

Recommended PhD Topics

Below is a list of PhD topics that our academic staff have suggested as research opportunities for PhD students to undertake. IBS encourages PhD candidates to develop a proposal around one of these topics.

Business & Management

Marketing

- How the Internet of Things (IoT) is to change marketing communication?
- Marketing in times of degrowth – a new potential challenge
- Importance, effects etc. of packaging in marketing

HR / CSR

- Workplace equality and diversity management; workplace diversity and inclusion strategies for specific groups of the labour market
- Corporate social responsibility and sustainability, particularly in relation to technology (bio- and medical technology, AI, automation, social media), the financial industry and / or resource-extractive industries
- HRM and organisational performance

Auditing / controlling

- External and internal auditing: auditors' responsibilities, regulatory frameworks, development of audit procedures in response to current challenges
- Controlling: current trends and methods in controlling, its importance in decision-making

Communication

- Linguistic and communicative strategies in international negotiations
- Analysing aims and intentions in business communication through speech act theory

Economics / Finance

Economic policy

- Role and effects of state ownership at various levels of development
- Economic policy-making in vulnerable democracies
- Welfare reforms in ageing societies
- Corruption, its psychological, organizational, social / cross-cultural, and / or developmental aspects

Behavioural economics

- The role of emotions in economic decision-making
- The effects of trust on cooperation and competition

Banking

- Post-2008 business models in banking
- Globalization in banking
- Fintech versus traditional banking models

**Finance**

- Blockchain and cryptocurrencies: effects on market allocation mechanisms, macro policy, politics etc.
- Revolution in global payments industry and financial inclusion

Networks / big data

- Big data as "game changer"? Ethical and social problems of the data-driven world
- Data as a new form of power, analyzing and interpreting new types of asymmetries
- Social networks and performance
- Network-type factors behind economic competitiveness. (And network-analysis in general)

Arts / Art history

- New visual trends in advertising /marketing (moving images, photos, changing media, ads in social media)
- Art investment. From patronage to art investment and state subsidy / Connoisseurship and art, research for investment in art
- Art administration (theory and local case studies, examples, changing role of curators, curators as fund raisers, cultural institutions)
- Technology and art / Design thinking and the role of artistic thinking

International affairs

- International migration, patterns and effects
- Challenges of cohabitation between majority societies and Muslim minorities in Europe
- Impact of migrants' remittances on the sending (home) countries' economy and society - at national, regional, family and / or household level
- International aid: traditional versus emerging donors
- The European Union's enlargement to the Western Balkans: challenges and perspectives
- Disintegration in Europe: Brexit and its aftermath
- Economic and social cohesion in the EU: a critical evaluation of the EU's regional policy