



## Program 2020

Due to current global situation related to the deteriorating coronavirus spread, we have made the decision to hold online conference in order to give you possibility to participate in this event.

### **Plenary session, 14:00 – 17:00, October 26, 2020 (Monday)**

Room: **online**

- 13:30 – 14:00  
*Registration of Participants*
- 14:00 – 14:30  
*Conference opening*  
**Peter Drábik** (Dean, Faculty of Commerce, University of Economics in Bratislava)  
**Josef Taušer** (Dean, Faculty of International Relations, Prague University of Economics and Business)  
**Miroslav Karlíček** (Vice-Dean for Corporate Relations and Public Relations, Faculty of Business Administration, Prague University of Economics and Business)
- 14:30 – 15:10  
**Mikuláš Pýcha** (Deputy Director of Strategic Planning Department, Export Guarantee and Insurance Corporation)  
*The Role of Czech Export Support During the Time of Coronavirus*
- 15:15 – 15:55  
**Michaela Královičová** (CEO, Infinity Standard, a. s.)  
*Doing Global Business in the Times of COVID-19: Real Experience and Insights*
- 16:00 – 16:40  
**Juraj Kučera** (SME business consultant, Centire, s. r. o.)  
*Digital Transformation in Business Processes of Slovak SMEs as a Post-Pandemic Opportunity for Stability and Growth*
- 16:45 – 17:00  
*Summary of the plenary session*

### **Welcome evening, 18:00, October 26, 2020 (Monday)**

- 18:00  
*Welcome evening in Bratislava*

## **Sections, 9:30 – 12:30, October 27, 2020 (Tuesday)**

(maximum duration of each presentation is 15 min.)

### **International Trade (Room: online, at 9:30)**

1. **Kristína Drieniková – Ľubica Zubaľová – Barbora Družbacká** (University of Economic in Bratislava, Slovakia): *Impact of Chinese positions and BRI projects in the Western Balkans on the EU agenda in the region*
2. **Oksana Kiforenko** (Uman National University of Horticulture, Ukraine): *Ukraine – EU: the Univariate Analysis of International Trade between Ukraine and the Slovak Republic*
3. **Anabela Luptáková – Elena Kašťáková** (University of Economics in Bratislava, Slovakia): *The Position of the Eurasian Economic Union in the EU's Foreign Trade Relations*
4. **Ekaterina Potaptseva – Aleksander Martynenko** (Ural Branch of Russian Academy of Sciences, Russia): *The Impact of Investment in Transport Infrastructure Development on the Country's GDP*
5. **Dušan Steinhauser – Stanislav Zábojník – Zuzana Borovská** (University of Economics in Bratislava, Slovakia): *Impact of the US Trade Policy on Trade Flows Distortion of Selected Commodity Groups*
6. **Sergey Yurik – Nikolay Pushkin – Jaroslav Halik – Valentina Yurik** (Czech University of Life Sciences, Czech Republic – Belarusian State University, Belarus – Higher School of Economics, Czech Republic – Belarusian State University, Belarus): *Mirror Comparison of Czech Export and Russian Imports Statistics: Tips for Business and Trade Policy*
7. *Section closing ceremony*

### **International Finance (Room: online, at 9:30)**

1. **Jan-Hendrik Meier – Nina Lembke – Andreas Scheiermann** (Kiel University of Applied Sciences, Germany): *It's the Tone that Makes the Music – Tone Management in 8-K Disclosures and its Influence on the Share Price*
2. **Tetiana Paientko** (Kyiv National Economic University named after Vadym Hetman, Ukraine): *International Tax Competition and Income Inequality*
3. *Section closing ceremony*

### **International Marketing and Consumer Behavior (Room: online, at 9:30)**

1. **Filip Beneš – Václav Strítěský** (Prague University of Economics and Business, Czech Republic): *Profiling Czech Loyalty Program Users Based on Sociodemographic Factors*
2. **Malgorzata Budzanowska-Drzewiecka** (Jagiellonian University in Kraków, Poland): *Cross-Cultural Differences in Electronic Word-of-Mouth: A Literature Review*
3. **Kutlu Ergün** (Balıkesir University, Turkey): *Female Consumer Behavior: A Comparative Study*
4. **Petra Garasová – Ľubica Knošková** (University of Economics in Bratislava, Slovakia): *Consumer Involvement in Design Process Through Social Networks*

5. **Izabela Kowalik – Lidia Danik – Agnieszka Pleśniak** (Warsaw School of Economics, Poland): *Learning and Entrepreneurial Market Orientation of Exporting SMEs*
6. **Martin Kuchta – Monika Stanková** (University of Economics in Bratislava, Slovakia): *The Impact of Demographic Factors on Seasonal Shopping Sensitivity*
7. **Adam Oleksiuk – Agnieszka Pleśniak – Izabela Kowalik** (Warsaw School of Economics, Poland): *Impact of International Environment on the Entrepreneurial Marketing Orientation of Small and Medium Enterprises*
8. **Rastislav Strhan** (University of Economics in Bratislava, Slovakia): *Perception of Different Forms of Signalling as Source of Consumer Behaviour Classification*
9. *Section closing ceremony*

### **International Business and Management (Room: online, at 9:30)**

1. **Tomáš Evan – Ilya Bolotov** (Prague University of Economics and Business, Czech Republic) *Foreign Direct Investment and Corruption: Proving the Contra-Intuitive*
2. **Monika Matušovičová** (University of Economics in Bratislava, Slovakia) *Social Networks in Human Resources Management*
3. **Tomas Moravec** (Prague University of Economics and Business, Czech Republic): *The impact of Corporate Social Responsibility on Corporation Success in Czech Administration Proceeding*
4. **Ivan Pivovarov** (Russian Presidential Academy of National Economy and Public Administration, Russia): *Students' Expectations Towards Corporate Social Responsibility in Russia*
5. **Petr Procházka** (Prague University of Economics and Business, Czech Republic) *Intra-Group Transactions and Tax After BEPS (Base erosion and profit shifting) Action Plan Initiated by OECD/G20: BEPS Risk Assessment of a Selected Enterprise in Czechia*
6. **Zhanna Serikbayeva – Amina Chivazova – Galiya Jaxybekova** (Almaty Management University, Kazakhstan) *Predictors of Aviation Companies' Competitiveness in the Republic of Kazakhstan*
7. *Section closing ceremony*

Detailed information about joining the conference plenary session and sections will be sent to conference participants by e-mail.