



## PROGRAM

### Central and Eastern Europe in the Changing Business Environment

18<sup>th</sup> International Joint Conference

University of Economics in Bratislava, Slovak Republic, May 25, 2018

#### Plenary session (video-conference Bratislava-Prague), May 25, 2018

Room: **Meeting room of the Rectorate, Building V2, 3<sup>rd</sup> floor**

- 9:00 – 9:30  
*Registration of Participants*
- 9:30–10:00  
*Conference opening*  
**Ferdinand Daňo** (Rector, University of Economics in Bratislava)  
**Hana Machková** (President, University of Economics, Prague)
- 10:00 – 10:45  
**Miroslav Hošek** (President & CEO, AFP advanced food products LLC.):  
*Big Data: Good Servant or Wicked Master?*
- 10:45 – 11:30  
**Martin Volek** (CEO, Volis International and Google Partners Trainer):  
*5 Digital Marketing Trends in the Changing Business Environment in 2018*
- 11:30 – 12:15  
**Hendrik Bremer** (Member of the Board, zlytmelon.sk):  
*FinTech Trends, Crowdfunding and the Examples of Zlty Melon P2P Lending*
- 12:15 – 12:30  
*Summary of the Joint Part with Prague*
- 12:30 – 13:30  
*Lunch*

## **Sections in Bratislava, 13:30 – 17:00, May 25, 2018**

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

### **International Trade (Room: 1B02, Meeting room of the Faculty of Commerce, Building V1, 1<sup>st</sup> floor)**

1. **Peter Baláž – Michaela Královičová – Juraj Bronček** (University of Economics in Bratislava, Slovakia): *The One Belt One Road Project – An Instrument to Globalize the World Economy the Chinese Way.*
2. **Małgorzata Czermińska – Andrzej Frycz Modrzewski** (Cracow University, Poland): *Trade Relations Between the European Union and South Africa – Causes and Effects of the Transition from TDCA to EPA.*
3. **Zuzana Kittová – Dušan Steinhauser** (University of Economics in Bratislava, Slovakia): *Culture as a Factor Influencing Creativity.*
4. **Pavla Neumannová – Ludmila Štěrbová** (University of Economics in Prague, Czech Republic): *International Public Procurement Market from the EU Business Perspective.*
5. **Agnieszka Pach-Gurgul** (Cracow University of Economics, Poland): *The Possibilities of Gas and Oil Export to the Visegrad Group Countries in the Context of CETA.*
6. **Nikolay Pushkin – Sergey Yurik** (Belarusian State University, Minsk, Belarus – Czech University of Life Sciences Prague, Czech Republic): *Index Methods for Analysis of Commodity Groups of Foreign Trade.*
7. **Marta Ulbrych** (Cracow University of Economics, Poland): *The Role and Importance of Manufacturing Trade Cooperation of the Visegrad Group Countries.*
8. **Tatiana V. Voronina – Natalia N. Yevchenko – Ashkhyen B. Yatsenko** (Southern Federal University, Rostov-on-Don, Russia): *Positioning of CEE Countries in International Trade and FDI: Differentiation of Post-Crisis Dynamics.*
9. **Sergey Yurik – Jaroslav Halík** (Czech University of Life Sciences Prague – University of Economics in Prague, Czech Republic): *International Trade in Proprietary Technologies in Post-Socialist Countries.*
10. *Section wrap-up.*

### **International Finance (Room: 1B02, Meeting room of the Faculty of Commerce, Building V1, 1<sup>st</sup> floor)**

1. **Justyna Berniak-Woźny – Magdalena Wójcik-Jurkiewicz – Robert Sroka** (Vistula University, Warsaw – University of Economics in Katowice – Kozminski University, Warsaw, Poland): *The Non-Financial Information (NFI) Reporting of Polish Companies Listed on the Warsaw Stock Exchange – WIG INDEX – Prior to the Transposition of the NFI Directive into Polish Law.*

2. **Ivica Pervan – Maja Pervan – Goran Raković** (University of Split, Croatia): *Firm Failure Prediction: Prediction Accuracy Improvements Based on Firm Size Groupings.*
3. **Piotr Podsiadło** (Cracow University of Economics, Poland): *State Aid for Employment and Its Impact on The Economic Growth of The EU Member States – The Case of Central and Eastern Europe.*
4. **Andrea Slezáková** (University of Economics in Bratislava, Slovakia): *Certain Legal Aspects of The Most Important Distinctions Between the Administrative Procedure and The Procedure in Supervisory Matters.*
5. *Section wrap-up.*

**International Marketing and Consumer Behavior (Room: Meeting room of the Rectorate, Building V2, 3<sup>rd</sup> floor)**

1. **Magdalena Grębosz-Krawczyk – Dagna Siuda** (Lodz University of Technology, Poland): *The Purchase Intention of Nostalgic Brands by Polish Customers.*
2. **Michał Halagarda – Grzegorz Suwała – Stanisław Popek** (Cracow University of Economics, Poland): *Knowledge, Opinions and Behavior of Polish Consumers Towards Traditional Fruit Juice Products.*
3. **Renata Hrubá – Nataliya S. Tanklevska** (University of Economics in Prague, Czech Republic – Kherson State Agrarian University, Ukraine): *Relationship Between the Knowledge Economy and The Education System in The Context of Intercultural Communication.*
4. **Miroslav Karliček – Marek Novinský – Jiří Mařík** (University of Economics in Prague, Czech Republic): *Market Orientation and Performance in The Context of SMEs: Subjective Measures or Objectivity of Financial Statements?*
5. **Paulína Krnáčová – Peter Drábik** (University Of Economics In Bratislava, Slovakia): *Consumer Awareness About Electromobility.*
6. **Andrea Lucarelli – Zuzana Chytková** (Lund University, Sweden – University of Economics in Prague, Czech Republic): *The Success of Pirate Party Brand: A Performativity Perspective.*
7. **Malgorzata Misniakiewicz** (Cracow University of Economics, Poland): *Consumers' Expectations and Behavior Towards Confectionery Products. Polish Market Case Study.*
8. **Květa Olšanová – Marija Zlatic** (University of Economics in Prague, Czech Republic): *Development of the Theoretical Framework for Exploration of CSR Awareness, Impact on Purchase Intent and Its Role on The Customer Journey of Luxury Customers.*
9. **Milan Oreský** (University of Economics in Bratislava, Slovakia): *How New Technologies in Manufacturing Affect Rivalry, Industry Structure and Marketing Strategy.*

10. **Ewa Pyrzyńska – Michał Halagarda – Władysław Kędzior** (Cracow University of Economics, Poland): *Traditional and Regional Meat Products – Preferences of Polish Consumers.*
11. *Section wrap-up.*

**International Business and Management (Room: 5D18, Meeting room of the Department of Marketing, Building V1, 5<sup>th</sup> floor)**

1. **Miroslava Čukanová – Paulína Krnáčová** (University of Economics in Bratislava, Slovakia): *Impact of Cultural Heritage on Tourism.*
2. **Michał Jachowicz – Piotr Podsiadło** (Jagiellonian University, Cracow – Cracow University of Economics, Poland): *Regulation of The Pharmaceutical Services Market in Poland From the Perspective of Market Failure.*
3. **Jędrzych Elżbieta – Berniak-Woźny Justyna** (Vistula University, Warsaw, Poland): *Social and Eco-Labeling as A Tool of CSR In the Textile and Clothing Industry – The Case of Poland.*
4. **Eva Křenková – Alexej Sato** (University of Economics in Prague, Czech Republic): *Benchmarking Central European Rail Freight Transport.*
5. **Vincent Montenero** (Mendel University, Brno, Czech Republic): *Joining the Multi-Regional Automotive System: The Creation and Integration of a Network of Suppliers in Russia.*
6. **Arkadiusz Mroczek** (Cracow University of Economics, Poland): *Metropolitanization Process in The CEE.*
7. **Anna Skórska** (University of Economics in Katowice, Poland): *The Aging Workforce as The Challenge for Sustainable Development.*
8. **Helena Strážovská – Anna Veszprémi Sirotková** (University of Economics in Bratislava, Slovakia): *The Role and Participation of Slovak Small Entrepreneurs in The Single Market.*
9. **Katarzyna Warzecha** (University of Economics in Katowice, Poland): *Taxonomic Analysis of Changes on Labor Markets in Central and Eastern Europe Countries.*
10. **Andrzej Wójcik** (University Of Economics In Katowice, Poland): *Development of Energy from Renewable Sources and Energy Intensity of The Economies of Central European Countries in The Context of The Europe 2020 Strategy.*
11. *Section wrap-up.*

**Closing ceremony, 17:00, May 25, 2018**

Room: **Meeting room of the Rectorate, Building V2, 3<sup>rd</sup> floor**