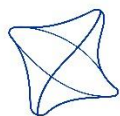

Conference Program



UNIVERSITY OF ŽILINA
Faculty of Operation and Economics
of Transport and Communications



11th OCTOBER 2022

17:00 – 20:00	Registration of participants
18:30 – 20:00	Dinner

12th OCTOBER 2022

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

13th OCTOBER 2022

09:00 – 12:00	Paper sessions
12:00 – 13:00	Lunch

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

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

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

1. BLUE – 1st floor
2. GREEN – 2nd floor

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 12 October 2022

Meeting room: KABARET

Chairman:	KLIENTIK Tomas	University of Zilina, Slovak Republic
	LAZAROIU George	Spiru Haret University, Bucharest, Romania
	HES Ales	University of Finance and Administration, Prague, Czech Republic
	GYÖRI Zsuzsanna	Budapest Business School, Hungary
	POPESCU Gheorghe	Dimitrie Cantemir Christian University, Bucharest, Romania

10.00 – 12.00 CONFERENCE OPENING

Plenary session

Elvira NICA (Bucharest University of Economic Studies, Romania)

Keynote speech: Strategic Marketing Behaviors and Green Technological Innovation in Environmentally Proactive Companies

Velga VEVERE (EKA University of Applied Sciences, Latvia)

Keynote speech: Impact of Covid-19 on Social Entrepreneurship in Latvia in European Union Context

Hubert PALUS (Technical University in Zvolen, Slovakia)

Keynote speech: The Role of Environmentally Preferable Purchasing for the Improvement of Companies' Competitiveness

12.00 – 13.00 Lunch

SESSION 1

Meeting room: BLUE

Official language: *English, Slovak, Czech*

13.00 – 15.30 PAPER SESSIONS

Chairman: Katarina VALASKOVA (University of Zilina, Slovak Republic)
Regina REICHER (Budapest Business School, Hungary)
Jelena TITKO (EKA University of Applied Sciences, Riga, Latvia)

LININA Iveta, JANSEVICA Gita

Place Marketing in Planning Sustainable Development

ZVIRGZDINA Rosita, SKADINA Helena, LININA Iveta

Sustainability Prerequisites for Fintech Business Models in The Context of Globalization

MALKIN ONDIK Irina, BARTOK Juraj, IVICA Lukas, SISAN Peter, GAAL Ladislav

The Added Value of Camera-Based Observations in a Statistical Prediction of Fog Occurrence at the Poprad-Tatry Airport, Slovakia

KOLNHOFER-DERECSKEI Anita, REICHER Regina, GYORI Zsuzsanna, SZIGETI Cecilia

A New Interpretation of Isenberg's Entrepreneurship Ecosystem Model - Based on Interviews with Hungarian SME Leaders

TITKO Jelena, UZELE Kristine, ZARINA Vita, SHINA Inga, VERINA Natalja, CERKOVSKIS Edgars, BUDANCEVA Jelena, PILDAVS Janis

Financial Literacy as a Global Issue: The Outcomes of Learning Experiment in Latvia

PUTTHIWANIT Chutinon, VEVERE Velga

Understanding Post-Pandemic Panic Selling During Ukraine-Russian Conflict Based on Thai Companies Listed in Set100

FITALA Patrik, SZARKOVA Xenia, SAVOV Radovan

Climate Change Strategic Management Adaptation in Agriculture in Slovakia

KAPUTA Vladislav, DZIAN Michal, RACZ Attila

Foreign Trade and Socio-Economic Environment

KOZAKOVA Jana

Updates on Ethical Attitudes in Slovak Companies

15.30 – 16.00 Coffee break

16.00 – 18.00

PAPER SESSIONS

Chairman: Katarina JANOSKOVA (University of Zilina, Slovak Republic)
Vladislav KAPUTA (Technical University in Zvolen, Slovak Republic)
Radovan BACIK (University of Presov, Slovak Republic)

FEBIRI Frank, HUB Miloslav, PROVAZNIKOVA Romana

The Impact of ICT Investments in Information Systems in Developing Countries – Case Study of Africa

PFEIFEROVA Daniela, KUCHAROVA Ivana, REGNEROVA Olga

The Attractiveness of Global Equity Funds

KRAJNAKOVA Emilia, VOJTOVIC Sergej

Shortage Of Medical Personnel in Europe as a Global Problem

FORT David, HUB Miloslav

The Impact of Globalization on the Availability and Use Of Telematics Data

VOJTOVIC Sergej, KRAJNAKOVA Emilia

Global Trends in Healthcare and Healthcare Provision

HUNADY Jan, ORVISKA Marta, SCERBA Kamil

Digitalization in the Public Sector as a Potential Approach to Reduce Tax Evasion in EU Countries

HLODAK Marek, ROKONALOVA Alena, PALUS Hubert

Analysis of Factors Determining Competitiveness of Slovak Forest Based Industry

PAROBEK Jan, NOSALOVA Martina, ROKONALOVA Alena

The Impact of Globalization on Competitive Advantage of Forest Industry

20.00 Social evening

SESSION 2

Meeting room: GREEN

Official language: *English, Slovak, Czech*

13.00 – 15.30 PAPER SESSIONS

Chairman: Ales HES (University of Finance and Administration, Prague, Czech Republic)
Anna ZAUSKOVA (University of Sc. Cyril and Methodius, Slovak Republic)
Alena KUSA (University of Sc. Cyril and Methodius, Slovak Republic)

LABUDOVA Lenka, JANOSOVA Denisa, KUSA Alena
E-Government as a Smart Tool for Communication with Citizens

KARDOS Peter, HUDAKOVA Maria
Increasing the Prevention of Financial Crises in the Enterprise Using Scenario Analysis - A Case Study

SCEPKOVA Simona, MADLENAK Adam
International Cooperation as a Prerequisite for the Successful Implementation of Groundswell When Creating and Promoting Open-Source-Based Products

HORVATH Jakub, STEFKO Robert, BACIK Radovan, FEDORKO Richard, RIGELSKY Martin
Research of Significant Aspects of Electronic Commerce and Their Impact on Consumer Purchasing Behaviour and Preferences

BOTLIK Josef
Risks of Social Networks - Information Technology as a Globalization Tool

PELLESOVA Pavlina
The Formation of Trends in the Visitation of Gastronomic Establishments After the Global Pandemic Crisis

HEDVICKAKOVA Martina
The Development of The Labour Market and its Dynamic Models in The Context of Industry 4.0 and the Current Economic Crisis in The Czech Republic

ZAUSKOVA Anna, SCEPKOVA Simona, KUBOVICS Michal
Bottom Wave Monitoring as A Prerequisite for Successful Brand Communication with Social Media Users In The Online Environment

BILKOVA Renata

The Role of Video And Social Networks In Marketing Adoption Strategies

15.30 – 16.00 Coffee break

16.00 – 18.00 PAPER SESSIONS

Chairman: Pavol KRAL (University of Zilina, Slovak Republic)

Radovan SAVOV (Slovak University of Agriculture, Nitra, Slovak Republic)

Richard FEDORKO (University of Presov, Slovak Republic)

HES Ales

Impacts Of Globalization on The Behavior of Young Consumers

KALINOVA Eva, KUCERA Jiri, HODINOVA Anna

Estimation Of the Future Price of Oil

BOTLIKOVA Milena, BOTLIK Josef, STUCHLIKOVA Jana

Effect of Inflation on Gastronomic Establishments

KOSAROVA JaroslavA, POKRIVCAK Jan

Perspective On Sustainable Food Security: Food Waste Across the Supply Chain in Slovakia

PANUS Jan, SIMACEK Dominik

Machine Learning Applications for Mobile Devices

KAJANOVA Jana, BARTEKOVA Natalia

The Impact of Globalization on The Slovak Electrical Engineering Sector from The Aspect of Financial Management

STUCHLIKOVA Jana, BOTLIKOVA Milena

The Level of Digitization and The Use of Innovative Technologies In Tourism Enterprises

KUCERA Jiri, KALINOVA Eva, NEUBERGOVA Adela

Creating An Optimal Securities Portfolio

20.00 Social evening

Thursday 13 October 2022

SESSION 1

Meeting room: BLUE

Official language: *English, Slovak, Czech*

09.00 – 12.00 PAPER SESSIONS

Chairman: Pavel CENIGA (University of Zilina, Slovak Republic)

Pavlina PELLESOVA (Silesian University in Opava, School of Business Administration in Karvina, Czech Republic)

Josef BOTLIK (Silesian University in Opava, School of Business Administration in Karvina, Czech Republic)

KANOVSKA Lucie, BUMBEROVA Veronika

Differences In Stakeholder Expectations of Interest in Service Offerings During Covid-19 In Electrical Engineering Companies

JECH Jakub, KOMARKOVA Jitka

Spherical Camera for Creating 3d Models

MILICHOVSKY Frantisek, MRACEK Pavel

East European Outwear Textile Producers and Their Financial Performance After Covid-19 Period

URBANOVA Maria, KOZAKOVA Jana, SKYPALOVA Renata

Factors Influencing the Scope of The Code of Slovak Companies Regarding To Covid-19

POZDILKOVA Alena, HEDVICAKOVA Martina

Global Impacts of Covid 19 On the Labour Market of The Czech Republic Regarding Industry 4.0

RYLKOVA Zaneta, DUHACEK SEBESTOVA Jarmila, CEMERKOVA Sarka

Key Indicators of The Inventory Management in Global Environment

TABORECKA-PETROVICOVA Janka, BUDINSKY Michal, MARTINKOVICOVA Miriam, SIPULOVA Marta

Facial Biometrics as an Innovative Global Digital Trend – Commercial Benefits Vs. Legal and Ethical Concerns

KOMARKOVA Jitka, KRATKY Martin, MACH Ondrej

Web-Based Geographic Information Systems as A Part of Digital Environment in The Age of Globalization – A Case Study

DOMENY Igor, DOLINAYOVA Anna

International Business of Railway Undertakings on The Single European Railway Market and Its Current Form

SESSION 2

Meeting room: GREEN

Official language: *English, Slovak, Czech*

09.00 – 12.00 PAPER SESSIONS

Chairman: Katarina ZVARIKOVA (University of Zilina, Slovak Republic)
Lubica GAJANOVA (University of Zilina, Slovak Republic)
Adam PAWLICZEK (Moravian Business College Olomouc, Czech Republic)

PREDANOCYOVA Kristina, KUBICOVA Lubica, PINDESOVA Diana, HORSKA Elena

Think Globally or Locally in Meat Consumption: Exploring Consumer Behaviour of Slovak Meat Consumers

SENOVA Andrea, HREHOVA Daniela, DUGAS Jaroslav

Circular Economy as An Opportunity for New and Innovative Business Models and Concepts in The Time Of Globalization

DURICA Jakub, SOLTES Viktor, ADAMOVA Veronika

Prediction Of the Evolution of Economic Crime in The Slovak Republic

PAWLICZEK Adam, KOLUMBER Stefan, PETERKOVA Jindra, HOWANIEC Honorata, KARYY Oleh

Most Popular Recent Topics and Theories in Family Business Based on WoS Citation Score

KABYLDA ALISHER Yerkinuly, URBANOVA Maria

Formation And Development of The Electric Vehicle Market in The Global Market

TUMOVA Dominika, MICIAK Martin, KOMAN Gabriel, BUBELINY Oliver, HOLUBCIK Martin

Decision-Making Support of Sports Organizations Via Modern Information Systems and ICT Tools

SOLTES Viktor, DURICA Jakub, ADAMOVA Veronika

The Impact of Socio-Economic Development on Crime Situation in Slovak Regions

HREHOVA Daniela, ZIARAN Pavel

Career Counselling on A Virtual Reality Platform as An Emerging Global Trend to Increase Employability of Young People

SARLINA Igor, KNIEZOVA Jaroslava, VAVROVA Katarina

Slippery Slope Framework in Connection with Smart Technologies And The Environment

12.00 – 13.00 Lunch

CONFERENCE SPONSORS



JUSTIN
PAUKIN

