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

Chairman: 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  Importance of Professional Ethics and Corporate Social Responsibility within Business Studies Curriculum within Context Global Economy
VEVERE VELGA
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
- 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 of 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

KOVARNI JAROSLAV
Globalization and Foreign Trade: Selected Topics in Central European Countries

NOVAKOVA MARIA BURDA EDUARD
Challenges for Social Policy and Health Policy in a Shared Economy
CAPIKOVA SILVIA

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
Globalization and Innovation Applying Smart Solutions
PAROBEK JAN DOVCIKOVA ANNA

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

STUCHLIKova 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
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

Applying Socially Responsible Entrepreneurship in Tourism Businesses

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

BENCIKOVA DANA

MALA DENISA

MORESOVA MARIA Global Determinants Of Sustaining And Developing Family Enterprises In Slovakia

STROKOVA ZUZANA Psychological Aspects of Implementing Controlling in an Enterprise

MALA DENISA

BENCIKOVA DANA

SOROKOVA TATIANA The Shared Economy in the Current Market Environment

PETRIKOVA DANIELA

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

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

BERANEK MARTINA

RYBAROVA DANIELA Creative Industry as a Key Creative Component of the Global Economy

JANOSOVA MIROSLAVA The Influence of Foreign Direct Investments on Slovak Regions

MITKOVA VERONIKA

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

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

PODHORSKA IVANA

TOTH MARIAN
RABEK TOMAS
STRAPEKOVÁ 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

SAGATOVÁ SLAVKA
The Impact of Globalization on the Development of Creative Industries Businesses

DURANA PAVOL
VAGNER LADISLAV
KOVAČOVÁ MARIA
Earnings Management in Global Context: A Bibliometric Overview

SVABOVÁ 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
KRAINAKOVA 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 KUCHAROVA 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

BUMBEROV 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
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