

Karviná Ph. D. Conference on Business and Economics

Conference Programme

Wednesday, November 4, 2020	
9:45 - 10:00	Registration
10:00 - 12:00	Official opening of the conference and the plenary session
12:00 - 12:30	Lunch
12:30 - 13:45	Parallel Sessions
13:35 - 14:00	Coffee Break
14:00 - 15:30	Parallel Sessions
15:30 - 15:45	Coffee Break
15:45 - 17:30	Parallel Sessions
17:30	Conclusions and Best Paper Award
Thursday, November 5, 2020	
9:00 - 10:30	ZOTERO Seminar
10:30 - 10:45	Coffee Break
10:45 - 12:15	Econometrics in selected applications
12:15	Time to say good-bye



PLENARY SESSION

Wednesday, November 4

10:00 – 12:00

Chair: Associate Professor Iveta Palečková, PhD.

Keynote Lectures

Assoc. Prof. Rajmund Mirdala, PhD.	Faculty of Economics, Technical University of Košice
Assoc. Prof. Włodzimierz Sroka, PhD.	WSB University in Dąbrowa Górnicza, Poland
Assoc. Prof. Petr Rozmahel, Ph.D.	Faculty of Business and Economics, Mendel University in Brno
Dr. Robert Bucki	The College of Informatics and Management in Bielsko-Biała
Assoc. Prof. Jana Majerová, Ph.D.	Faculty of Operation and Economics of Transport and Communications, University of Zilina

DETAILED SCHEDULE OF THE PARALLEL SESSIONS

Wednesday, November 4

12:30 – 13:45

Session A1: “Business Economics and Management I”

Chair: Associate Professor Włodzimierz Sroka, PhD.

Michaela Petrová Martina Krügerová Michal Kozieł	METHODS OF EVALUATING INTERNATIONAL RISKS IN THE INSURANCE MARKET
Veronika Ptáčková Jiří Novák Lubomír Štěpánek	ADJUSTING OF THE WEIGHTING SCHEME USING PENALTY METHODS IN THE BUSINESS AND CONSUMER SURVEYS
Arpad Szocs András Bethlendi	BUSINESS MODELS OF MASSIVE OPEN ONLINE COURSES
Dalibor Šimek Michal Halaška	THE LINK OF PROCESS MINING TOWARDS BUSINESS PROCESS MATURITY MODELS

12:30 – 13:45

Session B1: “Economics and Public Administration”

Chair: Associate Professor Petr Rozmahel, Ph.D.

Michal Čermák	ANALYSIS OF THE PRICE VOLATILITY DETERMINANTS IN THE AGRICULTURAL COMMODITY MARKETS
Richard Šmilňák	ASSESSING THE INTERGENERATIONAL VALUE TRANSFERS: A LONG-TERM APPROACH CONSIDERING POPULATION AGEING IN THE CZECH REPUBLIC
Rebecca Brodňanová Tatiana Evteeva	NECESSARY HECTARE SELF-SUFFICIENCY OF THE SLOVAK REPUBLIC AND THE CZECH REPUBLIC IN SELECTED VEGETABLES
Lenka Vyrostková Rajmund Mirdala	EARLY FINDINGS ON THE INFLATION PERSISTENCE IN THE EURO AREA

14:00 – 15:30

Session A2: “Business Economics and Management II”

Chair: Associate Professor Włodzimierz Sroka, PhD.

Sandeep Kumar Dey	SCALING PRO-ENVIRONMENTAL BEHAVIOR IN RURAL TOURISM: A CONCEPTUAL STUDY
Petra Krejčí Pavla Pokorná	REINVESTMENT AS A TOOL FOR INNOVATION DEVELOPMENT
Tomáš Hercig	PROCESS INNOVATION IN THE BUSINESS GATE ACADEMY
Tomáš Pražák Ingrid Majerová	THE IMPACT OF CRISES ON THE RELATIONSHIP BETWEEN STOCK MARKET DEVELOPMENT AND MACROECONOMIC VARIABLES: THE EVIDENCE FROM HONG KONG AND SINGAPORE

14:00 – 15:30

Session B2: “Finance and Banking”

Chair: Associate Professor Rajmund Mirdala, Ph.D.

Mercédesz Mészáros Gábor Dávid Kiss	THE EUROPEAN BOND MARKET IMPACTS OF THE RECENT ECONOMIC SHOCKS
Kwaku Boafo Baidoo	THE EFFECTS OF LONG AND SHORT SELLING POSITIONS ON RETURN VOLATILITY
Nicole Škuláňová	DETERMINANTS OF CORPORATE PROFITABILITY OF COMPANIES FROM CONSTRUCTION AND REAL ESTATE INDUSTRIES IN SELECTED EUROPEAN COUNTRIES
Josef Nešleha	FINANCIAL LITERACY AMONG CZECH ADULTS IN THE CZECH REPUBLIC
Nicole Škuláňová	HOW DO SELECTED DETERMINANTS AFFECT FINANCIAL STRUCTURE IN MANUFACTURING INDUSTRY IN SELECTED COUNTRIES OF CENTRAL AND EASTERN EUROPE
Francis Atiso Elvis Koranteng Bismark Yiadom Boakye	THE EFFECTS OF FINANCIAL RISK MANAGEMENT PRACTICES ON FINANCIAL PERFORMANCE OF RURAL BANKS IN GHANA: A CASE OF AKUAPEM RURAL BANK

15:45 – 17:30

Session A3: “Informatics, Information Management and Operational Research”

Chair: dr. Robert Bucki

Pavel Sedláček	ARBITRAGE OPPORTUNITIES IN ENERGETICS
Taha Nejad Falatouri Moghaddam	SUPPLY CHAIN EXCLUSIVITY IN OMNICHANNEL RETAIL
Hana Kováčková	BUSINESS INTELLIGENCE AS A TOOL TO INCREASE MANAGEMENT EFFICIENCY
Tereza Ikášová	WEB DESIGN BASED ON MARKETING ARCHETYPES
Michal Halaška Roman Šperka	ASSESSMENT OF SUITABILITY OF PROCESS ACTIVITIES FOR RPA IMPLEMENTATION USING PROCESS MINING

15:45 – 17:30

Session B3: “Marketing”

Chair: Associate Professor Jana Majerová, Ph.D.

Lenka Hanáková	CURRENT ISSUES OF PERSONAL DATA PRIVACY IN MARKETING
Radka Bauerová	ONLINE GROCERY SHOPPING IS A PRIVILEGE OF MILLENNIAL CUSTOMERS. STILL TRUTH?
Patrik Kajzar	INFLUENCE OF SELECTED FACTORS ON THE REPEATED PURCHASE OF THE A PACKAGE TOUR – CASE STUDY FROM THE MORAVIAN-SILESIA REGION
Radka Kubalová	IMPACT OF DEMOGRAPHIC FACTOR INCOME ON THE DECOY EFFECT
Veronika Bracínková	THE FACTORS DETERMINING MILLENNIAL GENERATION IN THE CZECH REPUBLIC
Ondřej Mikšík	USAGE OF THE REGIONAL PRODUCT BRANDING IN THE CZECH REPUBLIC