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

<table>
<thead>
<tr>
<th>Time</th>
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<th>Speaker</th>
<th>Institution</th>
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| 10:00 – 12:00 | Conference opening                        | 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  
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
- DENGGOV 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
  The Impact of the Corruption on the Sustainable Development of the Businesses in South-West Bulgaria
- KONYUNDZHIYSKA-DAVIDKOVA ATANASOVA IRINA
  Energy Indicators in the Context of Globalization
- DOBREA RAZVAN CATALIN
  Applying Behaviour Economics in Education: Study of Undergraduate Practices of Selecting Higher Educational Institutions
- 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
- ADAMONIENE RUTA
  Service Quality from Customer Perspective: A Case of Public Sector
- 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 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 Globalization and Innovation Applying Smart Solutions
SUPIN MIKULAS
PAROBEK JAN
DOVCIKOVA ANNA

MATOVA HANA SUPIN MIKULAS Consumers – Global Citizens From the CSR 2.0 Perspective
FISERA BORIS  
KOTLEBOVA JANÉ  

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  
STROKOVÁ 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  
HASPROVÁ 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

KOTLEBOVÁ JANÉ  
ARENÁŠ PETER  
CHOVANCOVA BOZENA  

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

SULÍK PETER  
HORÁK 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

VARVAZOVSKÁ PAVLA  
REGNEROVÁ OLGA  

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

STUCHLÍKOVÁ JANÉ  
BOTLIKOVÁ 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

19th International Scientific Conference Globalization and Its Socio-Economic Consequences
University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics  
9th – 10th October 2019
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

BOTLIKOVÁ MILENA
STUCHLIKOVÁ JANA
BOTLIK JOSEF

Applying Socially Responsible Entrepreneurship in Tourism Businesses

19:30 \textit{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


19th International Scientific Conference Globalization and Its Socio-Economic Consequences
University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics
9th – 10th October 2019
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

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

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

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:

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

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

19th International Scientific Conference Globalization and Its Socio-Economic Consequences
University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics
9th – 10th October 2019
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:

MAJDUCHOVA HELENA Innovations in Creative Industry Entities
CEMERKOVÁ 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 VROJTOVIC 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
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 Risks of Collective Investment Undertakings in the Context of Global Capital Markets
KUCHAROVA IVANA Innovation and Industry 4.0 as a Part of Small State Diplomacy
PETERKOVA JANA
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

JANOSOVA DENISA

The Impact of Globalization on Regional Marketing

LABUDOVA LENKA

Globalization and Perception of Tourism Trends by Supply and Demand

PELLESOVA PAVLINA

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

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 A 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

SIRANOVA MARIA

Growth of City Regions and Bank Branches Localization