



PROGRAM

Central and Eastern Europe in the changing business environment

16th international joint conference

University of Economics, Prague, Czech Republic, May 27, 2016

Plenary session (video-conference Prague-Bratislava), May 27, 2016

Room: **169 NB**

- 8:30
Registration
- 9:00
Conference opening, introduction by
prof. Hana Machková,
president of the University of Economics, Prague,
and by
prof. Ferdinand Daňo,
president of the University of Economics in Bratislava
- 9:15 – 9:45
Pavel Sobíšek (Chief economist of UniCredit Bank Czech Republic
and Slovakia, a.s.): *What are financial markets signalling to the economy?*
- 9:45 – 10:15
Petra Průšová (Managing Director of Millward Brown for Central Europe
responsible for Czech & Slovak Republic, Hungary, Croatia):
Central and Eastern Europe Consumer and Marketing Impact.
- 10:15 – 10:30
Discussion
- 10:30 – 11:00
Coffee break
- 11:00 – 11:30
Pavol Minár (Head of Strategy at Istropolitana Ogilvy,
Strategic Director at Zaraguz Digital CZ): *Changes in contemporary advertising
as an expression of the recent paradigmatic changes in economy and culture.*
- 11:30 – 12:00
Summary of the joint part with Bratislava
- 12:00 – 13:00
Lunch in the Academic Club

Sections in Prague 13:00 – 17:00, May 27, 2016

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

International Trade and International Finance (Room 103 RB)

1. **Iveta Černá** (University of Economics, Prague, Czech Republic): *The UAVs in International Trade – Current State of Play and Regulatory Issues.*
2. **Jaroslav Halík** (University of Economics, Prague, Czech Republic): *Do We Desire Returning To The Old Orders?*
3. **Yilmaz Bayar** (Uşak University, Turkey): *Stock Market Performance and Economic Growth in Turkey: Evidence from Borsa Istanbul.*
4. **Mathieu-Claude Chaboud, Cornelia Caseau** (Burgundy School of Business, France): *Austrian Skills in East Africa: A Story of Knowledge, Expertise and Impact Investing.*
5. **Bogna Janik** (WSB University in Poznań, Poland): *Value-based Investing in Central and Eastern European Countries (CEECs) – Based on the Companies Reflected in Socially Responsible Indices.*
6. **Section wrap-up.**

International Business and Management (Room 104 RB)

1. **Djula Borozan, Mirjana Radman Funaric, Dubravka Pekanov Starcevic** (J.J. Strossmayer University of Osijek, Croatia): *Social Capital and Household Electricity Consumption in Croatia: A Regional Perspective.*
2. **Lidia Danik, Izabela Kowalik, Petr Král** (Warsaw School of Economics, Poland, University of Economics, Prague, Czech Republic): *The International New Ventures Originating in Poland and Czech Republic, A Comparative Study.*
3. **Dagmar Kokavcová** (Matej Bel University in Banská Bystrica, Slovakia): *Rapid Internationalization – Applying the Born Global Company Model in Slovak Companies.*
4. **Fuat Man** (Sakarya university, Turkey): *The Nature of HRM and the Meaning of Work: Turkish Case of HRM Practitioners.*
5. **Robert Rehák** (University of Economics in Bratislava, Slovakia): *Electromobility in the European Union and in the Slovakia and Its Development Opportunities.*
6. **Section wrap-up.**

International Marketing and Consumer Behavior (Room 105 RB)

1. **Peter Drábik, Peter Zámečník** (University of Economics in Bratislava, Slovakia): *Key Aspects of Logistics for Online Store and Multi-channel Distribution.*
2. **Edit Terek, Milan Nikolić, Jelena Vukonjanski, Bojana Gligorović, Katarina Zorić** (University of Novi Sad, Technical Faculty "Mihajlo Pupin", Zrenjanin, Serbia): *The Impact of Corporate Credibility on Organizational Commitment of Employees and Financial Performances: the Serbian Case.*
3. **Paulina Krnáčová** (University of Economics in Bratislava, Slovakia): *Consumer Awareness of Food Labelling.*
4. **Besjon Zenelaj, Vusal Gambarov, Fahrettin Atıl Bilge** (Epoka University, Albania): *Using Social Media Communication as a Marketing Strategy to Generate Corporate Reputation: A Study in the Telecommunication Industry.*
5. **Section wrap-up.**