

Senior and junior supervisor research topic application for the IPhD Programme in Regional Development, 2023-24

Name/position of the senior supervisor: Dr. Roland Schmuck
Highest academic degree : PhD, habilitation

Title of the suggested research topic:

Strategic management and business models

The international relevance, importance, and timeliness of the research topic:

Strategic management is essential for companies to achieve their goals. Strategy means a way of dealing with competitors, which includes the formulation and implementation of strategy in accordance with the company's vision and mission. The use of strategic management methods facilitates the making of well-founded decisions and the efficient distribution of resources.

Strategic management means planning between uncertain environmental conditions. It can be used to predict environmental trends, so that the company can adapt to them and may influence them. These can be economic, social, technological changes and changing consumer preferences. Using the toolbox of strategic management allows organizations to identify opportunities and threats and develop strategies to exploit the former and mitigate the latter.

Strategic management promotes cooperation between different functional units of the company. By creating a shared vision and goals, communication and teamwork can be improved, resulting in better performance and higher levels of employee engagement and job satisfaction.

While corporate strategy deals with how a company can be better than its competitors, business models describe the internal operations of a company. They provide a framework for generating profit, creating a competitive advantage, facilitating decision-making and promoting innovation. A business model is the plan that outlines how a company intends to create value for the consumer and profit for its owners. A well-designed business model outlines what products or services a company offers, how it delivers them, and how it generates revenue. This information helps the company make informed decisions about allocating resources and investing in growth.

Both strategy and business models represent extensive research opportunities. Environmental changes and technological development provide companies with many new solutions, such as digitalization or business models using disruptive innovation. The topic can be researched from a regional perspective.

Which UP-FBE research could the PhD candidate join?

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Possible research directions:

Company strategies; corporate decision-making; business model innovation; digitalization; CSR; corporate governance

The supervisor's expertise and experience in the research field

Teaching and research:

- Teaching and research in strategic management (2008-)
- Doctoral dissertation in the topic of online business models (2015)

Practical experience:

- Pécsi Vízmű Zrt member of Board of Directors (2009-2010)
- City of Pécs member of City Council (2010-2014, 2019-)
- Pécsi Vagyonhasznosító Zrt member of Supervisory Board (2014-2019)
- City of Pécs Council Budgeting and Economic Committee president (2019-)

The most important publications in the research field over the last five years

Pramudya, S.H. & Schmuck, R. (2022). The Role of Identity and Career Interest Alignment in Building Affective Commitment and Intention to Stay in Indonesian Small and Medium Family Business. *CALITATEA / QUALITY: ACCES LA SUCCES / ACCESS TO SUCCESS*, 23(190), pp.315–323.

Aljazzazen, S. & Schmuck, R. (2021). The Impact of Knowledge Management Practice on Lean Six Sigma Implementation: The Moderating Role of Human Capital in Health Service Organisations. *INTERNATIONAL JOURNAL OF OPERATIONS AND QUANTITATIVE MANAGEMENT*, 27(3), pp.267–285.

Schmuck, R., (2021). Global Supply Chain Quality Integration Strategies and the Case of the Boeing 787 Dreamliner Development. *PROCEDIA MANUFACTURING*, 54, pp.88–94.

Schmuck, R., (2021). The Use of Online Business Models. *PROCEDIA MANUFACTURING*, 54, pp.45–51.

Schmuck, R. (2020). Az üzleti modell fogalmának definiálása / The Definition of the Business Model Concept. *KÖZGAZDÁSZ FÓRUM / FORUM ON ECONOMICS AND BUSINESS*, 23(144), pp.39–58

Schmuck, R. & Benke, M. (2020). An Overview of Innovation Strategies and the Case of Alibaba. *PROCEDIA MANUFACTURING*, 51, pp.1259–1266.

Schmuck, R., (2019). Vállalati stratégiák a virtuális térben. *TAYLOR: GAZDÁLKODÁS- ÉS SZERVEZÉSTUDOMÁNYI FOLYÓIRAT: A VIRTUÁLIS INTÉZET KÖZÉP-EURÓPA KUTATÁSÁRA KÖZLEMÉNYEI*, 11(1(95)), pp.73–83.

Schmuck, R., (2019). Stratégiai szimulációk. *TAYLOR: GAZDÁLKODÁS- ÉS SZERVEZÉSTUDOMÁNYI FOLYÓIRAT: A VIRTUÁLIS INTÉZET KÖZÉP-EURÓPA KUTATÁSÁRA KÖZLEMÉNYEI*, 10(1), pp.130–138.