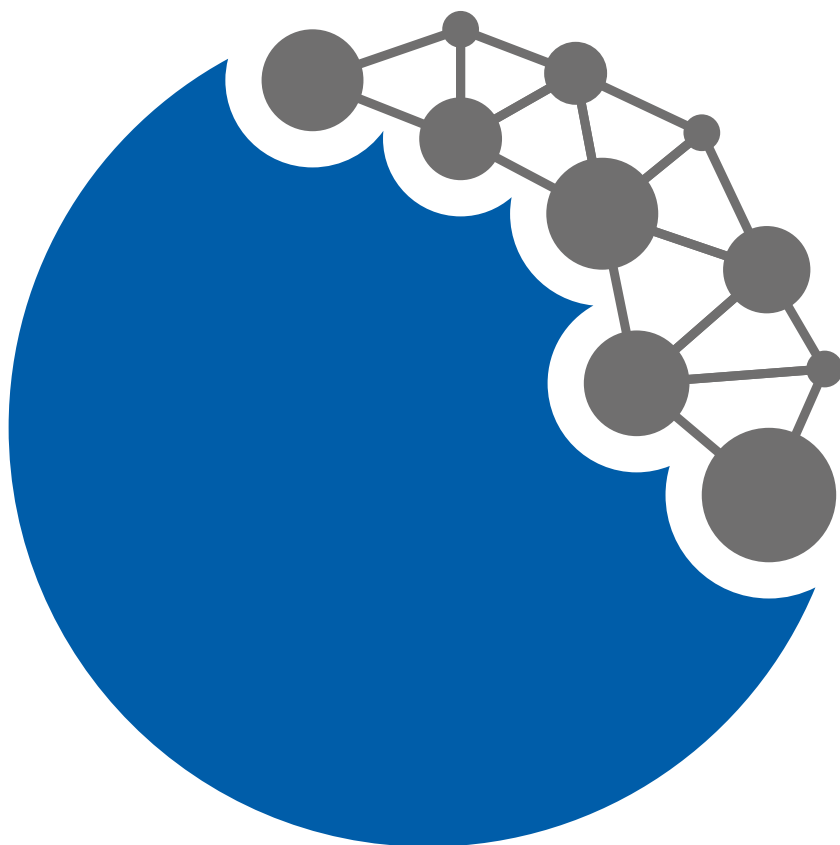




# **PEF***net* 2025

## **Conference Programme**

**November 20, 2025**

29<sup>th</sup> European Scientific Conference of Doctoral Students

● MENDELU  
● Faculty  
● of Business  
● and Economics

# Welcome to PEFnet 2025

The 29<sup>th</sup> European Scientific Conference of Doctoral Students  
is organized by the Faculty of Business and Economics  
of Mendel University in Brno.

## Organizing Committee

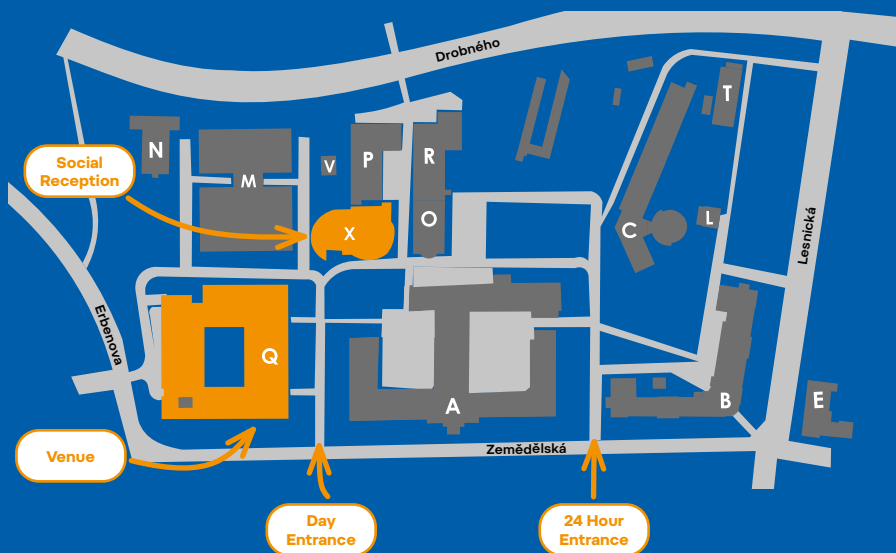
Ing. Hana Vránová (chair)

Mgr. Silvie Trávníčková

Ing. Jana Smítalová

Ing. Andrea Prudilová

## Campus of Mendel University in Brno



Wi-Fi: **mendelu-host**  
Login: **PEFnet**  
Password: **pef-25-net**

## THURSDAY, 20th November 2025

### Registration of participants

**09:00–09:30** Coffee Break, Foyer Building Q, ground floor

### Plenary Session – Plenary Discussion

**09:30–11:30** Room Q2, Building Q, ground floor

#### Conference Opening and Welcoming remarks

**Petr David**, Vice-Dean, Faculty of Business and Economics,  
Mendel University in Brno

#### Keynote Speakers

**Kamil Malinka**, Brno University of Technology,  
"Cybersecurity Aspects of AI: From User Risks to Research  
Challenges"

**Martin Lakomý**, Mendel University in Brno  
"Effects of Digital Skills and Other Individual Factors on  
Retirement Decision-making and their Gender Differences"

**11:30–12:30** Lunch Break, Foyer Building Q, ground floor

### Conference Sessions

**12:30–14:30** Parallel Sessions I., see detailed session programme

**14:30–15:00** Coffee Break, Foyer Building Q, ground floor

**15:00–17:00** Parallel Sessions II., see detailed session programme

### Social evening

**17:00–22:00** Informal networking, Building X

**Kamil Malinka**

Kamil Malinka is an associate professor at FIT VUT in Brno and head of the Security@FIT research group, which focuses on information technology security. His research focuses primarily on the security aspects of artificial intelligence, such as the risks associated with the misuse of deepfakes. As part of his teaching activities, he teaches courses in the field of cyber security, where he systematically incorporates new trends and technologies,

including AI, into his teaching and monitors how these technologies are changing education and practice.

His talk explores the cybersecurity challenges driven by recent advances in AI – through three lenses: AI as an attacker's tool, as a defender's tool, and as a target – with practical demos and a preview of emerging research directions.

**Martin Lakomý**

Dr. Lakomý is a research assistant at the Faculty of Business and Economics, Mendel University in Brno. His research focuses on the social aspects of population ageing, the situation of older workers in the labour market, the development of family relationships and the associated value changes based on cross-national quantitative data. Lakomý received his Ph.D. in Sociology in 2019 and has gained experience in domestic research activities and

research stays at the University of Bergen, the Netherlands Demographic Institute, and Syracuse University. His most notable publications have come as the lead/sole author of articles in the European Journal of Ageing, European Societies, Information, Communication and Society, and Social Science Research.

Lakomý will present a recently published study examining the impact of digital skills on retirement intentions within the European context. The findings illustrate how changes in digital skills and other individual characteristics influence older workers over time.

### **ACCOUNTING AND FINANCE**

Room: **Q14**, 1<sup>st</sup> floor

### **BUSINESS FINANCE AND ECONOMICS**

Room: **Q21**, 2<sup>nd</sup> floor

### **COMPUTER SCIENCE AND INFORMATION SYSTEMS I., II.**

Room: **Q15**, 1<sup>st</sup> floor

### **ECONOMIC CHALLENGES I., II.**

Room: **Q16**, 1<sup>st</sup> floor

### **MANAGEMENT IN THE ERA OF AI AND AUTOMATION**

Room: **Q23**, 2<sup>nd</sup> floor

### **MARKETING AND TRADE**

Room: **Q23**, 2<sup>nd</sup> floor

### **QUANTITATIVE METHODS**

Room: **Q14**, 1<sup>st</sup> floor

### Session I-A. Economic challenges I.

Chair of the Session: **Michal Mádr**

Room: **Q16**

| Authors                                                  | Title                                                                                                                          | Discussant                       |
|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| <b>Michal Škára</b> and<br>Ladislava Issever<br>Grochová | Do inequality and Tax Matter when Credit<br>Bites Back?                                                                        | Denis Nchor                      |
| <b>Karina Stelmakh</b> and<br>Júlia Ďurčová              | Who Wins, Who Loses? Offshoring and<br>Technological Change in the EU Labor<br>Market                                          | Radek Náplava                    |
| <b>Evans Yeboah</b>                                      | Drivers of Income Growth in the EU's<br>Least-Contributing Economies: The Role of<br>Investment, Trade, and Economic Structure | Michal Mádr                      |
| <b>David Kurjak</b>                                      | From Signals to Outcomes: Evidence from<br>Slovakia                                                                            | Ladislava<br>Issever<br>Grochová |

### Session I-B. Management in the Era of AI and Automation

Chair of the Session: **Hana Stojanová**

Room: **Q23**

| Authors                                                                                                       | Title                                                                                             | Discussant           |
|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------|
| <b>Gert Manning</b> and<br>Hana Stojanová                                                                     | Human Resource Competencies in the<br>Automotive Industry 4.0 – Qualitative<br>Research (Germany) | Pavel Žufan          |
| <b>Bianka Žáková</b> and<br>Zuzana Křečková<br>Kroupová                                                       | Striving for Harmony, Finding Stress: The<br>Reality of Digital Work in Multinational<br>Company  | Radovan<br>Kožíšek   |
| <b>Bianka Žáková</b> ,<br>Zuzana Křečková<br>Kroupová, Hana<br>Řezanková and<br>Václava Kloudová<br>Jiříčková | Competing in the Digital Age: Innovation,<br>Pressure, and Organisational Well-Being              | Sylvie<br>Formánková |
| <b>Jan Saro</b> , Jana<br>Mazancová and<br>Helena Brožová                                                     | Large Language Model Applications in<br>Dairy Cows: A Mini Systematic Review<br>(2020–2025)       | Hana Stojanová       |

## Session I-C. Accounting and Finance

Chair of the Session: **Petr David**

Room: **Q14**

| Authors                              | Title                                                                                                                           | Discussant      |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Daniel Mikuš</b>                  | Efficiency Analysis of Digitalization in Traditional Banks: Evidence from Selected European Countries                           | Peter Albrecht  |
| <b>Iva Hasíková</b> and Jan Hanousek | The Missing trade: How Cross-border Trade Gaps Reveal the European VAT problem                                                  | Daniel Pastorek |
| <b>Jana Němcová</b>                  | The Economic Consequences of Valuation Standard Updates on Stock Returns: An Empirical Analysis of IFRS 13, IVS, RICS, and IPMS | Hana Bohušová   |
| <b>Tomáš Slavík</b>                  | EU Subsidies and Farm Performance and Efficiency                                                                                | Petr Suchánek   |

## Session I-D. Computer Science and Information Systems I.

Chair of the Session: **František Dařena**

Room: **Q15**

| Authors                                                                                         | Title                                                                                               | Discussant      |
|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------|
| <b>Tomáš Chrástina</b>                                                                          | Sentiment and Emotion Analysis on Social Media for Marketing Campaigns                              | Roman Valovič   |
| <b>Jan Vavřina</b> and Jan Přichystal                                                           | Using Generative Small Language Models for Summarizing Financial Texts in Low-Resource Environments | Ivo Pisařovic   |
| <b>Arpit Tripathi</b> , Ankit Tripathi, Pawan Kumar Mishra, Oldřich Trezní and František Dařena | Application of LLM in Hiring Process: A Systematic Review from 2018–2025                            | Roman Valovič   |
| <b>Andrej Gono</b>                                                                              | A Framework for Developing and Evaluating Trustworthy RAG-based AI Agents in the Public Sector      | David Procházka |
| <b>Martin Záklasník</b> , Andrej Gono, Oldřich Faldík, Radim Farana and Oldřich Trezní          | Connecting AI and Blockchain: A Case Study of a Digital Certificates Platform                       | Tomáš Pitner    |

---

**Helena Havelková**  
and Veronika  
Novotná

Safeguarding Critical Infrastructure:  
A Systematic Review of Cybersecurity in  
the Water Sector

Jaromír Landa

### **Session I-E. Business Finance and Economics**

Chair of the Session: **Jan Vavřina**  
Room: **Q21**

| Authors                               | Title                                                                      | Discussant      |
|---------------------------------------|----------------------------------------------------------------------------|-----------------|
| <b>Veronika Žišková</b>               | ESG Integration Strategies as Green Finance Vehicles in Agri-food Industry | Jan Vavřina     |
| <b>Patrik Vaněk</b>                   | Public Country-by-Country Reporting and International Business Research    | Marie Poláchová |
| <b>Klára Plecítá</b> and Jan Hanousek | Costs of Carbon Emissions and Prospects for European Industrial Sectors    | Petr Mikuš      |

## Session II-A. Economic challenges II.

Chair of the Session: **Michal Mádr**

Room: **Q16**

| Authors                                             | Title                                                                                               | Discussant     |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------|
| <b>Adam Janošec</b>                                 | High-Tech Companies and Value Creation in Regional Innovation Systems                               | Michal Mádr    |
| <b>Martin Žapka</b> and Marie Poláchová             | Setting Subsidy Conditions to Support Sustainable Investments in Transport                          | Soňa Kukučková |
| <b>Daniela Zachová</b> and Zuzana Křečková Kroupová | Supporting Expatriates in the Czech Republic: The Contribution of NGOs to Cross-Cultural Adjustment | Marek Litzman  |
| <b>Tomáš Král</b> and Jan Píša                      | Economic and Political Interactions Shaping Migration in Central Asia: The Case of Uzbekistan       | Aleš Franc     |

## Session II-B. Marketing and Trade

Chair of the Session: **Marek Záboj**

Room: **Q23**

| Authors                                                                                              | Title                                                                                                                           | Discussant       |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>Martina Opálková</b> and Michal Pšurný                                                            | Beyond TPB: Predictors of Gen Z's Intention to Purchase Sports Goods                                                            | Stanislav Mokrý  |
| Marie Večeřová, Lenka Samušeľová and <b>David Pitrocha</b>                                           | Food Waste in the Hospitality Industry: Systematic Literature Review of Interventions and Their Effectiveness                   | Lucie Veselá     |
| <b>Veronika Bartlová</b> and Nikola Májková                                                          | Food Waste in the Hospitality and Hotel Industry                                                                                | Irena Baláková   |
| <b>Michaela Kundrátová</b> , Lenka Blažeková, Gabriela Kuncová, Silvie Chovancová and Irena Baláková | Consumer Motivations and Barriers to Re-use                                                                                     | Michal Pšurný    |
| <b>Youness Filali Bertal</b>                                                                         | Affiliate Marketing as a Growth Lever for SMES in Africa: Comparative Case Studies between Francophone and Anglophone countries | Andrea Králiková |

### Session II–C. Quantitative Methods

Chair of the Session: **Václav Adamec**

Room: **Q14**

| Authors                   | Title                                                                                                                    | Discussant      |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Natália Várošová</b>   | Energy Efficiency for All: The New Green Savings Light                                                                   | Jakub Šácha     |
| <b>Nino Gochitidze</b>    | Efficiency of Alternative Transport Providers in Central Europe                                                          | Václav Adamec   |
| <b>Martin Bařka</b>       | An Empirical Assessment of PLS-SEM method in Energy Economics                                                            | David Hampel    |
| <b>Richard Kovárník</b>   | Classifying Forest Types Using Multimodal Open Remote Sensing Data                                                       | Lenka Viskotová |
| <b>Yashpreet Malhotra</b> | Longitudinal Trial Design: A Software-Assisted Approach to Power and Sample Size Optimization in Pharmacological Studies | Jaromír Běláček |

### Session II–D. Computer Science and Information Systems II.

Chair of the Session: **František Dařena**

Room: **Q15**

| Authors                                                                                                                     | Title                                                                                           | Discussant     |
|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------|
| <b>Michal Petrovič</b>                                                                                                      | A Comprehensive Multi-Species Dataset of Z-DNA-Forming Genomic Regions for AI Model Development | Pavel Turčíněk |
| <b>Andrej Jurířka</b> , Jiří Balej and Lucas Thoma                                                                          | Out-of-Band Observability for Campus Networks                                                   | Tomáš Sochor   |
| Nicolas Nguyen, <b>David Procházka</b> , Eliška Chylíková, Jaromír Landa, Ivo Pisařovic, Markéta Nedělová and Adam Michenka | Designing an Architecture for Learning Management System for Virtual Reality                    | Andrej Gono    |

**Parallel Sessions II.**  
**15:00–17:00**



---

|                                                                                                                                    |                                                                                   |                  |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------|
| <b>Eliška Chylíková</b> ,<br>Martin Zejda, Ivo<br>Pisařovic, David<br>Procházka, Jaromír<br>Landa, Andrej Gono<br>and Tomáš Šmerda | Augmented Reality on iOS for Guiding<br>Novice Users Through Maintenance<br>Tasks | Pavel Turčíněk   |
| Eliška Chylíková,<br><b>Markéta Nedělová</b> , Ivo<br>Pisařovic, David<br>Procházka and Jaromír<br>Landa                           | The Importance of Onboarding Before<br>Testing VR Applications                    | František Dařena |

---

|           |                      |                                 |
|-----------|----------------------|---------------------------------|
| Veronika  | <b>Bartlová</b>      | xbartlo3@mendelu.cz             |
| Martin    | <b>Bařka</b>         | batka.martin@seznam.cz          |
| Youness   | <b>Filali Bertal</b> | filali.bertal.youness@gmail.com |
| Nino      | <b>Gochitidze</b>    | xgochiti@mendelu.cz             |
| Andrej    | <b>Gono</b>          | xgono@mendelu.cz                |
| Iva       | <b>Hasíková</b>      | xhasikov@mendelu.cz             |
| Helena    | <b>Havelková</b>     | 219310@vutbr.cz                 |
| Eliška    | <b>Chylíková</b>     | xchyliko@mendelu.cz             |
| Adam      | <b>Janošec</b>       | xjanosec@mendelu.cz             |
| Andrej    | <b>Jurířka</b>       | xjuricka@mendelu.cz             |
| Richard   | <b>Kovárník</b>      | xkovarn1@mendelu.cz             |
| Tomáš     | <b>Král</b>          | tomas.kral@ujep.cz              |
| Michaela  | <b>Kundrátová</b>    | xkundrat@mendelu.cz             |
| David     | <b>Kurjak</b>        | xkurjak@mendelu.cz              |
| Yashpreet | <b>Malhotra</b>      | yashmalhotra9323@gmail.com      |
| Gert      | <b>Manning</b>       | gert.manning@gmx.net            |
| Daniel    | <b>Mikušřák</b>      | mikustak@opf.slu.cz             |
| Markéta   | <b>Nedělová</b>      | xnedelov@mendelu.cz             |
| Jana      | <b>Nemcova</b>       | xblazko6@mendelu.cz             |
| Martina   | <b>Opálková</b>      | xopalkov@mendelu.cz             |
| Michal    | <b>Petrovič</b>      | xpetrov4@node.mendelu.cz        |
| David     | <b>Pitrocha</b>      | xpitroch@mendelu.cz             |
| Klára     | <b>Plecitá</b>       | klaraplecita82@gmail.com        |
| David     | <b>Procházka</b>     | david.prochazka@mendelu.cz      |
| Jan       | <b>Saro</b>          | saroj@pef.czu.cz                |
| Tomáš     | <b>Slavík</b>        | xslavik@mendelu.cz              |
| Karina    | <b>Stelmakh</b>      | karina.stelmakh@tuke.sk         |
| Michal    | <b>Škára</b>         | xskara@mendelu.cz               |
| Arpit     | <b>Tripathi</b>      | xtripat2@mendelu.cz             |
| Patrik    | <b>Vaněk</b>         | xvanek10@mendelu.cz             |
| Natália   | <b>Várošová</b>      | xvarosov@mendelu.cz             |
| Jan       | <b>Vavřina</b>       | xvavrina@mendelu.cz             |

## Contact list of the participants



|          |                  |                        |
|----------|------------------|------------------------|
| Evans    | <b>Yeboah</b>    | xyeboah1@mendelu.cz    |
| Daniela  | <b>Zachová</b>   | daniela.zachova@vse.cz |
| Martin   | <b>Zaklasnik</b> | xzaklas1@mendelu.cz    |
| Bianka   | <b>Žáková</b>    | zakb02@vse.cz          |
| Bianka   | <b>Žáková</b>    | zakb02@vse.cz          |
| Martin   | <b>Žapka</b>     | xzapka@mendelu.cz      |
| Veronika | <b>Žiškova</b>   | xziskova@mendelu.cz    |



## Notes



A series of horizontal dotted lines for taking notes.

