

INTERNATIONAL DAY OF SCIENCE 2018

ECONOMICS, MANAGEMENT, INNOVATION

CONFERENCE PROGRAM

12TH – 13TH APRIL 2018

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. MARCEL G. BUIJS

Rotterdam Business School, Netherlands

RNDr. JAROSLAV BURIAN, Ph.D.

Palacký University, Olomouc, Czech Republic

prof. Eng. FABIO GARZIA, Ph.D.

Sapienza – University of Rome, Italy; Wessex Institute of Technology, UK; European Academy of Sciences and Arts, Austria

assoc. prof. Ing. LUCIE SEDMIHRADSKÁ, Ph.D.

University of Economics in Prague, Czech Republic

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Moravian University College Olomouc, Czech Republic

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Mendel University in Brno, Czech Republic

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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

assoc. prof. Dr. RENATA KORSAKIENĖ

Vilnius Gediminas Technical University, Lithuania

prof. Ing. BOHUMIL KRÁL, CSc.

University of Economics, Prague, Czech Republic

assoc. prof. ANDREA SZIRMAI MADARASINÉ, Ph.D.

Budapest Business School, Hungary

Ing. MICHAL MENŠÍK, Ph.D.

Moravian University College Olomouc, Czech Republic

Ing. Bc. ŠÁRKA PAPADAKI, Ph.D.

Tomas Bata University in Zlin, Czech Republic

assoc. prof. Ing. ADAM PAWLICZEK, Ph.D.

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.

Pan-European University Bratislava, Slovak Republic

assoc. prof. NADINE ROIJAKKERS, Ph.D.

Open University of the Netherlands, Netherlands

assoc. prof. JUDIT SÁGI, Ph.D.

Budapest Business School, Hungary

assoc. prof. Ing. EVA SIKOROVÁ, CSc.

Moravian University College Olomouc, Czech Republic

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

Moravian University College Olomouc, Czech Republic

ANNA SOŁTYSIK-PIORUNKIEWICZ, Ph.D.

University of Economics in Katowice, Poland

assoc. prof. WŁODZIMIERZ SROKA, PhD.

The University of Dąbrowa Górnicza, Poland

assoc. prof. SIMONA STERNAD ZABUKOVŠEK, PhD.

University of Maribor, Slovenia

Ing. JARMILA ŠEBESTOVÁ, PhD.

Silesian University, Czech Republic

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.

Polytechnic of Guarda, Portugal

prof. POLONA TOMINC, Ph.D.

University of Maribor, Slovenia

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

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Czech Technical University in Prague, Czech Republic

assoc. prof. Ing. JARMILA ZIMMERMANNOVÁ, Ph.D.

Moravian University College Olomouc, Czech Republic

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Bc. MICHAELA NOVÁKOVÁ

CONFERENCE PROGRAM 12TH APRIL

Registration & coffee	08:30–09:30	B4.102 (ORBIS)	
Opening session	09:30–09:45	B4.102 (ORBIS)	MUCO representatives – Opening speeches
Plenary session	09:45–11:15	B3.131 (BETA)	Marcel G. Buijs <i>Business Model Canvas – The Innovator</i>
			Lucie Sedmihradská <i>How to capture budget transparency?</i>
Break	11:15–11:30	B4.102 (ORBIS)	
Plenary session	11:30–12:15	B3.131 (BETA)	Fabio Garzia <i>Integrated multidisciplinary approach for safety & security management</i>
Group photo	12:15–12:30	B4.102 (ORBIS)	
Lunch	12:30–13:30	BEATA lunch & coffee	
Workshop	13:30–14:30	B2.333	Jaroslav Burian <i>Scientometrics</i>
Coffee	14:30–15:00	B2.330	

15:00–16:30					
Session A		B2.333	Session B		B2.336
HUMAN RESOURCES MANAGEMENT (chair: Sági Judit)			MANAGEMENT AND CSR (chair: Šebestová Jarmila)		
15:00–15:15	Hvizdová Eva, Máchal Pavel <i>Human resources management and new perspectives in project management – the basis for decision – making</i>		Ameir Omar, Chlopeký Jakub <i>Modification of a tool from the theory of constraints for economic planning and management of a construction project</i>		
15:15–15:30	Sardarian Anna, Komarova Tatiana, Vavilina Alla <i>Group effects as a Factor of Changing Individual Behavior in Working Groups</i>		Šebestová Jarmila <i>Strategic Management Tools in the Small and Medium Sized Enterprises: A Long-Term View</i>		
15:30–15:45	Kirillova Oksana, Gorlova Olga, Kirillova Valeriya <i>Organization of Corporate Interaction in Russian Companies on the Basis of Stakeholder Theory</i>		Vetrova Elena, Gladysheva Irina <i>The Mechanism for Implementing the Model of the Innovative Development of an Industrial Enterprise</i>		
15:45–16:00	Levanova Lidiya, Kirillova Oksana, Vavilina Alla <i>Evolving the Corporate Secretary in Russian Economic Practice</i>		Vetrova Elena, Lapochkina Liudmila <i>The study of the directions of development of industry on the basis of R&D</i>		
16:00–16:15	Sági Judit, Chandler Nicholas <i>The Secret Sauce: A Review of the Characteristics That Define Entrepreneurs and Owner- -Managers</i>		Tkachenko Irina, Pervukhina Irina <i>Event Study Analysis of The Impact of News on the Value of Corporate Reputation: The Gazprom Case</i>		
16:15–16:30	Nikoleta Nagyová, Karácsony Gyurián <i>Examining of the leadership styles according to employee's satisfaction</i>				

Dinner	18:00–	Restaurant Kozlovna	
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CONFERENCE PROGRAM 13TH APRIL

Registration & coffee	08:30–09:30	B2.330	
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09:00–10:30					
Session A		B2.333	Session B		B2.336
ECONOMIC POLICY AND INNOVATIONS (chair: Pászto Vít)			SESSION IN CZECH LANGUAGE (chair: Sikorová Eva)		
09:00–09:18	Pászto Vít <i>Innovations in Czechia: Geospatial Perspective</i>		Široký Jan, Zemanová Martina, Krajňák Michal <i>Usage of methods of beta convergence and sigma convergence in measuring regional disparities</i>		
09:18–09:36	Malshina Nataliya, Bryntsev Alexander <i>The Flow processes of the cultural industries – integrated indicators</i>		Sikorová Eva, Stefanovová Zuzana, Humlová Vlasta <i>Financial health and application of using EVA indicators in the paper industry</i>		
09:36–09:54	Yakubova Tatiana, Vavilina Alla, Kalashnikov Igro <i>National innovation policy in the Russian Federation: content, principles of its development, success of implementation</i>				
09:54–10:12	Vavilina Alla, Cherevichko Tatiana, Orlova Liubov <i>Migration Institution as an Innovative Institution of Development</i>				
10:12–10:30	Jílková Eva, Říhová Veronika <i>The development and relations of labour productivity in V4 countries</i>				

Coffee	10:30–10:45	B2.330	
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10:45–12:15					
Session A		B2.333	Session B		B2.336
CONSUMER BEHAVIOUR ISSUES (chair: Zimmermannová Jarmila)			METHODS IN ECONOMY (chair: Čermák Petr)		
10:45–11:03	Zimmermannová Jarmila, Pawliczek Adam <i>Economic analysis of households – prosumers</i>		Křišová Zdeňka, Pokorný Miroslav <i>Fuzzy models properties in a forex trading system control</i>		
11:03–11:21	Šedík Peter, Prokejinová Renata Benda, Horská Elena <i>Sensory Evaluation of Honey by Young Consumers in Slovakia: Pilot Testing</i>		Čermák Petr, Martinů Jiří <i>The fuznet development system</i>		
11:21–11:39	Yakubova Tatiana, Vavilina Alla, Komarova Tatiana <i>Place branding as a factor of competitive recovery of Russia on an international tourism market</i>		Firsova Anna, Novoselova Maria, Vavilina Alla <i>Modelling of R&D Funding Sources in Russia</i>		
11:39–11:57	Suleimankadijeva Alzhanat <i>Transformation of Russian Master's Education in the Knowledge Economic Conditions</i>		Lavrinčík Jan, Křišová Zdeňka, Pavelka Jiří <i>IOTA, one way to an independent payment system</i>		
11:57–12:15	Vítová Blanka <i>Mediation and other means of alternative dispute resolution in consumer matters</i>				

Lunch	12:30–	BEATA lunch & coffee	
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