



24th International Joint Conference

CENTRAL AND EASTERN EUROPE IN THE CHANGING BUSINESS ENVIRONMENT

BOOK OF ABSTRACTS

Bratislava, Slovak Republic and Prague, Czech Republic

23–24 May 2024



Prague University of Economics and Business

Faculty of International Relations, Department of International Business
Faculty of Business Administration, Department of Marketing

and

University of Economics in Bratislava

Faculty of Commerce

24th International Joint Conference
**Central and Eastern Europe
in the Changing Business Environment**

Book of Abstracts

Bratislava

23 – 24 May 2024

Bratislava, Slovakia – Prague, Czech Republic

24th International Joint Conference Central and Eastern Europe in the Changing
Business Environment: Book of Abstracts

Compiled by: Andrea Escobar Rios
Conference web page: <http://ceeconference.vse.cz/>
Published by: Prague University of Economics and Business
Oeconomica Publishing House
Publishing year: 2024

All rights reserved.

© Prague University of Economics and Business, Oeconomica Publishing House, 2024

Publisher disclaims any responsibility for the content. Authors are responsible for language and content of their papers.

ISBN 978-80-245-2520-4

Suggested citation:

Last Name, N. 2024. Title of the paper. In: *24th International Joint Conference Central and Eastern Europe in the Changing Business Environment : Book of Abstracts*. Praha: Oeconomica Publishing House, 2024. pp. xxx-xxx, ISBN 978-80-245-2520-4

The conference is jointly organized by the Prague University of Economics and Business (namely the Department of International Business of the Faculty of International Relations and the Department of Marketing of the Faculty of Business Administration) and the University of Economics in Bratislava, Faculty of Commerce. The conference focuses on the whole region of the Central and Eastern Europe, since this region plays an increasingly important role within the economic development of the whole European continent. The main objectives of the conference are to identify and analyse the ways and strategies whereby globally operating businesses can maintain and foster their competitiveness regarding their foreign competitors. For more than 20 years, the conference has constituted a valuable platform linking together excellent researchers from the CEE region (and other countries) and business representatives.

Chairman of the International Conference Board

Paulína KRŇÁČOVÁ, Vice Dean for International Relations Faculty of Commerce, University of Economics in Bratislava

Scientific Committee

Ferdinand DAŇO, Rector, University of Economics in Bratislava

Hana MACHKOVÁ, Vice-Rector for International Relations, Prague University of Economics and Business

Peter DRÁBIK, Dean, Faculty of Commerce, University of Economics in Bratislava

Róbert REHÁK, Vice-Dean for Research, Ph.D. Study and International Projects, Faculty of Commerce, University of Economics in Bratislava

Josef TAUŠER, Vice-Dean for International Relations, Faculty of International Relations, Prague University of Economics and Business

Elena KAŠŤÁKOVÁ, Head of the Department of International Trade, Faculty of Commerce, University of Economics in Bratislava

Eva HANULÁKOVÁ, Head of the Department of Marketing, Faculty of Commerce, University of Economics in Bratislava

Miroslav KARLÍČEK, Head of the Department of marketing, Faculty of Business Administration, Prague University of Economics and Business

Zuzana KITTOVÁ, Department of International Trade, Faculty of Commerce, University of Economics in Bratislava

Tomáš VÝROST, Department of International Trade, Faculty of Commerce, University of Economics in Bratislava

Eduard BAUMÖHL, Department of Marketing, Faculty of Commerce, University of Economics in Bratislava

Radek ČAJKA Department of International Business, Faculty of International Relations, Prague University of Economics and Business

Ludmila ŠTERBOVÁ, Department of International Economic Relations, Faculty of International Relations, Prague University of Economics and Business

Alexej SATO, Department of International Business, Faculty of International Relations, Prague University of Economics and Business

Zuzana CHYTKOVÁ, Department of Marketing, Faculty of Business Administration, Prague University of Economics and Business

Efthymia KOTTIKA, Department of Marketing, Faculty of Business Administration, Prague University of Economics and Business

Radek TAHAL, Department of Marketing, Faculty of Business Administration, Prague University of Economics and Business

Programme Committee

Petr KRÁL, Department of International Business, Prague University of Economics and Business

Paulína KRNÁČOVÁ, Department of Tourism, University of Economics in Bratislava

Jitka VOLFOVÁ, Department of International Business, Prague University of Economics and Business

Eva KŘENKOVÁ, Department of International Business, Prague University of Economics and Business

Herman Mahendra ABEYKOON, Department of Marketing, Prague University of Economics and Business

Andrea ESCOBAR RIOS, Department of International Business, Prague University of Economics and Business

Efthymia KOTTIKA, Department of Marketing, Faculty of Business Administration, Prague University of Economics and Business

Section Chairs

International Business and Management: Henrich Juhás

International Marketing and Consumer Behavior: Miroslav Karlíček

Keynote Speakers

Ota Šimák, Director of the Czech Ministry of Industry and Trade's Department of Trade Policy and International Economic Organizations
Security Aspects of Trade Policy

Juraj Polerecký, Enterprise Segment Marketing Lead at Microsoft Central and Eastern Europe, Middle East and Africa
Unleashing the Potential of Artificial Intelligence with Copilot

Romana Olexová, CMO at SmartGuide
AI-driven Personalized Recommendation for Travelers Contributing to Sustainable Tourism in Hotspot Destinations

Reviewers

Artem Artiukhov, University of Economics in Bratislava

Eduard Baumöhl, University of Economics in Bratislava

Ladislav Bažó, University of Economics in Bratislava

Ilya Bolotov, Prague University of Economics and Business

Katarína Chomová, University of Economics in Bratislava
Zuzana Chytková, Prague University of Economics and Business
Elvíra Čermáková, Prague University of Economics and Business
Iveta Černá, Prague University of Economics and Business
Peter Červenka, University of Economics in Bratislava
Miroslava Čukanová, University of Economics in Bratislava
Marián Čvirik, University of Economics in Bratislava
Naqibullah Daneshjo, University of Economics in Bratislava
Alena Donovalová, University of Economics in Bratislava
Alena Filipová, Prague University of Economics and Business
Alexander Frasch, University of Economics in Bratislava
Vít Hinčica, Prague University of Economics and Business
Malgorzata A. Jarossová, University of Economics in Bratislava
Miroslav Karlíček, Prague University of Economics and Business
Zuzana Kittová, University of Economics in Bratislava
Janka Kopaničová, University of Economics in Bratislava
Efthymia Kottika, Prague University of Economics and Business
Martin Kuchta, University of Economics in Bratislava
Anabela Luptáková, University of Economics in Bratislava
Yadira Ixchel Martínez Pantoja, Prague University of Economics and Business
Monika Matušovičová, University of Economics in Bratislava
Kamila Matysová, Prague University of Economics and Business
Anna Micháľková, University of Economics in Bratislava
Ladislav Mura, University of Economics in Bratislava
Jozef Orgonáš, University of Economics in Bratislava
Viera Ružeková, University of Economics in Bratislava
Alexej Sato, Prague University of Economics and Business
Dušan Steinhauser, University of Economics in Bratislava
Václav Stříteský, Prague University of Economics and Business
Radek Tahal, Prague University of Economics and Business
Josef Taušer, Prague University of Economics and Business
Martin Vaško, Prague University of Economics and Business
Ľubica Zubal'ová, University of Economics in Bratislava

TABLE OF CONTENTS

Navigating collaborative marketing dynamics in Tea tourism: A systematic literature review Herman Mahendra Abeykoon	9
University as a unit of the innovation cluster "Education-Science-Business": Marketing issues Artem Artyukhov – Nadiia Artyukhova – Robert Rehak.....	10
Quantitative analysis of competencies from glassdoor job descriptions: Digital marketing versus traditional marketing positions Serhiy Bobrytskyy– Václav Stříteský.....	11
Applicability of the net promoter score in the energy sector Matěj Brandejs – Juan C. Correa – Miroslav Karlíček.....	12
Austrian beer makers and slow brewing: A global movement fostering local commitment? Cornelia Caseau	13
Culture and cultural heritage as a determinant of tourism demand Miroslava Čukanová – Vanesa Pospíšilová – Paulína Krnáčová	14
The nexus between colour preferences and emotions towards the colours Marián Čvirik – Kristína Babišová	15
Determinants of reshoring decisions: End of the low labor cost era? Emese Dobos.....	16
The EU-US trade relations changes during the COVID-19 Kristína Drieniková – Ľubica Zubaľová– Milan Horváth	17
The overview of ESG doctrine application in business management in Europe and Asia Robert Dygas.....	18
Cross-border acquisition of a Slovak start-up by an American company: Who benefits more? Sonia Ferencikova – Dagmar Grachova	19
Reporting of non-financial information in the V4 countries Jana Gláserová – Milena Otavová– Soňa Bieliková – Klára Klíčnicková	20
The influence of emotional marketing and corporate social responsibility on consumer behaviour: A big data perspective. A systematic review Tetiana Gorokhova – Valerii Pohorelov.....	21
Impact of COVID-19 on employment in tourism in Slovakia: Current situation and development perspective Mária Halenárová – Adrián Čakanišín	22
Impact of marketing research on foreign trade activities – Evaluation of marketing research on the export quantity growth Elshod Khojiev	23
Role of psychological safety in organisational behaviour – Literature review Václava Kloudová Jiříčková - Zuzana Křečková Kroupová	24
I should be more sustainable, shouldn't I? Study of the evolution of sustainability features in customer behaviour of generation X and Y Janka Kopaničová – Dagmar Klepočová– Dana Vokounová- Marína Korčoková.	25

Lattes, burgers, beaches and mountains: Social media and images of travel as evolving status symbol	
Barbora Vaculova– Jana Kovarova	26
Exploring the impact: Influence of social media application indicators on consumer behaviour	
Martin Kuchta – Simona Balašćáková – Lukáš Piatra – Peter Drábik.....	27
Current global ESG investment products and their performance implications	
Monika Matušovičová – Sandra Matušovičová.....	28
Leadership in intercultural teams	
Kamila Matysová	29
Geopolitical resilience in international business: Case of czech MNCs	
Mark Mishcheniuk.....	30
Digital environment in Slovakia and Czech Republic: Comparative study	
Marek Petrovič	31
The impact of fiscal policy on economic growth in EU member states – Perspective of state aid granted in the pre-pandemic period	
Piotr Podsiadlo	32
A brief overview of the current state of knowledge in alcohol consumption with a focus on the beer market and generation	
Viktorie Šenkárčin	33
How do you see the environment, young Czech consumer and employee?	
Radek Tahal – Robert Zámečník.....	34
Environmental sustainability in automotive upstream activities – Corporate strategies and reality in the European EV supply chain	
Gábor Túry	35
Sustainability and ethnocentricity in the lives of millennial consumers	
Barbora Vaculova– Jana Kovarova	36
HRM global mobility practice: Remuneration of posted workers as a part of relocation process	
Daniela Zachová – Zuzana Křečková Kroupová.....	37

Navigating Collaborative Marketing Dynamics in Tea Tourism: A Systematic Literature Review

Herman Mahendra Abeykoon

ORCID iD: 0009-0009-8382-979X

herman.abeykoon@vse.cz

Prague University of Economics and Business, Faculty of Business Administration,
Department of Marketing
Prague, Czech Republic

Abstract: Tea tourism stands out as an increasingly popular segment within the global travel sphere, captivating travellers with its rich blend of cultural immersion, heritage exploration, and sustainability experiences. This review focuses on marketing strategies in tea tourism, emphasizing the significance of cooperative endeavours within the Destination Marketing System (DMS). Analysing 36 peer-reviewed articles from Scopus database (2006-2024), it explores consumer motivations, hurdles, branding, and stakeholder cooperation. The examination reveals a significant gap in the effective execution of marketing strategies, primarily attributed to insufficient cooperation among stakeholders, thereby posing formidable hurdles to industry development. To bridge this chasm and propel tea tourism towards a path of sustainability, bespoke strategies and heightened collaboration are identified as imperative. The insights gleaned from this study resonate not only within academic circles but also extend relevance to policymakers and marketing practitioners.

Keywords: tea tourism, collaborative marketing strategies, sustainable development, consumer motivations, stakeholder cooperation, sustainable tourism practices

JEL Classification codes: M3; M31; M310

University as a Unit of the Innovation Cluster "Education-Science-Business": Marketing Issues

Artem Artyukhov¹ – Nadiia Artyukhova² – Robert Rehak³

ORCID iD: 0000-0003-1112-6891¹, 0000-0002-2408-5737², 0000-0002-0303-9379³
artem.artiukhov@euba.sk, n.artiukhova@pohnp.sumdu.edu.ua,
robert.rehak@euba.sk

¹ University of Economics in Bratislava, Faculty of Commerce, Research Institute of Trade and Sustainable Business

Bratislava, Slovakia
Lubelska Akademia WSEI
Lublin, Poland

² Sumy State University, Academic and Research Institute of Business, Economics and Management

Sumy, Ukraine

³ University of Economics in Bratislava, Faculty of Commerce, Department of Marketing

Bratislava, Slovakia

Abstract: This work proposes the creation of a marketing strategy based on the principles of immersive marketing. Promoting an educational and scientific product is based on the principles of the marketing mix (nP's, nA's, nC's, nS's, nE's, nV's). Still, the traditional "one-sided" strategy is replaced by a "two-sided" one. Both developers (university) and consumers (applicants, business, and industry representatives, etc.) shape the quality of educational programs and scientific developments. Two-way interaction between the developer and the consumer is ensured due to the immersion of both sides. The developer, using immersive teaching methods (including the joint preparation of educational scenarios by students and teachers), corrects the structure of the educational program and the content of each educational block in this program. Due to immersive technologies, the consumer can test an educational or scientific product and get feedback.

Keywords: Innovation Cluster, University, Immersive Marketing, Educational and Scientific Products

JEL Classification codes: H52; M31; M38

Quantitative Analysis of Competencies from Glassdoor Job Descriptions: Digital Marketing Versus Traditional Marketing positions

Serhiy Bobrytskyy, Ing.¹ – Václav Strítěský, doc. Ph.D. Ing.²

ORCID iD: 0009-0009-2076-3439¹, 0000-0002-1513-7937²

bobs00@vse.cz, vaclav.stritesky@vse.cz

¹ University of Economics and Business, Faculty of Business Administration,
Department of Marketing,
Prague, Czech Republic

² University of Economics and Business, Faculty of Business Administration,
Department of Marketing,
Prague, Czech Republic

Abstract: The rapid digitalization of industries necessitates a shift in the skills and competencies of marketing professionals. Despite this transformation, there persists a tendency to treat digital marketing as an extension of traditional marketing, lacking recognition of the specific skills required for digital roles. This research aimed to bridge this gap by quantitatively analysing job descriptions from job and recruiting website Glassdoor to identify and compare the distinct skills needed for digital and traditional marketing roles. Principal Component Analysis was employed to derive six factors representing main skill groups. Logistic regression was used to reveal distinct competencies between digital and traditional marketing roles, emphasizing the importance of social media and CRM for digital marketing and Sales and Communication for traditional roles. From company and position aspects only Working with an Agency was found significant for digital marketers. Understanding the competencies will enhance digital marketing theory and can help universities and companies in educating digital marketers and preparing them for the future.

Keywords: competencies, skills, digital marketing, traditional marketing, Glassdoor, quantitative analysis

JEL Classification codes: M31; M12; M51

Applicability of the Net Promoter Score in the Energy Sector

Matěj Brandejs¹ – Juan C. Correa² – Miroslav Karlíček³

ORCID iD: 0000-0002-0301-5641², 0000-0002-5877-0740³

brandejs.matej@gmail.com, j.correa.n@gmail.com, miroslav.karlicek@vse.cz

¹ Prague University of Economics and Business, Faculty of Business Administration,
Department of Management,
Prague, Czech Republic

^{2, 3} Prague University of Economics and Business, Faculty of Business Administration,
Department of Marketing,
Prague, Czech Republic

Abstract: In recognizing the frequent use of NPS, this work provides empirical evidence of the NPS's applicability within the energy sector. The study relies on a confidential sample of 1,250 customers of a Czech subsidiary of a European electric energy and gas provider. We found that the promoters stayed with the company for a longer time than the detractors. They were also more likely to renew their contract than did the detractors, even after a price increase. However, the study confirmed only a relatively shallow relationship between the customers' promoter scores and the time customers spent with the company. Furthermore, the customers' promoter scores differed concerning their gender and education, whereas there were no significant differences among the NPS categories in terms of age.

Keywords: net promoter score, promoters, passives, detractors, energy sector

JEL Classification codes: M31

Austrian Beer Makers and *Slow Brewing*: A Global Movement Fostering Local Commitment?

Cornelia Caseau

ORCID iD: 0000-0003-0412-0010

cornelia.caseau@bsb-education.com

Burgundy School of Business (BSB), Université Bourgogne Franche-Comté

CEREN EA 7477

Dijon, France

Abstract: *Slow Brewing* is a quality label for beer, distinguishing brewers in several European countries like Austria. This brewing method seems related to the Slow Food movement, launched in Rome in 1986 by Carlo Petrini. From a local protest action against the fast-food industry and the disappearance of local food traditions, it has become a global movement. From 2012, four Austrian brewers have been awarded the seal of *Slow Brewing*, which is meant to guarantee greater product quality and better taste. *Slow Brewing*, however, is not limited to the certification of beer quality, but also refers to the respect of ecological sustainability, participatory corporate climate, and professional and human development of employees. The results of the study show that the Austrian Slow Brewers borrow narratives from the Slow Food ideology, but that they also follow their own philosophy, adapted to local challenges. This article is the first academic study about *Slow Brewing*.

Keywords: Austrian beer, citizen-consumer, local commitment, slow brewing, slow food, sustainability

JEL Classification codes: L66; Q01; Q50

Culture and Cultural Heritage as a Determinant of Tourism Demand

Miroslava Čukanová¹ – Vanesa Pospíšilová² – Paulína Krnáčová³

ORCID iD: 0000-0002-7767-2353¹, 0009-0009-4792-1484², 0000-0002-5371-1661³

miroslava.cukanova@euba.sk, vanesa.pospisilova@euba.sk,

paulina.krnacova@euba.sk

University of Economics in Bratislava, Faculty of Commerce, Department of Tourism
Bratislava, Slovak Republic

Abstract: Culture and cultural heritage can be considered as a trigger point on tourism demand in difficult economy times and major drivers of destination attractiveness and competitiveness. Based on recent case studies the paper points to different facets of the impact of tourism, culture and regional attractiveness, and the policy interventions which can be taken into account to enhance the relationship. The paper also discusses the problems of measuring the impact of culture, cultural heritage, and its demand on tourism. We focus on analysing of two indicators - development of cultural employment in the period of 2014-2022, and average consumption expenditure on cultural goods and services considered as a proxy of the participation in culture in the period of 2010 - 2020. Using the google trends tool, we observed what people worldwide search for in connection with the word culture and cultural heritage.

Keywords: tourism, cultural heritage, demand

JEL Classification codes: L83; Z32

The Nexus Between Colour Preferences and Emotions Towards the Colours

Marián Čvirik¹ – Kristína Babišová²

ORCID iD: 0000-0003-4701-1543¹

marian.cvirik@euba.sk¹, kbabisova1@student.euba.sk²

University of Economics in Bratislava, Faculty of Commerce, Department of Marketing,
Bratislava, Slovakia

Abstract: The topic focuses on the issue of visual and emotional marketing. The aim of the research is to investigate the relationship between the popularity of colours and the emotions that colours bring. A pilot survey conducted on 197 respondents from Gen Z points to certain connections. With the use of correspondence analysis, we managed to create a perceptual model that points to the connection between preference and the emotional aspect of colours, whereby positive emotions are associated with liking a given colour. Of course, a deeper investigation of the connections is necessary, for example, with the help of correlation coefficients, which must be verified on the basis of inductive statistics. However, the pilot result indicates the need to address this concept. The analysis will bring results in the fields of visual marketing, emotional marketing, and sensory marketing, but also in the framework of a better understanding of consumer behaviour and managerial decision-making.

Keywords: colour preferences; emotions; emotional marketing; visual marketing

JEL Classification codes: M31; D91

Determinants of Reshoring Decisions: End of the Low Labor Cost Era?

Emese Dobos

ORCID iD: 0000-0002-0170-8997

dobos.emese@krtk.hun-ren.hu

HUN-REN Centre for Economic and Regional Studies Institute of World Economics,
Budapest, Hungary; Corvinus University of Budapest, Doctoral School of International
Relations and Political Science,
Budapest, Hungary

Abstract: Unprecedented external shocks make the current global value chains' sourcing practices challenging. As an answer, reshoring and 'escaping China' seem to be widespread within garment manufacturing. The paper follows an industry-based approach, focusing on the garment industry and Hungary as a typical case for Europe's semi-periphery. Now, it 'enjoys' the position of a (re)newed home country as reshoring is reportedly targeting Hungarian garment manufacturing firms. The contribution of the paper is a framework, regarding sourcing decisions and a triangulated case study of qualitative methods such as in-depth and structured interviews, content analysis from media outlets, and some quantitative elements, provided by sourcing databases on how the reshoring processes of lead firms affect the upgrading opportunities among garment manufacturing firms in Hungary.

Keywords: reshoring, garment manufacturing, Hungary, global value chains

JEL Classification codes: F14; L11; L67

The EU-US Trade Relations Changes During the COVID-19

Kristína Drieniková¹ – Ľubica Zubal'ová² – Milan Horváth³

ORCID iD: 0000-0002-1976-3521¹, 0000-0002-6860-7568²

kristina.drienikova@euba.sk, lubica.zubalova@euba.sk,

milan.mino.horvath@gmail.com

^{1,2,3} University of Economics in Bratislava, Faculty of Commerce, Department of
International Trade,
Bratislava, Slovakia

Abstract: The article aims to examine the changes in the EU trade relations with the United States during the COVID-19 pandemic. The pandemic had a significant impact on the commodity structure of mutual trade in goods, however it did not have a negative effect on trade in services. The Trade Intensity Index indicates that EU - US trade in goods is below the potential. The pandemic caused a stagnation in the intensity of trade in goods in 2020, thus halting the increasing trend before the pandemic. Regarding the intensity of trade in services, the EU and the US are achieving their trade potential, and the COVID-19 pandemic did not reverse the growing trend.

Keywords: trade in goods, trade in services, COVID-19 pandemic

JEL Classification codes: F10; F19; O24; F2

The Overview of ESG Doctrine Application in Business Management in Europe and Asia

Robert Dygas

ORCID iD: 0000-0001-8536-0897

robert.dygas@sgh.waw.pl

SGH Warsaw School of Economics, World Economy Research Institute, Department of East Asian Economic Studies, Warsaw, Poland

Abstract: The article's value is the overview of ESG doctrine application in business management in Europe and Asia. The main research question was about the readiness and commitment of chosen European and Asian companies to implement ESG. The article uses qualitative research methods: companies annual reports for 2022-2023, studying literature and legal acts, business cases of European and Asian companies, analysis and synthesis, the descriptive method, and deductive inference. In conclusion, European business owners and investors perceive the ESG Doctrine as a concern and a result of restrictive environmental politics from the European Commission side business-wise, and they are not eager to sacrifice their profits to ESG. In the case of Asian companies, ESG may turn out to be unfeasible. An important finding is that the United Nations with The Black Rock through open cooperation with the European Commission can influence the effects of implementing the ESG Doctrine worldwide.

Keywords: ESG Doctrine, PRI, The Black Rock, SDGs, CBAM, greenwashing

JEL Classification codes: Q01; O40; E02

Cross-Border Acquisition of a Slovak Start-Up by an American Company: Who Benefits More?

Sonia Ferencikova¹ – Dagmar Grachova²

ORCID iD: 0000-0003-0256-3950¹, 0000-0002-3086-5182²

sona.ferencikova@euba.sk, dagmar.grachova@euba.sk

University of Economics in Bratislava, Faculty of Commerce, Department of
International Trade,
Bratislava, Slovakia

Abstract: Businesses that want to stay competitive need to react to changes in a global arena. One of the strategies they may use is to acquire innovative start-up. The aim of the article is to identify the benefits that accrue to stakeholders from the acquisition of a Slovak start-up Exponea by an American company Bloomreach in 2021. Due to the lack of resources in the Slovak literature on Slovak start-up acquisitions, the authors use a single case study. They conclude that both sides benefit from the deal. For a start-up, the primary advantages are: start-up owners' profit; the start-up becoming an important part of the future market giant and growth in the number of employees. The advantages for the American company consist of a new approach to digital marketing automation and enhanced product recognition in the European market.

Keywords: innovation, cross-border acquisition, benefits for acquirer and acquiree, start-up, Slovakia

JEL Classification codes: M13; M19

Reporting of Non-Financial Information in the V4 Countries

Jana Gláserová¹ – Milena Otavová² – Soňa Bieliková³ – Klára Klíčnicková⁴

ORCID iD: 0000-0001-5038-8347¹, 0000-0003-2481-479X²

xbielik2@mendelu.cz, xklicnik@mendelu.cz, jana.glaserova@mendelu.cz,

milena.otavova@mendelu.cz

Mendel University in Brno, Faculty of Economics, Department of Finance and
Accounting
Brno, Czech Republic

Abstract: The area of sustainability reporting is becoming increasingly important in view of the mandatory implementation of European law, which will affect up to 50,000 large companies in the EU from 2024. The paper assesses the level of reporting of this information in terms of quantity and quality between 2017 and 2021 in the V4 countries. The quantitative analysis was carried out on the basis of a conceptual content analysis. The qualitative analysis was then carried out only for companies in the Czech Republic using evaluation criteria and a scoring scale. Based on the analyses conducted, an increasing level of reporting of non-financial information was identified in all countries, especially in the area of the environment, specifically carbon footprint, emissions and climate change. Within the Czech Republic, the largest relative change of 825% was recorded for the climate change criterion.

Keywords: sustainability, ESG, directive reporting, V4 countries

JEL Classification codes: M40; M48; Q56

The Influence of Emotional Marketing and Corporate Social Responsibility on Consumer Behaviour: A Big Data Perspective. A Systematic Review.

Tetiana Gorokhova¹ – Valerii Pohorelov²

ORCID iD: 0000-0003-0435-5047¹, 0009-0001-9369-160X²

tetiana.gorokhova@cais-research.de, pohorelov.valerij@gmail.com,

¹ Centre for Advanced Internet Studies (CAIS),

Bochum, Germany

² SHEI "Pryazovskyi State Technical University", Department of Marketing and Business Administration,

Dnipro, Ukraine

Abstract: This paper explores the integration of corporate social responsibility (CSR) within the framework of emotional marketing to influence consumer behaviour and perceptions. Leveraging big data and digital technology, the study emphasizes CSR's role as a pivotal element in shaping consumer connections through targeted emotional engagement. By analysing theoretical and empirical sources, the paper categorizes CSR impacts into gratitude and identity dimensions, illustrating how they foster consumer loyalty and advocacy. The methodology combines literature review and network analysis to assess CSR's influence on consumer emotions and decision-making processes. The research results reveal that CSR, when effectively communicated, enhances corporate image and stakeholder engagement, ultimately influencing consumer behaviour positively. The research paper argues for the strategic alignment of CSR initiatives with consumer expectations, facilitated by digital advancements that enhance transparency and interaction. It concludes by highlighting the need for future research focused on the nuanced responses of different consumer segments to CSR activities, aiming for a more inclusive understanding of CSR's impact in the emotional marketing.

Keywords: corporate social responsibility, big data, consumer behaviour, emotional marketing, systematic review

JEL Classification codes: M14; D11

Impact of Covid-19 on Employment in Tourism in Slovakia: Current Situation and Development Perspective

Mária Halenárová¹ – Adrián Čakanišín²

ORCID iD: 0000-0002-0254-6301¹, 0000-0003-3468-7739²

maria.halenarova@euba.sk, adrian.cakanisin@euba.sk

University of Economics in Bratislava, Faculty of Commerce, Department of Tourism,
Bratislava, Slovakia

Abstract: This research paper explores the impact of the COVID-19 pandemic on employment in the tourism industry. Through a thorough analysis of current conditions and future possibilities, the study utilizes both quantitative and qualitative methodologies to assess the extent of job losses, the resilience of tourism-related occupations, and the strategies implemented by industry stakeholders. By synthesizing real-time data and future projections, the paper provides a comprehensive overview of the challenges faced by the sector and proposes innovative solutions for recovery and growth. The research was carried out using the statistical program Statgraphics19 and the ARIMA and ETS (Error Trend Seasonality) models. The research offers valuable insights for policymakers, businesses, and academia, enabling informed decision-making and strategic planning to revitalize employment in the tourism industry in the post-pandemic era. We focused on tourism businesses in Slovakia based on available data from the Slovak Statistical Office for the period 2013-2021. The impact of the Covid-19 pandemic on employment was significantly reduced in 2020-2021. ARIMA and ETS models point to an increase in the number of employees, especially in the food service industry.

Keywords: Covid-19, tourism, employment, Slovakia

JEL Classification codes: M29; M51; Z32

Impact of Marketing Research on Foreign Trade Activities – Evaluation of marketing research on the export quantity growth

Elshod Khojiev

ORCID iD: 0000-0003-2428-4266

e.xojjiev@tsue.uz

Tashkent State University of Economics, Marketing Department
Tashkent, Uzbekistan

Abstract: One of the key tasks in foreign trade policy in an enterprise is to conduct marketing research when it comes to exporting products. The main solution is properly identify who is a client for our goods that have a high potential for sale in foreign markets to design the most effective supporting programs for exporters. The purpose of this paper is to define the role of marketing research and its impact on the foreign trade turnover of a company. For this aim, the relevance of the marketing research to the potential of the export in agricultural products evaluation is recognized on a basis of econometric analysis. This is an examination of the marketing research for the current export potential of a company and its export quantity. The results indicate the impact of marketing research on export which has been conducted some companies compared to foreign trade companies which did not conduct a marketing research demonstrates a high difference in export growth.

Keywords: marketing research, export, international trade

JEL Classification codes: F10; L66; M31

Role of Psychological Safety in Organisational Behaviour – Literature Review

Václava Kloudová Jiříčková¹ - Zuzana Křečková Kroupová²

ORCID iD: 0009-0002-6373-9681¹, 0000-0002-0448-7069²

xjirv07@vse.cz, zuzana.kreckova@vse.cz

Prague University of Economics and Business, Faculty of International Relations,
Department of International Business,
Prague, Czech Republic

Abstract: A constructive and safe work environment is a fundamental predecessor for learning, development and innovations in organisations. The Psychological safety appears as the predictor supporting the constructive organisational settings. Until the 1990s, the focus of academic research was on elucidating the fundamental principles of the psychological safety. Currently, however, scholars aim at explaining more nuanced questions. This expansion seeks to deepen our understanding of the intricate nature of Psychological safety, including the identification of its antecedents and understanding of its outcomes, and the mediating and moderating effects that shape the dynamics of Psychological safety within organisational contexts. Given the recent dynamic attention to this concept, a literature review is needed. Suggestions for future research are also provided.

Keywords: psychological safety, teamwork, team efficiency, learning, innovation development

JEL Classification codes: M14

I Should Be More Sustainable, Shouldn't I? Study of the Evolution of Sustainability Features in Customer Behaviour of Generation X and Y.

Janka Kopaničová¹ – Dagmar Klepochová² – Dana Vokounová³ - Marína Korčoková⁴

ORCID iD: 0000-0003-4307-0167¹, 0000-0001-7804-5813², 0000-0002-9963-8658³,
0009-0005-0544-086X⁴

janka.kopanicova@euba.sk, dagmar.klepochova@euba.sk,
dana.vokounova@euba.sk, marina.korcokova@euba.sk

University of Economics in Bratislava, Faculty of Commerce, Department of
Marketing
Bratislava, Slovakia

Abstract: Since the term "sustainable consumption" was defined at the end of the 20th century, social marketing has been focusing on teaching customers about its meaning by emphasizing the impact of an individual's daily decisions on the future of our planet. The goal of this paper is to describe the changes in attitudes towards sustainable consumption, and the transformation of behavioural patterns towards sustainability, particularly focusing on changes in household waste management and packaging considerations, which have occurred over the last decade among individuals representing Generations X and Y. The study data had been gathered over the past 11 years in four waves of qualitative and quantitative research encompassing more than 600 respondents, selected proportionally from Generations X and Y in Slovakia. The results describe the observed changes and underline the roles played by generational cohorts and gender in sustainability attitudes and behaviour. Longitudinal study findings indicate that individuals from Generation X exhibit greater sustainability in both pre-purchase and post-purchase attitudes and behaviours compared to those from Generation Y. Furthermore, a notable disparity is observed between women and men, with women demonstrating a tendency to engage more sustainably in the examined aspects.

Keywords: Sustainable Consumption, Consumer Behaviour, Generation X, Y, Household Waste Management, Prepurchase Considerations

JEL Classification codes: M31; Q56

Lattes, Burgers, Beaches and Mountains: Social Media and Images of Travel as Evolving Status Symbol

Jana Kovarova¹ – Zuzana Chytkova²

ORCID iD: 0009-0008-7600-301X¹, 0000-0001-7395-9157²

jana.kovarova@vse.cz, zuzana.chytkova@vse.cz,

Prague University of Economics and Business, Faculty of Business Administration,
Department of Marketing,
Prague, Czech Republic

Abstract: Demonstration of status through displaying consumption is a well-known fact. One of the key areas of consumption used to display status is travel where status is often symbolized by the manner of travel rather than the destination. The display of these more intangible and immaterial aspects of travel consumption has been aided by the advent of social media, which has allowed to display the manner of travel in more detail and changed what status travel means. Our research investigates this evolving nature of travel as a status symbol, particularly focusing on how social media has reshaped the perception of status travel for the middle class. Exploring travel-related consumption images that Czech middle-class consumers display on social media and through which they communicate their class position highlights the role of travel as a form of self-expression, where the portrayal of unique experiences, a sense of adventure, an active lifestyle, and culinary explorations are highly valued.

Keywords: social media, consumer behaviour, travel

JEL Classification codes: E21

Exploring the Impact: Influence of Social Media Application Indicators on Consumer Behaviour

Martin Kuchta¹ – Simona Balaščáková² – Lukáš Piatra³ – Peter Drábik⁴
ORCID iD: 0000-0001-5546-7773¹, 0009-0002-3553-382X², -³, 0000-0002-2740-4756⁴

martin.kuchta@euba.sk, simona.balascakova@euba.sk, lukas.piatra@euba.sk,
peter.drabik@euba.sk

University of Economics in Bratislava, Faculty of Commerce,
Department of Marketing,
Bratislava, Slovakia

Abstract: Evolution of the internet developed new digital channels, including social media, on which consumers create virtual identities and dedicate them significant amount of time. Phenomena of social media along with rising popularity of smartphones creates pressure on social media providers, marketers and also policymakers, to adjust technical, marketing and regulation processes to leverage and direct potential of social media. The main aim of the article is to investigate influence of social media smartphone applications indicators on consumer behaviour and advise technical, marketing and regulation optimization to increase usage and safety of these applications. App store data about the most popular social media applications were collected, analysed, visualized and interpreted. Research outputs revealed apps capacity and age restrictions limitations, which might serve as decelerator of more extended usage of the researched applications.

Keywords: digital marketing, mobile application, SAAS, social media

JEL Classification codes: M31

Current Global ESG Investment Products and Their Performance Implications

Monika Matušovičová¹ – Sandra Matušovičová²

ORCID iD: 0000-0001-8123-7437¹

monika.matusovicova@euba.sk, smatusovicova1@student.euba.sk

¹ University of Economics in Bratislava, Faculty of Commerce, Department of Marketing,

Bratislava, Slovak Republic

² University of Economics in Bratislava, Faculty of Economics and Finance, Bratislava, Slovak Republic

Abstract: This article aims to research the current global offering of environmental, social and governance (ESG) investment products and assess their impact on financial performance. Through the method of systematic literature review and secondary cross-sectional research of market data, we analyzed the current availability, geographical structure and volume of ESG investments, while using scatter-plot and correlation analysis we also measured its impact on performance. As part of the results, the regions of the United States of America and Europe, with particular emphasis on the Netherlands, were identified as the most active ESG markets. At the same time, a positive dependence with coefficient $\beta_1 = 0,517$ was found between the ESG rating of the 100 largest ESG ETF funds and their 5-year accumulated performance. The research results thus represent valuable knowledge for investors, asset managers and policy makers who can utilize the integration of ESG principles in their investment strategies.

Keywords: ESG investment, green investing, investment products, portfolio management, sustainable finance

JEL Classification codes: G11; Q01; Q51

Leadership in Intercultural Teams

Kamila Matysová

ORCID iD: 0000-0002-2182-5920

kamila.matysova@vse.cz

Prague University of Economics and Business, Faculty of International Relations,
Department of International Business,
Prague, Czech Republic

Abstract: The aim of this paper is to deliberate about the leadership status in students' intercultural teams, correlations between this position and the status of confidant in the team, subjective satisfaction with life, and objective stress burden. The applied methods for data gathering are sociometric analysis measuring both leadership skills and trust, Schedule for the Evaluation of Individual Quality of Life (SEIQoL), and The Social Readjustment Rating Scale (SRRS). The quantitative survey was conducted on the sample of bachelor students who attended the course 2OP337 taught at the Faculty of International Relations. The data are evaluated mainly via correlation analysis and interpreted in the context of managerial and psychological theories with an emphasis on the ontological stage of young adulthood. Findings are useful for both policy makers, and university lecturers whose work is related to management of the young adults in project teams.

Keywords: leadership position, intercultural teams, young adulthood leadership, stress, life satisfaction

JEL Classification codes: M54; J24; I31

Geopolitical Resilience in International Business: Case of Czech MNCs

Mark Mishcheniuk

ORCID iD: 0000-0002-2492-6794

mism01@vse.cz

Prague University of Economics and Business, Faculty of International Relations,
Department of International Business,
Prague, Czech Republic

Abstract: Over the course of their operations, international companies must not only cope with strong competition in the international arena, but also overcome geopolitical challenges that threaten supply chains and entire business models of companies. This study analyses the strategies and measures for geopolitical resilience implemented by Czech companies operating in the international business arena. Through a comprehensive analysis of various data, the study examines how these companies navigate the constantly changing international environment, coping with challenges such as trade tensions, political instability, and global conflicts. The findings contribute to a deeper understanding of the strategic decision-making approach that enables these companies to build effective international operations that ensure resilient global competitiveness and stability in the face of global uncertainty.

Keywords: international business, globalization, Czech business, geopolitical resilience

JEL Classification codes: F23

Digital environment in Slovakia and Czech Republic: Comparative study

Marek Petrovič

ORCID iD: 0009-0005-9854-2151

marek.petrovic@euba.sk

University of Economics in Bratislava, Faculty of Commerce, Department of
International Trade
Bratislava, Slovak Republic

Abstract: This paper aims to conduct a comparative analysis of the digital landscapes in Slovakia and the Czech Republic, two nations that share a common history as part of Czechoslovakia until their peaceful division in 1993. The goal of this study is to understand how each country has developed its digital environment. The methodology involves contrasting and comparing digital presence and online behaviours within these countries, employing both qualitative and quantitative data analysis to provide a comprehensive overview. This paper outlines the evolution of digital identities in Slovakia and the Czech Republic, highlighting key differences and similarities. Results indicate that despite their shared origins, the two countries have adopted distinct digital trajectories. The findings are significant, offering insights into the long-term impacts of national separation on digital evolution and contributing to the broader discourse on digital culture and national identity.

Keywords: Digital export, Ecommerce in Czech Republic, Online shopping, Ecommerce in Slovakia

JEL Classification codes: F23, P33, L81

The Impact of Fiscal Policy on Economic Growth in EU Member States – Perspective of State Aid Granted in the Pre-Pandemic Period

Piotr Podsiadlo

ORCID iD: 0000-0002-4657-3467

piotr.podsiadlo@uek.krakow.pl

Cracow University of Economics, College of Economics, Finance and Law,
Department of Public Finance
Cracow, Poland

Abstract: The article presents the conditions of admissibility of state aid in the European Union from the perspective of the principle of sustainable development, including in particular the fiscal policy as the basic mechanism for implementing the above principle. A literature study was conducted based on the achievements of the theory of state intervention and the theory of market failure. A feature of the research method used is the analysis of the instruments used by the state in relation to enterprises from the point of view of the definition of state aid in European Union documents. Another feature of the method used in the work is the analysis of the relationship between the expenditure of the Member States on state aid and their economic growth. This analysis was performed based on a linear regression model. The analysis made it possible to verify the influence of State aid on economic growth in EU Member States which provided State aid in the years 2000-2019. State expenditure policy, which includes the policy of state aid to enterprises, can give an impulse to GDP growth and increase the indicator GDP per capita (growth of competitiveness of the national economy) even if the State spends more money than the accumulated revenue in the budget.

Keywords: economic growth, the European Union, fiscal policy, state aid, regression analysis

JEL Classification codes: E62; K20; K33

A Brief Overview of The Current State of Knowledge in Alcohol Consumption with a Focus on the Beer Market and Generation Z

Viktorie Šenkárčin

ORCID iD: 0009-0005-0107-8496

valv07@vse.cz

Prague University of Economics and Business

Faculty of international relations

Prague, Czech Republic

Abstract: The paper explores how generational shifts, from Baby Boomers to Generation Alpha, influence consumer trends, focusing on the alcohol market, particularly beer. Each generation exhibits unique preferences and behaviours, shaped by various factors. The text details variations in wine consumption across generations, highlighting motivators, preferred types, and purchasing methods. Differences in preferred places of purchase, from specialized stores to supermarkets, are also explored. In conclusion, the significance of craft beer for millennials is discussed, emphasizing taste, social meaning, and the impact of sharing experiences on social media. Overall, understanding generational characteristics is vital for effectively addressing consumer needs in today's dynamic alcohol market.

Keywords: Generation trends, Consumer behaviour, Beer market, Generation Z, Czech Republic

JEL Classification codes: L66

How Do You See the Environment, Young Czech Consumer and Employee?

Radek Tahal¹ – Robert Zámečník²

ORCID iD: 0000-0003-2732-7823¹

radek.tahal@vse.cz, zamr00@vse.cz,

Prague University of Economics and Business, Faculty of Business Administration,
Department of Marketing,
Prague, Czech Republic

Abstract: For employers, product designers, marketers but also for legal representatives, it is important to know what the views of the younger generation are, how they see the current trends in marketing and society. Research conducted among the young Czech population contributes to answering these questions. Survey ascertains the opinions of people aged 19-27. Topics such as sustainability, ecology, waste sorting, work-life balance, the importance of an employer's reputation, but also opinions on the role of the state in the fight against misinformation are investigated. Research, based on quantitative analysis, brings information, for example, a prevailing positive opinion on the importance of environmental issues, but it must not be too burdensome and restrictive for individuals or disclosure that young people are supporters of equal access to job opportunities, which is not regulated by official quotas and recommended preferences.

Keywords: Generation Z, marketing research, work-life balance, sustainability

JEL Classification codes: J40; M30

Environmental Sustainability in Automotive Upstream Activities – Corporate Strategies and Reality in the European EV Supply Chain

Gábor Túry

ORCID iD: 0000-0002-9339-1586

туры.gabor@krtk.hun-ren.hu

HUN-REN Centre for Economic and Regional Studies, Institute of World Economics,
Budapest, Hungary

Abstract: International agreements on climate change are transforming the automotive industry in many ways. On the one hand, they need to reduce their carbon footprint in the supply chain and, on the other, they need to introduce technological innovations in vehicles that reduce and, in the longer term, eliminate emissions during use. The research aims to assess the sustainability strategies of European automotive companies. Corporate supply chain strategies were compared with current trends in the automotive industry, with a particular focus on battery production. The study found that companies often communicate their efficiency-enhancing decisions as sustainability and environmental objectives in the face of rising raw material and energy costs for production and increased competition. These strategies, while distracting attention from the real impact of companies on the environment, are not a real alternative to reducing the carbon footprint of the automotive industry.

Keywords: automotive industry, supply chain, environment sustainability, carbon footprint

JEL Classification codes: L62; Q01; Q53

Sustainability and Ethnocentricity in the Lives of Millennial Consumers

Barbora Vaculova¹ – Jana Kovarova²

ORCID iD: 0009-0005-4561-4502¹, 0009-0008-7600-301X²

barbora.vaculova@vse.cz, jana.kovarova@vse.cz,

Prague University of Economics and Business, Faculty of Business Administration,
Department of Marketing
Prague, The Czech Republic

Abstract: The importance of sustainability has been recognized by consumers and companies. However, noticing reasons for (not) shopping with the sustainable aspect in mind, is undeniable, as it is the right positioning and communication of goods that makes the difference in purchasing decisions. In this study, we explore the motivations of Gen-Y in the context of transitional economy, towards sustainable consumption, and its link with consumer ethnocentrism. The TGI dataset is used, analysing selected variables regarding shopping attitudes, statistically providing insights into market segments, the most relevant one being further analysed. Through mixed methods, the study digs into consumers' motivations in semi-structured interviews, revealing an interesting link between sustainability and ethnocentric tendencies for Gen-Y consumers, or rather the role it plays in the creation of a persona, offline and online, emphasizing the impact of positioning and peers in influencing purchasing decisions.

Keywords: consumption, sustainability, millennial consumers

JEL Classification codes: E21; Q56

HRM Global Mobility Practice: Remuneration of Posted Workers as a Part of Relocation Process

Daniela Zachová¹ – Zuzana Křečková Kroupová²

ORCID iD: 0000-0002-4942-9890¹, 0000-0002-0448-7069²

daniela.zachova@vse.cz, zuzana.kreckova@vse.cz

Prague University of Economics and Business, Faculty of International Relations,
Department of International Business,
Prague, Czech Republic

Abstract: The enactment of revised Posted Worker Directive in 2018 (Directive 2018/957/EU) gave a momentum to EU Member states to transpose the Directive into their national legal order within a two-year duration. Posted workers remuneration reimbursed by the Employer must be calculated on the principle of an "equal pay", which either has to be based on the comparison of remuneration received by the Employer in the Home country and the statutory minimum wage in the country of posting, but also alternatively, based on the universally applicable collective bargaining agreements, if those apply. In order to apply such principle, when calculating the posted workers remuneration, it is necessary for the Sending entity (as Home employer) to obtain and evaluate the collective bargaining agreements applicable for the respective work performance done in the scope of posting, which is a challenge, as the collective bargaining agreements are often available only in local language. Therefore, this paper investigates the situation across all EU, EEA and EFTA Member states and aims to provide a comprehensive overview on a regional scale of remuneration system with the main focus on basic salary for posted workers including the state of translation universally applicable collective agreements per each above mentioned state.

Keywords: posted worker, remuneration, equal pay

JEL Classification codes: M16; M15; M10

Title: 24th International Joint Conference Central and Eastern Europe in the Changing Business Environment: Book of Abstracts

Publisher: Prague University of Economics and Business
Oeconomica Publishing House

Publishing Year: 2024

© Prague University of Economics and Business, Oeconomica Publishing House, 2024

Publisher disclaims any responsibility for the content. Authors are responsible for language and content of their papers.

ISBN 978-80-245-2520-4

<https://doi.org/10.18267/pr.2024.rio.2520.0>



<https://oeconomica.vse.cz/>



ISBN 978-80-245-2520-4