

PEFnet 2021

Conference Programme

November 26, 2021

25th European Scientific Conference of Doctoral Students

- MENDELU
- Faculty
- of Business
- and Economics



WELCOME TO PEFnet 2021

The 25th 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

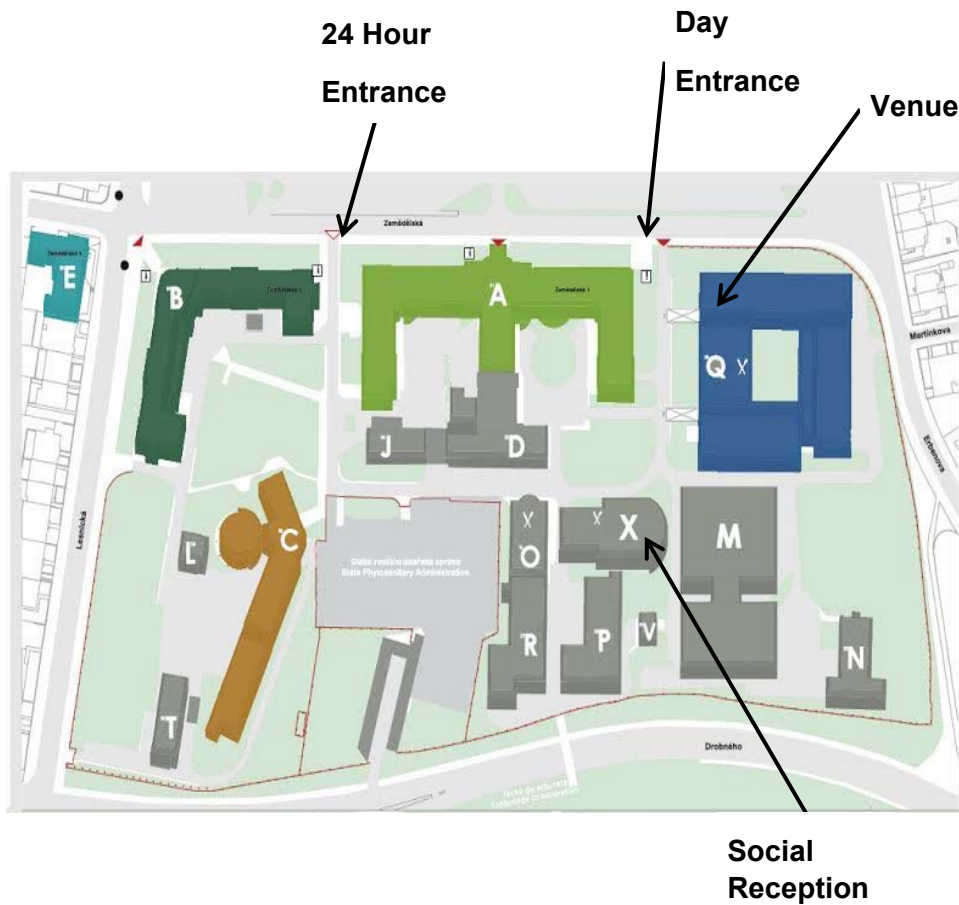
Ing. Hana Vránová (chair)

Ing. Dominika Doubková

Ing. Andrea Prudilová

Ing. Barbora Šiklová

Traditional: Campus of Mendel University in Brno



Wi-Fi: mendelu-host
Login: PEFnet
Password: pef-21-net

Virtual Venue:

Team in MS Teams: PEFnet 2021

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

REGISTRATION / CONNECTION

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

PLENARY SESSION I.

9:00 – 9:40 *Room Q2, Building Q, ground floor*
Conference Opening and Welcoming remarks
Pavel Žufan, *Dean, Faculty of Business and Economics,*
Mendel University in Brno

Keynote Speaker

Martin Süss, *KPMG Brno*

Artificial Intelligence in the role of insurance police

CONFERENCE SESSIONS

10:00 – 11:20 **Parallel Sessions I.**, *see detailed session programme*
11:20 – 12:20 *Lunch Break, Foyer Building Q, ground floor*
12:20 – 14:00 **Parallel Sessions II.**, *see detailed session programme*
14:00 – 14:20 *Coffee Break, Foyer Building Q, ground floor*
14:20 – 16:20 **Parallel Sessions III.**, *see detailed session programme*
16:20 – 16:40 *Coffee Break, Foyer Building Q, ground floor*

PLENARY SESSION II.

16:40 – 17:20 *Room Q2, Building Q, ground floor*
Keynote Speaker
Daniel Stavárek, *Silesian University in Opava*
Some tips for a successful PhD study

SOCIAL EVENT

17:30 – 22:00 *Building X, ground floor*
Dinner refreshment

MARTIN SÜSS



Ing. Martin Süss (Associate Manager, KPMG Lighthouse, Brno). Martin joined KPMG in January 2018 as a data scientist. During the years, he has specialized in advanced data analysis, automation, and artificial intelligence (especially machine learning, neural networks, natural language processing, data mining, and computer vision). Martin has many years of experience in analytical tools, software/solution architecture, database systems, programming, or system administration. He participated in several projects for financial, insurance, or retail institutions where he was responsible for implementing big data architectures, natural language processing, artificial intelligence, or processes automation and optimization. Martin is a graduate of the Economic Informatics program at Faculty of Business and Economics of Mendel University in Brno, where he passed with honors and was a finalist of the IT SPY competition of the best IT diploma thesis in Czech and Slovakia.

DANIEL STAVÁREK



Daniel Stavárek is a Professor of Economics and management and Dean of School of Business Administration in Karviná which belongs to Silesian University in Opava. His teaching and research activities focus on area of financial management, international finance and banking. He regularly lectures issues of international finance, economic transformation and restructuring of the financial and banking sector at foreign universities. He is chair of the programme committee of the International Conference on Finance and Banking and he serves as editor or member of editorial boards of several scientific journals. He is also head of doctoral study program in Economics and business at his home university.

BUSINESS ECONOMICS

- Room: **Q6.01 Meeting room of Department of Business Economics, 5th floor**

COMPUTER SCIENCE AND INFORMATION SYSTEMS

- Room: **Q15, 1st floor**

CORPORATE FINANCE

- Room: **Q35, 3^d floor**

ECONOMICS AND ECONOMIC POLICY

- Room: **Q5.35 Meeting room of Department of Economics, 4th floor**

ENVIRONMENT AND SOCIETY, LEGAL AND SOCIAL ASPECTS OF ENVIRONMENTAL CHANGES

- Room: **Q6.19 Meeting room of Department of Law and Social Sciences, 5th floor**

FINANCE

- Room: **Q4.74 Meeting room of Department of Finance, 3^d floor**

MANAGEMENT

- Room: **Q5.16 Meeting room of Department of Management, 4th floor**

MARKETING AND TRADE

- Room: **Q3.57 Meeting room of Department of Marketing and Trade, 2nd floor**

QUANTITATIVE METHODS

- Room: **Q4.55 Meeting room of Department of Statistics and Operation Analysis, 3^d floor**

TOURISM AND HOSPITALITY

- Room: **Q5.16 Meeting room of Department of Management, 4th floor**

Session I-A.
Business Economics I.

| | |
|----------------------------|--|
| Chair of the Session: | Jan Vavřina |
| Room: | Q6.01 |
| <i>Authors</i> | <i>Title</i> |
| Sebastian Schroedel | Digital Readiness Assessment In Need of Business Modell Innovation |
| Sebastian Schroedel | Business Model Patterns: A smart way of innovation |
| Thorsten Vocke | The impact of Big Data and Artificial Intelligence on Companies, Customers and the society |
| Klaus Tenbrock | Correlation between employer-funded health benefits for employees and length of service in small and medium-sized enterprises in Germany |

Session I-B.
Corporate Finance I.

| | |
|---|---|
| Chair of the Session: | Marcel Ševela |
| Room: | Q35 |
| <i>Authors</i> | <i>Title</i> |
| Nicole Škuláňová | What firm-specific and macroeconomic determinants of financial structure affect transport and storage companies from selected European countries? |
| Renat Dashkin | How Does Monetary Policy Affect Investments by Emerging Markets Companies? |
| Jakub Sovadina and Veronika Blašková | Determinants of Capital Outflow |
| Johanna Pliske | Forecast after post festum corporate financing by municipalities during the Covid-19 crisis. |

Session I-C.
Environment and society, legal and social aspects of environmental changes I.

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|---|---|
| Chair of the Session: | Ondřej Pavelek |
| Room: | Q6.19 |
| <i>Authors</i> | <i>Title</i> |
| Zuzana Doubravová | People with disabilities in the labour market: a case study |
| Marty-Jörn Klein | The value of sustainability reporting for Sovereign Wealth Funds – an analysis of the disclosure behaviour for Environmental, Social & Governance aspects and Sustainable Development Goals |
| Lucie Sedláková and Jana Pavelková | Progression of support for companies employing people with disabilities |
| Lenka Šlegerová | How is the career choice of a medical speciality dependent on the gender unemployment gap |

Session I-D.
Marketing and Trade I.

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|---|--|
| Chair of the Session: | Marek Záboj |
| Room: | Q3.57 |
| <i>Authors</i> | <i>Title</i> |
| Jan Peter Danz | Developments of marketing in the fast fashion sector in the German clothing market |
| Dominique Futterer | The impact of the companys' digital maturity level on the customer acquisition process |
| Michal Krejčí and Michaela Staňková | COVID-19 pandemic and its impact on usage of Netflix in the Czech Republic |
| Richard Kovárník and Michaela Staňková | The different popularity of E-mobility in Europe |

Session I-E.
Quantitative Methods I.

| | |
|--|--|
| Chair of the Session: | Lenka Viskotová |
| Room: | Q4.55 |
| <i>Authors</i> | <i>Title</i> |
| Markéta Křetínská and Michaela Staňková | The Level of Efficiency of the Czech Construction Sector |
| Kristýna Navrátilová , Eva Hajčiarová and Richard Rek | Parking Management and Proposal of Parameters for Dynamic Parking Regulation in Prague |
| Klára Mašková and Veronika Blašková | Evaluating the efficiency of the European tertiary education |
| Ana Topalovic | Causes of "brain drain" problem in selected Western Balkan countries |

Session I-F.
Tourism and Hospitality

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|--|---|
| Chair of the Session: | Silvie Zámečník |
| Room: | Q5.16 |
| <i>Authors</i> | <i>Title</i> |
| Karin Tóthová, Silvie Zámečník , Martina Chládková and Alica Kahúnová | Comparison of traditional and environmental principles of hotel evaluation |
| Andrea Králiková and Patrik Kubát | Hotel guests' perceptions and attitudes in COVID-19 pandemic. Case study of the Czech Republic. |
| Szilvia Vanessza Schalk-Nador | The determinants of hotel efficiency: Evidence from the United States |

Session II-A. Computer Science and Information Systems I.

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|--|--|
| Chair of the Session: | František Dařena |
| Room: | Q15 |
| <i>Authors</i> | <i>Title</i> |
| Nico Schuster | The meaning of culture and colour in user interface design |
| Melanie Gabriele Embacher | The Influence of COVID-19 crisis on AR initiatives within production networks in automotive sector |
| Robert Čížek | Advanced thermal and true-color image fusion for object recognition in low light conditions |
| Martin Zejda , Jana Procházková, David Procházka and František Dařena | Object detection through laser scanning on mobile devices on the iOS platform |
| Stepan Hosek , Oldrich Faldik and Oldrich Trenz | Digital twins ontology interoperability options |

Session II-B. Corporate Finance II.

| | |
|-------------------------------|---|
| Chair of the Session: | Marcel Ševela |
| Room: | Q35 |
| <i>Authors</i> | <i>Title</i> |
| Ebenezer Kwabla Mensah | Factors Accounting for the Default in Repayment of Debt Capital by Small-Scale Businesses: A Case Study of Developed and Developing Countries |
| Markéta Mičúchová | Platform business models from a tax perspective |
| Michael Schuhmacher | Leveraged Buyouts of Private Equity Firms in the Healthcare Sector - Are "Buy-and-Build" Strategies Possible? |
| Michal Drábek | Book value in business valuation: P/BV ratio in the Czech brewery industry |

Session II-C. Economics and Economic Policy I.

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|--------------------------------|---|
| Chair of the Session: | Radek Náplava |
| Room: | Q5.35 |
| <i>Authors</i> | <i>Title</i> |
| Drahomíra Zajíčková | Gender pay gap statistics in the Czech Republic |
| Kay Mattern | Development and Transformation of the German and international Automotive Industry |
| René Marcel Mittelstädt | A little history of financial crises. Poor political knowledge management as a common cause. |
| Ondřej Rolník | The influence of economic disparities of regions on political polarization |
| Isaac Mantey | Foreign Direct Investments Attraction into the Manufacturing Sectors in West Africa Region – A Systematic Literature Review |

Session II-D. Finance

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|--|--|
| Chair of the Session: | Soňa Kukučková |
| Room: | Q4.74 |
| <i>Authors</i> | <i>Title</i> |
| Peter Albrecht | Volatility spillovers of Central and Eastern European currencies |
| Daniel Pastorek | Uncertainty Effects of the European Integration |
| Wolfgang Kloppenburg | Are Real Estate Prices Evolving into an Asset Price Bubble? |
| Frederik Schröder | The impact of increasing property prices on loan-to-value ratios in Germany – a critical literature review |
| Anyars Mahmud and Richard Selase Agboga | Impact of Bank Regulation on Banks' Profitability: Cross-Country Evidence |

Session II-E. Quantitative Methods II.

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|---|---|
| Chair of the Session: | Lenka Viskotová |
| Room: | Q4.55 |
| <i>Authors</i> | <i>Title</i> |
| Matěj Sláma and Michaela Staňková | Efficiency of Mixed Farming Companies in the Vysočina Region (Czech Republic) |
| Gabriela Soušková and Michaela Staňková | The Position of the Czech Republic within the Accommodation, Food, and Hospitality Sector |
| Tamara Kocurová | Determination of Factors Affecting Wage Differentiation in the EU Countries |
| Jana Kopecka | Minimum wage as determinant of productivity in EU countries |

Session II-F. Management I.

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|---------------------------|---|
| Chair of the Session: | Hana Stojanová |
| Room: | Q5.16 |
| <i>Authors</i> | <i>Title</i> |
| Christian Meier | What effect does agile working have on the health, motivation and performance of employees? |
| Bernhard Stellner | Change of Leadership Behavior of Managers After Becoming Fathers |
| Frauke Kempner | E-Leadership competencies between cohesion and locomotion |
| Hans Peter Schwarz | Production processes in the truck body builder industry and their distinguishing criteria |

Session III-A. Business Economics II.

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| Chair of the Session: | Jan Vavřina |
| Room: | Q6.01 |
| <i>Authors</i> | <i>Title</i> |
| Christa Hangl and Brunner Anna | Digitalisation in health care - Influence of speech recognition on diagnostic costs |
| Johannes Regner and Milan Fekete | Digital Logistics in the Light of the COVID 19 Crisis |
| Lukas Polacek and Michal Soustar | Status and provisions of food banking services in Central and Eastern European Countries |
| Hugo Hýbl | Significance of MS Excel in audit procedures |

Session III-B. Computer Science and Information Systems II.

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|---|--|
| Chair of the Session: | František Dařena |
| Room: | Q15 |
| <i>Authors</i> | <i>Title</i> |
| Tomáš Jakúbek | Natural Language Generation |
| Mikuláš Muroň , David Procházka and František Dařena | How do people describe a location: towards automatically generated locations description |
| Roman Valovič and Petra Štaštná | Sentiment analysis of financial news |
| Peter Chochula | Summarization of documents focused on financial markets |
| Jan Havlík | Overlapping big data analysis in bioinformatics |
| Hana Vránová | Can fuzzy logic supports project decision making process? |

Session III-C. Economics and Economic Policy II.

| | |
|--|---|
| Chair of the Session: | Radek Náplava |
| Room: | Q5.35 |
| <i>Authors</i> | <i>Title</i> |
| Martin Kaloudis | Sovereignty in the digital age - how can we measure digital sovereignty and support the EU's action plan? |
| Patrik Vaněk | The Industry Life Cycle of the World's Largest Corporations |
| Dominik Gřešák | The labor markets of the V4 countries may be threatened by technological progress |
| Alexandra Adamisinova and Martin Machay | European Attitudes Toward Space Policy |
| Katrin Steyer | Unemployment, impact of government measures and employment effects during the Corona crisis in Germany |

Session III-D. Environment and society, legal and social aspects of environmental changes II.

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|---|--|
| Chair of the Session: | Ondřej Pavelek |
| Room: | Q6.19 |
| <i>Authors</i> | <i>Title</i> |
| Julia Bettina Leicht | The Impact of the Climate Change on the Transportation Industry and Vice Versa |
| Běla Mikulášková | The cost of credit financing in the context of the relationship between the bank and the company |
| Anna Beránková, Jana Blažková and Iva Hasíková | Social Responsibility for Insurance Companies |
| Ivo Horák | The Future of the International Competitiveness of the European Agriculture with the new Green Deal Policy |
| Ivo Horák | Economic evaluation of environmental goods in agriculture in the region of Central Europe |

Session III-E. Marketing and Trade II.

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|--|--|
| Chair of the Session: | Marek Záboj |
| Room: | Q3.57 |
| <i>Authors</i> | <i>Title</i> |
| Christian Schachner | Theoretical approach in distribution of effort and income between the different value-added partners along the supply chain: Financial information sharing and collaborative behaviours in supply chains |
| Marina Schlösser | Ticket prices in professional team sports - why sport organizations in Europe accept revenues losses despite increasing financial pressure |
| Michal Pšurný | Consumers' Preferences and the Event-related Potentials. Literature Review |
| Giorgi Zarnadze and Tamar Mermanishvili | Aspects of derogatory word-of-mouth interaction through social media networks |
| Lukáš Makáň | The impact of M-commerce in the wine consumption in China |

Session III-F. Management II.

| | |
|---|---|
| Chair of the Session: | Hana Stojanová |
| Room: | Q5.16 |
| <i>Authors</i> | <i>Title</i> |
| Torsten Huschbeck | Risk assessment 2.0 - Demand for the consistent implementation of risk management in the police force |
| Simon Luca Kropf | Project controlling and steering by using digital methods |
| Luca Leib | VUCA-oriented Organization of Product Development – State of the Art |
| Richard Selase Agboga | Crisis Management: Comparative Study Between State and Privately Owned Enterprises in Ghana |
| Betty Sumbuh and Fredrick Lartey | Internationalisation of Ghanaian Agricultural SMEs in the Context of Strategic Orientation: Literature Review |

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|----------------------------|-------------------|
| Václav Adamec | Stanislav Mokry |
| Hana Adamová | Radek Náplava |
| Marcela Basovnicková | Jiří Neubauer |
| Luděk Benada | Dennis Nchor |
| Veronika Blašková | Ondřej Pavelek |
| Jana Dannhoferová | Ivo Pisařovic |
| František Dařena | Marie Poláčková |
| Jiří Duda | Petr Polák |
| Aleš Franc | Hana Porkertová |
| David Hampel | David Procházka |
| Martin Hart | Jan Přichystal |
| Nada Hazuchová | Ida Rašovská |
| Soňa Hurná | Martina Rašticová |
| Helena Chládková | Petr Rozmahel |
| Ladislava Issever Grochová | Kateřina Ryglová |
| Vít Janiš | Michaela Staňková |
| Radek Jurčik | Šárka Stojarová |
| Radka Klvaňová | Pavel Syrovátka |
| Pavčina Komosná | Jakub Šácha |
| Luděk Kouba | Eva Šerá |
| Radovan Kožišek | Marcel Ševela |
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| Aleš Maršál | Kateřina Žáková |
| Alena Melicharová | Pavel Žiaran |

