

Karviná Ph. D. Conference on Business and Economics

Conference Programme

| Wednesday, November 4, 2020 | |
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| 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

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| 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.

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| Michaela Petrová Martina Krügerová Michal Koziel | 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.

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| 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.

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| 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.

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| 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

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| 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.

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| 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 Braciníková | THE FACTORS DETERMINING MILLENNIAL GENERATION IN THE CZECH REPUBLIC |
| Ondřej Mikšík | USAGE OF THE REGIONAL PRODUCT BRANDING IN THE CZECH REPUBLIC |