



PEFnet 2020 **Conference Programme**

November 26, 2020

24th European Scientific Conference of Doctoral Students

- MENDELU
- Faculty
- of Business
- and Economics



WELCOME TO PEFnet 2020

The 24th 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)
Ing. Dominika Doubková
Ing. Andrea Prudilová
Ing. Barbora Šiklová

Conference team in MS Teams: PEFnet 2020**Recommendations:**

- Try to log in to the MS Teams before the conference day to prevent any possible problems
- Connect to your Session at least 5 minutes in advance
- For questions use Chat or Hand
- Each presentation is allowed up to 10 minutes
- Each discussion is allowed up to 10 minutes

CONNECTION

8:45 – 9:00 *Connection of participants*

PLENARY SESSION

9:00 – 10:30 **Conference Opening and Welcoming remarks**
Pavel Žufan, *Dean, Faculty of Business and Economics,
Mendel University in Brno*

Keynote Speakers

Jan Hanousek, *Charles University, CERGE-EI*
***Topics in Measurement and Factor Identification in
Applied Financial Research***

Robert Jahoda, *Masaryk University*
***Income Poverty in Times of Crises. The Impact of the
Sharp Economic Downturn***

CONFERENCE SESSIONS

10:45 – 12:45 **Parallel Sessions**, *see detailed session programme*

12:45 – 13:45 Lunch Break

13:45 – 15:25 **Parallel Sessions**, *see detailed session programme*

15:25 – 15:40 Coffee Break

15:40 – 17:20 **Parallel Sessions**, *see detailed session programme*

JAN HANOUSEK



Jan Hanousek, PhD, is a Professor of Economics at Charles University, CERGE, and a Senior Researcher in the Economics Institute (EI) of the Czech Academy of Sciences. His research interests include applied econometrics, applied finance and corporate finance, while his teaching includes various topics from statistics, econometrics and applied economics. Professor Hanousek has published in the *Journal of Economic Literature*, *Journal of Corporate Finance*, *Journal of Financial and Quantitative Analysis*, *Journal of Economic Perspectives*, *Review of International Economics*, *European Economic Review*, *Economics of Transition*, *Journal of Comparative Economics*, and other specialized journals. He has taught at the University of Pennsylvania, was a visiting professor and research fellows at various prestigious universities including Princeton University and University of Michigan. He has a Ph.D. in statistics from Charles University and an undergraduate degree in probability theory from Charles University.

ROBERT JAHODA



Robert Jahoda has been working at Masaryk University since 2000 at the Faculty of Economics and Administration, where he completed his habilitation in the field of Public Economics in 2014. In addition to his participation in teaching, he is the guarantor of the master's degree program in Public Finance and Economics. In his professional life, he deals with the issues of Czech pension policy and family policy. Part-time work at the Research Institute of Labour and Social Affairs enables him to participate in research into the impacts of broader reform measures of Czech social policy. His research activities are reflected in original contributions to domestic and international journals, in the co-authoring of several monographs and numerous presentations at scientific conferences and professional seminars. In 2015-2018, Robert Jahoda was a member of the Commission for Family Policy, established by the Ministry of Labour and Social Affairs, where he participated in the creation of the Family Policy Concept. He has been a member of the Commission for Fair Pensions since 2019. Furthermore, since 2014 he participates at work of the European Social Policy Network, which was established to provide independent information and analysis in the field of national social policies for the European Commission. He publishes the results of his research in academic journals and popularizes them at numerous seminars organized, for example, by the Ministry of Labour and Social Affairs.

LIST OF CONFERENCE SESSIONS

☞ Accounting and Taxation.....	page 6
☞ Computer Science and Information Systems	page 7
☞ Corporate Finance	page 8
☞ Economics and Economic Policy.....	page 9
☞ Financial Markets and Institutions.....	page 11
☞ Industry 4.0 and Labour Market: Social and Economic Perspectives.....	page 12
☞ Management	page 13
☞ Marketing and Trade.....	page 15
☞ Quantitative Methods.....	page 16

Session I. 10:45 – 12:45

Chair of the Session:	Marian Dobranschi
<i>Authors</i>	<i>Title</i>
Tina Krieger and Christine Hinrichsen	Fair Taxation in the Digital Age: Literature survey
Tina Krieger	An Economic Model of Fair Taxation in the Digital Age
Andreas Kasper	The impact of introducing a flat rate withholding tax for capital gains on tax revenue and tax relief in Germany
Markéta Mlčúchová	Formulary Apportionment of Common Consolidated Corporate Tax Base in the European Union
Jana Péteriová , Břetislav Andrlík and Martin Vátrt	Impacts of the Circulation tax Introduction on the Vehicle Fleet of Slovakia
Martina Filová	Development of electromobility in relation to COVID-19 in the Czech Republic

Session II. 13:45 – 16:05

Chair of the Session:	Patrik Svoboda
<i>Authors</i>	<i>Title</i>
Marianna Sekerešová , Břetislav Andrlík, Lucie Formanová and Michal Mádr	The impact of the operation of passenger cars registered in the Slovak Republic on the environment
Adam Filla , Michal Mádr, Břetislav Andrlík and Lucie Formanová	Electromobility development as a factor affecting tax revenues: evidence from Norway
Remo Rossi	Estimation of supplier's indirect plant salary cost within the automotive industry
Hagen Mueller and Manfred Schoenleben	Continuous Auditing - The new normal?
Petra Zeráková , Ivana Malinková and Tereza Lázničková	Reporting of Non - Financial Information from the Perspective of Audit Companies
Peter Petrat and Gerhard Hans Fiss	Compliance reporting in the annual report of the german DAX30 companies: Looking for best practices
Julia Bettina Leicht	Descriptive Analysis of German Listed Companies regarding Climate-Related Reporting

Session I. 10:45 – 12:45

Chair of the Session:	František Dařena
<i>Authors</i>	<i>Title</i>
Simon Luca Kropf	Enhancing Data Quality for Data Analytics through Machine Learning
Roman Valovic	Unsupervised aspect phrase extraction in Czech dataset
Adam Viček and Jakub Drajsajtl	People Transit Counter
Jiří Valach	Dimensions and Quality Check Using Image Processing Methods
Andrej Ilič	Realisation of the manipulation task using Delta robot
Ondřej Nováček , Pavel Turčínek and Tomáš Foltýnek	Decision tree survey tool

Session II. 13:45 – 15:25

Chair of the Session:	František Dařena
<i>Authors</i>	<i>Title</i>
Peter Chochula , Anna Dragolovová, Pavel Turčínek and Tomáš Foltýnek	Identification of academic integrity misunderstood topics and suitable time frames for promoting them to the academic community throughout the year
Martin Zejda	Merging of Virtual and Real Space for Augmented Reality Applications
Stepan Hosek , Oldrich Faldik, Oldrich Trenz and Barbora Buhnova	Digital twin cloud platforms: An overview
Kristýna Michaela Stuchlíková , Oldřich Faldík, Barbora Buhnová and Oldřich Trenz	Evaluation of Smart City Concept Characteristics
Christa Hangl	Digitisation – A global examination based on a bibliometric analysis

Session I. 13:45 – 15:25

Chair of the Session:	Jan Vavřina
<i>Authors</i>	<i>Title</i>
Klára Baková and Svatopluk Kapounek	Asymmetric Effects of Firm Investment Determinants: Evidence from Post-transformation Economies
Jolana Stejskalová	Forecasting with Google Trends: Evidence from the Auto Industry
Beate Monika Philipps	Loan Covenants: Effective Protection for Commercial Real Estate Lenders or Administrative Burden?
Erasmus Afriyie Yaw and Germain Acka Kofi Aidoo	Corporate Governance and its Impact on Financial Performance of Commercial Banks in Ghana
Florian Steinbrenner	An evaluation of identified and unidentified obstacles to an implementation of value-based pricing

Session II. 15:40 – 17:00

Chair of the Session:	Jan Vavřina
<i>Authors</i>	<i>Title</i>
Florian Steinbrenner	Future disruptive trends in value-based pricing methods
Maximilian Meissner	Offshore Wind Turbine Cost Structure Analysis
Ivo Horák	The Environmental Goods in Agriculture in the Region of South Moravia and their Economic Evaluation
Lukáš Poláček	Current trends and best practices for streamlining the operational activities of food banks in the Czech Republic

Session I-A. 10:45 – 12:25

Chair of the Session:	Veronika Kajurová
<i>Authors</i>	<i>Title</i>
Ivan Korolov and Michal Madr	Regulatory Changes and Ukrainian Domestic Trade
Lenka Pomykalová	Does European Union Membership Stimulate Economic Growth? The Case of Visegrad Group
Petra Cisková	On Dynamics in a Simple Keynesian Macrodynamical Model of Monetary Policy: The Case of Slovak Republic
Boris Fišera	Income Inequality and the Distributional Effects of Monetary Policy: The Role of Financial Heterogeneity
Lenka Vyrostková and Rajmund Mirdala	What we have learned from the literature review

Session I-B. 10:45 – 12:25

Chair of the Session:	Dennis Nchor
<i>Authors</i>	<i>Title</i>
Hana Rozehnalová , Michal Mádr, Lucie Formanová and Břetislav Andrlík	Air Pollution from Transport and Human Health in EU Countries
Nataliya Harmatiy	Modeling the Impact of Investment on Population Welfare
Lucia Dobrotová	Increasing spending on social protection and redistribution policy in the state
Stefan Pelz	Refrain from redundancies and permanent employments in the public service in Germany due to employment protection
Iryna Fedyshyn	Impact of Globalization Crises on the Tourism and Hospitality Economy

Session II. 13:45 – 15:25

 Chair of the Session: **Michal Mádr**
Authors
Title
Aik Wirsinna

The Evaluation of Economic Benefits of Smart City Initiatives

Martin Wallner and Jonas Pfeffer

The (sustainable?) future of the oil industry

Jakub Chini and Tomáš Dvořák

Definition of relevant market for the new personal cars in the Czech Republic: Application of random coefficient model

Ebenezer Kwabla Mensah and Caleb Kwadwo Osafo

Factors Accounting for the Default in Repayment of Debt Capital by Small -Scale Businesses. a Case Study of Developed and Developing Countries

Christian Niemeier

The Effects of user tracking and behavioral management on online prices

Session III. 15:40 – 17:00

 Chair of the Session: **Marek Litzman**
Authors
Title
Christoph Riemer

Is Reciprocity still the Silver Bullet of Trade Policy?

Dominik Gřešák

Economic and political stability of the eurozone countries and one of the most important aspects - Euroscepticism

Daniel Pastorek

Public Perception of the European Integration Process

Radek Náplava

Institutional Quality and Income Inequality: Evidence from Post-Soviet Countries

Session I. 10:45 – 12:25Chair of the Session: **Svatopuk Kapounek***Authors**Title***Peter Albrecht**, Svatopluk
Kapounek and Zuzana
Kučerová

Fractal Dynamics of Stock Markets and Uncertainty

Kwaku Bofo BaidooAsymmetric Effects of Long and Short Selling Positions:
Evidence from New York Stock Exchange**Zdravko Tretinjak**

The behaviour of social traders

Samira Meier

The European Corporate Green Bond Market – Quo vadis?

Martina Zelená and Tomáš
Fišer

Banking system in European Union

Session I. 10:45 – 12:45

Chair of the Session:	Ondřej Pavelek
<i>Authors</i>	<i>Title</i>
Aneta Krejčová	The barriers in the female managers career
Christian Dreyer	Characteristics of Generation X, Y, and Z (Literature Review)
Veronika Spáčilová	Ageism during the job competition of workers on the Czech labor market
Lucie Sedláková	Average costs for one person with disabilities from the state and employer perspective
Jan Karas	Industry 4.0 and Employment in Agriculture
Sebastian Bunzendahl	The way to purchasing 4.0 in the automotive industry and the impact on sustainable procurement

Session II. 13:45 – 15:45

Chair of the Session:	Ondřej Pavelek
<i>Authors</i>	<i>Title</i>
Drahomíra Zajíčková	Does Fatherhood Bonus exist in the Czech Republic?
Behrens Viktoria and Krause Simon	Conception of a model for an internal and international project transfer
Oliver Haas	COVID-19 disruption and delay implications on construction projects
Antje Lüersmann	AI as Inventor - A statistical analysis of the current state of discussion in Patent Law - Quantitative Analysis
Antje Lüersmann	AI as Inventor - A qualitative analysis of the current state of discussion in Patent Law - Qualitative Analysis
Libor Kyncl, Michelle Jantulíková , Katarína Kovalčíková , Stratos Zerdaloglu and Oldřich Trenz	Personal Data Processing in the Academic Conditions using the Modern Instruments of Group Electronic Communication

Session I-A. 10:45 – 12:25

Chair of the Session:	Hana Stojanová
<i>Authors</i>	<i>Title</i>
Silvie Zámečník	Employee retention in selected Spanish hotels
Elena Grocholski and Antje Findeis	Change Management in a Dynamic Business Environment - A Critical Literature Review
Richard Selase Agboga and Anyars Mahmud	Internal Control and Crisis Management: Comparative Study of State and Privately Owned Enterprises in Ghana
Thomas Meixner	Personality, Perceived Leadership and Commitment
Valéry Wöll	How can occupational accidents be prevented? - State of research

Session I-B. 10:45 – 12:25

Chair of the Session:	Pavel Žufan
<i>Authors</i>	<i>Title</i>
Simon Krause and Viktoria Joy Behrens	The impact of trust in the team at the difference between local and decentralized teams
Antje Carolin Findeis and Elena Grocholski	Burnout prevention by freelance coaches and the possible effect on productivity: A literature review
Karin Tóthová , Alica Kahúnová and Martina Chládková	Zero Waste Evaluation Criteria Identification – Case of Hotel Industry
Christine Hinrichsen and Tina Krieger	The effects of a smartphone or tablet application on learning transfer in continuing vocational training (CVT) when used in the training program
Matthias Bender	Talent Management in german small and medium- sized companies (SMEs)

Session II. 13:45 – 15:25

 Chair of the Session: **Hana Stojanová**
Authors
Title
Bernhard Stellner

Effects of Fatherhood onto Behaviour of Managers: A Literature Review

Michael Lang

Modern Business Model Innovation Methodologies - A Systematic Literature Review 2015-2020

 Jürgen Eduard Weltermann
and **Sascha Klein**

A critical Analysis of the current state of research on business succession

Stefan Wieke

Decision making models in Germany`s natural gas infrastructure: Analysis of maintenance costs

Stefan Koppold

Comparative examination of quantitative risk maps and simulation-based scenario analyses

Session III. 15:40 – 17:00

 Chair of the Session: **Hana Stojanová**
Authors
Title
Oliver Schneider

The Historical Beginnings of Quality and its Transfer to Global Quality Management Systems Nowadays

Michael Lang

A Business Model Innovation Methodology for Established Organizations - Systematic Theory Validation

Mandy Witt

The process of an employee performance appraisal

Birgit Lehner

Introduction of Robotic Care: Risks and Benefits in the Area of Ethics

Session I. 10:45 – 12:25 Cause-related Marketing

Chair of the Session:	Marek Záboj
<i>Authors</i>	<i>Title</i>
Jens-Markus Horn	Cause-related Nudging – Employing Nudges in Cause-related Marketing Campaigns of German Food Retailers
Alexander Busche	Willingness to pay of audience and non-audience in publicly funded German music theater
Dorota Anderlová	Luxury Skincare Products: Factors of Influence on Consumers and Their Significance
Irena Antořová	The employee income differences by gender in relation to the possibility of part-time work in the EU
Aleš Petr	Factors Influencing a Change of Farmers Behaviour in Tractor Acquisition

Session II. 13:45 – 15:25 Trade, Sport and Tourism

Chair of the Session:	Marek Záboj
<i>Authors</i>	<i>Title</i>
Andrea Králiková	Czech wine regions in the context of visitors' happiness
Patrik Kubát	Cycling tourism certification and its justified role in wine tourism in Znojmo subregion
Raymond Kofi Adjei and Libor Grega	Socio-economic implications of trade and economic globalisation in Ghana
Peter Habánek	Analysis of the Sponsorship Environment in Slovakia
Marina Schloesser	The raise of data analytics and data-lead decision making in global sporting organizations

Session III. 15:40 – 17:20 Digitalization and B2G market

Chair of the Session:	Marek Záboj
<i>Authors</i>	<i>Title</i>
Johannes Neumann and Milan Fekete	The development and effects of digitalization on stationary retail using the example of mobile phone contracts for older consumers
Alexander Salmen	Link between digitalization and new product launch: Lessons learned from an empirical survey
Michal Pšurný	Does the attractiveness of product photography affect consumer preferences?
Jan Vrána and Stanislav Mokřý	The “Need for Touch” and Czech generation Y
Bernhard Alexander Krah	Peculiarities and difficulties in entering the B2A market compared to B2B and B2C, based on a case study from the Philippines

Session I. 13:45 – 15:25

 Chair of the Session: **Lenka Viskotová**
Authors *Title*
Jiří Georgiev Forecasting Czech GDP: Hierarchical approach

Jana Lekešová Evaluation of price transmission in the commodity chain

Benjamin Lahmann Impact of digital supported process workflow optimization for knee joint endoprosthesis implantation on hospital-specific process and quality ratios

Manfred Schönleben and Hagen Müller How to harvest the new "Green Gold"?

Nataliya Vesela Prospects for attracting foreign investment in the context of green transformation in Ukraine

Session II. 15:40 – 17:20

 Chair of the Session: **Lenka Viskotová**
Authors *Title*
Lenka Šlegerová Using costs states in a semi-Markov model to estimate cost-effectiveness: An illustration for metastatic HER2+ breast cancer in the Czech Republic

Terézia Vančová The Role of Economic Sentiment Indicator in the Consumption Functions of the V4 Countries

David Stein and Ralf Michael Systematic Literature Review on the Impact of Local Environment Factors on Founder's Decisions in German Dentistry

David Stein Analytical Hierarchy Process on the Impact of Selected Local Environment Factors on Founder's Decision Making in German Dentistry

Ralf Michael and David Stein Systematic literature review on the economy of fire protection measures in Germany

Václav Adamec	Jaromír Landa
Hana Adamová	Marek Litzman
Břetislav Andrlík	Michal Mádr
Hana Bohušová	Martin Machay
Tomáš Dania	Ondřej Melichar
František Dařena	Stanislav Mokry
Petr David	Dennis Nchor
Marian Dobranschi	Vít Ondroušek
Denis Drexler	Ondřej Pavelek
Jiří Duda	Petr Polák
Jitka Dušková	Hana Porkertová
Jarko Fidrmuc	David Procházka
Tomáš Foltýnek	Jan Přichystal
Sylvie Formánková	Michal Pšurný
Lucie Formanová	Ida Rašovská
Aleš Franc	Martina Rašticová
Jana Gláserová	Petr Rozmahel
David Hampel	Kateřina Ryglová
Dita Henek Dlabolová	Pavel Semerád
Andrea Hrdličková	Tomáš Sochor
Soňa Hurná	Veronika Solilová
Helena Chládková	Michaela Staňková
Ladislava Issever Grochová	Hana Stojanová
Vít Janiš	Šárka Stojarová
Veronika Kajurová	Luboš Střelec
Svatopluk Kapounek	Patrik Svoboda
Hana Kelblová	Patrik Svoboda
Radka Klvaňová	Pavel Syrovátka
Luděk Kouba	Eva Šerá
Radovan Kožíšek	Marcel Ševela
Kateřina Krchnivá	Jana Štěpánková
Lea Kubíčková	Jana Turčínková
Zuzana Kučerová	Jan Vavřina
Renata Kučerová	Lucie Veselá
Soňa Kukučková	Lenka Viskotová
Libor Kyncl	Silvie Zámečník
Martin Lakomý	Josef Zrůst



<https://pefnet.mendelu.cz/>