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
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 Stříteský (Prague University of Economics and Business, Czech Republic): Profiling Czech Loyalty Program Users Based on Sociodemographic Factors
2. Małgorzata Budzanowska-Drzewiecka (Jagiellonian University in Kraków, Poland): Cross-Cultural Differences in Electronic Word-of-Mouth: A Literature Review
3. Kutlu Ergün (Balikesir University, Turkey): Female Consumer Behavior: A Comparative Study
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


8. Rastislav Strhan (University of Economics in Bratislava, Slovakia): Perception of Different Forms of Signalling as Source of Consumer Behaviour Classification

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


7. Section closing ceremony

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