

# Globalization and its Socio- Economic Consequences 2020



21 – 22 OCTOBER 2020

---

**PROGRAM**

[globalizacia.com](http://globalizacia.com)



---

## Conference Chairman

**Tomas Kliestik**

University of Zilina, Slovak Republic

## Conference Guarantees

**Tomas Kliestik**

University of Zilina, Slovak Republic

**Anna Krizanova**

University of Zilina, Slovak Republic

**Tatiana Corejova**

University of Zilina, Slovak Republic

## Scientific Committee

- assoc. prof. Adam P. BALCERZAK, University of Warmia and Mazury in Olsztyn, Poland
- prof. Ing. Jaroslav BELAS, PhD., Tomas Bata University in Zlin, Czech Republic
- assoc. prof. Yuriy BILAN, Ph.D., Rzeszów University of Technology, Poland
- prof. Jelena BOROCKI, University of Novi Sad, Serbia
- Dr. Martin CEPEL, PhD., MBA, Pan-European University, Slovak Republic
- assoc. prof. Ing. Viktor V. DENGGOV, PhD., Saint Petersburg State University, Russian Federation
- prof. Preslav DIMITROV, PhD., South-West University Neofit Rilski, Bulgaria
- Ing. Pavol DURANA, PhD., University of Zilina, Slovak Republic
- Mathilde FELSTEAD, PhD., Centre for Innovative Data-driven Smart Urban Ecosystems, Ohio, USA
- Anna FIELDEN, PhD., Centre for Industry 4.0-based Manufacturing Systems, Pennsylvania, USA
- prof. Ing. Beata GAVUROVA, MBA., PhD., Tomas Bata University in Zlin, Czech Republic
- prof. Ing. Valentina V. GERASIMENKO, PhD., Lomonosov Moscow State University, Russian Federation
- assoc. prof. Ing. Ales HES, CSc., University of Finance and Administration, Praha, Czech Republic
- Dr. Anita KOLNHOFER-DERECSKEI, Obuda University, Budapest, Hungary
- prof. Maria KICHEVA, PhD., South-West University Neofit Rilski, Bulgaria
- prof. Dr. Barbara KOS, PhD., Economics Academia, Katowice, Poland
- Ing. Maria KOVACOVA, PhD., University of Zilina, Slovak Republic
- assoc. prof. Ing. Pavol KRAL, PhD., University of Zilina, Slovak Republic
- prof. Justyna ŁAPIŃSKA, PhD., Nicolaus Copernicus University, Poland

- 
- assoc. prof. George LAZAROIU, PhD., Spiru Haret University, Bucharest, Romania
  - prof. Ing. Zbigniew LUKASIK, DrSc., University of Technology, Radom, Poland
  - prof. Ing. Alexander N. LYAKIN, DrSc., Saint Petersburg State University, Russian Federation
  - prof. Ing. Olga P. MOLCHANOVA, PhD., Lomonosov Moscow State University, Russian Federation
  - prof. Ing. Hussam MUSA, PhD., Matej Bel University, Banska Bystrica, Slovak Republic
  - assoc. prof. Zdenka MUSOVA, PhD., Matej Bel University, Banska Bystrica, Slovak Republic
  - prof. univ. dr. Elvira NICA, Bucharest University of Economic Studies, Romania
  - assoc. prof. Judit OLAH, PhD., University of Debrecen, Hungary
  - Ing. Petra PARTLOVA, PhD., Institute of Technology and Business in České Budejovice, Czech Republic
  - prof. Michał PIETRZAK, PhD., Nicolaus Copernicus University, Poland
  - prof. Ing. Jan POKRIVCAK, PhD., Slovak University of Agriculture in Nitra, Slovak Republic
  - prof. Dr. Jozsef POPP, PhD., Szent Istvan University, Hungary
  - prof. univ. dr. Gheorghe H. POPESCU, Dimitrie Cantemir Christian University, Bucharest, Romania
  - Dr. Elżbieta ROGALSKA, PhD., University of Warmia and Mazury, Poand
  - assoc. prof. Mariana SEDLIACIKOVA, PhD., Technical University in Zvolen, Slovak Republic
  - assoc. prof. Pengfei SHENG, PhD., University of Henan, People Republic of China
  - Mgr. Petr SULER, PhD., Institute of Technology and Business in České Budejovice, Czech Republic
  - assoc. prof. Vladimir URADNICEK, PhD., Matej Bel University, Banska Bystrica, Slovak Republic
  - Ing. Katarina VALASKOVA, PhD., University of Zilina, Slovak Republic
  - prof. Tetyana VASILYEVA, Sumy State University, Ukraine
  - Dr. phil., prof. Velga VEVERE, EKA University of Applied Sciences, Latvia
  - Ing. Zuzana VIRGLEROVA, PhD., Tomas Bata University in Zlin, Czech Republic
  - prof. Ing. Marek VOCHOZKA, MBA, PhD., The Institute of Technology and Business in Ceske Budejovice, Czech Republic
  - Ing. Jaromir VRBKA, MBA, PhD., Institute of Technology and Business in České Budejovice, Czech Republic
  - prof. Ing. Natalia A. ZHURAVLEVA, PhD., Emperor Alexander I St. Petersburg State Transport University, Russian Federation



---

## Publishing Opportunities

- *Oeconomia Copernicana* (ISSN 2083-1277), an international journal indexed in: Web of Science – Current Contents, Social Sciences Citation Index, ESCI, EBSCO, EconLit, Index Copernicus International, and many other bases  
<http://oeconomia.pl>
- *Analysis and Metaphysics* (ISSN 1548-8574), an international journal indexed in: SCOPUS, ProQuest, EconLit, CEEOL, and many other bases  
<https://addletonacademicpublishers.com/analysis-and-metaphysics>
- *Contemporary Readings in Law and Social Justice* (ISSN 1948-9137), an international journal indexed in: SCOPUS, ProQuest, EconLit, CEEOL, and many other bases  
<https://addletonacademicpublishers.com/contemporary-readings-in-law-and-social-justice>
- *Economics, Management, and Financial Markets* (ISSN 1842-3191), an international journal indexed in: SCOPUS, ProQuest, EconLit, CEEOL, and many other bases  
<https://addletonacademicpublishers.com/economics-management-and-financial-markets>
- *Ekonomicko-manazerske spektrum (Economic and Managerial Spectrum)* (ISSN 1337-0839), an international journal under evaluation in SCOPUS  
<https://ems.uniza.sk>
- *Equilibrium Quarterly Journal of Economics and Economic Policy* (ISSN 1689-765X), an international journal indexed in: Web of Science – ESCI, EBSCO, EconLit, Index Copernicus International, and many other bases  
<http://economic-policy.pl>
- *Geopolitics, History, and International Relations* (ISSN 1948-9145), an international journal indexed in: SCOPUS, ProQuest, EconLit, CEEOL, and many other bases  
<https://addletonacademicpublishers.com/geopolitics-history-and-international-relations>
- *Journal of Research in Gender Studies* (ISSN 2164-0262), an international journal indexed in: SCOPUS, ProQuest, EconLit, CEEOL, and many other bases  
<https://addletonacademicpublishers.com/journal-of-research-in-gender-studies>
- *Journal of Self-Governance and Management Economics* (ISSN 2329-4175), an international journal indexed in: SCOPUS, ProQuest, EconLit, CEEOL, and many other bases  
<https://addletonacademicpublishers.com/journal-of-self-governance-and-management-economics>
- *Journal of Risk and Financial Management*; Special Issue: Financial and Systematic Risks of Enterprises (ISSN 1911-8074), an international journal indexed in: Web of Science, EconLit, DOAJ, ABDC and many others  
[https://www.mdpi.com/journal/jrfm/special\\_issues/FSRE](https://www.mdpi.com/journal/jrfm/special_issues/FSRE)
- *International Journal of Financial Studies*; Special Issue: Global Perspectives of Business Environment (ISSN 2227-7072); an international journal indexed in: Web of Science, Scopus, DOAJ, EconLit and many others  
[https://www.mdpi.com/journal/ijfs/special\\_issues/business\\_envir](https://www.mdpi.com/journal/ijfs/special_issues/business_envir)

---

# Conference Program



---

21 October 2020

**9.00 – 9.20      Conference Opening**

**Tomas KLIESTIK** – Editor and Guarantee of the conference; Head of the Department of Economics, Faculty of Operation and Economics of Transport and Communications, University of Zilina

**9.20 – 11.30      Plenary Session**

**9.20 – 9.40      George LAZAROIU** (Spiru Haret University, Romania)

**Keynote speech:** The adoption of mobile payment technologies, social interactive consumer-oriented applications, and online purchasers' decision-making process

**9.40 – 10.00      Marek VOCHOZKA** (Institute of Technology and Business, Czech Republic)

**Keynote speech:** GDP development of China and USA in terms of mutual sanctions and COVID-19

**10.00 – 10.20      Dan-Cristian DABIJA** (Babeş-Bolyai University, Romania)

**Keynote speech:** Heavy work investment: an empirical approach in the context of COVID-19 pandemic

**10.20 – 10.40      Preslav DIMITROV** (South-West University Neofit Rilski, Bulgaria)

**Keynote speech:** The global incoming tourism flow in Turkey and its influence on the incoming tourism flow in the Mediterranean and Black sea countries

**10.40 – 11.00      Velga VEVERE** (EKA University of Applied Sciences, Latvia)

**Keynote speech:** Behavioural economics on higher education institution - Business collaboration paradigm in context of global competition

**11.00 – 11.20      Adam P. BALCERZAK** (University of Warmia and Mazury in Olsztyn, Poland)

**Keynote speech:** Effectiveness of institutions supporting entrepreneurship in the EU. Are “new” members the burden or the European advantage in the global competition?

---

## **11.30 – 12.30 Break**

### **12.30 – 16.15      Session 1: Global impact of COVID 19 on Economy and Society**

**Session Chair:** Katarina VALASKOVA

**12.30 – 12.50              Irena NESTEROVA** (University of Latvia, Latvia)

The global flood of COVID-19 contact tracing apps: sailing with human rights and data protection standards against the wind of mass surveillance

**12.50 – 13.10              Joanna KUDEŁKO, Karol WAŁACHOWSKI, Dariusz ŻMIJA**  
(Cracow University of Economics, Poland)

Post-covid-19 socio-economic transformation in Polish cities. Necessity of revolution 4.0.

**13.10 – 13.30              Elena LYSENKO** (Ural Federal University named after the first President of Russia B.N. Yeltsin, Russia)

Study of satisfaction with the organization of the studying process in remote mode during the COVID-19 pandemic: Case UrFU named after the first president of Russia B.N.Yeltsin

**13.30 – 13.50              Julia TOKAREVA** (Ural Federal University named after the first President of Russia B.N. Yeltsin, Russia)

Study of factors influencing the transformation of medical staff's well-being in the context of the COVID -19 pandemic

**13.50 – 14.10              Valerian DOLIDZE** (Ivane Javakhishvili Tbilisi State University, Georgia)

Globalization and post-pandemic world order: Place of Georgia in transformative international system

**14.10 – 14.30              Paweł NOWICKI** (Cracow University of Economics, Poland)

Remote certification processes during global pandemic times

**14.30 – 14.50              Ulviyya RZAYEVA** (Azerbaijan State University of Economics, Azerbaijan)

University life during pandemic COVID-19: Attitudes of staff and students towards distance education

**14.50 – 15.10              Viktor DENGGOV, Irina TULYAKOVA** (Saint Petersburg State University, Russia), **Elena GREGOVA** (University of Zilina, Slovakia)

Military spending and GDP: is there a mutual influence? (Study on the example of Russia)



---

**15.10 – 15.30** **Ilinka TERZIYSKA** (South-West University Neofit Rilski, Bulgaria),  
**Elka DOGRAMADJIEVA** (Sofia University St. Kliment Ohridski, Bulgaria)

Should I stay or should I go? Global COVID-19 pandemic influence on travel intentions of Bulgarian residents

**15.30 – 15.50** **Madalina TABARCIA** (Academy of Economic Studies in Bucharest, Romania)

Global impact of COVID-19 on 112 emergency system detailed for national 112 emergency system of Romania

**15.50 – 16.10** **Viktorija ŠIPILOVA** (Institute of Humanities and Social Sciences of Daugavpils University, Latvia)

Structural change for sustainable development in economy: A literature review



---

22 October 2020

**8.30 – 12.00      Session 2: Accounting, innovation and management in global economy**

**Session Chair:** Katarina JANOSKOVA

**8.30 – 8.50              Asta KAMANDULIENĖ** (Vytautas Magnus University, Lithuania)

The impact of capital structure on financial performance of global listed companies

**8.50 – 9.10              Maria MANGANIELLO** (University of Naples “Parthenope”, Italy)

Sustainable equity crowdfunding projects: Are they a driving force to revitalise Italy after COVID-19?

**9.10 – 9.30              Egidijus KUNDELIS** (ISM University of Management and Economics, Lithuania)

Debt or profit shifting? Assessment of corporate tax avoidance practices across companies operating in small open economies: evidence from Lithuania

**9.30 – 9.50              Soňa KLEŠTINCOVÁ** (University of Economics in Bratislava, Slovak Republic)

Do taxes affect number of foreign enterprises controlled abroad by Slovak companies in the age of globalization?

**9.50 – 10.10            Jana KUBICOVÁ** (University of Economics in Bratislava, Slovak republic)

The network of bilateral tax treaties of the Slovak Republic – Does it mirror globalization through digitalization? A cluster analysis approach

**10.10 – 10.30           Tomislava PAVIC KRAMARIC** (University of Split, Croatia)

Determinants of accounting and market-based performance measures – Case of Croatian non-financial listed companies

**10.30 – 10.50           Irina Gennad'evna ERSHOVA** (South-Western state University, Kursk)

Regional human capital development management in the process of globalization

**10.50 – 11.10           Inês GODINHO, Nuno MARQUES** (Lusófona University, Porto)

Competition criminal law: An international and global trend?

**11.10 – 11.30           Jaroslav KLÁTIK** (Matej Bel University, Slovak Republic)

Electronic and informatization of the judiciary as a tool for innovation

**11.30 – 11.50           Martin ORVISKÝ** (Matej Bel University, Slovak Republic)

Telemedicine from the legal point of view

---

## **12.00 – 12.45 Break**

### **12.45 – 16.45      Session 3: Sustainability in CSR and global economic resilience**

**Session Chair:** Pavol DURANA

**12.45 – 13.00**      **Monika SMELA** (Prague University of Economics and Business, Czech Republic)

The qualitative comparative analysis: An overview of a causal complexity approach

**13.00 – 13.20**      **Pavol SKOCDOPOL** (Slovak University of Agriculture in Nitra, Slovak Republic)

Financial analysis as a basis for creation of the financial plan of the selected business entity – Case study

**13.20 – 13.40**      **Frantisek POLLAK** (University of Economics in Bratislava, Slovak Republic)

Sustainable development of corporate reputation – Reputation analysis of the selected brands owned by the family businesses

**13.40 – 14.00**      **Magdalena WOJNAROWSKA, SOŁTYSIK Mariusz, Maciej GUZIK** (Cracow University of Economics, Poland)

Socio-economic importance of biomaterials in the transition to the circular economy model

**14.00 – 14.20**      **Piotr KAFEL** (Cracow University of Economics, Poland)

Packaging's of the organic farming products in the context of circular economy

**14.20 – 14.40**      **Tomáš RIC** (Czech University of Life Sciences Prague, Czech Republic)

Shopping tourism with a focus on the clothing industry in relation to globalization

**14.40 – 15.00**      **Dagmar CAGÁŇOVÁ** (Slovak University of Technology in Bratislava, Slovak Republic)

Consumer behavior in the meat market within the V4 countries: Social consequences for the length and quality of life

**15.00– 15.20**      **Bartłomiej KABAJA** (Cracow University of Economics, Poland)

Product packaging communication on the global market – Analysis of consumer behaviour

**15.20 – 15.40**      **Zuzana DVORAKOVA** (University of Chemistry and Technology Prague, Czech Republic)

Labor economics and career development in the context of globalized world

- 
- 15.40 – 16.00**      **Greta GENELIENE** (Mykolas Romeris University, Lithuania)  
Evaluation of gambling sector activity in Lithuania, Latvia, Slovak Republic and Czech Republic
- 16.00 – 16.20**      **Lina JAKUČIONIENE, Renata MATKEVIČIENE,** (Vilnius University, Lithuania)  
How PR professionals react and adopt globalization challenges: Mapping of PR professional competencies based on information from webpages of international PR professional associations (2015-2020)
- 16.20 – 16.40**      **Nikola SLAŠŤANOVÁ, Hubert PALUŠ, Rastislav ŠULEK, Ján PAROBK, Katarína SLAŠŤANOVÁ,** (Technical University in Zvolen, Slovakia)  
The benefits of applying the green purchasing

---

**23 October 2020**

**8.30 – 12.00      Session 4A: Economic consequences of globalization in Romania**

**Session Chairs:** Pavol DURANA

**8.30 – 8.45      Răzvan Cătălin DOBREA** (Bucharest University of Economic Studies, Romania)

Globalization - a Cause or a Solution for Corona Economic Crisis

**8.45 – 9.00      Iulian GOLE** (Bucharest University of Economic Studies, Romania)

Aviation industry - challenges and uncertainties after the Covid-19 pandemic

**9.00 – 9.15      Alexandru Dumitru BODISLAV** (Bucharest University of Economic Studies, Romania)

Increasing the Efficiency of the Fiscal System – a Parallel between Poland and Romania

**9.15 – 9.30      Daniel MOISE** (Bucharest University of Economic Studies, Romania)

CoVid19, a Threat or a Blessing to Globalization?

**9.30 – 9.45      Cristina DIMA** (Bucharest University of Economic Studies, Romania)

The level of education of graduates in Romania in the context of globalization

**9.45 – 10.00      Ovidiu Cristian Andrei BUZOIANU** (Bucharest University of Economic Studies, Romania)

Analysis of the impact of globalization on the global labor force

**10.00 – 10.15      Sorin BURLACU** (Bucharest University of Economic Studies, Romania)

Sustainable Urban Development in the Context of Globalization and the Health Crisis Caused by the Covid-19 Pandemic

**10.15 – 10.45      Victor Marian DUMITRACHE** (Bucharest University of Economic Studies, Romania)

The dynamics of innovation in the ex-communist countries in Europe in the context of globalization

**10.45 – 11.00      Alexandru Dumitru BODISLAV** (Bucharest University of Economic Studies, Romania)

Are 2020's Social Movements Proof of the End of Globalization

**11.00 – 11.15      Cristina DIMA** (Bucharest University of Economic Studies, Romania)

Education and Employment in European Urban Communities



---

**11.15 – 11.30**      **Ovidiu Cristian Andrei BUZOIANU** (Bucharest University of Economic Studies, Romania)

Globalization and working conditions in developing countries

**11.30 – 11.45**      **Sorin BURLACU** (Bucharest University of Economic Studies, Romania)

E-government in the Era of Globalization and the Health Crisis caused by the Covid-19 Pandemic, between Standards and Innovation

**11.45 – 12.00**      **Victor Marian DUMITRACHE** (Bucharest University of Economic Studies, Romania)

The dynamics of human capital accumulation in the ex-communist countries in Europe in the context of globalization

### **12.00 – 12.45 Break**

## **12.45 – 15.30      Session 4B: Earnings management in global context**

**Session Chair:** Katarina VALASKOVA

**12.45 – 13.00**      **Pavol DURANA** (University of Zilina, Slovak Republic), **Radovan BACIK** (University of Presov, Slovak Republic)

Earnings management: Local or global phenomenon in the Visegrad four?

**13.00 – 13.20**      **Marek DURICA, Lucia SVABOVA** (University of Zilina, Slovak Republic)

Cluster analysis of the economic activity of Slovak companies regarding potential indicators of earnings management

**13.20 – 13.40**      **Katarina KRAMAROVA** (University of Zilina, Slovak Republic)

Transfer pricing and controlled transactions in connection with earnings management and tax avoidance

**13.40 – 14.00**      **Lucia MICHALKOVA** (University of Zilina, Slovak Republic)

Earnings quality and accruals over company's life cycle

**14.00 – 14.20**      **Anna SIEKELOVA** (University of Zilina, Slovak Republic)

Historical development of earnings management models

**14.20 – 14.40**      **Lenka STRAKOVA** (University of Zilina, Slovak Republic)

Motives and techniques of earnings management used in global environment

---

**14.40 – 15.00**

**Lucia SVABOVA** (University of Zilina, Slovak Republic)

Detecting the manipulation of earnings in the company: Triangulation of methods

**15.00– 15.20**

**Maria USHEVA** (South-West University Neofit Rilski), Bulgaria,

**Ladislav VAGNER** (University of Zilina, Slovak Republic)

Earnings management as a toll of bankruptcy prevention during global pandemic of COVID-19

**Links to zoom webinars and youtube stream can be found at  
[globalizacia.com](http://globalizacia.com)**

