



CONFERENCE PROGRAMME

TUESDAY 8th OCTOBER 2019

16:00 – 20:00	Registration of participants
18:30 – 20:00	Dinner

WEDNESDAY 9th OCTOBER 2019

08:00 – 10:00	Registration of participants
10:00 – 10:15	Conference opening
10:15 – 12:00	Plenary session
12:00 – 13:00	Lunch
13:00 – 15:30	Paper sessions
15:30 – 16:00	Coffee break
16:00 – 18:00	Paper sessions
19:30	Social evening

THURSDAY 10th OCTOBER 2019

09:00 – 12:00	Paper sessions
12:00 – 13:00	Lunch
13:00 – 16:00	Paper sessions

Registration of participants will be in the lobby of the Hotel APHRODITE PALACE****, Rajecke Teplice.

Paper sessions will take place in two conference rooms in the Hotel APHRODITE PALACE****, Rajecke Teplice:

1. KABARET – Ground floor
2. BLUE – 1st floor
3. GREEN – 2nd floor

Social evening will be in the main restaurant of the Hotel APHRODITE PALACE****, Rajecke Teplice, as well as lunch and dinner during the conference.



CONFERENCE PROGRAMME

WEDNESDAY 9th OCTOBER 2019

Meeting room: **KABARET**

<i>Chairman:</i>	KLIESTIK Tomas	University of Zilina, Slovak Republic
	KRIZANOVA Anna	University of Zilina, Slovak Republic
	NICA Elvira	Bucharest University of Economic Studies, Romania
	POPESCU Gheorghe H.	Dimitrie Cantemir Christian University, Romania
	VOCHOZKA Marek	The Institute of Technology and Business in Ceske Budejovice, Czech Republic

10:00 – 12:00

Conference opening

Plenary session

LAZAROIU GEORGE

The Role of Electronic Word-Of-Mouth in Influencing Consumer Repurchase Intention in Social Commerce

SWADZBA STANISLAW

Globalization and Economic Growth in Highly Developed Countries

SULER PETR

Global Incident - Opportunity and Threat

12:00 – 13:00

Lunch



SESSION 1

WEDNESDAY 9TH OCTOBER 2019

Meeting room: **BLUE**

Official language: *English*

13:00 – 15:30

Paper sessions

Chairman:

MUSA Hussam

Matej Bel University, Slovak Republic

ATANASOVA Irina

South-West University, Bulgaria

SWADZBA Stanislaw

University of Economics in Katowice,
Poland

DOBREA Razvan Catalin

Bucharest University of Economic
Studies, Romania

Presentation:

DAUDISA TATJANA
VEVERE VELGA

Importance of Professional Ethics and Corporate Social
Responsibility within Business Studies Curriculum
within Context Global Economy

IMPPOLA JORMA JAAKKO

Global Economics and its Sustainability in the
Globalized World

NESTEROVA IRENA

Mass Data Gathering and Surveillance: The Fight against
Facial Recognition Technology in the Globalized World

DENGOV VICTOR

Price Strategies of Mobile Operators in Russia in the
Conditions of the Global Economic Recession

SWADZBA URSZULA

Students and Their Professional Work in International
Perspective Comparative Analysis of Social Attitudes

KOHLHOFFER- MIZSER CSILLA

Making Our Own Decisions-Global Management in
Conflict

LININA IVETA

Evaluation of Buyer's Loyalty Process in Retail
Companies in Latvia under the Conditions of
Globalization

ZVIRGZDINA ROSITA

The Readiness of Latvian Micro and Small Enterprises
(MSE) for Globalization

15:30 – 16:00

Coffee break



16:00 – 18:00

Paper sessions

Chairman:

VALASKOVA Katarina

University of Zilina,
Slovak Republic

KOHLHOFFER-MIZSER Csilla

Obuda University, Hungary

LAZAROIU George

Spiru Haret University, Romania

DENGOV Victor

Saint Petersburg State University,
Russia

Presentation:

CRISTINA DIMA

Strategic Options for the Development of Ecotourism in
the Danube Delta in the Context of Globalization

KRASTEV VLADISLAV
KOYUNDZHIYSKA-DAVIDKOVA
BLAGOVESTA
ATANASOVA IRINA

The Impact of the Corruption on the Sustainable
Development of the Businesses in South-West Bulgaria

DOBREA RAZVAN CATALIN

Energy Indicators in the Context of Globalization

VEVERE VELGA
MONS ARTURS

Applying Behaviour Economics in Education: Study of
Undergraduate Practices of Selecting Higher
Educational Institutions

KLIESTIKOVA JANA
KOVACOVA MARIA

Bibliometric Overview of Trends in Contemporary
Brand Management

RADULESCU CARMEN VALENTINA

The Pressure of Globalization on Educational Evolution
in Emerging Economies

NAIL GABDULLIN MARATOVICH

Human Capital Development in the Global-
Knowledge Economy

BRAN FLORINA

The Age Of Automation and the Evolution of
Globalization

SAHELICES-PINTO CESAR

CSR Practices Performance and Their Visibility by
Consumers: A Study with Spanish Food Products

GREGOVA ELENA
DENGOV VICTOR
MUSTAFAEV AZER

Private label as a Global Trend af Food Networks for
Pricing Policy Optimization (Case Study of St.
Petersburg)

KRAL PAVOL
JANOSKOVA KATARINA

Consumer Perception of Branded Products Quality

LYAKIN ALEXANDER

The Causes of Growth Slowdown in the Middle Income
Countries in Global Economy

19:30

Social evening



SESSION 2

WEDNESDAY 9TH OCTOBER 2019

Meeting room: **GREEN**

Official language: *English, Slovak, Czech*

13:00 – 15:30 *Paper sessions*

Chairman:	ZAK Stefan	University of Economics in Bratislava, Slovak Republic
	URADNICEK Vladimir	Matej Bel University, Slovak Republic
	MUSOVA Zdenka	Matej Bel University, Slovak Republic
	HES Ales	University of Finance and Administration, Prague, Czech Republic

Presentation:

ROWLAND ZUZANA VOCHOZKA MAREK	A Consideration of Seasonal Fluctuations when Equalizing Time Series Using Artificial Neural Networks when Estimating Exchange Rates of The Czech Crown and Chinese Yuan
CHOVANCOVA BOZENA MATUŠOVIC DENIS	New Tendencies in the Structure of Stock Markets and Real Economy in the Context of the Onset of Industry 4.0
KOVARNIK JAROSLAV	Globalization and Foreign Trade: Selected Topics in Central European Countries
NOVAKOVA MARIA BURDA EDUARD CAPIKOVA SILVIA	Challenges for Social Policy and Health Policy in a Shared Economy
KUBASKA PETER URADNICEK VLADIMIR	Minimum Tax, Financial Health of Company and Sustainability in Global Economy
VRBKA JAROMIR KRULICKY TOMAS	Import to the European Union from China and its Influence on The Global Market
SALKOVA DANIELA REGNEROVA OLGA	Methods of Eliminating Waste from Food Packaging as a Globalization Tool
DZIAN MICHAL PALUS HUBERT SUPIN MIKULAS PAROBEK JAN DOVCIKOVA ANNA	Globalization and Innovation Applying Smart Solutions
MATOVA HANA SUPIN MIKULAS	Consumers – Global Citizens From the CSR 2.0 Perspective



FISERA BORIS
KOTLEBOVA JANA

Comparison of Effects of Expansionary Monetary Policy in
the Czech Republic and Slovakia

15:30 – 16:00 *Coffee break*

16:00 – 18:00 *Paper sessions*

Chairman: CHOVANCOVA Bozena University of Economics in
Bratislava, Slovak Republic

ZAUSKOVA Anna University of Sc. Cyril and Methodius,
Slovak Republic

KUSA Alena University of Sc. Cyril and Methodius,
Slovak Republic

PALUS Hubert Technical University in Zvolen, Slovak
Republic

Presentation:

KLEMENTOVA JARMILA
STROKOVA ZUZANA

Impact of Globalization On Socio-Economic Factors in
Implementation on Qms in the Context of Controlling

HES ALES

Global Communication Environment for B2B Markets

ZAK STEFAN
HASPROVA MARIA

The Role of Influencers in the Consumer Decision-
Making Process

ZEMANOVA STEPANKA

Mainstreaming Global Sustainable Development Goals
Through the Un Global Compact: The Case of Visegrad
Countries

NOVA MONIKA

Opening Up Job Opportunities in Selected Regions of
African Developing Countries - Practical Examples

KOTLEBOVA JANA
ARENDAS PETER
CHOVANCOVA BOZENA

Government Expenditures in the Support of Technological
Innovations and Impact on Stock Markets

SULER PETR
HORAK JAKUB
MACHOVA VERONIKA

An Analysis of Enterprises in the Business Sector in the
Czech Republic in the Age of Globalization Using Kohonen
Networks – The Identification of Leaders in This Field of
Research

VARVAZOVSKA PAVLA
REGNEROVA OLGA

Social Business as a Development Factor in the Region with
Global Overhead

STUHLIKOVA JANA
BOTLIKOVA MILENA

Selected Aspects of Sustainable Tourism and Their
Application in the Operation of Accommodation and
Catering Facilities in The Moravian-Silesian Region

BOTLIK JOSEF

Movement of Autonomous Systems after Selected
Infrastructure as a Globalization Effect Induced by
Initiate Industry 4.0



University of Zilina
Faculty of Operation and Economics of Transport and Communications



WURST BLANKA

Globalization and Sustainability of Regions: The Role of Cultural and Creative Industries in Cultural Policies and Their Implications for Regional Development – Case Study of the Czech Republic

BOTLIKOVA MILENA
STUCHLIKOVA JANA
BOTLIK JOSEF

Applying Socially Responsible Entrepreneurship in Tourism Businesses

19:30

Social evening



SESSION 1

THURSDAY 10TH OCTOBER 2019

Meeting room: **BLUE**

Official language: *English, Slovak, Czech*

9:00 – 12:00 *Paper sessions*

Chairman:

PAROBEK Jan	Technical University in Zvolen, Slovak Republic
TOTH Marian	Slovak University of Agriculture in Nitra, Slovak Republic
LANCARIC Drahoslav	Slovak University of Agriculture in Nitra, Slovak Republic
GAVUROVA Beata	Technical University of Kosice, Slovak Republic

Presentation:

MINAROVA MARTINA
BENCIKOVA DANA
MALA DENISA

Mobbing in a Workplace and its Negative Influence on Building Quality Culture

MORESOVA MARIA

Global Determinants Of Sustaining And Developing Family Enterprises In Slovakia

STROKOVA ZUZANA
MALA DENISA
BENCIKOVA DANA

Psychological Aspects of Implementing Controlling in an Enterprise

SOROKOVA TATIANA
PETRIKOVA DANIELA

The Shared Economy in the Current Market Environment

SEBEN ZOLTAN

Slovak Experience after 10 Yers from the Introduction of the Euro as Globalization Factor

VELINOV EMIL
BERANEK MARTINA

The Role of Women in Strategic Decisions: Evidence from Czech and Russian Multinational Companies

RYBAROVA DANIELA

Creative Industry as a Key Creative Component of the Global Economy

JANOSOVA MIROSLAVA
MITKOVA VERONIKA

The Influence of Foreign Direct Investments on Slovak Regions

HREHOVA DANIELA

Informational Communication Technology Is a Tool of Global Education



MILICHOVSKY FRANTISEK
MRACEK PAVEL

Customers' Behaviour During Purchasing
Vegetarian Products in Global Retail Environment

POLACKOVA HANA

Socio-Economic Consequences of Globalization
in Agriculture in Relation to Social Responsibility

MICHALKOVA LUCIA
FRAJTOVA MICHALIKOVA KATARINA

Is the Value of the New Business Tax Shield
Lower? Comparative Study of International
Valuation Methods

PONGRACZ EVA

Social Economy and Social Entrepreneurship -
The Manifestation of Social Responsibility in the
Era of Globalization

STROKOVA ZUZANA

Impact of Globalization on Socio-Economic
Factors in Implementation on QMS in the Context
of Controlling

PODHORSKA IVANA
SIEKELOVA ANNA

Enterprises Financial Performance in a Globalized
World: International Comparison

HREHOVA DANIELA
SENOVA ANDREA

Higher Education Require Adaptation of Students
Study Abroad Programs

KOTIKOVA SYLVIE
PAVLU KAROLINA

Evaluation of the Setting of the Global Promotion
of the Czech Republic Destination

VALASKOVA KATARINA
DURANA PAVOL

Disparities in Earnings Management among
Enterprises: Evidence from Slovakia

12:00 – 13:00 *Lunch*

13:00 – 16:00 *Paper sessions*

Chairman:	ZEMANOVA Stepanka	University of Economics, Prague, Czech Republic
	KOTIKOVA Sylvie	Technical University of Liberec, Czech Republic
	MILICHOVSKY Frantisek	Brno University of Technology, Czech Republic

Presentation:

SIEKELOVA ANNA
PODHORSKA IVANA

Earnings Management Detection on the Basis of
Discretionary Accruals under the Contidion of
Globalization: A Case Study of Slovak Republic

TOTH MARIAN
RABEK TOMAS
STRAPEKOVA ZUZANA

Impact of Integration and Globalization on
Business Risk and Loans in Slovak Agriculture



GAVUROVA BEATA

Globalisation and its Consequences on Morbidity
Caused by Drug Abuse in Czech Republic

KRAMAROVA KATARINA
VALASKOVA KATARINA

Application of Chosen Fraudulent Detection
Technique in the Slovak Business Environment

LIPTAKOVA KATARINA
RIGOVA ZUZANA

Possibilities of Slovak Municipalities to
Participate in Regional Development in Context
of Globalization

SAGATOVA SLAVKA

The Impact of Globalization on the Development
of Creative Industries Businesses

DURANA PAVOL
VAGNER LADISLAV
KOVACOVA MARIA

Earnings Management in Global Context: A
Bibliometric Overview

SVABOVA LUCIA
MICHALKOVA LUCIA

The Impact of Data Structure on Classification
Ability of Financial Failure Prediction Model

CUGOVA ANETA
CUG JURAJ

Motivation for the Use of Creative Accounting
Techniques in the Conditions of the Globalized
Business Environment



SESSION 2

THURSDAY 10TH OCTOBER 2019

Meeting room: **GREEN**

Official language: *English, Slovak, Czech*

9:00 – 12:00 *Paper sessions*

Chairman:	KRAL Pavol	University of Zilina, Slovak Republic
	HEJDUKOVA Pavlina	University of West Bohemia, Pilsen, Czech Republic
	KUREKOVA Lucie	University of West Bohemia, Pilsen, Czech Republic
	BUMBEROVA Veronika	Brno University of Technology, Czech Republic

Presentation:

KICOVA EVA	Specifics of Human Resources in Non-Profit Organizations in the Process of Globalization
MAJDUCHOVA HELENA	Innovations in Creative Industry Entities
CEMERKOVA SARKA	Does a Successful Future Entrepreneur in a Globalized World Need to Know Logistics?
ROLENC JAN MARTIN	Technological Change and Innovation as Security Threats
KRAJNAKOVA EMILIA VOJTOVIC SERGEJ	Global Trends in the Labor Market and Balance of Losses and Benefits from Labor Migration
RYLKOVA ZANETA	Managerial Decision on Strategic Objectives in Global Environment
KOVALOVA ERIKA FRAJTOVA MICHALIKOVA KATARINA	The Creative Accounting in Determining the Bankruptcy of Business Corporation
MALIKOVA IVETA	Impact of Globalisation on Circular Economy and Sustainable Development
KOTYNKOVA MAGDALENA	Economic Migration of the Eastern European Migrants in the United Kingdom of Great Britain and Northern Ireland
PFEIFEROVA DANIELA KUCCHAROVA IVANA	Risks of Collective Investment Undertakings in the Context of Global Capital Markets



PETERKOVA JANA

Innovation and Industry 4.0 as a Part of Small State Diplomacy

NOVAK JAROMIR

The Social Responsibility Society in the Era of Globalization

NOVY MILOS

The Influence of Globalization on Selected Constitutive and Regulating Elements of the Economic Mechanism on the Example of Regional Economic Growth of New and Old Member States of the European Union

GAJANOVA LUBICA
NADANYIOVA MARGARETA

The Impact of Corporate Social Responsibility on Brand Loyalty in the Process of Globalization

JANOSOVA DENISA
LABUDOVA LENKA

The Impact of Globalization on Regional Marketing

PELLESOVA PAVLINA

Globalization and Perception of Tourism Trends by Supply and Demand

SOLTES VIKTOR
REPKOVA STOFKOVA KATARINA

Socio-Economic Consequences of Globalization on the Economic Development of Regions in the Context of Security

CENIGA PAVEL
SUKALOVA VIERA

Sustainable Business Development in the Context of Logistics in the Globalization Process

12:00 – 13:00 *Lunch*

13:00 – 16:00 *Paper sessions*

Chairman: CENIGA Pavel

University of Zilina, Slovak Republic

 ROLENC Jan Martin

University of Economics, Prague, Czech Republic

 NOVY Milos

University of West Bohemia, Czech Republic

Presentation:

HEJDUKOVA PAVLINA
KUREKOVA LUCIE

Water Scarcity: Regional Analyses in the Czech Republic Between 2014–2018

BUMBEROVA VERONIKA
KANOVSKA LUCIE

Sustainable Marketing Tools Under Globalization: A Comparison Between P-Kibs and T-Kibs Sectors

KOSTKOVA MIROSLAVA

Shared Accommodation as a Globalizing Trend of Tourism in the Moravian-Silesian Region



University of Zilina
Faculty of Operation and Economics of Transport and Communications



JANOSKOVA KATARINA
KRAL PAVOL

Perception of Selected Sportswear Brands with
Emphasis on Expected Benefits and Features as
Prerequisite for Customer Satisfaction

SIRANOVA MARIA

Growth of City Regions and Bank Branches
Localization

NADANYIOVA MARGARETA
GAJANOVA LUBICA

The Impact of Corporate Social Responsibility on
Brand Loyalty in the Process of Globalization

SUKALOVA VIERA
CENIGA PAVEL

Diversity Management in Sustainable Human
Resources Management



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