

Welcome to PEFnet 2018

The 22nd Doctoral Conference is organized by the Faculty of Business and Economics, Mendel University in Brno.

Programme Committee

doc. Mgr. David Hampel, Ph.D. - chair

doc. Ing. Svatopluk Kapounek, Ph.D.

doc. Ing. František Dařena, Ph.D.

doc. Ing. Pavel Žufan, Ph.D.

Organizing Committee

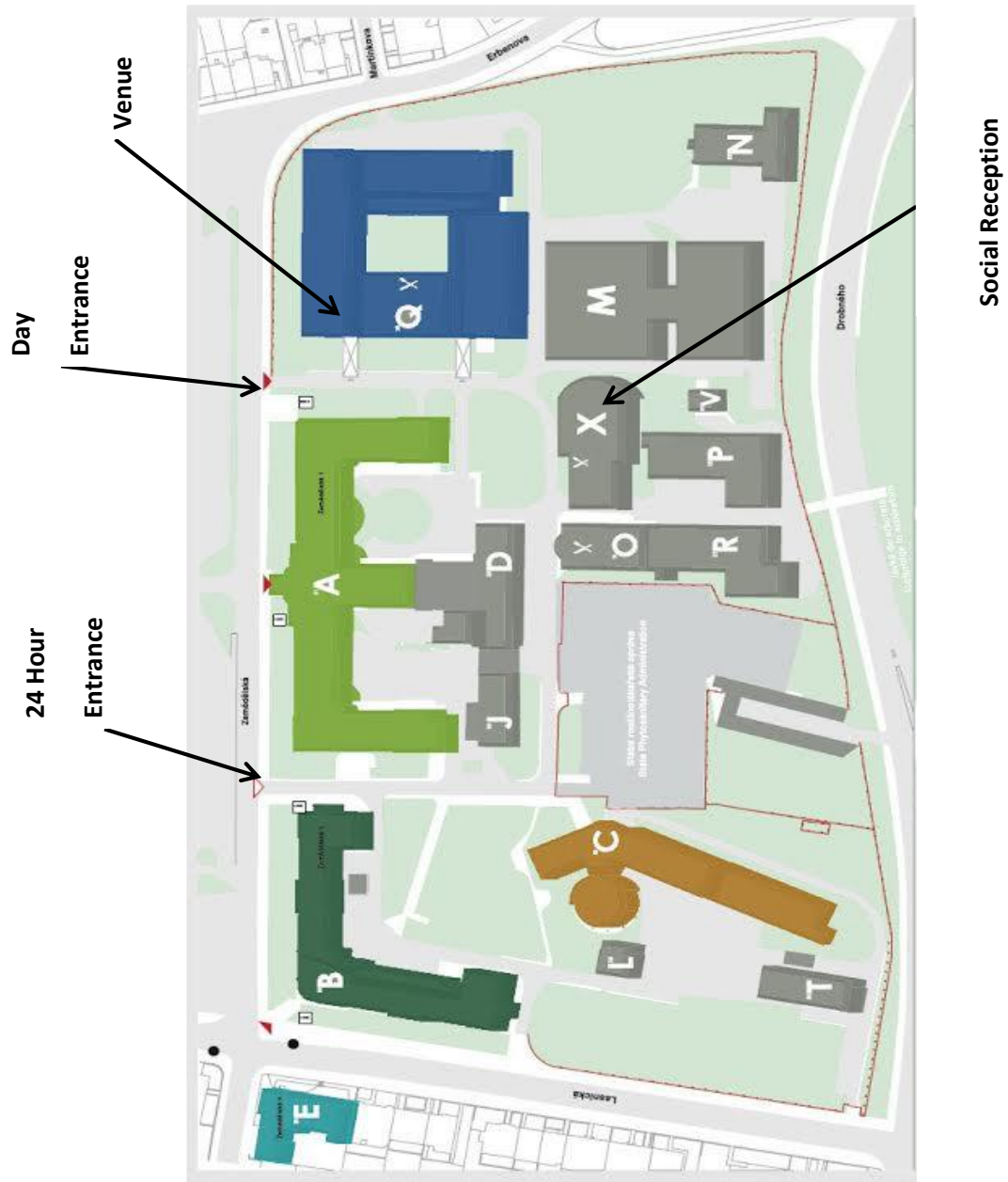
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Mendel University in Brno Campus



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Conference Programme

Registration

9:30 – 10:00 Foyer of the Faculty of Business and Economics, Building Q

Plenary Session

10:00 – 10:15 Conference Opening and Welcome to PEFnet 2018

Pavel Žufan

(Dean, Faculty of Business and Economics, Mendel University in Brno)

10:15 – 12:00 Keynote Speeches

Productivity and Efficiency in Manufacturing and Performing Arts Sectors

Concetta Castiglione, *Department of Economics Statistics and Finance,
University of Calabria, Italy*

Migration in an Ageing Europe: The issues

Peter Huber, *Austrian Institute of Economic Research, Austria*

Lunch

12:00 – 13:00 Foyer of the Faculty of Business and Economics, Building Q

Conference Sessions

13:00 – 15:00 Parallel Thematic Sessions – Part 1

15:00 – 15:30 Coffee Break - Foyer of the Faculty of Business and Economics, Building Q

15:30 – 18:00 Parallel Thematic Sessions – Part 2

Social Reception

18:00 – 23:00 Social Reception for Conference Participants – Campus of Mendel
University in Brno, Building X

Plenary Session

Thursday, November 29, 2018, 10:00 – 12:00, room Q02

Keynote Speakers

Concetta Castiglione, Department of Economics Statistics and Finance, University of Calabria, Italy



Concetta Castiglione is a Postdoc research fellow in the Department of Economics Statistics and Finance, University of Calabria, Italy. She holds a PhD and a Master of Science in Economics from the Trinity College Dublin, Ireland, and a doctoral degree in Applied Economics from the University of Calabria. Her research interests are in the area of productivity and efficiency analysis, ICT investments, cultural participation, consumer' demand and environment policies.

Peter Huber, Austrian Institute of Economic Research, Austria



Peter Huber is a senior researcher at the Austrian Institute of Economic Research, with 25 years of research experience in policy-oriented research and project-management. He has worked at the Austrian Institute of Economic Research since 1998 and served as a vice-director for external co-ordination from 2012-2014. Since 2010 he is also a lecturer at Mendel University in Brno. His main research interests are in regional economics, mobility and migration research.

Conference Sessions

Accounting and Taxes

- Chair: Petr David
- Room: 3.76

Computer Science and Information Systems

- Chair: František Dařena
- Room: Q15

Economics and Finance

- Chair: Petr Rozmahel, Veronika Kajurová
- Room: Q48

Management

- Chair: Hana Stojanová
- Room: Q43

Marketing and Trade

- Chair: Marek Záboj
- Room: Q38

Quantitative Methods in Economics

- Chair: Lenka Viskotová
- Room: 4.55

Socioeconomic Well-being in the Era of Globalisation

- Chair: Monika Bédiová
- Room: 6.19

Accounting and Taxes	Computer Science and Information Systems	Economics and Finance	Management
Chair: Petr David Room: 3.76	Chair: František Dařena Room: Q15	Chair: Petr Rozmahel, Veronika Kajurová Room: Q48	Chair: Hana Stojanová Room: Q43
Darina Pešáková	Oldřich Faldík, Petr David, Břetislav Andrlík, František Ostřížek	Ibrahim Niftiyev	Tomáš Dania and Kateřina Mlejnková
Evaluation system for choosing a company to cooperate	Web-Application for Quantification of the Financial Cost of Environmental Damage Caused by truck traffic in the Czech Republic	De-Industrialization Patterns of Azerbaijan: Potential Outcomes of Dutch Disease Syndrome	Quality destination management
Martin Kedroň	Diana Brnovik and Petr Tykal	Matůš Bozogáň	Karolína Svobodová
Identification of industries with significant intangible assets	Creating a Food court module for Smart Faculty application	The Economic Impact of Outsourcing of Loadcontrol on airports and airlines	Limits of value co-creation for the customer in the field of healthcare
Petr Habanec	Tomáš Voráč and Tomáš Jakubek	Darina Šulcová	Kathrin Köhler
The relationship between deferred tax category and stock prices in chemistry	Mojilidi.cz - frontend redesign	Measuring the Knowledge Economy in EU countries	Implementation of Building Information Modelling (BIM) in Public Participation
Tomáš Schneider, Monika Oberreiterová and Petra Manová	Roman Valovič	Samira Meier	Roman Teichert
Administrative load of micro business entities in relation to accounting	Summarization of customer reviews	In times of growing Eurocriticism and the return to bilateral trade agreements, what is there to gain from regional trade integration?	Adaptive organizational culture as driver for digital transformation maturity: a literature review
Mansulu Abdul and Daniel Anarfi	Jonáš Petrovský and Pavel Netolický	Radek Náplava	Ibrahim Donkoh and Chijioko Nwachukwu
Discretionary disclosure of non-financial listed firms in an emerging market: Evidence from Ghana	Machine learning based analysis of the association between online texts and stock price movements using text classification	Changing Structure of Employment in Europe: Polarization Issue	Relationship between risk-taking, innovativeness, proactiveness and profitability of MSMEs in Ghana
	Pavel Kostelník	Anfisa Klokava	Simona Mrázová and Emil Wojcak
	Intelligent assistant architecture	The Potential of Central Asia's Economics	Barriers while managing international/ virtual project teams
		Marek Juráček	Manuel Urban
		Export-led Growth in Germany: Impact on EU Countries	The role of emotional intelligence training in leadership development programs
		Pavel Černý	
		Incentive effect of state aid	

Marketing and Trade	Quantitative Methods in Economics	Socioeconomic Well-being in the Era of Globalisation
Chair: Marek Záboj Room: Q38	Chair: Lenka Viskotová Room: 4.55	Chair: Monika Bédiová Room: 6.19
Michal Pšurný	Terézia Bobošová and Luboš Střelec	Irena Antošová
How Does Generation Y Perceive Trade Fair Posters from Different Time Periods: An Eye-Tracking Experiment	Population dynamics and Life-cycle consumption of the Visegrad Group countries	Income Inequality in Czech Households
Anna Capoušková	Michaela Staňková	Jiří Černý
Perception of marketing communication in the form of bloggers in the selected market.	Binary classification based on data envelopment analysis for bankruptcy prediction	Job Satisfaction of Employees 50+ in Central European Countries
Krzysztof Raganowicz and Olga Smalej	Simona Macková	Aneta Krejčová
Use of the Lublin's brand and coat of arms in the promotional communication of the city in the opinion of its inhabitants	Spatial Analysis: Does the Gap between Eastern and Western Germany Still Exist?	Czech Seniors Retiring
Jana Hochvaldová	Lenka Roubalová	Ina Melišková
Working in Trade Fair: Perception of selected Trade Fair employer by generation Y	The Time Augmented Cobb-Douglas Production Function for Construction Industry of Selected EU Countries	The relationship between agricultural land withdrawal for non-agricultural purposes and the growth of regional development
Hildegard Liebl	Tomáš Vaněk	Drahomíra Zajíčková
Antecedents and Outcome of Brand Love	Estimating term structures of default probabilities with parametric survival models	Impact of child penalty on career and income of women
Peter Belička		Eryka Probiez and Anita Gałuszka
Economic comparison of light commercial vehicle with gasoline, diesel and electric propulsion - Citroen		Problematic Internet Use in the context of personality features, early maladaptive schemas, social support and self-esteem of network users.
		Michal Mizerák
		Comparison of post-scarcity theories in science-fiction literature

Economics and Finance	Management	Marketing and Trade
Chair: Veronika Kajurová Room: Q48	Chair: Hana Stojanová Room: Q43	Chair: Marek Záboj Room: Q38
Blanka Francová	Michael Koehler	Lenka Martišková
An Influence of the Exchange Rate on the Price of Corporate Bonds	Franchise concepts for health care actors	Food waste on the level of retail
Matěj Šponiar	Thomas Ruf	Klára Galušková, Barbora Krausová, Andrea Králiková and František Vévoda
Interaction of monetary and fiscal policy in the Czech Republic	Measurement of employee satisfaction with the help of the NPS for an internal company social network	Influence of destination image on satisfaction and loyalty of visitors
Ivan Korolov	Roxana-Anka Hinzmann	Mikhail Serebriannikov
Capital Outflow: Evidence from Ukraine	Engagement of generations at the workplace	The impact on returns consumer satisfaction while purchasing goods online on apparel market
Klára Baková	Bernard Joseph-Auguste	Peter Habánek
Financial accelerator in Europe after the financial crisis	Management consulting for people with disabilities as consumers and entrepreneurs in Germany	Financing of sport from public and private sources
Peter Gernát, Zuzana Košťálová and Štefan Lyócsa	Sabine Abbasi	Šárka Novosadová, Kateřina Lorencová and Zuzana Kucharovicová
U.S. Financial Sector Volatility: A Bayesian Model Averaging perspective	Desperation of demographic change in the health sector: Necessary strategy orientation for medical practices in the countryside	Income Situation of the Households in the Czech Republic and the Comparison with Germany
Jitka Matějková	Erhard Teschl	Hana Urbánková and Jiří Urbánek
Green Public Procurement for a Circular Economy	An Analysis of Expectations in Industrial Value Engineering Projects	Consumer decision making process at higher education market

List of the Discussants

Accounting and Taxes	
Dobranschi Marian	Semerád Pavel
Gláserová Jana	Svoboda Patrik
Otavová Milena	

Computer Science and Information Systems	
Dařena František	Procházka David
Landa Jaromír	Přichystal Jan
Lýsek Jiří	Trenz Oldřich

Economics and Finance	
Doležalová Jitka	Mádr Michal
Franc Aleš	Nchor Dennis
Jurčík Radek	Švela Marcel
Kajurová Veronika	Širůček Martin
Kouba Luděk	Vavřina Jan
Litzman Marek	

Management	
Duda Jiří	Kučerová Renata
Formánková Sylvie	Lorinczy Markéta
Hrdličková Andrea	Vencourová Monika
Chládková Helena	Zamečnický Sylvie
Janiš Vít	Zrůst Josef

Marketing and Trade	
Denis Drexler	Hazuchová Naďa
Ryglová Kateřina	Procházková Lenka
Kubíčková Lea	Stojarová Šárka
Tuzová Marcela	Turčínková Jana
Melichar Ondřej	Vavřina Jan
Mokrý Stanislav	Veselá Lucie

Quantitative Methods in Economics	
Hampel David	Viskotová Lenka

Socioeconomic Well-being in the Era of Globalisation	
Franc Aleš	Porkertová Hana
Litzman Marek	Rašticová Martina
Machay Martin	Kyncl Libor

