

# **PEF***net* 2024

## **Conference Programme**

**November 21, 2024**

28<sup>th</sup> European Scientific Conference of Doctoral Students

● MENDELU  
● Faculty  
● of Business  
● and Economics

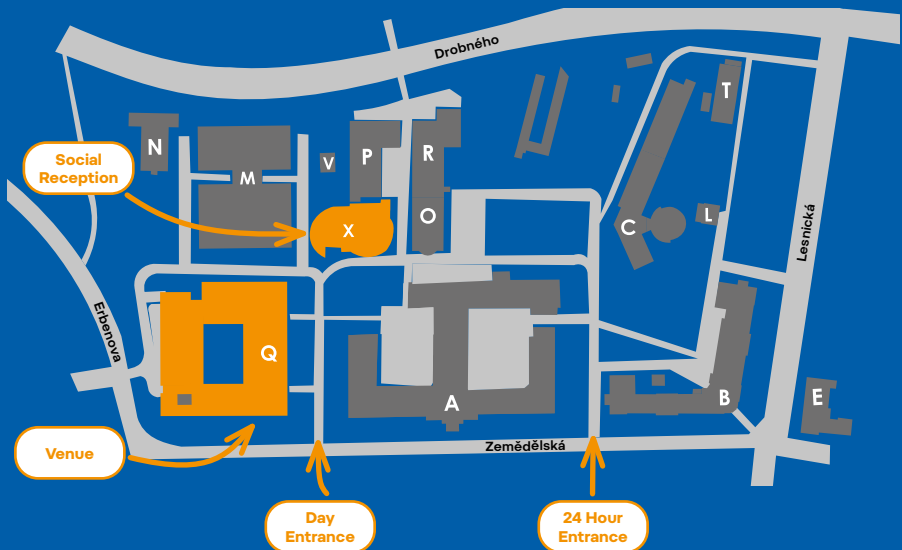
# Welcome to PEFnet 2024

The 28<sup>th</sup> European Scientific Conference of Doctoral Students  
is organized by the Faculty of Business and Economics  
of Mendel University in Brno.

## Organizing Committee

Ing. Hana Vránová (chair)  
Mgr. Silvie Trávníčková  
Ing. Barbora Šíková  
Ing. Andrea Prudilová

## Campus of Mendel University in Brno



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## THURSDAY, 21<sup>st</sup> November 2024

### Registration of participants

**09:00–09:30** Coffee Break, Foyer Building Q, ground floor

### Plenary Session – Plenary Discussion

**09:30–11:30** Room Q2, Building Q, ground floor

#### Conference Opening and Welcoming remarks

**Svatopluk Kapounek**, Dean, Faculty of Business and Economics, Mendel University in Brno

#### Keynote Speakers

**Jesús Crespo Cuaresma**, WU Vienna University of Economics and Business,

**“Hidden in Plain Sight: Influential Sets in Linear Models”**

**Rostislav Staněk**, Faculty of Economics and Administration, Masaryk University, Brno

**“Conflict emergence: bright and dark sides of communication”**

**11:30–12:30** Lunch Break, Foyer Building Q, ground floor

### Conference Sessions

**12:30–14:30** Parallel Sessions I., see detailed session programme

**14:30–15:00** Coffee Break, Foyer Building Q, ground floor

**15:00–17:00** Parallel Sessions II., see detailed session programme

### Social evening

**17:00–22:00** Informal networking, Building X



### **Jesús Crespo Cuaresma**

Jesús Crespo Cuaresma is Professor of Economics at the Vienna University of Economics and Business (WU), as well as Director of Economic Analysis at the Wittgenstein Centre for Demography and Global Human Capital (WIC) and Research Scholar at the International Institute of Applied Systems Analysis (IIASA). He studied Economics at the University of Sevilla (Spain) and got his PhD at the University of Vienna. He has published extensively

in renowned scientific journals such as Science, Proceedings of the National Academy of Sciences, Nature Climate Change, Scientific Reports, European Economic Review or Journal of Applied Econometrics, just to name a few. He acts as a scientific consultant to the World Bank and the Austrian Institute of Economic Research. His research interests are in the fields of applied econometrics, macroeconomics, economic growth, human capital and economic policy.



### **Rostislav Staněk**

Rostislav Staněk is an associate professor at the Economic Department of the Faculty of Economics, Masaryk University and member of Masaryk University Experimental Economics Laboratory (MUEEL). He conducts research in the field of behavioral and experimental economics. His research interests include topics such as reciprocity, coordination, procedural preferences or conflict emergence. He also contributed to neuroeconomics research. Rostislav Staněk

is an associate professor at the Economic Department of the Faculty of Economics, Masaryk University and member of Masaryk University Experimental Economics Laboratory (MUEEL). He conducts research in the field of behavioral and experimental economics. His research interests include topics such as reciprocity, coordination, procedural preferences or conflict emergence. He also contributed to neuroeconomics research.

**ACCOUNTING & FINANCE**

Room: **Q23**, 2<sup>nd</sup> floor

**BUSINESS FINANCE AND ECONOMICS**

Room: **Q25**, 2<sup>nd</sup> floor

**COMPUTER SCIENCE AND INFORMATION SYSTEMS I., II.**

Room: **Q15**, 1<sup>st</sup> floor

**CURRENT CHALLENGES IN REGIONAL DEVELOPMENT**

Room: **Q21**, 2<sup>nd</sup> floor

**DIFFERENT ASPECTS OF SUSTAINABLE DEVELOPMENT**

Room: **Q21**, 2<sup>nd</sup> floor

**GENERAL FINANCE**

Room: **Q23**, 2<sup>nd</sup> floor

**GOVERNANCE PILLAR OF SUSTAINABILITY**

Room: **Q14**, 1<sup>st</sup> floor

**MARKETING AND TRADE**

Room: **Q16**, 1<sup>st</sup> floor

**QUANTITATIVE METHODS**

Room: **Q16**, 1<sup>st</sup> floor

**SUSTAINABLE MANAGEMENT**

Room: **Q14**, 1<sup>st</sup> floor

### Session I-A. Current challenges in regional development

Chair of the Session: **Michal Mádr**

Room: **Q21**

Authors	Title	Discussant
<b>Vojtěch Dvořák</b> , Marek Chudoba and Alex Mičáň	Unlocking Regional Potential: How Secondary Technical Schools Drive Innovation in Czech Republic	Soňa Kukučková
<b>Mohammed Hashim</b>	Illuminating Inequality: Intra-State Economic Convergence and Regional Disparities in Karnataka, 2 India	Radek Náplava
<b>Adam Janošec</b>	The Impact of Innovation Centers on Regional Innovation Ecosystems	Petr Rozmahel
<b>Štěpán Kučera</b> , Soňa Kukučková and Marek Litzman	The Role of Infrastructure Investments in Regional Development: Evidence from the Construction of the D11 Motorway in the Czech Republic	Dennis Nchor
<b>Ondřej Rolník</b> , Dominika Králiková and Michal Mádr	The Dual Impact of Deindustrialisation: Economic and Political Shifts in European Regions	Aleš Franc

### Session I-B. Governance pillar of sustainability

Chair of the Session: **Hana Stojanová**

Room: **Q14**

Authors	Title	Discussant
<b>Michaela Staňková</b>	Czech Consumers and Recycled Wood Material	Hana Stojanová
<b>Julie Hüvel</b>	CSR in the Banking Sector: Literature Review and Material Description	Renata Kučerová
<b>İrem Demir Arıcı</b>	Sustainability and Flexible Management	Sylvie Formánková
<b>Katharina Kastens</b>	The Application of Principal Component Analysis (PCA) and Cluster Analysis to Examine the Relationship Between ESG Factors and Corporate Performance	Eva Šerá
<b>Daniela Zachová</b> and Zuzana Křečková Kroupová	Intercultural Competence and Other Challenging Areas as Part of Sustainable Relocation Policy	Radka Klvaňová

### Session I-C. Accounting and Finance

Chair of the Session: **Petr David**

Room: **Q23**

Authors	Title	Discussant
<b>Iva Hasíková</b>	The Sector Concept to the Vat Gap	Luboš Střelec
<b>Jana Němcová</b> and Patrik Svoboda	Which Factors Influence Fair Value of Investment Property? Evidence from Real Estate Companies in Great Britain, Germany and Spain	Jan Hanousek
Jan Drápela and <b>Petra Drápelová</b>	Functional Currency	Patrik Svoboda
Stephen P. Ferris, Jan Hanousek, Jr., Jan Hanousek and <b>Jolana Stejskalová</b>	The Power of the Crowd: Retail Investors and the Cost of Capital	

### Session I-D. Quantitative Methods

Chair of the Session: **Václav Adamec**

Room: **Q16**

Authors	Title	Discussant
Katarína Ilenčíková and <b>Patrícia Krupová</b>	How Inflation Expectations Influence Household Well-Being: An Empirical Investigation	Václav Adamec
<b>Richard Kovárník</b>	Use of Satellite Data to Streamline Some Processes of the National Forest Inventory	Jaromír Běláček
<b>Ankit Tripathi</b> , Arpit Tripathi, Pawan Kumar Mishra, Oldřich Trenz and Radim Farana	Applications of Fuzzy Logic in Decision Support Systems: A Bibliometric Keyword Analysis	David Hampel
<b>Lejla Münch</b> and David Hampel	Valuation of Non-Recourse Risk under Warranty Limitation: Literature Review and Material Description	Lenka Viskotová
<b>Luo Yang</b> and Aleš Melecký	Determinants of Housing Prices in Germany: Assessing Linear and Nonlinear Impacts of Selected Factors	Luboš Střelec

### Session I-E. Computer Science and Information Systems I.

Chair of the Session: **František Dařena**

Room: **Q15**

Authors	Title	Discussant
Raja Omman Zafar and <b>Asad Mehmood</b>	Enhancing Educational Administration through E-commerce Information Systems	Jiří Balej
<b>Michal Líška</b>	Fostering a Digital Mindset and Building Trust in AI: Practical, Short-Term Interventions	Andrej Gono
<b>Katarína Kovalčíková</b> and Alexandr Kopeckij	Applicability of Project Management Methodologies in Diverse Development Projects: Practical Limitations and Usefulness in Real-world Scenarios	Tomáš Sochor
<b>Aleš Ďurčanský</b>	Analysis of Font Families and Their Effect on Error Rates in OCR Text Recognition.	Petr Pernes
<b>Andrej Gono</b>	Decentralized Identity and Self-Sovereign Identity in IoT environments: A Novel Bloxberg Blockchain-based DID Method	Pavel Turčíněk

### Session I-F. Business Finance and Economics

Chair of the Session: **Jan Vavřina**

Room: **Q25**

Authors	Title	Discussant
<b>Mark Mishcheniuk</b>	The Relationship between Transnationality and Company Sales During the COVID-19 Crisis	Petr Suchánek
<b>Bravo Muchuu</b> and Lina Pileliene	Bibliometric Analysis of Brand Equity Research in Fast Food Businesses (2013–2023)	Pavel Syrovátka
<b>Katarína Drábová</b>	Identifying the Characteristics of Typical Bank Clients in Slovakia: Analysis from the Perspective of Personality and Demographic Traits	Petr Mikuš
<b>Veronika Žiškova</b> and Oksana Dubanych	ESG Principles and Challenges in Food Production Chain: Evidence on a Benchmarking Approach	Jan Vavřina



## Session II–A. Different aspects of sustainable development

Chair of the Session: **Michal Mádr**

Room: **Q21**

Authors	Title	Discussant
<b>Michal Škára</b>	Short-Term and Long-Term Consequences of Indebted Demand	Michal Mádr
<b>Katarína Adamková,</b> Ondřej Rolník and Dominika Králiková	Informal Institutions in the Eu and Their Impact on the Un Sustainable Development Goal 8	Luděk Kouba
<b>Meiyu Lu</b> and Aleš Melecký	Consumer Sentiment Across the EU: Insights from Google Trends Data	Marek Litzman
<b>Jan Peter Danz</b>	Relevance of ESG Scores in the German Clothing Market	Ladislava Issever Grochová
<b>Jan Peter Danz</b>	Impacts of ESG Factors on the Fast Fashion Sector in The German Clothing Market	Michal Mádr

## Session II–B. Sustainable Management

Chair of the Session: **Yuliia Prus**

Room: **Q14**

Authors	Title	Discussant
<b>Maureen Lupunga Malesu</b> and Pavel Srovátka	Dimensions of Perceived Business Success: Insights from the Small farm Businesses in Zambia	Helena Chládková
<b>Uliana Finaeva</b>	Bridging Thought and Application: Patching the Blocks and Navigating a Technical Project Without a Map	Pavel Žufan
Ibrahim Kahya, Torsten Huschbeck and <b>Magnus Sondermann</b>	Risk Management in the Supply Chain	Radovan Kožíšek
<b>Nino Gochitidze</b>	Travel Behaviour of Seniors in the South Moravian Region	Štěpán Konečný
<b>Torsten Huschbeck,</b> Lothar Huschbeck and Jürgen Weltermann	Hybrid Management Organisations and Processes Using the Example of a Non-Profit Organisation	Hana Stojanová

### Session II-C. General Finance

Chair of the Session: **Peter Albrecht**

Room: **Q23**

Authors	Title	Discussant
<b>Noémi Filičková</b>	Research Trends in Systemic Risk in the Banking Sector: A Bibliometric Analysis	Peter Albrecht
<b>Miloslav Paracka</b>	Variables Affecting Emergency Buffer in Personal Finance.	Peter Albrecht
<b>David Vondráček</b> and Štefan Lyócsa	Understanding the Impact of Market Attention on Electricity Prices: Evidence from the German Electricity Spot Market	Klára Plecítá
<b>Jan Hanousek, Jr.,</b> Jan Hanousek and Konstantin Sokolov	 Bots and Earnings Announcements	

### Session II-D. Marketing and Trade

Chair of the Session: **Marek Zábaj**

Room: **Q16**

Authors	Title	Discussant
<b>Branislav Slobodník</b> and Simona Balaščáková	Digital Market Tools Used by Financial Intermediaries in Slovakia	Stanislav Mokry
<b>Jana Brenkusová</b> Pavelková and Michal Pšurný	Generation Y and Z on Instagram: The Perception of Gastro Businesses	Veronika Antošová
<b>Shichun Zhang</b>	A Mixed Pricing Strategy Considering Viewer Segmentation for a Two-Sided Video Platform	Michal Pšurný
<b>Monika Ranincová,</b> Veronika Suchárová and Šárka Vanková	The Role of Booking Portals in the Accommodation Offerings of Rural Destinations	Kateřina Provazník Ryglová
<b>Michaela Kundrátová,</b> Eliška Ressová, Kateřina Rozumová, Veronika Rozumová and Irena Baláková	Factors Shaping Purchasing Decisions for Sustainable Food and Everyday Products	Lucie Veselá

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**Alexandr Langr**, Michal Pšurný and Jana Stávková Sustainable Consumption: A Study of Household Water Consumption Irena Baláková

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**Betty Sumboh** The Impact of Market Orientation on Internationalization Process: Ghanaian SMEs in Agro-Processing Perspective. Lea Kubičková

### Session II-E. Computer Science and Information Systems II.

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

Authors	Title	Discussant
<b>Petr Pernes</b> and Miroslav Jaroš	Programming Neural Networks on the ESP32 Platform	Ivo Písařovic
<b>Miroslav Jaroš</b> , Ondřej Škrob, Petr Pernes and Oldřich Trenz	Data Collection for Neural Network Training in Agriculture: An Open Dataset for Smart Agriculture	David Procházka
<b>Michaela Veselá</b>	Emotion Classification in Dialogues: Survey on Approaches and Datasets	Jan Přichystal
<b>Eliška Chyliková</b> , Ivo Písařovic and David Procházka	Literature Review: Collaborative VR in Education	Jaromír Landa
<b>Patrik Michl</b> , Michal Mitter, Michael Varga, David Procházka, Ivo Písařovic and Jaromír Landa	Real-Time Data Visualisation in Virtual Reality Using SensorThings API Standard	František Dařena

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