



## PROGRAM

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

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

University of Economics Prague, Czech Republic, May 24, 2019

#### Plenary session, May 24, 2019 (Friday)

Room: **NB 169**

- 8:30 – 9:00  
*Registration*
- 9:00 – 9:15  
*Conference opening*
- 9:15 – 9:45  
**Tereza Šimečková** (Chairwoman of the Board, Nielsen Admosphere, a.s.):  
*TV market is changing: Current trends in (not only) TV audience measurement*
- 9:45 – 10:15  
**Jiří Mlynář** (Energy Sector and Finance Professional, E.ON Czech Republic):  
*Energy trends in the Central and Eastern Europe*
- 10:15 – 11:00  
*Coffee break*
- 11:00 – 11:45  
**Ivan Láška** (Trexima Bratislava, spol. s r.o.):  
*Structural changes on labour market and what the future will be like*
- 11:45 – 12:00  
*Summary of the plenary session and discussion*
- 12:00 – 13:00  
*Lunch*

## **Sections in Prague 13:00 – 17:00, May 24, 2019 (Friday)**

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

### **International Trade (Room: NB 459, at 13:00)**

1. **Zuzana Borovská – Peter Baláž** (University of Economics in Bratislava, Slovak Republic): *Iran's International Position and the Influence of the so-called New Silk Road to the Intensity of Its Foreign Trade Relations with EU Member States (SR).*
2. **Lia Eliava** (Kutaisi University, Georgia): *The Impact of Integration into International Trade on the Welfare of the Population of Georgia.*
3. **Jan Krejčí** (University of Economics, Prague, Czech Republic): *Trend in Bilateral Trade between China and Visegrad Group during the Belt and Road Initiative Period.*
4. **Tatiana Voronina – Ashkhyen Yatsenko – Elena Murat** (Southern Federal University, Russian Federation): *Current Development Tendencies in High Technology Exports of the EU Countries.*
5. **Sergey Yurik – Nikolay Pushkin – Valentina Yurik** (Czech University of Life Sciences, Czech Republic and Belarusian State University, Belarus): *Visegrad Group: Analysis of Agricultural Trade in the Russian Market Using Mirror Statistics and Foreign Trade Indices.*
6. *Section wrap-up.*

### **International Finance (Room: NB 469, at 13:00)**

1. **Jan-Hendrik Meier – Anika Schlütter – Walid Esmatyar** (Kiel University of Applied Sciences, Federal Republic of Germany): *Sharing the Loot – Shedding Light on the Uneven Distribution of M&A Success.*
2. **Keehwan Park – Zhongzheng Fang – Ha Young Ho** (Kookmin University, Republic of Korea): *The Flight to Quality Effect in Crisis Periods in an Emerging Market: Local Risk versus Global Risk.*
3. *Section wrap-up.*

### **International Marketing and Consumer Behavior (Room: NB 469, at 14:00)**

1. **Małgorzata Budzanowska-Drzewiecka – Marta Tutko** (Jagiellonian University in Kraków, Poland): *Parallels in the Information Search Behaviour among Young Consumers from Poland and Ukraine: A Qualitative Analysis.*
2. **Martin Horváth** (University of Economics in Bratislava, Slovak Republic): *Significant Socio-economic Models and Their Growing Importance in Analyzing the Causes and Consequences of Consumer Behavior in V4 Countries.*
3. *Section wrap-up.*

**International Business and Management (Room: NB 472, at 13:00)**

1. **Larisa Korganashvili – Natavan Mammadova** (Ivane Javakhishvili Tbilisi State University, Georgia and Baku Business University, Azerbaijan): *Impact of Transformational Processes on Human Capital Development: A Case Study of Georgia and Azerbaijan.*
2. **Viera Kubičková – Miroslava Čukanová – Dubravka Kovačević** (University of Economics in Bratislava, Slovak Republic): *Demand for Business Services in the Visegrad Group Countries and Its Factors of Development. Focus on Slovakia.*
3. **Anna Skórska** (University of Economics in Katowice, Poland): *Youth Underemployment or Unemployment? The Global Challenge in the 21st century.*
4. **Jaroslav Halík** (University of Economics, Prague, Czech Republic): *Establishing and Financing Joint Ventures Abroad – The Czech Perspective.*
5. *Section wrap-up.*