26TH INTERNATIONAL SCIENTIFIC CONFERENCE

Conference *Program*

Globalization and its *socio-economic* consequences 2026

07. - 08. October 2026

Hotel Aphrodite Palace · Rajecke Teplice, Slovak Republic

Conference participants · Hotel Aphrodite Palace, Rajecke Teplice

University of Zilina · Faculty of Operation and Economics of Transport and Communications · Department of Economics
globalizacia.com · globalizacia@uniza.sk

Program *overview*

Tuesday · 6 October 2026

15:00 – 20:00	Registration of participants
18:30 – 20:00	Dinner

Wednesday · 7 October 2026

08:00 – 10:00	Registration of participants
10:00 – 10:15	Conference opening
10:15 – 12:00	Plenary session
12:00 – 13:00	Lunch
13:00 – 15:30	Paper sessions
15:30 – 16:00	Coffee break
16:00 – 18:00	Paper sessions
20:00	**Social evening**

Thursday · 8 October 2026

09:30 – 12:00	Paper sessions
12:00 – 13:00	Coffee break

Registration of participants will be in the lobby of the Hotel APHRODITE PALACE****, Rajecke Teplice.

Conference opening and plenary session will take place in CABARET – Ground floor of the Hotel APHRODITE PALACE****, Rajecke Teplice.

Paper sessions will take place in conference rooms in the Hotel APHRODITE PALACE****, Rajecke Teplice:

1. CABARET – ground floor
2. BLUE – 2nd floor
3. THURZO – special guest sessions

Social evening will be in the main restaurant of the Hotel APHRODITE PALACE****, Rajecke Teplice, as well as lunch and dinner during the conference.

Wednesday *7 October 2026*

DAY 1

Cabaret

10:00 – 12:00 — Conference opening & Plenary session

Chairman:	**KLIESTIK Tomas**	University of Zilina, Slovak Republic
	CHATTERJEE Sheshadri	Indian Institute of Technology Kharagpur, India
	NICA Elvira	Bucharest University of Economic Studies, Romania
	POPESCU Gheorghe	Dimitrie Cantemir Christian University, Romania

Sheshadri Chatterjee (Indian Institute of Technology Kharagpur, India)
AI, Globalization & Higher Education

Cory Isaacs (Seinajoki University of Applied Sciences, Finland)
Cross-Cultural Communication in an AI driven world

Jiri Kucera (Institute of Technology and Business in Ceske Budejovice, Czech Republic)
Circular Economy Across Sectors: Different Approaches, Common Principles

12:00 – 13:00 · LUNCH

SESSION 1

Meeting room: **CABARET**

Official language: English

Paper sessions

13:00 – 15:30

Chairman:	**VALASKOVA Katarina**	University of Zilina, Slovak Republic
	VEVERE Velga	Turiba University, Latvia
	DENGOV Viktor	Saint Petersburg State University, Russia

DENGOV Viktor, EFIMOVA Natalia, TULYAKOVA Irina: Concentration and oligopolization in the Russian mobile communications market as a manifestation of global trends

JAKUBIK Matus, NOVAK SEDLACKOVA Alena: Who Gains from Sanctions? Third-Country Opportunism and the Redistribution of Europe - Asia Air Connectivity

KORCSMAROS Eniko, MACHOVA Renata, FEHER Lilla: The Role of Personnel Marketing in the Human Resource Management of SMEs

LININA Iveta, VEVERE Velga, ZVIRGZDINA Rosita: The importance of customer relationship management in construction companies in the context of globalization

MACHOVA Renata, ERDOSI Krisztian, KORCSMAROS Eniko, FEHER Lilla: The Role of Leadership and Organizational Communication in the Development of Workplace Stress in the SME Sector

TULYAKOVA Irina, EFIMOVA Natalia, DENGOV Viktor: The intensity of competition in the Russian mobile communications market in light of global trends

SUN Haonan, NOVAK SEDLACKOVA Alena: Transparency of Airline Sustainability Claims across Global Markets: A Cross-Regional Website Analysis

VEVERE Velga, SHINA Inga, LININA Iveta, ZVIRGZDINA Rosita: Impact of remote and hybrid work on employee productivity in the global workplace: a case of IT industry in Latvia

ZVIRGZDINA Rosita, ZEMITIS Arons, LININA Iveta, VEVERE Velga: Digital Visibility, Emotional Attachment, and the Loyalty Gap in Private Rehabilitation under Globalisation conditions

15:30 – 16:00 · COFFEE BREAK

Official language: English, Slovak

Paper sessions

16:00 – 18:00

Chairman:	**ZVARIKOVA Katarina**	University of Zilina, Slovak Republic
	GAJANOVA Lubica	University of Zilina, Slovak Republic
	KUCERA Jiri	Institute of Technology and Business in Ceske Budejovice, Czech Republic

DANCISINOVA Lucia: Intercultural Communicative Competence of University Students as a Prerequisite for Effective Communication in a Globalized Labour Market

JANKOVIC Filip: Cultural Institutions as Brands: How Generation Z Perceives Institutional Identity and Its Impact on Cultural Consumption Decisions

KRALOVA Lenka, KRAL Stefan, FEDORKO Richard, TIRPAK Denis: From Green Values to Online Purchases: Drivers and Barriers of Sustainable Consumer Behaviour

KRIVOSIKOVA Alexandra, URBANIKOVA Marta, STUBNOVA Michaela, MOSUROVIC Marija: The Family Business Paradox in Slovakia: Legal Recognition Without Entrepreneurial Motivation

LAHOVA Livia, SAVOV Radovan, GORNY Miroslav: Behavioral Determinants of Beer Consumer Decision-Making: A Systematic Literature Review and Conceptual Model Proposal

LOUMOVA Veronika, CIGARSKA Barbara Nicole: Visual Attention and Consumer Reactions to online advertising in Generation Z

ONDRIJOVA Ivana: Visual Attention and Facial Affect in Consumers with Different Compulsive Buying Tendencies

TOMKOVA Anna, STEFKO Robert, MISKO David: The Impact of Human Faces on Visual Attention and Brand Perception: An Eye-Tracking Study

TOTH Tomas, PAVELKOVA Lenka, VANOVA Alexandra Ferenczi, KRAJCIROVA Renata: AI-Generated Product Videos in E-commerce: An Initial Exploration of Consumer Perception

HORVATH Jakub, BACIK Radovan, FEDORKO Igor: Consumer Perceptions of Personalization and Algorithmic Recommendations in E-Commerce in Relation to Self-Reported Purchasing Behavior

FIGURA Marcel, ZABOJNIK Jakub: When Costs Matter Less: A Value-Based Model of Consumers' Post-Adoption Economic Evaluation of Smart Technologies in Slovakia

KAVALIEROVA Julia, POLIAKOVA Adela: The Use of the K-Nearest Neighbours Algorithm for Bank Customer Churn Prediction

MRVOVA Marianna: Marketing Communication on Social Media as a Tool of Employer Branding: A Comparative Content Analysis of Retail Employers in Slovakia

ZITNAKOVA Magdalena, KRAL Pavol: Price sensitivity measurement for retail loyalty discounts

SESSION 2

Meeting room: **BLUE**

Official language: English, Slovak

Paper sessions

13:00 – 15:30

Chairman: **KLIESTIK Tomas** University of Zilina, Slovak Republic
DURANA Pavol University of Zilina, Slovak Republic
PALUS Hubert Technical University in Zvolen, Slovak Republic

ARENDAS Peter: Energy Market Volatility and European Stock Markets

LOUCANOVA Erika, NOSALOVA Martina, OLSIAKOVA Miriam: The relationship between globalization and innovation in EU countries and their impact on business models

MATOVA Hana, KAPUTA Vladislav, RACZ Attila: Environmental Certification Preferences in Furniture Purchasing in Slovakia: A Conscious Consumption Perspective

BARBOROVA Barbora, PALUS Hubert: Modelling International Trade in Wood and Wood Products in the Context of Globalization: Gravity, Substitution and Comparative Approaches

PAROBEK Jan, DZIAN Michal, KAPSDORFEROVA Zuzana, CERYOVA Dominika, DURDAKOVA Petra: Eco-Innovation and Globalization: Integrating Ecological Innovations into the Innovation Process

PUCHER Peter, QINETI Artan, POKRIVCAK Jan: Exogenous Shocks and Inflation in European Union Member States: Evidence from Cluster Analysis

SERENCES Roman, HOLUBEK Ivan, VOLESINIOVA Michaela: Income inequality

SEDIK Peter, CVIRIK Marian, PREDANOCYOVA Kristina, HUDECOVA Martina: Gender and Place of Residence as Determinants of the Frequency of Purchasing Regional Food and Food Products: The Case of Slovakia

MIKULCOVA Petra, KOZAKOVA Jana, SAVOV Radovan: Production, Trade and Structural Differences in European Beer Markets

KOZACEK Martin, ZABOJNIK Stanislav: Energy costs in the European Union and its impact on the competitiveness - a systematic literature review

MALIK Jakub, POLIAKOVA Adela: From the Lisbon strategy to the present: How is the concept of competitiveness changing in the EU?

MIKOLASOVA Kristina: Artificial Intelligence Applications in the Estimation of the Cost of Capital and Capital Structure: A Review of Current Research

SAMAJOVA Valeria, DURICOVA Lucia: Subjective Financial Strain in Slovakia: Socioeconomic Determinants and Classification Performance

15:30 – 16:00 · COFFEE BREAK

Paper sessions

16:00 – 18:00

Chairman:	**KRAL Pavol**	University of Zilina, Slovak Republic
	GRUPAC Marian	University of Zilina, Slovak Republic
	PAWLICZEK Adam	Moravian Business College Olomouc, Czech Republic

CELINAK Lukas, SERENCES Roman, LANCARIC Drahoslav: Digital Competency Gaps in Agriculture: A Qualitative Study of Managerial and Employee Perspectives on Technological Change

DZIANOVA Lucia, DZIAN Michal, PALUS Hubert, PAROBEK Jan: Leveraging Digital Marketing Innovations and Environmental, Social, and Governance Communication for Competitive Advantage: A Strategic Perspective on the Globalized Slovak Forest-Based Sector

GRUPAC Marian, POSTEKOVA Beata: The Digital Environment and Critical Thinking: Trends in Media Literacy in Slovakia (2025-2027)

LAZAREKOVA Zuzana, BARTOVA Lubica: Convergence and Divergence of Adult Body-Weight Structures in the European Union

PAWLICZEK Adam, RACHWA-MUELLER Agnieszka, KOLUMBER Stefan, LIDARIKOVA Jitka: Managerial Paradoxes in Responsible Global Leadership and Moral Translation

ZAK Stefan, HASPROVA Maria: Algorithmic Literacy as a Buffer Against Digital Manipulation: A Pilot Study among Slovak University Students

PANUS Jan, VARGA Matej: Balancing Topic Quality and Token Cost in LLM-Based Automatic Question

UCEN Patrik, HUNADYOVA Miriam, KUCHTA Martin: The Credibility of Emerging Digital Content Forms in a Changing Digital Environment

SALAT Tibor, DVORSKY Jan: Effect of AI utilization on the management of SMEs. Case study from Slovak business environment

DANOVA Eva, MADAROVA Nina, TOTH Marian, POKRIVCAK Jan: Allocative efficiency of anti-erosion measures in Slovak land consolidation; a cadastral-level spatial analysis

ALBERTOVA Tereza, BALLAYOVA Katarina: Financial Distress Prediction in a Globalized Economy Using an Industry-Specific Discriminant Model

CUGOVA Aneta, CUG Juraj: Hidden operating loss behind reported profit: earnings normalisation and break-even estimation for a small enterprise from abridged financial statements

KRENKOVA Lenka, KOVACOVA Maria: Corporate failure prediction models in the Visegrad Four countries: A literature review with a bibliographic map

LABOSOVA Veronika, DURICOVA Lucia: From Data to Decisions in a Globalised Economy: Data Mining, Machine Learning and the CRISP-DM Methodology in Business Practice

SESSION 3

Meeting room: **THURZO**

Official language: English, Slovak

Paper sessions

13:00 – 15:30

Chairman: **GAJANOVA Lubica** University of Zilina, Slovak Republic
ZVARIKOVA Katarina University of Zilina, Slovak Republic
CUG Juraj University of Zilina, Slovak Republic

Colloquium: Project NFP401101C526 „Inovatívny personalizovaný Artificial Intelligence asistent pedagóga pre interaktívne vzdelávanie, efektívnu výučbu a komplexnú podporu vzdelávania“ (Innovative Personalised Artificial Intelligence Teacher’s Assistant for Interactive Education, Effective Teaching and Comprehensive Learning Support)

GAJANOVA Lubica, BELAN Marek, KAPUS Miroslav: Artificial Intelligence in Education - From Performance to Learning

KOVALOVA Erika, HAUPTVOGEL Roman, DURISKOVA Petra: Integration of Generative Artificial Intelligence into the Teaching of Financial and Economic Analysis of Enterprises: Opportunities, Benefits, and Limitations

GRUPAC Marian, DURISKOVA Petra, BRUNCLIK Pavol: Verifying the credibility of media sources with the support of a personalized AI teaching assistant

DURICOVA Lucia: Possibilities of Using Artificial Intelligence in Teaching Statistics and Data Analysis

MICHULEK Jakub, SIMOVA Silvia: Mapping Research on Artificial Intelligence Ethics and Pedagogy in Education: A Bibliometric Study of B9 Countries (2021-2025)

DVORSKY Jan, FURTAK Peter, MELIS Peter: Digitalization Through the Eyes of Students: Research on Attitudes Towards and the Use of Digital Tools

PODHORSKA Ivana: Artificial Intelligence as a Personalized Teaching Assistant in Accounting Education

GAJDOSIKOVA Dominika, BALAZOVIC Igor: Personalizing Financial Distress Education: A Conceptual Framework for an AI Teaching Assistant

NAGY Marek: Artificial Intelligence in education: Current state and development perspectives

FIGURA Marcel, PIS Roman: Mapping generative AI research in business and economics education

BLAZEK Roman, KUBOF Radoslav, WOLEK Peter: From answers to understanding: Theoretical foundations of a generative AI teaching assistant

ZVARIKOVA Katarina, MELIS Peter: Ethical Challenges of Artificial Intelligence in Human Resource Management

POLIAKOVA Adela: The Impact of the Financial Transaction Tax on Business in the Slovak Republic

KRAL Pavol, HAUPTVOGEL Roman, CUG Stanislav: Trends in Academic Interest in Artificial Intelligence: A Time-Series Analysis of the Number of Academic Theses in the Slovak Republic

15:30 – 16:00 · COFFEE BREAK

Paper sessions

16:00 – 18:00

Chairman:	**DURANA Pavol**	University of Zilina, Slovak Republic
	CUG Juraj	University of Zilina, Slovak Republic
	ZABOJNIK Stanislav	University of Zilina, Slovak Republic

Colloquium: Project NFP401101C526 „Inovatívny personalizovaný Artificial Intelligence asistent pedagóga pre interaktívne vzdelávanie, efektívnu výučbu a komplexnú podporu vzdelávania“ (Innovative Personalised Artificial Intelligence Teacher’s Assistant for Interactive Education, Effective Teaching and Comprehensive Learning Support)

VALASKOVA Katarina: Transforming Education through Artificial Intelligence: Opportunities, Challenges, and the Future of Personalized Teaching and Learning

KLIESTIK Tomas, WOLEK Peter, DOBOS Ivan: New Paradigms on Education

VRTANA David: The Impact of Artificial Intelligence on the Effectiveness of Teaching Financial Literacy in the School Environment

STOFKOVA Zuzana: The use of AI tools in human resource management

KOVACOVA Maria, KAPUS Miroslav: Bitcoin in Business Practice in Slovakia: Challenges, Motivations, and Opportunities for the Use of Artificial Intelligence

KRIZANOVA Anna: Personal Brand and Its Significance in Building a Career

PONISCIAKOVA Olga, BRUNCLIK Pavol, KUBOF Radoslav: The Pitfalls of Artificial Intelligence in Education

DURANA Pavol, CUG Stanislav: Different on paper, similar in artificial intelligence: The limited role of legal form in AI adoption

MICHALKOVA Lucia, DOBOS Ivan, POLACKOVA Katarina: Financial Literacy in the Age of Artificial Intelligence: Mapping Research Trends, Educational Applications, and Emerging Themes

KICOVA Eva, POLACKOVA Katarina, PIS Roman: Artificial Intelligence as a Personalized Teaching Assistant: Opportunities, Risks and Implications for Effective Education

KRAMAROVA Katarina, FURTAK Peter, BALAZOVIC Igor: Economic and Societal Risks of Artificial Intelligence Use: A Systematic Review of Empirical Evidence

GAZDIKOVA Jana, BOHM Patrik, BOHMOVA Gabriela: AI Teaching Assistant in University Mathematics Education: Opportunities and Perspectives

ADAMKO Peter, SIMOVA Silvia, BELAN Marek: Can Artificial Intelligence Pass an Excel Assessment? Large Language Models on Spreadsheet Processing Tasks

20:00 · SOCIAL EVENING

SESSION 1

Meeting room: **BLUE** Official language: English, Romanian

Paper sessions 09:30 – 12:00

Chairman: **KLIESTIK Tomas** University of Zilina, Slovak Republic
GAJANOVA Lubica University of Zilina, Slovak Republic
KOVALOVA Erika University of Zilina, Slovak Republic

IACOB (Pargaru) Oana Camelia, BUZOIANU Ovidiu Andrei Cristian, MATEESCU Vicentiu Mihai, TROACA Ion: Internal Communication and Employee Involvement in Organizational Change: Evidence from Kaufland Romania

BUZOIANU Ovidiu Andrei Cristian, ANDREI Ionut Valeriu, IACOB (Pargaru) Oana Camelia, DINU Mihai: Digital services adoption in Romanian SMEs: barriers, benefits and strategic priorities

DRUGAU CONSTANTIN Andreea Ligia, DINULESCU Gabriela Loredana, CHIOTAN Radu Florin, RADU Simona: The stage of evolution of Romanian entities from public administration towards knowledge-based organization

DIMA Cristina, MATEESCU Vicentiu Mihai, DRUGAU CONSTANTIN Andreea Ligia, GRATIANU Emil: VR Integration in the Real Estate Marketing Mix. Case study: Digital Partners Agency S.R.L.

OPREA Stefan Radu, MARCU Laura, GRATIANU Emil, CIOLAN Ana: Leadership in Organisational Change Processes in Small and Medium-Sized Enterprises: Evidence from City Grill Otopeni

DIACONU Amelia, DOBRE Florin, UTA Gabriel, TROACA Ion: Optimizing the Global Cost of a Photovoltaic Project through Life Cycle Cost Analysis

DOBRE Florin, ANDREI Ionut Valeriu, UTA Gabriel, CIOLAN Ana: Improving Banking Service Efficiency through Digitalization: A Case Study of Banca Transilvania

DOBREA Razvan Catalin, COSTACHE Bogdan, CATUT Suzana Elena, NEDELCEA Flavius Constantin: Economic Efficiency of Specialized Scheduling Software in IT Project Execution

MONCEA Madalina Ioana, NEDELCEA Flavius Constantin, GANEA Otilia, COSTACHE Bogdan: Improving Employee Motivation Systems in Industrial Organizations: Evidence from Holcim Romania

SESSION 2

Meeting room: **THURZO** Official language: English, Romanian

Paper sessions 09:30 – 12:00

Chairman: **DURANA Pavol** University of Zilina, Slovak Republic
ZVARIKOVA Katarina University of Zilina, Slovak Republic
ZABOJNIK Stanislav University of Zilina, Slovak Republic

BRAN Florina, BODISLAV Dumitru Alexandru, CHIOTAN Radu Florin, RADULESCU Anca Ioana: Smart Circular Cities: Evaluating the Impact of Urban Circular Economy Strategies on Resource Efficiency and Waste Diversion across EU Municipalities

BODISLAV Dumitru Alexandru, BRAN Florina, CHIOTAN Radu Calin, RADULESCU Anca Ioana: Digitalisation and Resource Efficiency in the European Union: Evidence from Circular Economy Indicators

RADULESCU Carmen Valentina, BURLACU Sorin, GAF-DEAC Ioan, BRAN Alexandru Cristian: Digital Green Governance: Evaluating the Economic and Environmental Impacts of Public Administration Digitalization in the EU

BURLACU Sorin, RADULESCU Carmen Valentina, GAF-DEAC Ioan, BRAN Alexandru Cristian: Artificial Intelligence, Institutional Quality and Green Transition Performance in the European Union

DUMITRESCU Oana Catalina, RADU Simona, PARGARU Ion, TROACA Adrian Victor: Driving Urban Sustainability in the EU: Smart Circular Infrastructure and Municipal Resource Efficiency

DINU Mihai, DUMITRESCU Oana Catalina, OPREA Stefan Radu, DIMA Cristina: Preparing Companies for the Digital Product Passport: An Analysis of Compliance Costs and Market Opportunities in the EU

DINULESCU Gabriela Loredana, DOBREA Catalin Razvan, DIACONU Amelia, RADU-CHIOTAN Calin Bogdan: Administrative Digitalization and Resource Circularity in the EU: A Necessary but Not Sufficient Condition

NICA Elvira, SABIE Oana-Matilda, BIGU Ana-Madalina: Globalization and the Transformation of Labour Markets: Employment, Skills and Socio-Economic Resilience in the Digital Economy

POPESCU Gheorghe, DOBRIN Octavian Cosmin, PARVU Ioana Alexandra, POPESCU Kanty Catalin: Globalization, Digital Transformation and Socio-Economic Inequality: Emerging Challenges and Opportunities for Inclusive Development

12:00 – 13:00 · COFFEE BREAK