



ECONOMIC COMPETITIVENESS AND SUSTAINABILITY

Conference Programme

25th International Conference

March 23rd-24th, 2023

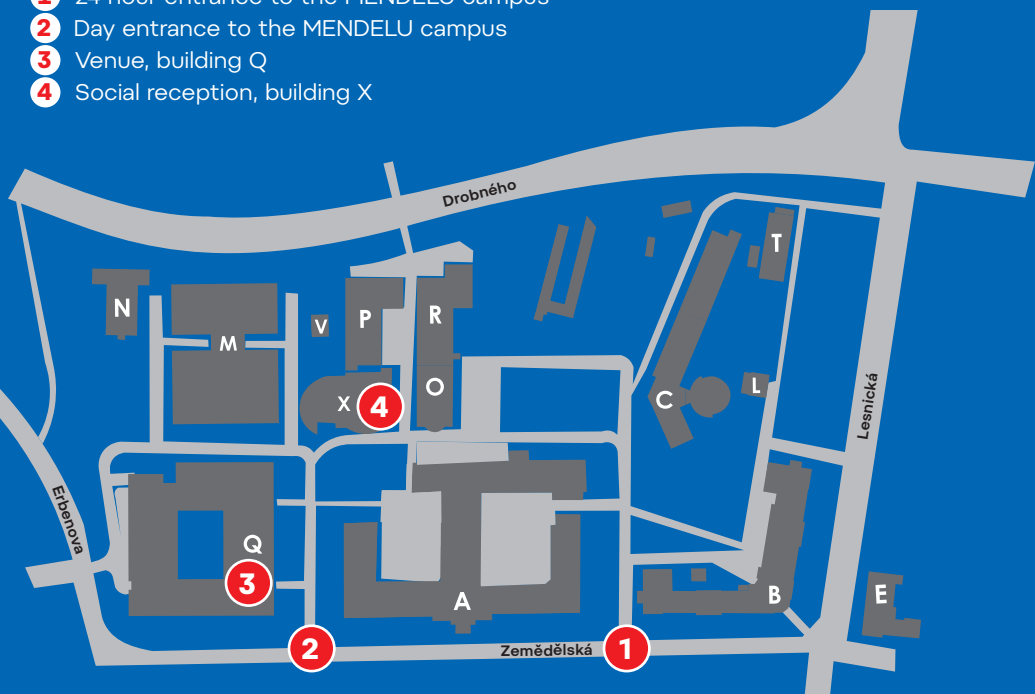
- **MENDELU**
- **Faculty**
- **of Business**
- **and Economics**

TRADITIONAL VENUE

Campus of Mendel University in Brno,
Faculty of Business and Economics,
Zemědělská 1, Brno
Czech Republic

MENDELU Campus Plan

- 1 24 hour entrance to the MENDELU campus
- 2 Day entrance to the MENDELU campus
- 3 Venue, building Q
- 4 Social reception, building X



Wi-fi: mendelu-host
Login: ecos2023
PASSWORD: ecos2023

Cloakroom: THU 9:00-17:30, FRI 9:00-14:30

THURSDAY, 23rd MARCH 2023

09:00-10:00 **Registration of Participants** *Foyer of building Q, Welcome refreshment*

10:00-12:00 **Plenary Session - Panel Discussion** *Room Q02, Building Q*

- **Welcoming Remarks** **Svatopluk Kapounek**,
Dean, Faculty of Business and Economics
- **Best Paper Competition awarding ceremony** supervised
by **Petr David**, Vice-Dean for Science and Research

Sponsored by



- **Keynote Speakers**

Olivér Kovács "Beyond Resilience - Zombification and its Pros- and Cons"

Catherine Luther "Disinformation in the Czech Republic and Digital Activism in the Czech"

Sushanta Mallick "Revisiting Human Development in the Post-Covid World: The importance of Digitalisation"

12:00-13:00 **Lunch** *Foyer of Building Q*

13:00-15:00 **Parallel Conference Sessions I.** *see pages 4-5*

15:00-15:30 **Coffee Break** *Foyer of Building Q*

15:30-17:30 **Parallel Conference Session II.** *see pages 6-7*

18:00-22:00 **Social Evening** *Foyer of Building X.*
Dinner. Traditional dulcimer music and social programme.

FRIDAY, 24th MARCH 2023

09:00-09:30 **Morning Coffee** *Foyer of Building Q*

09:30-11:30 **Parallel Conference Session III.** *see pages 8-9*

11:30-12:30 **Lunch** *Foyer of Building Q*

12:30-14:30 **Parallel Conference Session IV.** *see pages 10-11*

KEYNOTE SPEAKERS



Olivér Kovács, Senior Research Fellow,
National University of Public Service, Ludovika

Oliver Kovacs is a senior research fellow at the University of Public Service, Faculty of Public Governance and International Studies, Department of Economics and International Economics, Budapest, Hungary, and ICEG European Center, Budapest, Hungary. His research embraces three broader fields: (i) grounding and shaping complexity economics; (ii) sustainable development through the lens of complexity science (i.e., qualitative structural change, the systems view of European integration, the complex nexuses of digital transformation and industry 4.0, inclusive European economic governance); and (iii) innovation and innovation policy in general. His articles have appeared in peer-reviewed journals, e.g. *Acta Oeconomica*, *Eastern Journal of European Studies*, *Perspectives on European Politics and Society*, *Post-Communist Economies*, *Social Sciences*, *Technology in Society* etc. He also authored two policy briefs for the European Commission focusing on policies for services innovation and public sector innovation, published at Routledge, at Finland Futures Research Centre and at the Columbia University, Columbia Center on Sustainable Investment. His first book, *Stability and Dynamism – The Fundamentals of Innovative Fiscal Policy*, was published in 2015, while his latest book entitled *Complexity Economics: Economic Governance, Science and Policy* was published in July 2022 by Routledge. He has been a member of public body of Hungarian Academy of Sciences since 2015 and a member of the EuroMoney Expert Panel since 2010. Email: Kovacs.Oliver.Istvan@uni-nke.hu, Web: oliverkovacs.com.



Catherine Luther, School Director – Professor,
The University of Tennessee, Knoxville

Before returning to the academic world for her doctorate, Dr. Luther worked both in the United States and in Japan as a producer of television news. She is now the director of the School of Journalism and Electronic Media at the University of Tennessee, Knoxville, and also teaches in the areas of international journalism, audience analytics, media and diversity, communication and information science theories, and research methods.

Dr. Luther received her Ph.D. from the University of Minnesota, Twin Cities and her Executive MBA from the University of Tennessee. She has published in such journals as the *Journal of Communication*, *Journalism & Mass Communication Quarterly*, *Journalism & Mass Communication Educator*, and *Journalism History*. She has had three books published. One entitled *Press Images, National Identity, and Foreign Policy* was published by Routledge in 2002. The others are two editions of her co-authored book, *Diversity in U.S. Mass Media* (2012; 2017) published by Wiley-Blackwell. A third edition of that book will be published in 2023.

Dr. Luther has received several awards including the University of Tennessee's Chancellor's Award to attend HERS Institute at Bryn Mawr, National Association of Television Program Executives (NATPE) Faculty Fellow Award, SECAC Academic Leadership Development Award, University of Tennessee Notable Woman Award recognizing excellence in administration, research and teaching, the American Press Institute, John Ben Snow Memorial Trust Fellowship Award, the Radio Television News Directors Foundation/Knight Foundation's Educator in the Newsroom Fellowship Award, the International Radio and Television Society Faculty/Industry Award, the University of Tennessee, College of Communication and Information Bud Minkel

International/Intercultural Award, and the University of Tennessee, College of Communication and Information Outstanding Faculty Research Award. Dr. Luther has been selected as a Fulbright-Masaryk Distinguished Scholar and will be teaching and conducting research at Masaryk University in Brno, Czech Republic in spring of 2023. This is the second Fulbright award for Dr. Luther. In 2007, she was awarded a Fulbright Research Grant to conduct research in Japan.

Research Interests:

- Digital Media and Disinformation/Misinformation
- Global communication
- Press-state relations
- Intergroup conflict
- Terrorism and the media
- Issues involving media and social group representations



Sushanta Mallick, Professor of International Finance, Queen Mary University of London

Sushanta Mallick is a Professor of International Finance at Queen Mary's School of Business and Management. Since January 2015, he has been the Co-Editor-in-Chief of 'Economic Modelling' – a leading 38-year-old scholarly journal published by Elsevier. He holds a PhD in Economics from the University of Warwick, UK, which he undertook after being awarded the Commonwealth Scholarship.

Before pursuing academic research in the university sector, Dr Mallick worked in two policy think-tank institutes in India and the UK for six years. He also spent three years working in the private financial industry, covering Asian emerging markets (1999–2001) at JPMorgan Chase (previously Chase Manhattan Bank) in Hong Kong.

Prior to joining Queen Mary in October 2006, Professor Mallick also held positions at the Department of Economics, Loughborough University, UK (2003–2006); Royal Institute of International Affairs (Chatham House), London, UK (2001–2003); and Institute for Social and Economic Change (with a year at Indian Statistical Institute), Bangalore, India (1991–1995), where he began his research career.

In addition to publishing a book from his PhD research (Routledge Publishing, 1999), he has contributed articles to 15 edited volumes, as well as frequently publishing in many international refereed journals.

He has published over 100 peer-reviewed journal articles, focused on issues in the areas of international macroeconomics, banking & finance, and innovation & development. He has researched different aspects of international finance and development at both the macro and micro-economic levels. As well as monetary and financial issues, his published research includes issues connected with growth, development, and poverty. He has also carried out a substantial amount of work on various aspects of macroeconomic modelling. His work has been published in journals such as: Journal of Corporate Finance, European Journal of Operational Research, British Journal of Management, Economic Theory, Research Policy, IMF Economic Review, Journal of Banking & Finance, Journal of International Money & Finance, Cambridge Journal of Economics, Oxford Bulletin of Economics & Statistics, and many others. As per IDEAS/RePEc ranking, he is among the top 5% economists.

A list of Dr Mallick's published research can be found at: skmallick.busman.qmul.ac.uk

SESSION I-A:**Enterprise Information Systems and Technologies I**Chair of the session: **František Dařena**Room: **Q13, 1st floor of Building Q****Tomáš Ječmínek:** *Key Factors of Blockchain Sustainability* (discussant: Andrej Gono)**Andrej Gono and David Procházka:** *Trustworthy data storage based on blockchain* (discussant: Tomáš Ječmínek)**Katarína Kovalčíková:** *Integration of integrated management systems in case of minimization of waste in processes* (discussant: Szilvia Vanessza Schalk-Nador)**Szilvia Vanessza Schalk-Nador:** *Artificial intelligence in the hotel industry: current applications and future prospects* (discussant: Petr Pernes)**Petr Pernes, Miroslav Jaroš, Jiří Podivín and Oldřich Trezn:** *AI and plant diseases identification* (discussant: Michal Dufek)**Jiří Balej, Stratos Zerdaloglu and Andrej Juríčka:** *An analysis of password patterns in leaked user accounts* (discussant: Tomáš Sochor)**Tomaš Sochor and Jiří Passinger:** *Tools improving Quality of Experience in WWW – a Review* (discussant: Jiří Balej)**SESSION I-B:****Corporate Finance – Firms, Banks and Capital Structure**Chair of the session: **Jan Hanousek**Room: **Q14, 1st floor of Building Q****Gernot Gruber:** *Investigation in relation and influence between macroeconomic factors, financial performance and firm value* (discussant: Pavel Dorňák)**Pavel Dorňák and Daniel Pastorek:** *Investment activity of zero-debt firms in times of economic policy uncertainty* (discussant: Jan Hanousek)**Robert Dombek:** *Occupational pension provision in Germany* (discussant: Klára Plecítá)**Klára Plecítá:** *Does the Purchasing Power Parity hold in the EU-15 countries?* (discussant: Gernot Gruber)**Keanu Niclas Moseler:** *Bank management in the view of ESG criteria* (discussant: Robert Dombek)**Jan Hanousek:** *Poland's Special Economic Zones: Effects on Regional Economic Development* (discussant: Keanu Niclas Moseler)

SESSION I-C:**Marketing and Management I**Chair of the session: **Marek Záboj**Room: **Q15, 1st floor of Building Q**

Jana Pavelková, Jana Turčínková, Andrej Grajciar: *Social media impact on food consumption – conspicuous consumption of generation Z* (discussant: Lucie Veselá)

Michal Pšurný, Stanislav Mokrý, Ondřej Dufek, Jan Vrána: *Fair Booths: What is Appealing to Generation Y – an Eye-tracking Experiment* (discussant: Lenka Harantová)

Šimon Kvičala, Pavel Žiaran: *Analyzing Facial Emotional Expressions while Reading Managerial Ethical Dilemma: Where Organizational Psychology Meets New Technologies* (discussant: Stanislav Mokrý)

Pavel Žiaran, Eva Čechalová, Adam Slobodník: *TV commercials for the retirement savings through the prism of theses of behavioural economy* (discussant: Jana Turčínková)

Irena Antošová, Jana Stávková: *Structure of Household Disposable Income for Sustainability out of Poverty in the EU* (discussant: Šárka Stojarová)

Břetislav Andrlík, Stanislav Mokrý, Petr David: *Time taken to process a road tax return: an experiment* (discussant: Michal Pšurný)

SESSION I-D:**Economic Policy I**Chair of the session: **Radek Náplava**Room: **Q16, 1st floor of Building Q**

Patrik Vaněk: *The Demographics of World's Largest Corporations: Focus on the Different Region Levels* (discussant: Tomáš Oleš)

Roman Valovič and Daniel Pastorek: *A Robustness Analysis of Newspaper-based Indices* (discussant: Ondřej Rolník)

Tomáš Oleš: *Determinants of Trade Fragmentation within the Global Value Chains* (discussant: Patrik Vaněk)

Ondřej Rolník and Katarína Adamková: *Europe's Political Divide: Is the Labour Market to Blame?* (discussant: Pavlína Komosná)

Pavlína Komosná and Marek Litzman: *The role and distribution of creative industries in the national economy* (discussant: Roman Valovič)

SESSION II-A:**Enterprise Information Systems and Technologies II**Chair of the session: **František Dařena**Room: **Q13, 1st floor of Building Q****Michal Dufek and Jiří Šťastný:** *Deep Attention Reinforcement Learning for Stochastic Optimal Control in Asset Pricing* (discussant: František Dařena)**Martin Zejda, Ivo Pisařovic, David Procházka and František Dařena:** *Mobile augmented reality design system: Taking actions and visualize data* (discussant: Jan Peřinka)**Jan Strnad and Jaromír Landa:** *Adaptive object detection for use in Metaverse Mobile Augmented Reality Application* (discussant: Martin Zejda)**Jan Peřinka, Tomáš Šmerda, David Procházka and Martin Zejda:** *Effortless interaction with IoT devices in shared spaces* (discussant: Jaromír Landa)**Petra Javorková, David Procházka and František Dařena:** *Conversational Agent with Emotional Intelligence* (discussant: Ivo Pisařovic)**Filip Koukal, František Dařena and Roman Ježdík:** *Improving automated systems for customer requests categorization* (discussant: Jan Přichystal)**Jan Přichystal, Tomáš Jakúbek and Roman Valovič:** *NLP Studio* (discussant: Filip Koukal)**SESSION II-C:****Marketing and Management II**Chair of the session: **Marek Záboj**Room: **Q15, 1st floor of Building Q****Simona Huguet and Helena Brožová:** *Systems Engineering Approach in Project Management to Project Success* (discussant: Volodymyr Rodcenko)**Bravo Muchuu:** *Descriptive Analysis of the Perceptions and Behaviour of Consumers towards Fast Food Businesses in Zambia* (discussant: Irena Antošová)**Maureen Lupunga Malesu:** *Small-Scale Farming in Zambia: a SWOT Analysis* (discussant: Pavel Žufan)**Özlem Özdalyan:** *The influence of leadership on employer branding focused on medium-sized enterprises in Germany* (discussant: Hana Stojanová)

SESSION II-D:**Economic Policy II**

Chair of the session: **Marek Litzman**

Room: **Q16, 1st floor of Building Q**

Boris Fišera: *Distributional Effects of Exchange Rate Depreciations: Beggar-Thy-Neighbour or Beggar-Thyself?* (discussant: Aleš Maršál)

Makram El-Shagi and Kiril Tochkov: *Regional Phillips Curves in China* (discussant: Marek Litzman)

Aleš Maršál: *Prescriptions for Monetary Policy when Inflation Is High* (discussant: Makram El-Shagi)

Steven Yamarik and Makram El Shagi: *Growth Effects of EU Expansion: A Penalized Synthetic Control Method* (discussant: Boris Fišera)

Aleš Franc, Soňa Kukučková and Marek Litzman: *Too far to work? Examining the effect of changes in commute time on unemployment* (discussant: Steven Yamarik)

SESSION III-A:**Strategies, Policies and Actual Trends in Business Economics**Chair of the session: **Marcel Ševela, Jan Vavřina**Room: **Q13, 1st floor of Building Q****Adam Sulich:** *Green energy transition in Germany: A bibliometric study*
(discussant: Soňa Hurná)**Torsten Huschbeck and Oliver Haas:** *Risk Management in the non-profit Public Sector – Hazards of a Lack of Reflection within the Police Force*
(discussant: Petr Polák)**Stephan Hoose:** *Global geopolitical and economic problem situations as factors influencing decisions in a future economic policy Economic policy from a free supply-oriented market economy to more demand-oriented Keynesianism* (discussant: Marcel Ševela)**Jakub Svoboda:** *Analysis of gender differences in behavioral factors influencing investment decisions: A literature review* (discussant: Jan Vavřina)**Michal Drábek and Daniel Pastorek:** *The impact of ownership structure on the market value of companies in response to COVID-19* (discussant: Pavel Syrovátka)**Jan Vavřina and Lubor Lacina:** *Sustainability of small farming in the EU: an exploratory study on financial factors in selected countries*
(discussant: Alena Melicharová)**SESSION III-B:****Finance: Financial Markets and Products**Chair of the session: **Jarko Fidrmuc**Room: **Q14, 1st floor of Building Q****Daniel Pastorek, Peter Albrecht and Michal Drábek:** *Confirmation of T+35 Failures-To-Deliver Cycles: Evidence from GameStop Corp.*
(discussant: Peter Albrecht)**Petra Holendová:** *Generation Y's Decision Making on Financial Products*
(discussant: Daniel Pastorek)**Florian Horky, Jarko Fidrmuc, Lilli Dubbick and Franziska Rhein:** *Don't miss out on NFTs?! – A sentiment-based Analysis of the early NFT Market*
(discussant: Jana Šimáková)**Dominik Svoboda, Peter Albrecht and Svatopluk Kapouněk:** *Speculation on squeezes* (discussant: Florian Horky)

Jana Šimáková: *Asymmetries in the Effects of Exchange Rates on Visegrad's International Trade* (discussant: Dominik Svoboda)

Peter Albrecht and Evžen Kočenda: *Volatility Connectedness on European Emerging Forex Markets* (discussant: Petra Holendová)

SESSION III-C:

Digitalisation and labor market changes and socioeconomics I

Chair of the session: **Ondřej Pavelek**

Room: **Q15, 1st floor of Building Q**

Martina Rašticová, Nataliia Versal and Nataliia Tkalenko: *Are older academicians equipped for digital acceleration? The case of Czechia and Ukraine.* (discussant: Klára Zálešáková)

Ilona Leitner, Martina Rašticová and Maximilian Liepert: *Impact of age, gender, work levels and family status on Techno-Overload, Techno-Invasion and Techno-Complexity* (discussant: Radek Náplava)

Klára Zálešáková: *Using Google Trends to predict economic sentiment indices in the enterprise sphere* (discussant: Peter Bolcha)

Radek Náplava: *Job Polarization in the Context of the Czech Republic* (discussant: Indri Arrafi Juliannisa)

Martin Zák拉斯ník, Veronika Konečná, Oldřich Faldík and Oldřich Trenz: *An overview of blockchain platforms considering options for peer-to-peer energy trading implementation* (discussant: Nataliia Tkalenko)

SESSION IV-A:**Innovation and Actual Trends in Public Finance / Administration**Chair of the session: **Lucie Sedmihradská**Room: **Q13, 1st floor of Building Q**

Mária Murray Svidroňová and Alžbeta Brozmanová Gregorová: *Trends in the funding of foundations from public sources: tax assignation in Slovakia* (discussant: Irena Szarowská)

Lucie Sedmihradská: *Bank deposits of Czech local government* (discussant: Filip Hrůza)

Soňa Kukučková, Eduard Bakoš and Gabriela Samsonová: *Participatory Budgets in the Czech municipalities during the COVID pandemic* (discussant: Mária Murray Svidroňová)

Irena Szarowská: *Has the fiscal response and compliance changed during the pandemic?* (discussant: Lucie Sedmihradská)

SESSION IV-B:**Arm's Length Principle: Financial Transactions**Chair of the session: **Veronika Solilová**Room: **Q14, 1st floor of Building Q**

Martin Boďa, Karel Brychta, Michal Ištók and Veronika Solilová: *Factors affecting creditworthiness for the purpose of transfer pricing: are Altman and/or Damodaran still working?* (discussant: Karel Brychta)

Karel Brychta, Michal Ištók, Veronika Solilová and Mária Režňáková: *An uncertain way to determine the transfer price for financial transactions - limits, barriers and ways for following the OECD standards* (discussant: Veronika Solilová)

Karel Brychta, Matheus Chebli de Abreu and Lucas Cunha Do Valle Poubel: *Public Interest Plurality and its Reflection in the Conditions of Tax Deductibility of Debt Interest Costs* (discussant: Michal Ištók)

Lea Riexinger, Jarko Fidrmuc and Florian Horky: *Impact of Social Capital on Loan Behavior in CEECs* (discussant: Veronika Solilová)

Matej Kačaljak: *Compatibility of transfer pricing laws and case-law of Czech Republic and Slovakia - comparative study* (discussant: Karel Brychta)

SESSION IV-C:

Digitalisation and labor market changes and socioeconomics II

Chair of the session: **Ondřej Pavelek**

Room: **Q15, 1st floor of Building Q**

Gentjana Rexhaj: *Digitization in engineering offices – Does the BIM method improve productivity?* (discussant: Arif Maulana)

Nataliia Tkalenko and Nataliia Versal: *Age-friendly university as helping hands for older workers under digitalisation* (discussant: Ilona Leithner)

Arif Maulana, Hania Rahma and Akhmad Fauzi: *Regional Security and Regional Competitiveness: The Case of Indonesia* (discussant: Drahomíra Zajíčková)

Indri Arrafi Juliannisa, Hania Rahma and Akhmad Fauzi: *Assessing Regional Competitiveness in Indonesia From Food Security Perspective* (discussant: Gentjana Rexhaj)

Peter Bolcha and Josef Montag: *Estimating the Relative Risk of Accidents for Drunk Driving and Age* (discussant: Martin Lakomý)

Marty-Jörn Klein: *Environment, Social and Governance factor materiality for illiquid private Real Estate portfolios* (discussant: Martin Lakomý)

Ondřej Pavelek, Drahomíra Zajíčková and Martin Lakomý: *Working from home during the COVID-19 – survey of older workers in Visegrad countries* (discussant: Natalia Versal)

CONFERENCE OUTPUTS

Conference participants are invited to select one of the publishing options:



→Economic modelling

(ISSN 0264-9993), JIF 2021 3.875

The conference organizers, in liaison with the editors of Economic Modelling, will invite the authors of selected high-quality papers that fall within the general remit of the journal, to submit their manuscript to the journal. The editors will ensure that the selected papers undergo the normal reviewing process on a fast-track basis. All papers will be double-blind refereed in the standard way. Authors should submit their paper via the journal's website, for consideration for publication in a regular issue of the journal.



→Forum Scientiae Oeconomia

(ISSN 2300-5947)

indexed in Scopus



→European Journal of Business Science and Technology - EJOBSAT

(ISSN 2336-6494 Print, ISSN 2694-7161 Online)

indexed in Scopus, RePEc, DOAJ

Scientific Conference Board

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Economic Competitiveness and Sustainability

MARCH 21st—22nd, 2024

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Zemědělská 1, Brno, Czech Republic

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