

PROMOTER'S BIOGRAPHY

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Scientific Interests

My research interests focus on innovation management in business, the development of new product concepts, the identification of growth opportunities, and the creation of development strategies. I am also particularly interested in entrepreneurship, the development of knowledge-based enterprises, and designing innovation processes in organizations. Furthermore, my interests include the use of IT tools in innovation processes, innovations and new technologies in business, the commercialization of knowledge and emerging technologies, and the concept of Industry 4.0.

Thesis areas

The topics of diploma theses are firmly rooted in the interests of the seminar participants, and their preparation is expected to contribute to the development of competencies in the self-chosen area. Theses may be either research-based or practice-oriented.

The selected areas of investigation include:

- Innovation strategies in business
- Analysis of development opportunities in business
- Identifying opportunities for innovation
- Costs and benefits of innovation in business
- Implementation and application of new technologies in business
- Strategic changes in business
- Evaluation and improvement of development processes in business
- Development trends in established and emerging markets
- Design thinking in the process of formulating innovative strategies
- Design thinking in business model development
- Business model innovations
- Innovations in specific sectors
- New technologies in innovation management
- Development of new business, including students' ventures
- Profitability analysis of investments in innovation
- Change management in business
- Innovation-based development strategies
- The role of the customer in the innovation development