

Workshop specifického výzkumu 5. prosince 2025

Vystoupení studentů doktorského studijního programu

Ústav ekonomiky a Ústav managementu

chairman: Ing. Jana Andrýsková

místnost P157

Čas	Jméno studenta	Úst.	Téma příspěvku
12.30-12.45	Ing. Gregor Koprna	ÚM	Review of Research on Work-Life Balance in the Digital Workplace Environment
12.45-13.00	Ing. Jan Krist	ÚM	Review of Research: The Impact of Modern Technologies and Artificial Intelligence on Internal Communication in the Digital Workplace
13.00-13.15	Ing. Michala Vránová	ÚM	My destination in your brain: How neuromarketing helps create good marketing strategies? / Moje destinace ve vašem mozku: Jak neuromarketing pomáhá vytvářet dobré strategie?
13.15-13.30	Mgr. Daniel Jochman	ÚM	University Sports as a Catalyst for Dual Career Development and Economic Resilience: Case Study of VUT Cavaliers Brno
13.30-13.45	Ing. Jiří Mičánek	ÚE	AI Investigation of Artificial Intelligence's Impact on Generation "Z" Task Performance and Decision-Making
	Mgr. Jan Malíř	ÚE	Cooperative Housing and Its Role in Meeting Future Residential Needs
	Ing. Tereza Duchoslavová	ÚM	Servitizace
	Ing. Michal Líška	ÚM	ESG REPORTING AS A CORE MANAGERIAL COMPETENCE IN THE AGE OF AI