

INTERNATIONAL DAY OF SCIENCE 2017

ECONOMICS, MANAGEMENT, INNOVATION

CONFERENCE PROGRAM

25TH APRIL 2017

CONFERENCE TOPICS

Economics, Public Economics, Business Economics, Economy of Small and Medium Enterprises, Regional Development, Strategy Management, Innovation Management, Energy Management, Marketing, Decision-Making Processes, Non-Conventional Methods of Decision-Making, Agent-Modelling and Multi-Agent Modelling, Non-Conventional Methods in ICT, Risk Management, Cybercrime and Cybersecurity, Intellectual Property Protection and Valuation.

KEYNOTE SPEAKERS

prof. NADINE ROIJAKKERS, Ph.D.

Hasselt University, Belgium

assoc. prof. Ing. FRANTIŠEK DAŘENA, Ph.D.

Mendel University in Brno, Czech Republic

assoc. prof. WŁODZIMIERZ SROKA, Ph.D.

The University of Dąbrowa Górnicza, Poland

prof. JUDr. IVO TELEČ, CSc.

Faculty of Law Palacký University, Olomouc, Czech Republic

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Mendel University in Brno, Czech Republic

assoc. prof. Ing. MILOSLAVA CHOVANCOVÁ, CSc.

Tomas Bata University in Zlin, Czech Republic

assoc. prof. et assoc. prof. PhDr. Mgr. KATEŘINA IVANOVÁ, Ph.D.

Palacký University, Olomouc, Czech Republic

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Slovak University of Agriculture in Nitra, Slovakia

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Vilnius Gediminas Technical University, Lithuania

prof. Ing. BOHUMIL KRÁL, CSc.

University of Economics, Prague, Czech Republic

ANDREA SZIRMAI MADARASINE, Ph.D.

Budapest Business School, Hungary

Ing. MICHAL MENŠÍK, Ph.D.

Moravian University College Olomouc, Czech Republic

GRAZYNA O'SULLIVAN, Ph.D.

University of Natural Sciences and Humanities, Siedlce, Poland

Ing. Bc. ŠÁRKA PAPADAKI, Ph.D.

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Moravian University College Olomouc, Czech Republic

prof. Dr. MIROSLAV POKORNÝ

Moravian University College Olomouc, Czech Republic

prof. JUDr. Ing. VIKTOR PORADA, DrSc., dr. h.c. mult.

University of Finance and Administration, Prague, Czech Republic

assoc. prof. Ing. RASTISLAV RAJNOHA, PhD.

Technical University in Zvolen, Slovakia

assoc. prof. Ing. EVA SIKOROVÁ, CSc.

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prof. Ing. VLADIMÍR SMEJKAL, CSc., LL.M.

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prof. Ing. JAN ŠIROKÝ, CSc.

VŠB — Technical University of Ostrava, Czech Republic

assoc. prof. Dr. LUBOŠ ŠTANCL, CSc.

Moravian University College Olomouc, Czech Republic

prof. PEDRO TADEU, Ph.D.

Institute of Polytechnic of Guarda, Portugal

assoc. prof. JUDr. BLANKA VÍTOVÁ, Ph.D., LL.M.

Palacký University, Olomouc, Czech Republic

Ing. ONDŘEJ VOJÁČEK, Ph.D.

University of Economics, Prague, Czech Republic

Ing. JARMILA ZIMMERMANNOVÁ, Ph.D.

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CONFERENCE PROGRAM

Registration	08:00–09:00	B4.102 (ORBIS)	
Coffee	08:00–09:00	B3.131 (BETA)	
Opening session	09:00–09:15	B4.102 (ORBIS)	MUCO representatives – Opening speeches
Plenary session	09:15–12:00	B4.102 (ORBIS)	Nadine Roijackers <i>Innovation Practices of Entrepreneurs in Several Central and Eastern European Countries (e.g. Romania, Hungary, Slovakia, Czech Republic)</i>
			František Dařena <i>Association between Online Texts and Stock Prices</i>
			Włodzimierz Sroka <i>Inter-organizational Cooperation: Recipe for Success?</i>
			Ivo Telec <i>Intangible Assets under the Civil Code - Innovative Approach?</i>
Lunch break	12:00–13:00	BEATA lunch & coffee	

13:00–14:30						
	Session A	B2.334	Session B	B2.333	Session C	B2.336
	MANAGEMENT AND MARKETING (chair: Pawliczek Adam)		ECONOMIC AND METHODS (chair: Pokorný Miroslav)		INNOVATION AND SECURITY (chair: Smejkal Vladimír)	
13:00–13:15	Czainska Katarzyna <i>Economic and social aspects of intercultural management implementation in SME's sector – comparative study of situation in Poland and Czech Republic</i>		Finogenova Yulia Y., Domaschenko Denis V., Nikulin Edvard E., Krylov Victor A. <i>Forecasting monetary system indicators in the transition to a floating exchange rate through a comprehensive econometric model</i>		Porada Viktor, Smejkal Vladimír <i>Forensic identification and its possibilities in the process of detection, investigation and proving of cyber offences</i>	
13:15–13:30	Lisnik Anton, Greňová Katarína <i>Strategic planning as a condition for successful management school</i>		Pokorný Miroslav <i>Fuzzy regression analysis application on data time series in economics</i>		Konečný Jiří, Janková Martina, Dvořák Jiří, Šulc Vladimír <i>Simulation and modelling of cybersecurity</i>	
13:30–13:45	Kłóska Iwona, Jaszczurowska Elżbieta <i>New model of management as a method to overcome the phenomenon of „separation fallacy“</i>		Górniewicz Grzegorz <i>The general government debt and budget deficits in the Visegrad Group countries</i>		Štancl Luboš <i>The importance of studying the history of economic analysis, its subject, functions and periodization</i>	
13:45–14:00	Kubelaková Andrea, Šugrová Michaela <i>Habit or choice? The decision – making process of young generation in purchasing dairy products in the Slovak Republic</i>		Jílková Eva, Pawliczek Adam <i>Disparities of world regions – is latitude a cause of the difference in human development?</i>		Hortai František <i>Options and benefits of authentication system via dynamic biometric signature</i>	
14:00–14:15	Šedík Peter, Šugrová Michaela, Horská Elena, Nagyová Ľudmila <i>Consumer behaviour towards vegan products: A case study of private label brand „K – take it veggie“ in the Slovak and Czech Republic</i>		Lavrinčík Jan, Krišová Zdeňka, Pavelka Jiří <i>Alternative investments revshare</i>		Molnárová Anikó <i>Risk management process and software support</i>	
14:15–14:30	Gajewska Paulina, Piskrzyńska Katarzyna <i>Impact of visual merchandising on consumer behaviour: a study of clothing stores</i>		Selyanskaya Galina N., Finogenova Yulia Y., Boyko Olga V. <i>Human capital as a factor of economy's competitiveness of world economies</i>		Brichová Andrea <i>An approach to education of the officers by competencies</i>	

Coffee break	14:30–15:00	B2.330	
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15:00–16:30				
Session A		B2.334	Session B	B2.333
CORPORATE ECONOMICS AND FINANCE (chair: Menšík Michal)		ECONOMY AND SUSTAINABLE DEVELOPMENT (chair: Zimmermannová Jarmila)		
15:00–15:15	Sági Judit <i>Credit guarantees: vehicles for risk management in SME lending, in line with their valuation in financial and accounting terms</i>	Averkyna Maryna <i>Criteria of urban sustainable development</i>		
15:15–15:30	Drbola Jan <i>Model of cost calculation method ABC in the public sector</i>	Macků Karel <i>Evaluation of quality of life – more than an economic issue</i>		
15:30–15:45	Měřvová Markéta, Sikorová Eva <i>Analysis of the development of small and medium enterprises using mathematical and statistical methods</i>	Gubáňová Monika, Hanáčková Denisa, Fusková Martina <i>The importance of localization factors for allocation of selected enterprises in conditions of the Slovak Republic</i>		
15:45–16:00	Šebestová Jarmila, Palová Zuzana <i>Ecosystem for social innovation support – a need for speed?</i>	Kulish Inna <i>Cooperation as a way to enhance the competitiveness of rural areas of Ukraine</i>		
16:00–16:15	Valentová Andrea <i>Analysis of development of number of non-profit organizations in the Czech Republic with regard to new civil code</i>	Palová Zuzana, Šebestová Jarmila <i>Behavioral models in the social entrepreneurship</i>		
16:15–16:30	Večeřová Vendula, Sikorová Eva <i>Debt around the world</i>	Bernardová Dana, Kubicová Jelena, Ivanová Kateřina <i>Corporate social responsibility as a tool of lifelong learning in the region</i>		

International Party	17:00–22:00	B3.131 (BETA)	
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