



# **PEFnet 2019**

## **CONFERENCE PROGRAMME**

**BRNO, NOVEMBER 28, 2019**

**23<sup>RD</sup> EUROPEAN SCIENTIFIC CONFERENCE OF  
DOCTORAL STUDENTS**

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



## **WELCOME TO PEFnet 2019**

**The 23<sup>rd</sup> European Scientific Conference of Doctoral Students is organized by the Faculty of Business and Economics of Mendel University in Brno.**

### **PROGRAMME COMMITTEE**

doc. Mgr. David Hampel, Ph.D. (chair)

doc. Ing. František Dařena, Ph.D.

doc. Ing. Svatopluk Kapounek, Ph.D.

doc. Ing. Pavel Žufan, Ph.D.

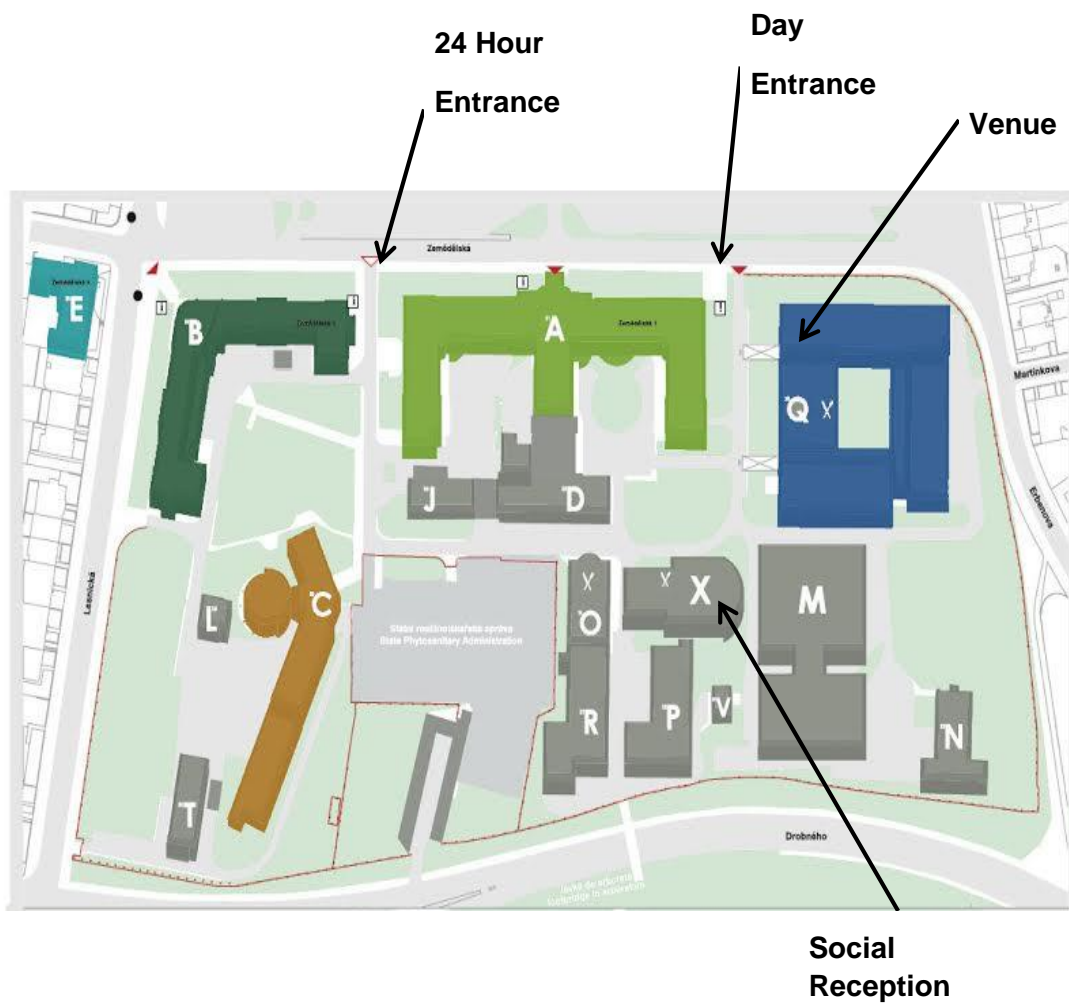
### **ORGANIZING COMMITTEE**

Ing. Hana Vránová (chair)

Bc. Dominika Doubková

Ing. Andrea Kozáková

Ing. Barbora Šiklová



**Wi-Fi:** mendelu-host  
**Login:** PEFnet  
**Password:** pef-19-net

**REGISTRATION**

**8:30 – 9:00** *Foyer, Building Q, ground floor*  
Welcome refreshment

**PLENARY SESSION** *Room Q02, Building Q, ground floor*

**9:00 – 11:00** *Conference Opening and Welcoming remarks*  
**Pavel Žufan**, *Dean, Faculty of Business and Economics,  
Mendel University in Brno*

*Keynote Speakers*

**Danuše Nerudová**, *Rector, Mendel University in Brno*  
***Taxation Policy in 21st Century***

**Vít Pászto**, *Palacký University Olomouc*  
***Spatiality – Spatial Exploration of Economic Data***

**Vladimíra Petráková**, *J. Heyrovský Institute of Physical  
Chemistry, Free University Berlin, AS CR*  
***Erasing Boundaries: Not Letting the Limits Guide You***

**CONFERENCE SESSIONS**

**11:00 – 11:20** **Coffee Break**, *Foyer, Building Q, ground floor*  
**11:20 – 13:00** **Parallel Sessions I.**, *see session programme*  
**13:00 – 14:00** **Lunch** *Foyer, Building Q, ground floor*  
**14:00 – 15:40** **Parallel Sessions II.**, *see session programme*  
**15:40 – 16:00** **Coffee Break**, *Foyer, Building Q, ground floor*  
**16:00 – 17:40** **Parallel Sessions III.**, *see session programme*

**SOCIAL RECEPTION**

**18:00 – 22:00** *Building X, ground floor*

**DANUŠE NERUDOVÁ**, Rector of Mendel University in Brno, Ph.D. Professor, Head of the Department of Accounting and Taxation and lecturer at the Faculty of Business and Economics. Danuše Nerudová's expertise is in the field of international taxation and tax policy. She has solved numerous projects aimed at the topic of taxation either with the impact on the Czech Republic or European Union. In research she primarily focuses on tax evasion, profit shifting and tax competition on the field of corporate taxation, possibilities of financial sector taxation and on taxes as the revenues of national and EU budget. Lately, she finished Horizon 2020 project FairTax aimed at fair and sustainable taxation in the European Union.



**VÍT PÁSZTO**, Palacký University Olomouc



Vít Pászto is currently assistant professor at the Department of Geoinformatics, Palacký University Olomouc and Department of Informatics and Applied Mathematics, Moravian Business College Olomouc (Czech Republic). He earned Ph.D. in the field of geoinformatics and cartography. His scientific interests cover issues such as spatial analyses and modelling in GIS, spatial exploration of economic data, geocomputational methods and their applications. He mostly employs geospatial methods in the domain of human and economic geography. He has undertaken several research internships (e.g. Norway, Great Britain, New Zealand and Iceland) and is member of several Czech scientific societies (e.g.

Czech Association of Geoinformatics, Czech Cartographic Society, Czech Geographical Society). He has been actively involved in many educational and scientific national and international projects, and currently being a principal investigator of the Erasmus+ project Spationomy. He received a scholarship from the International Cartographic Association, he was awarded "Map of the Year Prize" by the Journal of Maps, and recently received "Outstanding Reviewer Award" by International Journal of Geo-Information. He is also a successful "no budget" applicant of Marie Curie-Sklodowska Individual Fellowship within the Horizon 2020 action.

**VLADIMÍRA PETRÁKOVÁ**, J. Heyrovský Institute of Physical Chemistry, AS CR; Free University Berlin



Prior to being a researcher at J. Heyrovský Institute of Physical Chemistry, I spent more than three years as a Humboldt Fellow at Free University Berlin working jointly in the Institute of Experimental Physics and Institute of Chemistry and Biochemistry. In my research I applied knowledge from studies of biomedical engineering at Czech Technical University that gave me a multidisciplinary background and defined my research passion of applying principles of physics to create tools for biologists and medical doctors by using methods of material science and chemistry. Last year, I co-founded the initiative "Czexpats in Science" that connects Czech researchers abroad with the aim to boost

exchange of knowledge and experience between Czech scientists abroad and home. I am a mother of four children.

**ACCOUNTING AND TAXATION**

- Chair: **Marian Dobranschi**
- Room: **Q38, 3<sup>rd</sup> floor**

**COMPUTER SCIENCE AND INFORMATION SYSTEMS**

- Chair: **František Dařena**
- Room: **Q15, 1<sup>st</sup> floor**

**CORPORATE FINANCE**

- Chair: **Marcel Ševela**
- Room: **Q38, 3<sup>rd</sup> floor**

**ECONOMICS AND ECONOMIC POLICY**

- Chair: **Veronika Kajurová**
- Room: **Q48, 4<sup>th</sup> floor**

**FINANCE**

- Chair: **Zuzana Kučerová**
- Room: **Q38, 3<sup>rd</sup> floor**

**MANAGEMENT**

- Chair: **Hana Stojanová**
- Room: **Q43, 4<sup>th</sup> floor**

**MARKETING AND TRADE**

- Chair: **Marek Zábaj**
- Room: **Q3.57, 2<sup>nd</sup> floor**

**QUANTITATIVE METHODS**

- Chair: **Lenka Viskotová**
- Room: **Q4.55, 3<sup>rd</sup> floor**

### Computer Science and Information Systems

Chair of the Session: **František Dařena**  
 Room: **Q15**

<b>Pavol Vargovčík</b> and Lukáš Holík	Verification of String Programs via Automata
<b>Ivo Pisařovic</b> , Massimo Donelli and Giuseppe Riccardi	Human Activity Recognition in a Classroom
<b>Tomáš Jakúbek</b>	Basic conversation elements of modern assistant

### Economics and Economic Policy

Chair of the Session: **Veronika Kajurová**  
 Room: **Q48**

<b>Alena Samiecová</b>	GDP forecast accuracy of European central banks
<b>Ondřej Bednář</b>	How much can monetary policy of a small open economy neighbouring large currency block be independent?
<b>Klaudia Horváth</b>	Hidden opportunities but urgent problems, The economic potential of the Visegrad Cooperation and Fund
<b>Viktória Švardová</b> and <b>Peter Mandžák</b>	The Impact of Fiscal Consolidation on Inequality: The Case of V4 Countries

### Finance

Chair of the Session: **Zuzana Kučerová**  
 Room: **Q38**

<b>Michal Dufek</b>	Features Extraction For Trading Strategies Enhancement
<b>Kwaku Bofo Baidoo</b>	The Effects of Short Selling on Financial Markets Volatilities
<b>Blanka Kedroňová</b>	The Exchange Rate and the U.S. International Bond Market
<b>Zdravko Tretinjak</b>	Influence of social trading on the investment behaviour of private investors in Germany after the 2007/2008 global financial crisis
<b>Jolana Stejskalová</b>	Forecasting with Google Trends: Evidence from the Auto Industry

### Management

Chair of the Session: **Hana Stojanová**  
 Room: **Q43**

<b>Jan Neumann</b>	The use of currency management in North German SMEs
<b>Karin Tóthová</b> , Alica Kahúnová, Martina Chládková and Lucie Vránová	Perception of the third role of the university from the perspective of stakeholders
<b>Alexander Busche</b>	The future of music theatre in Germany: Rethinking the system from inside
<b>Mark Billstein</b>	Successful Leadership – impact on organizational commitment and the effectiveness of employees: Evidence from German SMEs
<b>Ron Egli</b>	Impact of Transformational Leadership on employees and company performance
<b>Oliver Glöggl</b>	Towards a New Paradigm of Progress: Generating a Culture of Creativity and Innovation as a response to the Digital Development in the Banking Sector

**Marketing and Trade**

Chair of the Session:

**Marek Záboj**

Room:

**Q3.57 Meeting room of Department of Marketing and Trade**

Ms. Irsa Mehboob, Ms Zara Imran and <b>Hafiz Fawad Ali</b>	Social Media All-Around: Role of Marketing Dimensions Influencing Consumer Brand Loyalty
<b>Dorota Anderlova</b> and Michal Pšurný	Emotions Role as an Influencing Factor Within Consumer Behaviour on Czech Luxury Cosmetic Market
<b>Aleš Petr</b>	Current Opinion in Durable Goods Marketing Distribution Channels and its Economic Environment.
Dr Rizwan Qaiser Danish, <b>Hafiz Fawad Ali</b> and Abdul Majeed	Impact of Sustainable Consumption Values on Green Purchase Behavior through Green Environmental Concerns: An empirical evidence from Organic Food Stores in Pakistan
<b>Michal Pšurný</b>	Using EEG Technology to Predict Consumers' Preferences
<b>Eryka Probierz</b>	Attitudes Towards Money, Buying Online and Problematic Internet Use.

**Quantitative Methods**

Chair of the Session:

**Lenka Viskotová**

Room:

**Q4.55 Meeting room of Department of Statistics and Operation Analysis**

<b>Michaela Staňková</b>	Efficiency Development of Metallurgical Industry in the Czech Republic
<b>Terézia Vančová</b>	The Role of National Culture in the Consumption Function
<b>Lenka Roubalová</b>	Potential Output Measuring Based on Cobb-Douglas Production Function
<b>Drahomíra Zajíčková</b>	The Motherhood Penalty in the Czech Republic in Cross-Sectional Perspective
<b>Aneta Krejčová</b>	Retirement in selected European countries.



### Accounting and Taxation

Chair of the Session: **Marian Dobranschi**

Room: **Q38**

<b>Hagen Mueller</b>	Digitization in Auditing- Status of Implementation and Acceptance
<b>Petr Habanec</b>	Deferred tax materiality analysis in industry
<b>Philippe Linseis</b>	Measuring tax evasion of German inheritance and gift tax by comparing estimated economic transfers with the official tax statistic
Petra Zeráková, <b>Ivana Malinková</b> and Tereza Lázníčková	Evaluation of Proposed Changes in Czech Accounting Legislation and Their Impacts

### Computer Science and Information Systems

Chair of the Session: **František Dařena**

Room: **Q15**

<b>Roman Valovič</b>	Part of speech taggers of Czech text
<b>Jacek Karas</b>	IT best practices and standards for digital transformation management processes in the organization
<b>Ivo Pisařovic</b> , František Dařena, David Procházka and Vít Janiš	Question Answering Based on Normative Documents
Ivo Pisařovic, Filip Procházka, <b>Petra Javorková</b> , Jaromír Landa and Vít Janiš	Indoor Positioning Deployment on University Campus

### Economics and Economic Policy

Chair of the Session: **Veronika Kajurová**

Room: **Q48**

<b>Norman Ubber</b>	Exchange Traded Fund savings plans as old-age provision tool in Germany
<b>Ondřej Rolník</b> and Petr Strejček	The Influence of Financial Crisis on Polarisation of Politics in Greece.
<b>Stefan Pelz</b>	Economic effects of dismissal protection of public employees in Germany
<b>Amar Khairi</b>	The perspective of the labour market and social policies among the European Union member states
<b>Kathrin Köhler</b>	Open versus Closed BIM – Different Planning Approaches and their importance for the Planning Process in Municipalities

### Management

Chair of the Session: **Hana Stojanová**

Room: **Q43**

<b>Linard Barth</b> , Matthias Ehrat and Georg Rockel	Systematization of Digital Twins: Ontology and Conceptual Framework
<b>Yannick Jerusalem</b>	Success Factor Functional Familiarity
<b>Martin Schadler</b> , Sascha Klein, Karl-Armin Brohm, Thomas Teichert and Tim Herzhoff	The best time for an SME to terminate a project
<b>Jens Nebel</b>	Information Duties under the GDPR: What Level of Detail is Required?
<b>Jiri Cerny</b>	Development of Unretirement in Selected European Countries
<b>Alexandra Gschwendtner</b>	The complexity of the cultivation of medicinal plants in German agriculture as a risk for manufacturers of homeopathic Products

### Marketing and Trade

Chair of the Session: **Marek Záboj**

Room: **Q3.57 Meeting room of Department of Marketing and Trade**

<b>Erhard Teschl</b>	Accelerating New Product Development Projects - A Literature Review
<b>Matthias Achim Teichert</b>	Game-changer subscription model – a new business model disrupting automotive industry?
<b>Michael Koehler</b>	Service Marketing for outpatient nursing facilities in Germany
<b>Rusina Ekaterina</b>	Patterns of consumption in the modern Russia
<b>Florian Steinbrenner</b>	Obstacles to the implementation of value-based pricing
Jana Hochvaldová, Anabela Matejčíková, <b>David Münster</b> and Stanislav Mokry	Display vs paper: eye-tracking study on product placement in magazines

### Quantitative Methods

Chair of the Session: **Lenka Viskotová**

Room: **Q4.55 Meeting room of Department of Statistics and Operation Analysis**

<b>Patrik Jankovič</b>	Determinants of Mobile Cellular System Adoption (Readiness for next 5G Network)
<b>Brigitta Ernst</b>	Quantitative diagnostics in times of self tracking, big data and the importance of ethic responsibility
<b>Natalija Vesela</b>	Investment Attractiveness of Ukrainian Companies
<b>Jiří Georgiev</b>	Estimating the Impact of Drought on Agricultural Production in the Czech Republic
<b>Manfred Schönleben</b>	Towards Smart Dairy Nutrition (SDN): Improving Sustainability and Economics of Dairy Production
<b>Manfred Schönleben</b>	Towards Smart Dairy Nutrition (SDN): Fiber, the "green gold" of sustainable dairy farming

### Corporate Finance

Chair of the Session: **Marcel Ševela**  
 Room: **Q38**

<b>Klara Bakova</b>	Investment behaviour on firm level in Visegrád Group
<b>Andrea Kominkova</b>	Financial performance of companies in the alcoholic beverages industry within the business environment development
<b>Stanislava Štefánková</b>	Obstacles in Patent Data Collection
<b>Adam Bufka</b>	Impact of the Kyoto Protocol on Energy Companies in the Czech Republic

### Economics and Economic Policy

Chair of the Session: **Michal Mádr**  
 Room: **Q48**

<b>Daniel Dujava and Richard Kališ</b>	Choosing the Mode of Transport - Case Study of Bratislava Region
<b>Dániel Gábor Csapó</b>	Chinese involvement in Serbia – focusing on the transport infrastructure projects
<b>Radek Náplava</b>	Changes in Education Structure: Poor vs. Rich Countries of EU
<b>Vojtěch Kotrba</b>	Representativeness Heuristic in Highly Competitive Game: Evidence from NHL Fantasy League
<b>Thomas Teichert</b> , Martin Schadler and Tim Herzhoff	Investigation of the effects of digitalization in the construction industry

### Management

Chair of the Session: **Hana Stojanová**  
 Room: **Q43**

<b>Sascha Klein</b> and Karl-Armin Brohm	The Impact of Trust and Job Involvement on Organisational Commitment
<b>Hermann Troger</b>	A new world of work with changing employee expectations
<b>Markus H. Niedermayer</b> and Monika Zatrochová	Online Configuration as an Accompanying Measure in the CRM-Process
<b>Lennart Burger</b>	How to promote entrepreneurial behaviour and innovation in established companies: Literature overview
<b>Jürgen Klausmann</b>	The strategic crisis as root cause for existence-threatening crises in small and medium enterprises

### Marketing and Trade

Chair of the Session: **Marek Záboj**  
 Room: **Q3.57 Meeting room of Department of Marketing and Trade**

<b>Andrea Králiková</b> and <b>Dominika Králiková</b>	Visitor's loyalty towards the destination
<b>Patrik Kubát</b> and Marek Záboj	Development of wine tourism in Šumadija region
<b>Aleena Syed</b> , Sohail Aslam and Zeeshan Ahmed	Determinants of Customer-Based Brand Equity in the Context of Green Perceived Value and Brand Loyalty: An Evidence from Organic and Green Food Products.
<b>Irena Antošová</b>	Comparison of living conditions of households in the EU

## LIST OF DISCUSSANTS

Accounting and Taxation	
Marian Dobranschi	Lucie Formanová
Jana Gláserová	

Computer Science and Information Systems	
František Dařena	Jana Dannhoferová
Jan Kolomazník	Vít Ondroušek
Jan Přichystal	David Procházka
Pavel Turčinek	

Corporate Finance	
Marcel Ševela	Jan Vavřina

Economics and Economic Policy	
Aleš Franc	Ladislava Issever Grochová
Veronika Kajurová	Luděk Kouba
Lubor Lacina	Marek Litzman
Michal Mádr	Radek Náplava
Dennis Nchor	Rozmahel Petr

Finance	
Svatopluk Kapounek	Zuzana Kučerová
Soňa Kukučková	

Management	
Tomáš Dania	Jiří Duda
Sylvie Formánková	Andrea Hrdličková
Helena Chládková	Vít Janiš
Radovan Kožíšek	Renata Kučerová
Martin Lakomý	Ondřej Pavelek
Hana Urbánková	Josef Zrůst

Marketing and Trade	
Lea Kubíčková	Ondřej Melichar
Stanislav Mokry	Lenka Procházková
Kateřina Ryglová	Šárka Stojarová
Jana Turčínková	Marcela Tuzová
Lucie Veselá	

Quantitative Methods	
David Hampel	Luboš Střelec
Lenka Viskotová	













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