



PEFnet 2022

Conference Programme

November 10-11, 2022

26th European Scientific Conference of Doctoral Students

- MENDELU
- Faculty
- of Business
- and Economics

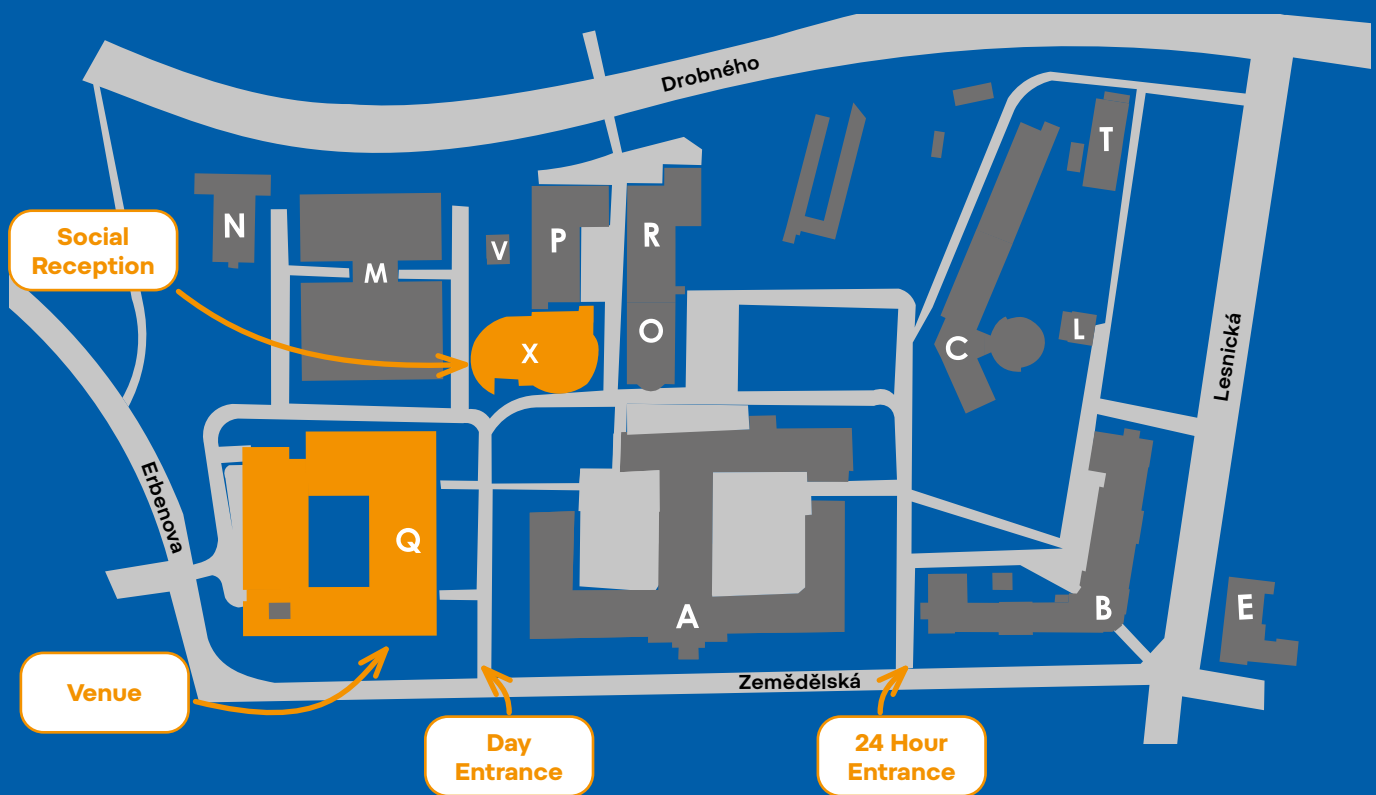
Welcome to PEFnet 2022

The 26th European Scientific Conference of Doctoral Students
is organized by the Faculty of Business and Economics
of Mendel University in Brno.

Organizing Committee

doc. Ing. Veronika Solilová, Ph.D.
Ing. Hana Vránová (chair)
Ing. Hana Mauderová
Ing. Barbora Šiklová
Ing. Andrea Prudilová

Campus of Mendel University in Brno



Wi-Fi: **mendelu-host**
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THURSDAY, 10th November 2022

9:00–17:00 **Field trip**

18:00–19:00 **Registration**

Building X, first floor

18:00–22:00 **Social Evening**

Dinner refreshment, Building X, first floor

FRIDAY, 11th November 2022

9:00–9:30 **Registration**

Foyer Building Q, ground floor

9:30–11:00 **Plenary Session – Panel Discussion**

Room Q2, Building Q, ground floor

Conference Opening and Welcoming Remarks

Veronika Solilová, Vice-Dean for Science and Research,
Faculty of Business and Economics, Mendel University in Brno

**Topic: Academic writing and related issues:
how to be successful in publishing**

Keynote Speakers

Peter Huber, Austrian Institute of Economic Research

Pawan Kumar Mishra, Mendel University in Brno

Robert Stojanov, Mendel University in Brno

11:00–12:00 **Lunch**

Foyer Building Q, ground floor

Conference Sessions

12:00–14:00 **Parallel Sessions I.**

see detailed session programme

14:00–14:20 Coffee Break, Foyer Building Q, ground floor

14:20–16:20 **Parallel Sessions II.**

see detailed session programme

**Peter Huber**

Peter Huber is a senior researcher at the Austrian Institute for Economic Research. He has taught at the WU, Vienna as well as at the Universities of Innsbruck, Salzburg, Berlin, Olomouc, Almaty, Vilnius and Urbana-Champaign. From 2010 to 2019 he was a lecturer at the Mendel University, Brno and from 2015 to 2017 member of the scientific advisory board of the Upper Austrian Future Academy. He is elected member of the Committee for Regional Theory and Policy of the Association for Social Policy. He is married for over 30 years and is the proud father of two grown-up children. His research deals with migration, labor markets and regional development. Over his career he has published over 80 peer reviewed journal articles, as well as numerous book chapters and studies. Currently he is inter alia working on a book on Migration and labor markets.

**Pawan Kumar Mishra**

Pawan Kumar Mishra is an Assistant Professor at the Faculty of Business and Economics, Mendel University in Brno. He finished his Ph.D. with Prof. Rupert Wimmer on Lignocellulosic nanomaterials and their high values and applications. He has international research experience from ETH Zurich, LSU Baton Rouge, USA, WULS (Warsaw), and BOKU (Tulln) campus. He has published more than 50 Research papers (Cumulative Impact Factor >100) and one US patent (Filed) under his name. His research interests include Bioeconomy, Lignin, Lignocellulosic Biomass, and Biomaterials. He was featured among the top 2% of researchers (one-year category) of the world in the list published by Stanford University and Elsevier in 2022.

**Robert Stojanov**

Robert Stojanov is an assistant professor at the Faculty of Business and Economics, Mendel University. Recently he was Visiting Professor at the University of Padova. Robert focuses on climate migration; migration governance; and migration and development.

Robert was awarded by a Certificate for Climate Change & Its Impact at the Brown University, and received awards for Excellence for Highly Commended Paper of 2015 and 2016 by Emerald Group Publishing. In early 2018, his paper was ranked among the top 1% of most cited papers in Social Sciences at Web of Science (Clarivate).

Before joining the Mendel University, he was Jean Monnet Fellow at the Migration Policy Centre within the European University Institute in Florence, and he served as Head of the Adaptation Strategies Research Unit of the Center for Global Change Research at the Czech Academy of Sciences, and as an assistant professor at the Charles University and the Palacký University. Robert is currently a member of the Editorial Board of the Population & Environment, and Associated Editor of the International Journal of Climate Change Strategies and Management.

Conference Session Rooms

Business Finance and Economics

Room: **Q23**, 2nd floor

Competitiveness in Time of SARS-CoV-2 Pandemic

Room: **Q13**, 1st floor

Computer Science and Information Systems I., II.

Room: **Q15**, 1st floor

Current Challenges of Economic Development

Room: **Q16**, 1st floor

Environment and Society, Legal and Social Aspects of Environmental Changes

Room: **Q13**, 1st floor

Finance

Room: **Q25**, 2nd floor

International Taxation, Accounting and Other Issues

Room: **Q25**, 2nd floor

Macroeconomic Development

Room: **Q16**, 1st floor

Marketing and Trade I., II.

Room: **Q22**, 2nd floor

New Challenges for Management

Room: **Q28**, 2nd floor

Quantitative Methods in Economics

Room: **Q14**, 1st floor

Strategic Management

Room: **Q28**, 2nd floor

Session I-A.
Business Finance and Economics

Chair of the Session: **Marcel Ševela, Jan Vavřina**
 Room: **Q23**

| <i>Authors</i> | <i>Title</i> |
|---|--|
| Katharina Kastens | An analysis on the availability of ESG ratings of stock exchange listed companies worldwide |
| Peter Albrecht and Lucie Maršálková | COVID-19 news and stock markets |
| Oksana Dubanych | Sustainable activity of food banks in the Czech Republic in relation to the planned strategic changes of the EU agri-food sector in the period 2021+ |
| Robert Piotr Dombek and Christian Dobner | The effects on demand behavior for occupational pensions through the Occupational Strengthening Pensions Act |
| Michal Drábek | The impact of the pandemic on the market value of privately held Czech breweries |

Session I-B.
Computer Science and Information Systems I.

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

| <i>Authors</i> | <i>Title</i> |
|--|---|
| Nico Schuster | Technology and employees now and then - a comparison of survey results from 2011 and 2021 |
| Roman Valovič | Accelerating the methodology of calculating the Economic Policy Uncertainty Index |
| Štěpán Hošek , Oldřich Trenz, Oldřich Faldík and Veronika Konečná | Possibilities of household power consumption reduction |
| Jan Havlík | G-quadruplex bulk mutations |
| Andrej Gono and David Procházka | Document verification using blockchain |
| Katarína Kovalčíková and Zuzana Špendel | Innovation of work procedures using open-source technologies |
| Hana Vránová | Fuzzy logic helps with decision making process |

Session I-C. Current Challenges of Economic Development

Chair of the Session: **Michal Mádr**
Room: **Q16**

| Authors | Title |
|---|---|
| Patrik Vaněk | How Different Methods Tell Different Stories: An empirical comparison of the measurement of firm-level multinationality |
| Alexander Daniel Klein | Legal protection and legal costs – State of research and literature review, Status of the research process (survey) |
| Jakub Moudrý, Vojtěch Dvořák and Barbora Karpašová | Financing of primary schools: comparing the Czech Republic and selected EU countries at the top of the PISA international comparison of learning outcomes |
| Marzell Schiller | Swissness as a Country-of-Origin Effect: Management perspective through exploratory interviews |
| Ondřej Rolník | Dependence of regional political polarization on economic well-being of Czech Republic |
| Dominik Gřešák | Automation of human work and the labor markets of the V4 countries |

Session I-D. Environment and Society, Legal and Social Aspects of Environmental Changes

Chair of the Session: **Ondřej Pavelek**
Room: **Q13**

| Authors | Title |
|---|---|
| Běla Mikulášková | The influence of selected factors determining the standard of living of people in the post-productive age |
| Lucie Sedláková, Ivo Horák and Nikola Nováková | The Energy Act 458/2000 Collection concerning customers with health disadvantages |
| Stephan Hoose | The Ukraine conflict not only a crisis for the human food situation |
| Peter Petrat | Regulatory pressure on German companies between 2000 and 2022 |

Session I-E.
Finance

Chair of the Session: **Jolana Stejskalová**
 Room: **Q25**

| Authors | Title |
|---|---|
| Jenna Huppertz and Linus Holzmann | How does being private equity-backed effect the post-IPO performance of companies in the DACH-region? |
| Ryan Lee | Value of Technology Specifications: Can Technology Stocks Explain Declines in Value Premium? |
| David Neděla | Simple Entropy Rule for Systemic Risk Reduction in Portfolio Selection Framework |
| Katrin Steyer | Public finances in Germany since 2010 – Analysis of the debt ratio |
| Daniel Pastorek and Svatopluk Kapounek | FDI and Role of European Integration Uncertainty |

Session I-F.
New challenges for Management

Chair of the Session: **Hana Stojanová, Yuliia Prus**
 Room: **Q28**

| Authors | Title |
|--|---|
| Barbora Staňková and Veronika Blašková | Secondary education efficiency in selected countries |
| Martin Husák | The Sustainability Balanced Scorecard, a tool to measure corporate sustainability: Literature review |
| Torsten Huschbeck , Christian Horres and Alexander Kindermann | Out of the box – A risk management embedded view on the procurement of supposedly non-lethal police resources |
| Romina K. Haller | The Impact of Retention Factors in the Craft Sector |
| Marc Reinhardt | Crises Management and Organizational Burnout – Chances and Opportunities for SMEs in Germany |
| Anna-Maria Wassermann | The impact of digital transformation on the business performance in the manufacturing industry |

Session I-G. Marketing and Trade I.

Chair of the Session: **Marek Zábaj**
Room: **Q22**

| Authors | Title |
|--|--|
| Julian Hoesen | Influence of the depth of information of sustainability labels on the product authenticity perceived by the consumer |
| Jan Peter Danz | Relevance of marketing strategies in the German clothing market |
| Jana Pavelková, Jana Turcinkova and Tereza Hromadníková | Conspicuous consumption of sportswear – What influences consumer behavior of people active in sports? |
| Lukáš Makáň | Impact of Covid-19 pandemic on tourist consumer behaviour: A case study on South Moravia |

Session I-H. Quantitative Methods in Economics

Chair of the Session: **Václav Adamec**
Room: **Q14**

| Authors | Title |
|--|---|
| Natália Várošová | Influence of minimum wage settings on consumption in EU |
| Andrej Grajciar | Optimization of plant and animal production in agricultural firm |
| Gabriela Soušková and Michaela Staňková | Change in Efficiency of EU Countries within the Accommodation, Food, and Hospitality Sector in 2019 |
| Ana Topalovic | Education quality as facilitator of brain drain from Western Balkan countries |
| Klára Zálešáková and Luboš Střelec | The nexus between stock market development and economic growth: evidence from the BRICS countries |
| Dominika Čákovská | The effects of increasing minimal wage on the financial indicators of companies |
| Bravo Muchuu and Mwewa Chisenga | The Relationship between Agriculture and Economic Growth in the SADC Region (1990–2019) |

Session II-A.
Competitiveness in Time of SARS-CoV-2 Pandemic

 Chair of the Session: **Luděk Kouba**

 Room: **Q13**

| <i>Authors</i> | <i>Title</i> |
|---------------------------------------|---|
| Patrik Vaněk | Competitiveness of Nations and Geography of Multinational Enterprises |
| Torsten Fett | PEST analysis of the introduction of video consultation in psychotherapy in Germany at the time of the SARS-CoV-2 pandemic. |
| Torsten Fett | The impact of SARS-CoV-2 pandemic on supply and demand for outpatient psychotherapy in Germany. |
| Michael Keller-Fröhlich | Impact of dark data on the value driven data management strategy of manufacturers – a literature review |
| Amar Khairi and Martin Petlach | European Union and its approach to the digitalisation process amid the Covid-19: An analysis and evaluation of the DESI |
| Robert Laskowski | Oligopolies and online shopping during Corona pandemic |

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

 Chair of the Session: **František Dařena**

 Room: **Q15**

| <i>Authors</i> | <i>Title</i> |
|--|---|
| Jan Strnad and Jaromír Landa | Distributed computer vision |
| Jan Peřinka , Tomáš Šmerda and David Procházka | Interaction with IoT devices using computer vision |
| Michal Mitter and Ivo Pisařovic | Spatial data visualisation in metaverse |
| Martin Zejda , David Procházka and František Dařena | Mobile augmented reality user interface standardization |
| Michal Dufek | Variational Autoencoder For Dimensionality Reduction |
| Petr Pernes | Neural networks on constrained devices |
| Miriám Zedníčková and Ivo Pisařovic | Configuration of neural networks in virtual reality |

Session II-C. International Taxation, Accounting and Other Issues

Chair of the Session: **Veronika Solilová**
Room: **Q25**

| <i>Authors</i> | <i>Title</i> |
|---|---|
| Lukáš Míča and Helena Čalkovská | The impact of changes to the taxation of employment incomes |
| Iva Hasíková | VAT gap in the Czech Republic |
| Christian Dobner and Robert Piotr Dombek | The economic effects of Joint Tax Audits executed on the new legal framework according to DAC 7 |
| Markéta Mlčúchová | Value creation in platform business models from a tax perspective – literature review |
| Aneta Peřinová , Pavlína Dostálová, Denisa Kacetlová and Břetislav Andrlík | Changes in audit criteria – is the case of Slovakia a model for the Czech Republic? |

Session II-D. Macroeconomic Development

Chair of the Session: **Michal Mádr**
Room: **Q16**

| <i>Authors</i> | <i>Title</i> |
|---|--|
| Kingsley Takyi Akonnor | Foreign Direct Investment (FDI) and the Current Account Balance: A Case Study of four West African Countries |
| Klára Zálešáková | Measuring unemployment rate under labour market changes and current economic development |
| Ondřej Rolník | The impact of threat of poverty of lower income class on political polarization in European Union |
| Obinna Okereke and Daniel Anyebe | Determinants of well-being in africa: a literature review |

Session II-E.
Marketing and Trade II.

Chair of the Session: **Marek Zábaj**
Room: **Q22**

| <i>Authors</i> | <i>Title</i> |
|--|--|
| Nina Benková , Markéta Veselková and Pavel Žiaran | Revealing the conformity effect at the online public platforms for participatory budgeting and crowdfunding, using the eye-tracking method |
| Katarína Adamková | Growth of companies' competitiveness based on the use of FOMO marketing strategy on social networks |
| Andrea Králiková , Adéla Prášilová and Patrik Kubát | Factors of Gastronomy Business Situation in Brno: Customers' Evaluation |
| Lucia Slivoňová and Pavel Žiaran | Using neuromarketing tools to reveal authentic job motivation |

Session II-F.
Strategic Management

Chair of the Session: **Hana Stojanová, Yulia Prus**
Room: **Q28**

| <i>Authors</i> | <i>Title</i> |
|-------------------------|--|
| Özlem Özdalyan | Systematic leadership: the principles of leading |
| Oleksandr Potii | Stakeholders Classification in the Field of Healthcare Services: managerial aspect |
| Romina K. Haller | Retaining Young Employees in Craft Sector |
| Zuzana Cagáňová | Virtual organization and virtual team |

| | |
|----------------------------|---------------------|
| Václav Adamec | Radek Náplava |
| Irena Antošová | Dennis Nchor |
| Jiří Balej | Ondřej Pavelek |
| František Dařena | Ivo Pisařovic |
| Jiří Duda | Petr Polák |
| Sylvie Formánková | Hana Porkertová |
| Lucie Formanová | David Procházka |
| Aleš Franc | Jan Přichystal |
| David Hampel | Michal Pšurný |
| Jan Hanousek | Volodymyr Rodchenko |
| Andrea Hrdličková | Petr Rozmahel |
| Helena Chládková | Kateřina Ryglová |
| Ladislava Issever Grochová | Veronika Solilová |
| Vít Janiš | Michaela Staňková |
| Pavλίna Komosná | Jolana Stejskalová |
| Luděk Kouba | Šárka Stojarová |
| Radovan Kožíšek | Patrik Svoboda |
| Lea Kubíčková | Jakub Šácha |
| Renata Kučerová | Eva Šerá |
| Soňa Kukučková | Marcel Ševela |
| Lubor Lacina | Pavel Turčínek |
| Martin Lakomý | Jana Turčínková |
| Jaromír Landa | Terézia Vančová |
| Marek Litzman | Jan Vavřina |
| Michal Mádr | Lucie Veselá |
| Aleš Maršál | Lenka Viskotová |
| Alena Melicharová | Josef Zrůst |
| Stanislav Mokrý | |

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