

# **Doctoral School of Enterprise Theory and Practice**

**University of Miskolc, Faculty of Economics**

## **Description of the course / programme**

Boost your international academic and scientific career with our widely recognized PhD degree. The Enterprise Theory and Practice Doctoral School, established in 1992, is one of the top five doctoral schools in Hungary in the field of management and organizational sciences. The PhD programme provides high-level knowledge in theoretical and methodological aspects of scientific research and allows participants to deepen their professional knowledge in different fields of management and organization. During the research and dissertation period, the supervisor guides the PhD candidate in research work and preparing the dissertation. The PhD candidate is expected to demonstrate her or his ability to conduct top level research work and to involve in academic teaching. The PhD thesis is to contain original empirical research.

## **Available research topics**

### **1. Business Information Management**

- Quantitative and Qualitative Analyses of Social-Economic and Demographic Processes
- Preparation of Forecasting and Decision Making
- Theoretical and Practical Issues Related to Regulation and Operation of Accounting Information Systems
- Audit in The Controlling and Regulatory Tool System of Management Processes
- Efficiency Analysis of Financial Markets
- Economic and Financial Analysis of Financial Markets and Credit Institutions
- The European Union's Economic and Financial Challenges
- Accounting Information Systems
- Development of Controlling Systems
- Capital Structure of The Firm. Theory and Practice
- Methodological and Practical Aspects Information Accumulation Based on Sampling
- Analysis of The Socio-Economic Relationships
- Value and Evaluation in Accounting, Practical Application of The Market Price Evaluation Method

### **2. Business Economics**

- Conditions, Methods and Special Features of Management in Corporate Practice

- Special Features of Operation and Management of Companies in Positions of Natural Monopoly and Companies Providing Public Services
- Challenges to Corporate-Level Energy Management - Current Situation, Trends and Tendencies on The Energy Market

### 3. Corporate Strategy

- Business Intelligence in Decision Making and Competitiveness of Small Companies
- Business Development in Changing Conditions
- Theoretical and Practical Perspectives in Corporate Social Responsibility
- The Role and Place of Information Technology in Business Enterprises

### 4. Management

- Innovation Management
- Performance Management
- Competence Measurement and Management
- Management of Business Processes
- Organizational Behavior
- Project Management
- Technology Management
- Performance Management in Organizations
- Strategic Management

### 5. Marketing

- Social Marketing
- Efficiency of Innovation-Marketing
- Value-Targeting and Satisfaction-Oriented Business Marketing
- Services Marketing
- Environmentally Conscious-Marketing
- Online/Digital/Mobile Marketing
- International Marketing Management

### 6. Spatial Economics

- Investigation of Spatial and Structural Dimensions of The Economic Activity in Manufacturing Industry Of East Central European Countries
- Spatial Analysis
- Accessibility Analysis
- Evaluation of Environmental Performance and Eco-Efficiency Analysis
- Comparative Analysis of Global Economic Regions
- Econometric Modelling of Regional Economic Development

- Comparative Analysis of The European Regionalization and Regional Politics
- Comparative Analysis of Regional Convergence
- Rural Development
- International Financial Management

#### 7. Economic Theory

- Theoretical and Methodological Issues of Modern Schools of Economics
- Economic Theory, Systems Approach and Quantitative Analysis)
- Modelling and Quantifying the Effect of Institutional Factors On Macroeconomic Performance

### **Requirements**

**Entry requirements:** MSc degree, preferably in Business or Economics

**Language requirements:** English, upper intermediate or higher (B2 or higher)

**Requested Documents:** Research Plan • CV • Highest Degree • Transcript • Motivation Letter • Passport • Medical Status Report • Language Certificate (if applicable)