

PEFnet 2017

Conference Programme

Brno, November 30, 2017

21st European Scientific Conference of Doctoral Students

Welcome to PEFnet 2017

The conference is organized by the Faculty of Business and Economics, Mendel University in Brno, as the 21st doctoral conference.

Conference Organization

doc. Ing. Arnošt Motyčka, CSc., Dean of the Faculty of Business and Economics

Programme Committee

prof. Ing. Jana Stávková, CSc.

doc. Ing. Svatopluk Kapounek, Ph.D.

doc. Ing. František Dařena, Ph.D.

doc. Ing. Pavel Žufan, Ph.D.

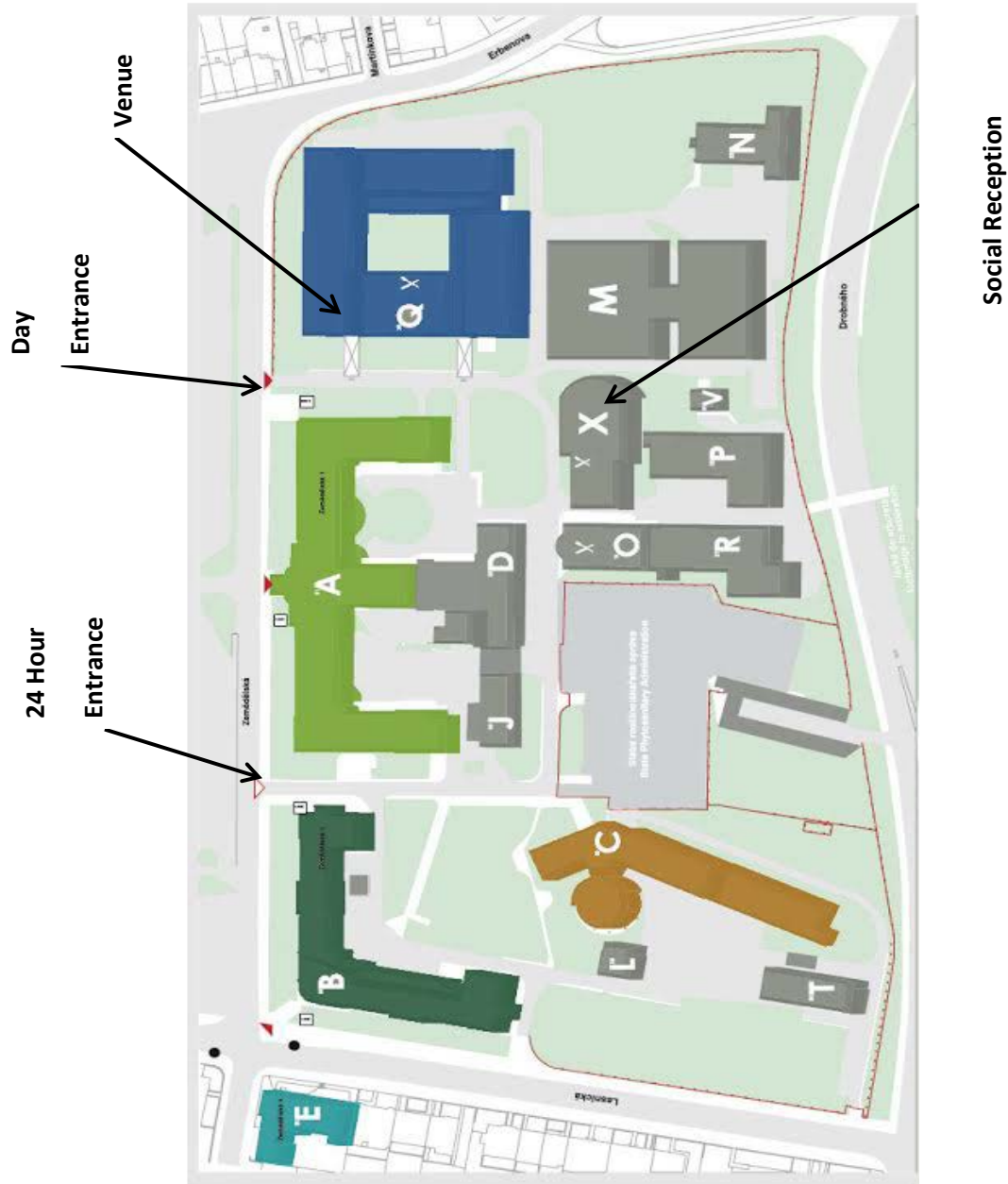
Organizing Committee

Ing. Veronika Kočis Krůtilová, Ph.D.

Ing. Barbora Šiklová

Ing. Hana Vránová

Mendel University in Brno Campus



Wi-Fi: mendelu-host

Login: Pefnet2017

Password: Pefnet2017

Conference Programme

Plenary Session

- 9:30 – 10:00 Registration – Foyer of the Faculty of Business and Economics, Building Q
- 10:00 – 10:15 Conference Opening and Welcome to PEFnet 2017
Svatopluk Kapounek
(Vice-dean for Science and Research, Faculty of Business and Economics, Mendel University in Brno)
- 10:15 – 12:00 Keynote Speeches
- Making Your Way in Academia**
Teddi Fishman
(Educator, Innovator, Academic Integrity Consultant, USA)
- Shape the World of Tomorrow**
Michal Hrabí
(CEO, Phonexia, Czech Republic)

Lunch

- 12:00 – 13:00 Foyer of the Faculty of Business and Economics, Building Q

Conference Sessions

- 13:00 – 15:00 Parallel Thematic Sessions – Part 1
- 15:00 – 15:30 Coffee Break - Foyer of the Faculty of Business and Economics, Building Q
- 15:30 – 18:00 Parallel Thematic Sessions – Part 2

Social Reception

- 18:15 – 23:00 Social Reception for Conference Participants – Campus of Mendel University in Brno, Building X

Plenary Session

Thursday, November 30, 2017, 10:00 – 12:00, room Q2

Keynote Speakers

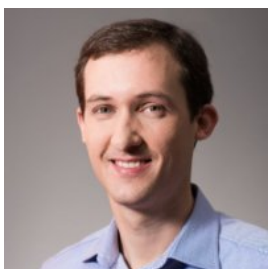
Teddi Fishman, Educator, Innovator, Academic Integrity Consultant, USA



After earning her PhD at Purdue University in Rhetoric and Composition and then teaching at the State University of West Georgia and Clemson University, Dr. Teddi Fishman served as the Director of the International Center for Academic Integrity, where she prioritized the internationalization, dialogue, and outreach to educators at all levels. During her tenure of nearly a decade, the organization's approaches to promoting integrity evolved from focusing primarily on reducing unwanted behaviours such as cheating and plagiarism to more positive strategies including the cultivation of communities of integrity and seeking new ways to align pedagogy and assessment practices with integrity-related goals.

Dr. Fishman teaches an eclectic range of courses in subjects that includes ethics in popular culture, political communication, and the relationship between science, technology, and society, as well as rhetoric and communication. She has consulted and observed educational practices around the globe from South Africa and Egypt to Australia, Europe, and Mexico. Based on her experiences and observations, she is an advocate of participatory, problem-based pedagogies and a proponent of authentic, problem-based assessment. She believes that higher education must actively evolve if it is to remain relevant in the current information-rich environment and that academic integrity is an essential component of that necessary transformation.

Michal Hrabí, CEO, Phonexia, Czech Republic



My passion is in creation and advancements of technology intensive startups. I want to work on things that have a future. That's why I joined Phonexia.

There is an IT background in my blood from the Masaryk University in Brno, but I end up as a technology entrepreneur and advisor. My startup clients started from nothing and combined, reached 1 billion USD in turnover.

I love to question the impossible by continuous improvements and to share what we have learned with others. I am on the mission to make people's lives easier by automating and simplifying the world. I am doing it with the speech technology.

Conference Sessions

Accounting and Taxes

- Chair: Petr David
- Room: Q28

Business Economics

- Chair: Jan Vavřina
- Room: 6.01

Computer Science and Information Systems

- Chair: František Dařena
- Room: Q15

Economics and Finance

- Chair: Petr Rozmahel
- Room: Q48

Finance and Economics

- Chair: Veronika Kajurová
- Room: Q22

Management

- Chair: Hana Stojanová
- Room: Q41

Marketing and Trade

- Chair: Naďa Hazuchová
- Room: 3.57

Quantitative Methods in Economics

- Chair: David Hampel
- Room: 4.55

Conference Sessions

Thursday, November 30, 2017, 13:00 – 15:00

Accounting and Taxes	Business Economics	Computer Science and Information Systems	Economics and Finance
Chair: Petr David Room: Q28	Chair: Jan Vavřina Room: 6.01	Chair: František Dařena Room: Q15	Chair: Petr Rozmahel Room: Q48
Erika Besuspariene <i>Insights on the New Taxation System of Farmers in Lithuania</i>	Marie Ligocká, Daniel Stavárek <i>The Relationship between Financial Ratios and Stock Prices of Central European Food Companies Listed on Stock Exchanges</i>	Bohdan Andrusyak, Thomas Kugi, Roman Kern <i>Short term prediction of foreign exchange rates based on the stock market</i>	Saule Sadykova <i>The evolution of innovation through the prism of economic thoughts schools.</i>
Discussant: Patrik Svoboda	Discussant: Marcel Ševela	Discussant: Jonáš Petrovský	Discussant: Marek Litzman
Kristýna Bělušová <i>Tax Management in the context of International Taxation of Dividends</i>	Tomáš Pražák <i>The Financial Health of Public Limited Companies in Poland</i>	Pavel Netolický, Jonáš Petrovský <i>Data mining of large amount of text data using machine learning methods applied to data streams on the stock exchange</i>	Hana Lipovska <i>Catalan Secession: Who will be next?</i>
Discussant: Marian Dobranschi	Discussant: Andrea Masařová	Discussant: Andrusiak, Kugi	Discussant: Luděk Kouba
Mansulu Abdul <i>Corporate compliance with International Financial Reporting Standard of listed Banking Financial Institutions in Ghana</i>	Audrone Urmanaviciene <i>Youth's Perspective to Social Entrepreneurship Development Possibilities</i>	Jakub Hlaváč, František Dařena <i>Text Mining Techniques in Czech Universities Social Media Communication</i>	Diya Abraham, Martin Machay <i>The influence of compassion on decisions involving intertemporal choice</i>
Discussant: Hana Bohušová	Discussant: Eva Abramuszkinová Pavlíková	Discussant: Jan Přichystal	Discussant: Rostislav Staněk
Michaela Krejčová <i>What? Where? Why? How? Procedures for quantification and reporting of goodwill</i>	Jiří Černý <i>How to get the most from a generation?</i>	Marek Hevier, František Dařena <i>Classification of Social Network Content</i>	Tomasz Grodzicki <i>Post-Yugoslav countries on their way to the EU: does economic wealth make a difference?</i>
Discussant: Milena Otavová	Discussant: Eva Abramuszkinová Pavlíková	Discussant: Pavel Netolický	Discussant: Michal Mádr
Miluše Korbellová <i>The Possibility of SME's to gain external funding in comparison accounting prepared in line with CAS or IFRS rules.</i>	Veronika Králíková <i>Plagiarism and contract cheating across education and business in the Czech republic</i>	Martin Košťal <i>Using word embeddings for analyzing texts from the educational domain</i>	Gabriela Rimbu <i>Particularities of youth unemployment and the labour market in Romania as compared with other EU countries from South Eastern Europe</i>
Discussant: Jana Gláserová	Discussant: Vladimír Hajko	Discussant: Jonáš Petrovský	Discussant: Aleš Franc
Petr Habanec <i>Comparison of deferred tax materiality in pharmacy and in chemistry</i>	Monika Vencurová, Marika Francová <i>The Importance of Corporate Social Responsibility from the University Students' View</i>	Aliaksandr Yeftsifeyeu <i>Powerful GPGPU platform</i>	Katja Stammen <i>Economic and judicial effects of the global money transfer executed by migrants to their countries of origin</i>
Discussant: Lucie Formanová	Discussant: Andrea Masařová	Discussant: Roman Kern	Discussant: Soňa Kukučková
Michaela Vetráková, Lucie Formanová <i>Relation between rate of taxation, production and consumption of spirits in the countries of the EU</i>	Katja Stammen <i>Critical examination of the reduction of bureaucracy in Germany</i>	Tomáš Voráč, Jan Přichystal <i>Log outputs of system TeX in application TeXonWeb</i>	
Discussant: Pavel Semerád	Discussant: Vladimír Hajko	Discussant: David Schubert	

Conference Sessions

Thursday, November 30, 2017, 13:00 – 15:00

Finance and Economics	Management	Marketing and Trade	Quantitative Methods in Economics
Chair: Veronika Kajurová Room: Q22	Chair: Hana Stojanová Room: Q41	Chair: Naďa Hazuchová Room: 3.57	Chair: David Hampel Room: 4.55 14:00 – 15:00
Isaac Obeng <i>Application of Mixed Effects Models in Delaying Payments: Analysis of EU Companies</i>	Katja Stammen <i>Advantages and disadvantages of telecommuting, and its impact on corporations and management</i>	Sayanti Shaw, Miloslava Chovancová <i>Consumer Complaint Behaviour and Cultural Aspects</i>	
Discussant: Veronika Kajurová	Discussant: Hana Stojanová	Discussant: Kateřina Rygllová	
Blanka Francová <i>Valuation of corporate bonds on the international market</i>	Kinga Stecula, Magdalena <i>Knowledge Management and Costs of Machines</i>	Anfisa Klokava <i>Consumer behaviour of middle class in Kazakhstan</i>	
Discussant: Petr Toman	Discussant: Helena Chládková	Discussant: Martina Morávková	
Andrea Kryslova <i>Development of Changes in Corporate Governance Non-Financial Factors Before and After IPO</i>	Marc Stockenhofen <i>Future challenges for power utilities</i>	Michaela Macková <i>Why some households waste more and some less?</i>	Antonio Santillan <i>Swaption Curve to Measure the Expectation Theory</i>
Discussant: Martin Širůček	Discussant: Hana Stojanová	Discussant: Marcela Tuzová	Discussant: Luboš Střelec
Jolana Stejskalová, Svatopluk Kapounek <i>Behavioural attention to tax news: evidence from Google Trends data</i>	Ondřej Melichar <i>Export behaviour and export strategies of SMEs located in the Czech Republic</i>	Jaroslava Brodny, Dorota Palka <i>Unfair competition or alternative to a taxi, on the example of UBER</i>	Lucie Schaynová <i>Making up a Soap Recipe Using a Linear Optimization Model</i>
Discussant: Oleg Deev	Discussant: Sylvie Formánková	Discussant: Naďa Hazuchová	Discussant: Pavel Kolman
Daniel Scire <i>Does EU Market Abuse Regulation create sufficient Deterrence from Financial Crimes in form of Insider Dealing?</i>	Nici Bohatová <i>Comparison of attitudes of students and social company employees to Corporate Social Responsibility</i>	Tina Roennberg <i>Consumer Segmentation in the Digital Age</i>	Martin Dluhoš <i>Examining selected characteristics as potential determinants of real estate prices in Slovakia</i>
Discussant: Jana Laštůvková	Discussant: Renata Kučerová	Discussant: Stanislav Mokřý	Discussant: Václav Adamec
Matthias Philipp Kunz <i>The European public procurement law</i>	Michael Koehler <i>The relationship between CSR and corporate reputation for SME</i>	Mikhail Serebriannikov <i>The influence of social media and other digital platforms on users in Czech Republic</i>	Özgür İNCE, Onur Yazar, amer Eren <i>HIMS Package Program Selection with AHP and TOPSIS Methods Dental Hospital Application</i>
Discussant: Peter Strejček	Discussant: Renata Skýpalová	Discussant: Jana Turčínková	Discussant: Pavel Kolman

Conference Sessions

Thursday, November 30, 2017, 15:30 – 18:00

Business Economics	Computer Science and Information Systems	Economics and Finance	Finance and Economics
Chair: Jan Vavřina Room: 6.01	Chair: František Dařena Room: Q15	Chair: Petr Rozmahel Room: Q48	Chair: Veronika Kajurová Room: Q22
Mohanad Kareem, Cecília Mezei <i>The Role of Human Resources Development Strategy in Achieving Corporate Social Responsibility: At SMES Level</i>	David Schubert <i>Implementation of a fully fluid responsive layout concept</i>	Erjan Akhmedov <i>Possible Mitigation Measures for Overcoming Negative Consequences of Oil Price Plunges in Oil-Exporting Countries</i>	Isah Serwadda <i>The effects of capital structure on banks' performance, the Ugandan perspective</i>
Discussant: Marcela Basovníková	Discussant: Jiří Lýsek	Discussant: Dennis Nchor	Discussant: Vladimír Hajko
Minakshee Das <i>What exactly determines Foreign Direct Investment?</i>	Jakub Machalický <i>Subjective data gathering in assisted retail</i>	Vivien Czeczeli <i>Quantitative easing in the Eurozone</i>	Ivan Korolov, Michal Mádr <i>Influence of the institutional environment on retail industry in Ukraine</i>
Discussant: Pavel Syrovátka	Discussant: František Dařena	Discussant: Svatopluk Kapounek	Discussant: Vladimír Hajko
Josef Scheuerlein <i>Linguistic Differences between Successful and Non-Successful CEOs during the Financial Crisis</i>	Jens Nebel <i>Advanced Programming Technologies and their Protection under EU Copyright Law</i>	Adam Marton <i>Aspects of public debt and economic growth in the euro area</i>	Huu Phuoc Dai Nguyen, Thai Binh Dang <i>The Impact of E-commerce in SMEs in Vietnam.</i>
Discussant: Jan Vavřina	Discussant: Jan Kolomazník	Discussant: Pavel Breinek	Discussant: Nad'a Hazuchová
Alexandra Gschwendtner <i>The German health system: cost OR benefit?</i>	Mikuláš Muroň <i>Analysis and visualisation of urban spatial data</i>	Vojtěch Olbrecht <i>Productivity Effect of Accessing the EU: Case of Bulgaria and Romania</i>	Radek Náplava <i>The Importance of Institutional Quality for Economic Performance in Post-Soviet States</i>
Discussant: Marcela Basovníková	Discussant: Jaromír Landa	Discussant: Marian Dobranschi	Discussant: Hana Lipovská
Ainura Shakenova <i>What is Innovation in Post-soviet Countries?</i>	Ondřej Švehla <i>Point detection for grasping unknown objects</i>	Elena Daniela Sarau <i>The European Union's Economic Sanctions as a Tool of Geo-Policy and International Political Economy since the End of the Cold War</i>	Igor Nečas <i>The impact of locating a company's headquarters on regional GDP</i>
Discussant: Jan Vavřina	Discussant: Vít Ondroušek	Discussant: Jana Mikušová	Discussant: Martin Machay
Christina Bauer <i>Assessment of a Product Manager Training Program for Technicians</i>	Robert Čížek, Adam Földvár <i>Sensor platforms for smart university project</i>		
Discussant: Jan Vavřina	Discussant: Vít Ondroušek		
Abdulghani Al-sabai <i>"Coffee and Qat" Fight for life in Yemen</i>	František Ostřížek <i>Multidrone environment</i>		
Discussant: Jan Vavřina	Discussant: Oldřich Trenz		
Emi Hoxholli <i>The relation between internationalization and performance of small and medium enterprises in Albania.</i>			
Discussant: Vojtěch Olbrecht			

Conference Sessions

Thursday, November 30, 2017, 15:30 – 18:00

Management	Marketing and Trade	Quantitative Methods in Economics
Chair: Hana Stojanová Room: Q41	Chair: Naďa Hazuchová Room: 3.57	Chair: David Hampel Room: 4.55
Jūratė Kuklytė <i>Factor analysis of social business model application</i>	Jan Fiala, Barbora Hlávková, Adam Sova Web page credibility in the field of e-commerce	Lenka Roubalová <i>Sato Production Function for the Visegrád Four, Austria and Germany</i>
Discussant: Monika Vencourová	Discussant: Stanislav Mokry	Discussant: Lenka Viskotová
Frank Walter Hager <i>The impact of distance communication on different motivational concepts</i>	Tereza Opalkova <i>The Asking Price Development to the Market Price and its Duration on Real Estate Market Segments</i>	Tomáš Vaněk <i>Analysing default rates and macroeconomic indicators using time-varying impulse responses</i>
Discussant: Jiří Duda	Discussant: Marek Záboj	Discussant: David Hampel
Norbert Brink <i>Success Factors of Virtual System Suppliers in the Automotive Industry</i>	György Iván Neszmélyi, Dorottya Hrabovszki, Ágnes Zsuzsa Hrabovszki <i>Nigeria's foreign trade policy in service of economic diversification</i>	Michaela Staňková <i>Bankruptcy Prediction of Engineering Companies in the EU Using Classification Methods</i>
Discussant: Vít Janiš	Discussant: Lenka Procházková	Discussant: David Hampel
Marcin Olkiewicz <i>Quality improvement through foresight methodology as a direction to increase the effectiveness of an organization</i>	Ibrahim Donkoh <i>Utilization of Export Promotion Organizations in the Internationalization of MSMEs: Evidence from a Developing Economy</i>	Brigitta Ernst <i>Benefits, Opportunities and Limitations of Quantitative Psychological Diagnostics:</i>
Discussant: Tomáš Dania	Discussant: Lea Kubičková	Discussant: Václav Adamec
Radosław Wolniak, Bożena Skotnicka-Zasadzień, Michał Zasadzień <i>The assessment of service quality level provided by public administration in Poland</i>		
Discussant: Markéta Lorinczy		
Marc Stockenhofen <i>Effects on project processes of dispute settlement in arbitration procedures in the construction industry</i>		
Discussant: Josef Zrůst		

Notes: