



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.

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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

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| ☞ Corporate Finance | page 8 |
| ☞ Economics and Economic Policy..... | page 9 |
| ☞ Financial Markets and Institutions..... | page 11 |
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Session I. 10:45 – 12:45

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| 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

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| 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

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| 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

| | |
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| 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

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| 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

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| 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

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| 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**

| <i>Authors</i> | <i>Title</i> |
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| 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**

| <i>Authors</i> | <i>Title</i> |
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| 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

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| 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

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| 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

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| 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 |
| Mandy Witt | The process of an employee performance appraisal |

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| 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

Valéry Wöll

How can occupational accidents be prevented? - State of research

Birgit Lehner

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

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| 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 |
| Michal Pšurný | Does the attractiveness of product photography affect consumer preferences? |
| Irena Antořová | The employee income differences by gender in relation to the possibility of part-time work in the EU |
| Aleř Petr | Factors Influencing a Change of Farmers Behaviour in Tractor Acquisition |

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| 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

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| 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 |
| Dorota Anderlová | Luxury Skincare Products: Factors of Influence on Consumers and Their Significance |
| 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

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| Břetislav Andrlík | Michal Mádr |
| Hana Bohušová | Martin Machay |
| Tomáš Dania | Ondřej Melichar |
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