where they fill in the study programme and the form of study (full-time or combined) and the chosen framework topic and the dissertation thesis from the list approved for the academic year by the Subject-Area Board of the doctoral study programme Economics and Management. The list of the framework topics of the dissertation theses for the doctoral study programme Economics and Management for the academic year 2025/2026 will be published during January 2025 at the FE USB website in the Doctoral Studies section.
- 2) The deadline for the application submission is **31 May 2025**. The applications for admission are solely submitted by means of the electronic application form accessible at:
<https://wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html>

An applicant for the study at the doctoral programme is obliged to upload **an authenticated copy of a document proving the completion of a master or a post Bachelor's programme at a university (college) in the form of PDF documents made by authorized conversion** to the electronic portal together with the electronic application form. **Documents in a form different from that mentioned above will not be accepted.**

If an application has formal drawbacks, i.e., if it does not contain the ordered properties or has other deficiencies or the required attachments are not in the correct form, the faculty will send the applicant an electronic invitation to the removal of the drawbacks within 14 days. If an applicant fails to remove the drawbacks from the application within the set deadline, the admission procedure will be stopped.

- 3) **The application fee is CZK 700.** It is due as of the day of the application submission and is non-refundable.
 - a) The bank details for the payment of the fee are: account number of FE USB: 104 725 778, bank code: 0300, VS: 6020112, KS: 0379, SS: applicant's birth No.
 - b) The admission procedure of an applicant that fails to pay the fee of CZK 700 set pursuant to Sec. 58 Par. 1 of the Act and Art. 27 of the Statutes on the day of the submission of the application will be suspended.



- 4) An applicant will input the following in the portal when filling in the application at the website:
 - a) **an authenticated copy of a document proving the completion of a master or a post Bachelor's programme at a university (college) in the form of PDF documents made by authorized conversion.**
 - b) In the case where an applicant has not completed a master or a post Bachelor's programme at the time of the admission procedure the admission is conditioned by presenting the required documents as of the date of the enrolment in the doctoral study.
 - c) If an **applicant that achieved tertiary education by completion of a tertiary education programme at a foreign university (college)** applies for the admission to a doctoral study programme they proof the meeting of the condition of successful completion of master course in line with Art. 6 Par. 1 of the Rector's Measure No. R 450. **A fee of CZK 700 is charged for the revision of a foreign document.** The fee for the revision of a foreign document is due on the day of the filing of the foreign document for revision. An applicant can find the payment details in their application form.
 - d) The application has to contain the **outline topic of the dissertation and the name of the supervisor** from the list contained in Annex 1 hereto.
 - e) Structured curriculum vitae of one page of text.
 - f) A summary of previous expert activity and citation from publications using the citation standard APA 6th.
 - g) All the above-mentioned documents will be uploaded through the web portal IS STAG as separate files.

- 5) **The fee for the study in an English programme** of a doctoral course (in the full-time as well as the combined form) is **EUR 3,300** per academic year. This charge is due as of the enrolment date at the latest. Unless the fee is demonstrably paid that day the applicant will not be admitted.

Article 3 Entrance Examination

- 1) The due dates of the entrance exams are set as follows:
 - **5 June 2025 for the English doctoral study programme;**
 - **4 June 2025 for the Czech doctoral study programme.**The date is communicated to each applicant together with further information on the entrance exam and the confirmation of the reception of the application.
- 2) A substitute date of the entrance exam, equivalent to the due date, is given in written only to those applicants that were not able to come on the due date and apologized in written no later than five working days from the entrance examination date.
- 3) The entrance examination has the oral form. In exceptional situations, upon submission of a written application to the Department of Science and Research the admission procedure can be conducted online via MS Term.
- 4) The entrance examination is focused on finding applicant's prerequisites for scientific work in the particular field. The emphasis is placed on:
 - a) knowledge of the general and current topics of the scientific field;
 - b) knowledge of the methodology of the scientific field;
 - c) knowledge of the state of knowledge in the narrow range of problems of the framework topic of the dissertation;
 - d) knowledge of the specific purpose English language.
- 5) A part of the entrance exam for the Czech doctoral study programme is conducted in the English language, the entrance exam for the English doctoral study programme is conducted in the English language only.
- 6) The Entrance Examination committee will decide on the entrance examination results of the



individual applicants considering further facts presented in the application and its annexes. The Committee votes by the simple majority of votes, while the chairperson's vote decides in the case of equality of votes.

Article 4

Admission of Government Scholarship Holders

- 1) The Dean decides on the admission of nominated government scholarship holders applying for the DSP within the Government Development Scholarship Programme and according to the Resolution of the Government of the CR on the Strategy of the Program for Granting Development Scholarships for the current period without taking the entrance exam on the basis of the submitted documents and the substantiated recommendation of the DSP Committee Chairperson.

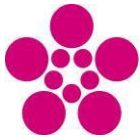
Article 5

The Result of the Admission Procedure

- 1) The Entrance Examination Committee prepares a report on the entrance exams. A proposal to the Dean for admission/non-admission of applicants forms an annex to the report.
- 2) The Dean decides on the admission to the DSP on the basis of the Committee's proposal.
- 3) An applicant can ask the Dean for a revision of the decision. The application can be submitted within 30 days from the delivery of the Dean's decision. The Dean can oblige the applicant and change the decision or pass the application to the Rector.
- 4) The anticipated number of accepted applicants to the Czech as well as English doctoral study programme in the full-time form is 1 student.
- 5) The anticipated number of accepted applicants to the Czech as well as English doctoral study programme in the combined form is 10 students.

COMMON PROVISIONS CONCERNING THE ADMISSION PROCEDURE TO A DOCTORAL STUDY PROGRAMME

- 1) Pursuant Sec. 50 Par. 5 of the Act an applicant has the right to look into the file (of his/her admission procedure). They can do so at the Study Department of the Faculty, particularly on 9 July 2025 from 8:00 to 10:00 am.
- 2) The admission procedure starts at the moment of the submission of the application; the fee related to the admission procedure is due on the day when the application is submitted. Non-payment is a reason for termination of the admission procedure. After the end of the admission procedure all students whose admission procedure was not stopped will be sent a decision on the admission/non-admission to the study.
- 3) Delivery of documents in the admission procedure is governed by the current wording of the Act. As of the day of the announcement of the conditions, the Act and the Statutes in line with the Act lay down the decision on admission is notified to students that gave their consent in the application form through the study agenda information system (hereinafter referred to as "IS STAG") and other documents (a decision of non-acceptance and a decision on acceptance in the case of disapproval) are delivered in a "standard manner". However, it is expected, that an amendment will become effective as of 1 January 2025 making the Act enable fully electronic delivery. It is therefore likely that, at the time of the evaluation of the admission procedure, all documents issued by the faculty (particularly by the Dean) and by the university (particularly by the Rector) will be delivered through IS STAG (not to a data box or by post) regardless of the fact



whether the applicant gave his/her consent in the application form or not. This will particularly apply to the decision on the admission or non-admission to the study, to an invitation to completion of the application for admission or to termination of the admission procedure. Documents delivered this way (by means of IS STAG) will be considered delivered at the moment when the applicant logs in IS STAG after the document is made accessible in IS STAG. Unless the applicant logs in IS STAG within 10 days from the day when the document is made accessible in IS STAG, such a document is considered delivered on the 10th day from the accessibility date. The information on the delivery method will be published in sufficient advance through website (<https://www.ef.jcu.cz/cz/prijimaci-zkousky/prijimaci-rizeni>).

- 4) Applicants can check the information on the registration of the application and on the admission procedure results by means of the web portal IS STAG: <https://wstag.jcu.cz/portal/studium/uchazec/eprihlaska.html>
- 5) An applicant can appeal against the decision within the deadline set by the law starting the day following after delivery of the decision. The Dean can satisfy the application herself and change the decision, otherwise she passes the application to the Rector. The Rector will change a decision of the Dean if it was issued in contradiction with the Act, with internal regulations of the University of South Bohemia (hereinafter referred to as the "University" or with internal regulations of the faculty or with the conditions for admission to the study issued by the faculty. Otherwise, the Rector will reject the application and confirm the original decision. Rector's decision is final.
- 6) An applicant with specific needs (with a handicap, a chronic disease or another health problem) has the right to utilize supportive measures and services provided by the faculty during the entrance exam and during the study in the case of admission. If an applicant wants to exercise this right, he/she has to choose YES in the box "Consideration of specific needs" of the application form. After meeting all the administration requirements related to the submission of the application for admission, he/she will be contacted by the Support Centre for Students with Special Needs staff and inform him/her on the further proceeding. More detailed information can be obtained from the website of the centre (<http://centrumssp.jcu.cz/>), or by email (centrum-ssp@jcu.cz) or on the telephone (+420 389 036 026). It is also possible to consult the suitability of the study programme choice before the submission of the application with the staff of the centre.
- 7) The assessment of meeting the condition of the previous education of applicants for the study are governed by Rector's Measure No. R 450 of 18 November 2020.
- 8) In compliance with Sec. 24 Par. 5 of the Statutes an applicant declares that he/she is capable of taking the entrance exam by appearing at the exam.
- 9) If the fact that an applicant was admitted to the study as a consequence of deceptive behaviour comes out at any time during the study, the applicant will be expelled from the study in compliance with Sec. 67 of the Act.

Signed by doc. RNDr. Zuzana Dvořáková Líšková, Ph.D.
Dean of the Faculty of Economics

Annexes:

- 1) Proposal of framework topics for dissertations for the academic year 2025/2026

Appendix 2 Measures of the Dean No. 282/2025 Suggestions of outline Topics of dissertation thesis

prof. PhDr. Miloslav Lapka, CSc.

Socio-economic context and ethical issues of the bioeconomy from the perspective of the concept of sustainability

A critical view at the bioeconomy as a scientific concept responding to global issues, such as those expressed in the 17 Sustainable Development Goals. A critical look at the socio-economic implications and ethical issues related to the actual functioning of the bioeconomy from the perspective of selected regional and national institutions.

This topic deliberately avoids developing the traditional economic discourse of sustainable development (SD) in its familiar three pillars of economic, social and environmental, and instead focuses on a critical evaluation of the discourse in terms of the bioeconomy as a universal tool for further economic and social development. The need for regulation of the bioeconomy.

In the analytical part, the student will focus on a region or a country close to him/her, depending on his/her focus. In the synthesis, he/she will try to critically evaluate the economic, social and ethical limits of the development of the bio-economy and to bring a scientifically based perspective to this problem in relation to energy, the Green Deal and many other current issues in Europe.

European Green Deal - Ambitions and concessions from the perspective of selected companies and institutions

The European Green Deal - inspiration from economic history and ambitious targets Europe as the first CO₂-neutral continent by 2050.

A critical perspective of selected companies and institutions on the EGD from an economic, social and environmental point of view. The research method will be mixed with mainly quantitative research. How is the EGD an innovation for customers, management and strategy setting?

Recommendations for a communication strategy on EGD.

prof. Ing. Martin Macháček, Ph.D. et Ph.D.

The Cyclical Behaviour of Firms and Industries in Post-Transition Economies

The dissertation will be based on the current theory and empirics of the business cycle, and the research will be focused on the cyclical behaviour and sensitivity of heterogeneous firms and industries in selected post-transition economies. Research methodology will include especially the methods of correlation and regression analysis.

prof. Ing. Pavol Kita, PhD.

Assortment planning strategies in urban food retail stores

Retailers in the urban food market are increasingly inclined to use multiformat retail store strategy, respectively open super-modern fully automatic stores. This strategic approach aims to do better solve the challenges of competitors, adapt to the reality of the multi-channel market, and manage the economic difficulties affecting the food industry. However, this requires them to look at the relationship between different planning methods – such as fixed, dynamic and demand-based planning – and the size of the range of products offered in retail store. The aim of the thesis is to find if flexible, demand-driven scheduling strategies lead to more efficient assortment planning, resulting in optimal product availability and improved customer satisfaction in urban retailing.

doc. Dr. Ing. Dagmar Škodová Parmová

Management of services within the circular economy

The aim of the work is to design optimal models of service management within regional management with emphasis on the approaches of the circular economy. Most current material flows are linear in their nature - the primary raw materials for production are extracted, transformed into production in production and end up in a landfill, incinerator or consumed at the end of the life cycle. Circular economics is inspired by natural ecosystems that are based on perfect and functional cycles of organic nutrients. Circular economics transfers this to use in economic production processes.

The basic principles that define the circular economy include: closing material flows in functional and endless cycles where they do not lose value, drawing energy from renewable and sustainable sources, and designing products and services that do not have a negative impact on natural ecosystems and human resources. The research will include, based on the study of economic theories and practical examples of good practice in the application of circular economics approaches, the design of service management models in a specific area of public or market services.

doc. Ing. Ivana Faltová Leitmanová, CSc.

Resource allocation and technology in the context of ESG principles

The sustainable functioning of economic organizations is becoming another aspect of fulfilling their goals. While the institutional conditions on the one hand and the sectoral or branch affiliation, on the other hand, create a framework for their activities, efficiency is explained more and more clearly in connection with the implementation of modern technologies together with respect for ESG principles. The aim of the thesis will be to assess the success of the current fulfillment of economic and environmental aspects of the activities of economic organizations.

doc. Ing. Milan Jílek, Ph.D.

Municipal capital expenditure

Municipal capital expenditure (CAPEX) is an essential factor of gross fixed capital formation. Therefore, obstacles in CAPEX realisation negatively impact economic growth. According to the fiscal federalism theory, decentralised municipal CAPEX brings a high degree of allocation efficiency. Therefore, it is essential to understand the factors influencing municipal CAPEX.

Baumol cost disease

The Baumol model of unbalanced growth and the Baumol cost disease might help to explain differences in the dynamics of some economic sectors. The dissertation empirically verifies the validity of the assumption for selected national economic sectors and industries (i.e. culture, healthcare, social services, education).

Causes and Effects of Public Capital Expenditure

The dissertation focuses on factors of public capital expenditure development and the effect this development has on economic growth. The study will analyze the causes and consequences of public investments. The aim of the work is to identify the key factors that influence the development of public capital expenditure and to analyze how this development affects economic growth. The research will utilize data from various countries and time periods to conduct a quantitative analysis. The results of the study should provide a better understanding of the role of public investments in supporting long-term economic growth and offer recommendations for budgetary policy-making.

prof. Ing. Luboš Smutka, Ph.D.

Regional Integration and Its Impact on the Development and Structure of Agrarian Trade

Regional integration groupings, such as the EU, NAFTA, or ASEAN, significantly influence agrarian trade both within and outside their member states. This research focuses on analyzing the impact of these integrations on the trade of agricultural commodities. It examines the advantages and disadvantages of integration for domestic producers and consumers. A key part of the study is evaluating trade barriers, tariffs, and quotas, which are reduced or completely eliminated within integration blocs. The research also analyzes changes in production chains and the relocation of production within regions. A significant issue is the impact of integration on food prices, availability, and quality. The research also includes an analysis of trade disputes between members of integration groupings and third countries. The work may include case studies of specific regions or commodities. The outcome will be a proposal for policies supporting sustainable agrarian trade within integration groupings. The research also examines how the position of farmers and agrarian businesses changes as a result of integration processes.

Liberalization of Agrarian Trade vs. Food Security

This topic examines the relationship between the liberalization of agrarian trade and ensuring food security at both national and global levels. Liberalization often leads to a decrease in prices and an increase in food availability, which has a positive impact on consumers. On the other hand, it can harm domestic farmers who are unable to compete with cheaper foreign products. The study focuses on analyzing the effects of the removal of trade barriers on the production capabilities of individual countries. It examines the impacts of liberalization on small and medium-sized farmers and their ability to survive in a competitive environment. A key part of the work is assessing the risks associated with dependence on imports of essential foodstuffs. The research also addresses policies that can ensure a balance between market opening and protecting domestic production. Special attention is given to developing countries, where food security remains a key issue. The outcome of the work will be recommendations for optimizing liberalization processes with regard to protecting vulnerable groups. Emphasis is placed on long-term sustainability and self-sufficiency in food production.

doc. RNDr. Renata Klufová, Ph.D.

Business demography

The term business demography is used to cover a set of variables which explain the characteristics and demography of the business population. The creation of new enterprises and the closure of unproductive ones are considered important indicators of business dynamics. There is a large demand for information on business demography both at the national and international levels. At the European level, demands are for coherent and comparable data across the members of the European Statistical System (ESS). The support of entrepreneurship and entrepreneurial dynamics can be revealed by the analysis of business demography statistics over time. The first task is to describe the methodology and indicators for business demography statistics such as Enterprise Births, Enterprise Deaths and Surviving Enterprises; High-Growth Enterprises etc. The analytical part of the work will consist of a comparison of the main business demography indicators in the EU regions, including their spatial analysis. This will serve as the explanation of business dynamics and their differences across the EU.

Rural gentrification - impacts on businesses and institutions

The political and economic transformation after 1989 significantly affected all social realities in rural areas. The changes of the last decades (reduction in the intensity of agricultural activity and light industry) have resulted in population decline and economic stagnation, associated with serious social problems. Large-scale changes in the socio-economic environment have led to increasing rural

differentiation. These changes have had the greatest impact on small rural communities, which have replaced the decline in traditional forms of livelihood with the service sector in an attempt to halt the overall decline. The gradual transition from agriculture to service development is referred to as the so-called post-productivist transition. This gave rise to modern post-industrial rurality.

This thesis aims to map the changes in the use of a chosen rural space by tourism in the context of the above-mentioned transformation. The development in the area over the last 15 years shows significant changes indicating possible manifestations of rural gentrification, the most intensive of which appears to be the development of services associated with the tourist use of the area. However, this must be examined in a broader economic and social context, which influences and intertwines with each other (the development of the destination by the destination life cycle theory, issues of the carrying capacity of the area and the authenticity of individual tourist activities, demographic changes associated with the emergence of new uses of the area, population stratification and different ideas of individual groups of inhabitants about the appropriate development of the area, migration, changes in land use, etc.), and is collectively referred to as rural gentrification. The processes of rural gentrification as a complex phenomenon have not received similarly significant attention so far. The chosen region (intensively used by tourism) will thus serve as a model area for identifying and describing its manifestations. A combination of geographic, demographic, statistical and sociological methods will be used to investigate this phenomenon.

Changes in administrative boundaries and their impact on the economic development potential of municipalities

The aim of the thesis is to evaluate the impact of administrative borders and their historical changes in the selected peripheral and/or border area. One of the sub-objectives is to assess the socio-economic differences and differences in economic potential between the districts in the model area and at the municipal level, to identify peripheral and problem municipalities using statistical and spatial data analysis methods, and to demonstrate the impact of borders on their economic development. The aim is therefore to assess the impact of administrative boundaries at different hierarchical levels, especially in terms of barriers in relations between businesses and institutions on the basis of commuting and cooperation between municipalities in the form of associations, but also the potential for business development, etc. An integral part of the work will be to find a suitable methodology for defining the administrative boundaries of the selected municipality/group of municipalities in GIS in several chronological horizons, and to interpret the cause of changes in these boundaries in the selected period.

doc. Ing. Kamil Pícha, Ph.D.

Content marketing

Content marketing is topical in companies' current marketing communication (promotion). Customer in the consumer markets faces an information explosion, he is inattentive and exigent. Therefore, it is more and more difficult to attract his attention and communicate important information through particular offline or online communication channels. The creation of the content has to respect the requirements of the legislation in force. The aim of the thesis is to identify particular formats of communications and assess their pertinence and performance with regard to the specific communication channel and character of the customer and a potential use of advanced technologies and technological progress.

Consumer research in retail

The evolution of consumer behaviour together with structural changes in retail and the development of particular forms of retail selling represent a challenge in the field of market research continually. The aim of the thesis is to assess the applicability of methods and techniques of consumer research in the context of new and emerging technologic tools and to assess the potential of new approaches.

doc. Ing. Eva Cudlínová, CSc.

Biogas stations and bio methane production role within the energy mix

To avoid financial penalties, EU countries have to end landfilling of recyclables and biodegradable waste by 2030 at the latest. Sorted kitchen and catering waste should be used to produce biogas and especially bio methane, which is one of the solutions to replace natural gas. The new type of biogas plants can also process food waste or sewage sludge. The way to improve the economic function of biogas plants is, instead of biogas, which has limited use, to evaluate the function of biogas plants by converting them to bio methane production. The work will focus on mapping the potential of biogas plants in the Czech Republic in terms of bio-methane production and its possible inclusion in the energy mix of the energy sector. In addition to the potential, the thesis will also assess the barriers and possible ways to improve the use of bio methane in the Czech Republic in a broader European context.

Plastics recycling - economic and legislative opportunities and obstacles

Plastic packaging accounts for up to 40% of all plastics ending up in landfills and its recycling rate is still very low. However, the situation is changing with technological innovation and legislative change. The so-called EU waste reform obliges Member States to recycle 55% of municipal waste by 2025. The work should concern new recycling technologies and the conditions of their use in the Czech Republic and selected EU countries. It is mainly about comparing the legislative, economic and social conditions of new recycle production and proposing improvements to the situation in the Czech Republic based on the experience of selected EU countries.

doc. RNDr. Zuzana Dvořáková Líšková, Ph.D.

Transformation of the Energy Sector: Economic, Socioeconomic, and Institutional Impacts of the Transition to Sustainable Energy

This dissertation thesis focuses on the transformation of the energy sector in the context of the transition to sustainable energy sources. The thesis examines the economic aspects of this transformation, including investment costs, changes in economic models, and the impact on the competitiveness of businesses. It also addresses socioeconomic factors such as job creation, changes in employment structure, and the impacts on households. The evaluation of the impact on institutions, regulation, and political strategies are also an important part of the thesis.

The objective of the dissertation thesis is to identify the challenges and opportunities related to the transformation of the energy sector and propose effective approaches to mitigate negative impacts on businesses and society.