



## PROGRAM

### Central and Eastern Europe in the changing business environment

17<sup>th</sup> international joint conference

University of Economics, Prague, Czech Republic, May 26, 2017

#### Plenary session (video-conference Prague-Bratislava), May 26, 2017

Room: **169 NB**

- 8:30  
*Registration*
- 9:00–9:15  
*Conference opening*
- 9:15 – 10:15  
**Jan Brožík** (Executive Finance Director of ČEZ Group, Czech Republic):  
*Power Production – From Stable Business to Big Unknown via Regulation and Technology Progress*
- 10:15 – 10:45  
*Coffee break*
- 10:45 – 11:45  
**Miroslav Lukeš** (General Manager of Mastercard for the Czech Republic, Slovakia and Austria): *Fast Forward to Innovative Payments and Fintech in Eastern Europe*
- 11:45 – 12:00  
*Summary of the joint part with Bratislava*
- 12:00 – 13:00  
*Lunch*

## **Sections in Prague 13:00 – 17:00, May 26, 2017**

Maximum duration of each presentation is **15 min.**

### **International Trade (Room: NB458)**

1. **Pach-Gurgul, A.** (Cracow University of Economics, Poland): *The Energy Situation of Visegrad Group Countries in Context of Energy Union.*
2. **Ulbrych, M.** (Cracow University of Economics, Poland): *The Role of Manufacturing in Central and Eastern EU Member States.*
3. **Chaudhary, A.** (Aligarh Muslim University, India): *Revealed Comparative Advantage Index: A Comparative Analysis of Ex-port Potential of Textiles Industry in India and Czech Republic.*
4. *Section wrap-up.*

### **International Finance (Room: NB469)**

1. **Slezáková, A.** (University of Economics in Bratislava, Slovakia): *Change of Regulation in the Area of Financial Intermediation and Financial Advisory – Moving from the Executive Employee to the Professional Guarantor of the Independent Financial Agent and of the Financial Advisor.*
2. **Lacová, Ž., Kiaba, M.** (Matej Bel University, Slovakia): *About Financial Behaviour of Households in CEECs.*
3. **Winbladh, J.** (Webster University, Austria): *Banking Crisis in Central and Eastern Europe (CEE).*
4. *Section wrap-up.*

### **International Marketing and Consumer Behavior (Room: NB469)**

1. **Bahles, M., Cook, G.** (University of Economics, Prague, Czech Rep.): *Changing Motives towards Cars in the Younger Generation.*
2. *Section wrap-up*

### **International Business and Management (Room: NB470)**

1. **Sasmaz, M.U., Bayar, Y.** (Usak University, Turkey): *Trade Openness and Tax Revenues in Central and Eastern European Countries.*
2. **Podsiadło, P.** (Cracow University of Economics, Poland): *State aid for R&D&I and its Impact on the Competitiveness of the EU Member States – the Case of Central and Eastern Europe.*
3. **Smirnykh, S., Potaptseva, E., Skvortsova, I.** (Ural State University of Economics, Russia): *High-Performance Jobs in Agriculture as Sustainable Development Factor of Russian Regions.*
4. **Orlinska, A.** (Université Paris-Dauphine, France): *Corporate Commitment to Diversity in Local Perspective of the Polish Subsidiary of EDF. A Qualitative Exploratory Study.*
5. **Mazur, B., Zimnoch, K.** (Bialystok University of Technology, Poland): *The Cooperative Paradigm of Development – towards Values.*
6. *Section wrap-up.*