## **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.  $BLUE 1^{st}$  floor
- 3.  $GREEN 2^{nd}$  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

Globalization and Economic

SWADZBA STANISLAW Growth in Highly Developed

Countries

SULER PETR Global Incident - Opportunity and

Threat

12:00 – 13:00 Lunch



## Faculty of Operation and Economics of Transport and Communications



#### **SESSION 1**

### WEDNESDAY 9<sup>TH</sup> OCTOBER 2019

Meeting room: **BLUE** 

Official language: English

13:00 - 15:30Paper sessions

Matej Bel University, Slovak Republic Chairman: **MUSA Hussam** 

> ATANASOVA Irina South-West University, Bulgaria

**SWADZBA Stanislaw** University of Economics in Katowice,

Poland

DOBREA Razvan Catalin **Bucharest University of Economic** 

Studies, Romania

Presentation:

Importance of Professional Ethics and Corporate Social DAUDISA TATJANA

Responsibility within Business Studies Curriculum VEVERE VELGA

within Context Global Economy

Global Economics and its Sustainability in the IMPPOLA JORMA JAAKKO

Globalized World

Mass Data Gathering and Surveillance: The Fight against **NESTEROVA IRENA** 

Facial Recognition Technology in the Globalized World

Price Strategies of Mobile Operators in Russia in the **DENGOV VICTOR** 

Conditions of the Global Economic Recession

Students and Their Professional Work in International SWADZBA URSZULA

Perspective Comparative Analysis of Social Attitudes

Making Our Own Decisions-Global Management in KOHLHOFFER- MIZSER CSILLA

Conflict

Evaluation of Buyer's Loyalty Process in Retail LININA IVETA

Companies in Latvia under the Conditions of

Globalization

The Readiness of Latvian Micro and Small Enterprises ZVIRGZDINA ROSITA

(MSE) for Globalization

15:30 - 16:00Coffee break



Faculty of Operation and Economics of Transport and Communications



Paper sessions

Chairman:

University of Zilina, VALASKOVA Katarina 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 Ecoturism 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

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

MONS ARTURS **Educational Institutions** 

KLIESTIKOVA JANA KOVACOVA MARIA

**VEVERE VELGA** 

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



## Faculty of Operation and Economics of Transport and Communications



#### **SESSION 2**

### WEDNESDAY 9<sup>TH</sup> OCTOBER 2019

Meeting room: **GREEN** 

Official language: English, Slovak, Czech

13:00 - 15:30Paper 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:

A Consideration of Seasonal Fluctuations when Equalizing **ROWLAND ZUZANA** 

Time Series Using Artificial Neural Networks when

Estimating Exchange Rates of The Czech Crown and Chinese VOCHOZKA MAREK

Yuan

CHOVANCOVA BOZENA New Tendencies in the Structure of Stock Markets and Real

MATUŠOVIC DENIS Economy in the Context of the Onset of Industry 4.0

Globalization and Foreign Trade: Selected Topics in Central KOVARNIK JAROSLAV

**European Countries** 

**NOVAKOVA MARIA** Challenges for Social Policy and Health Policy in a Shared

**BURDA EDUARD** Economy

CAPIKOVA SILVIA

**KUBASKA PETER** Minimum Tax, Financial Health of Company and

URADNICEK VLADIMIR Sustainability in Global Economy

Import to the European Union from China and its Influence VRBKA JAROMIR

KRULICKY TOMAS on The Global Market

SALKOVA DANIELA Methods of Eliminating Waste from Food Packaging as a

Globalization Tool **REGNEROVA OLGA** 

DZIAN MICHAL **PALUS HUBERT** 

**SUPIN MIKULAS** Globalization and Innovation Applying Smart Solutions

PAROBEK JAN DOVCIKOVA ANNA

MATOVA HANA Consumers – Global Citizens From the CSR 2.0 Perspective

SUPIN MIKULAS



Faculty of Operation and Economics of Transport and Communications



### **FISERA BORIS** KOTLEBOVA JANA

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

15:30 - 16:00Coffee break 16:00 - 18:00Paper 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:

MACHOVA VERONIKA

Impact of Globalization On Socio-Economic Factors in KLEMENTOVA JARMILA Implementation on Qms in the Context of Controlling STROKOVA ZUZANA

**HES ALES** Global Communication Environment for B2B Markets

The Role of Influencers in the Consumer Decision-**ZAK STEFAN** 

HASPROVA MARIA **Making Process** 

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

Countries

Opening Up Job Opportunities in Selected Regions of **NOVA MONIKA** 

African Developing Countries - Practical Examples

KOTLEBOVA JANA Government Expenditures in the Support of Technological ARENDAS PETER

Innovations and Impact on Stock Markets CHOVANCOVA BOZENA

An Analysis of Enterprises in the Business Sector in the SULER PETR Czech Republic in the Age of Globalization Using Kohonen **HORAK JAKUB** 

Networks – The Identification of Leaders in This Field of

Research

VARVAZOVSKA PAVLA Social Business as a Development Factor in the Region with

Global Overhead REGNEROVA OLGA

Selected Aspects of Sustainable Tourism and Their STUCHLIKOVA JANA Application in the Operation of Accommodation and **BOTLIKOVA MILENA** Catering Facilities in The Moravian-Silesian Region

Movement of Autonomous Systems after Selected **BOTLIK JOSEF** 

Infrastructure as a Globalization Effect Induced by

Initiate Industry 4.0



**WURST BLANKA** 

BOTLIKOVA MILENA STUCHLIKOVA JANA BOTLIK JOSEF

19:30

Social evening

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



## Faculty of Operation and Economics of Transport and Communications



#### **SESSION 1**

## THURSDAY 10<sup>TH</sup> 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

Psychological Aspects of Implementing

BENCIKOVA DANA

Controlling in an Enterprise

SOROKOVA TATIANA The Shared Economy in the Current Market

PETRIKOVA DANIELA 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

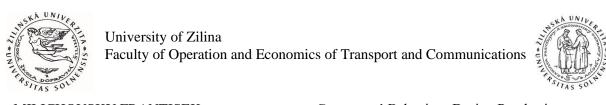
JANOSOVA MIROSLAVA The Influence of Foreign Direct Investments on

MITKOVA VERONIKA Slovak Regions

HREHOVA DANIELA

Informational Communication Technology Is a

Tool of Global Education



MILICHOVSKY FRANTISEK Customers' Behaviour During Purchasing

MRACEK PAVEL Vegetarian Products in Global Retail Environment

Socio-Economic Consequences of Globalization POLACKOVA HANA

in Agriculture in Relation to Social Responsibility

Is the Value of the New Business Tax Shield MICHALKOVA LUCIA Lower? Comparative Study of International FRAJTOVA MICHALIKOVA KATARINA

Valuation Methods

Social Economy and Social Entrepreneurship -PONGRACZ EVA

The Manifestation of Social Responsibility in the

Era of Globalization

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

of Controlling

PODHORSKA IVANA Enterprises Financial Performance in a Globalized

World: International Comparison SIEKELOVA ANNA

HREHOVA DANIELA Higher Education Require Adaptation of Students

SENOVA ANDREA Study Abroad Programs

KOTIKOVA SYLVIE Evaluation of the Setting of the Global Promotion

PAVLU KAROLINA of the Czech Republic Destination

VALASKOVA KATARINA Disparities in Earnings Management among

Enterprises: Evidence from Slovakia **DURANA PAVOL** 

12:00 - 13:00Lunch

13:00 - 16:00Paper 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

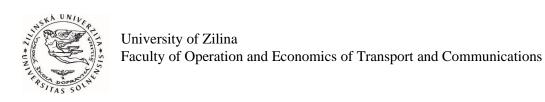
Republic

*Presentation:* 

Earnings Management Detection on the Basis of SIEKELOVA ANNA Discretionary Accruals under the Contidion of PODHORSKA IVANA

Globalization: A Case Study of Slovak Republic

**TOTH MARIAN** Impact of Integration and Globalization on **RABEK TOMAS** Business Risk and Loans in Slovak Agriculture STRAPEKOVA ZUZANA





**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



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



#### **SESSION 2**

### THURSDAY 10<sup>TH</sup> OCTOBER 2019

Meeting room: **GREEN** 

Official language: English, Slovak, Czech

9:00-12:00Paper 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:

VOJTOVIC SERGEJ

Specifics of Human Resources in Non-Profit KICOVA EVA

Organizations in the Process of Globalization

MAJDUCHOVA HELENA **Innovations in Creative Industry Entities** 

Does a Successful Future Entrepreneur in a CEMERKOVA SARKA

Globalized World Need to Know Logistics?

Technological Change and Innovation as **ROLENC JAN MARTIN** 

**Security Threats** 

KRAJNAKOVA EMILIA Global Trends in the Labor Market and Balance

of Losses and Benefits from Labor Migration

Managerial Decision on Strategic Objectives in RYLKOVA ZANETA

Global Environment

KOVALOVA ERIKA The Creative Accounting in Determining the

FRAJTOVA MICHALIKOVA KATARINA Bankruptcy of Business Corporation

Impact of Globalisation on Circular Economy MALIKOVA IVETA

and Sustainable Development

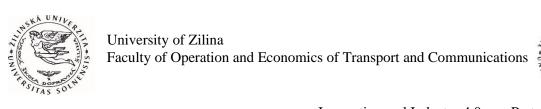
Economic Migration of the Eastern European KOTYNKOVA MAGDALENA

Migrants in the United Kingdom of Great

Britain and Northern Ireland

PFEIFEROVA DANIELA Risks of Collective Investment Undertakings in

KUCHAROVA IVANA 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

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

Member States of the European Union

GAJANOVA LUBICA The Impact of Corporate Social Responsibility

on Brand Loyalty in the Process of Globalization

JANOSOVA DENISA The Impact of Globalization on Regional

LABUDOVA LENKA Marketing

PELLESOVA PAVLINA Globalization and Perception of Tourism Trends

by Supply and Demand

SOLTES VIKTOR Socio-Economic Consequences of Globalization

on the Economic Development of Regions in the

Context of Security

CENIGA PAVEL

Sustainable Business Development in the

SUKALOVA VIERA

Context of Logistics in the Globalization

**Process** 

12:00 – 13:00 Lunch

NADANYIOVA MARGARETA

13:00 – 16:00 Paper sessions

REPKOVA STOFKOVA KATARINA

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 Water Scarcity: Regional Analyses in the Czech

KUREKOVA LUCIE Republic Between 2014–2018

BUMBEROVA VERONIKA

Sustainable Marketing Tools Under Globalization:

KANOVSKA LUCIE

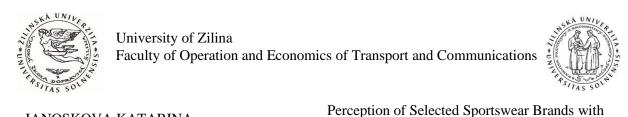
A Comparison Between P-Kibs and T-Kibs

Sectors

KOSTKOVA MIROSLAVA

Shared Accommodation as a Globalizing Trend of

Tourism in the Moravian-Silesian Region



JANOSKOVA KATARINA KRAL PAVOL

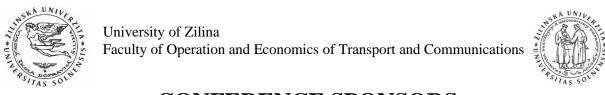
Emphasis on Expected Benefits and Features as Prerequisite for Customer Satisfaction

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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