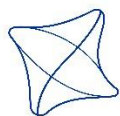

Conference Program



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



10th OCTOBER 2023

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

11th OCTOBER 2023

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

12th OCTOBER 2023

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

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

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

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

1. BLUE – 2nd floor
2. GREEN – 3rd floor

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

Wednesday 11 October 2023

Meeting room: KABARET

Chairman:	KLIENTIK Tomas	University of Zilina, Slovak Republic
	LAZAROIU George	Spiru Haret University, Bucharest, Romania
	NICA Elvira	Bucharest University of Economic Studies, Bucharest, Romania
	POPESCU Gheorghe	Dimitrie Cantemir Christian University, Bucharest, Romania
	HRICOVSKY Marius	SSE, a.s. Zilina, Slovak Republic
	HORAK Jakub	Institute of Technology and Business in Ceske Budejovice, Czech Republic

10.00 – 12.00 CONFERENCE OPENING

Plenary session

George LAZAROIU (Spiru Haret University, Bucharest, Romania)

Marius HRICOVSKY (SSE, a.s., Zilina, Slovak Republic)

Jakub HORAK (Institute of Technology and Business in Ceske Budejovice, Czech Republic)

12.00 – 13.00 Lunch

SESSION 1

Meeting room: BLUE

Official language: *English*

13.00 – 15.30 PAPER SESSIONS

Chairman: Katarina VALASKOVA (University of Zilina, Slovak Republic)
Anita KOLNHOFER-DERECSKEI (Budapest Business University, Hungary)
Velga VEVERE (EKA University of Applied Sciences, Latvia)

LININA Iveta, JANSEVICA Gita: Place Marketing in Planning Sustainable Development

VEVERE Velga, SHINA Inga, GANSONE Lasma, LININA Iveta: Factors affecting actions of citizens and companies in the charity segment in Latvia within global context

CSIBA Peter, SZIGETI Cecilia, VAGANY Judit: Business model and regulatory environment for biogas utilisation

GYORI Zsuzsanna, KOLNHOFER-DERECSKEI Anita, REICHER Regina Zsuzsanna: The impact of regulation on the sustainability of SMEs

LININA Iveta, VEVERE Velga, ZVIRGZDINA Rosita: The impact of the current geopolitical situation on retail companies in Latvia

MIZSER Csilla: Organization and security: public interest disclosures and whistleblowing

REICHER Regina Zsuzsanna, GYORI Zsuzsanna, KOLNHOFER-DERECSKEI Anita
Entrepreneurship for a Sustainable World

NICA Elvira, POPESCU Gheorghe H., LAZAROIU George: Generative artificial intelligence in the workplace: Job automation and augmentation, labor devaluation and replacement, and increased productivity and profitability

ZVIRGZDINA Rosita, SAKENA Dace, LININA Iveta
The importance of the product market expansion strategy for the development of Latvian premises cleaning companies due to the impact of globalization processes

KOLNHOFER-DERECSKEI Anita, REICHER Regina, GYORI Zsuzsanna
Managerial engagement in sustainability among SME owners and leaders

TULYAKOVA Irina, DENGOV Victor, AKSENOV Anton
Peculiarities of state regulation of food retail in St. Petersburg and medium-term prospects for its development

DENGOV Victor, TULYAKOVA Irina, AKSENOV Anton
Changes in the structure of the food market in Russia and St. Petersburg during the world pandemic of covid-19

MUSA Hussam, LYSENKO Yaroslav
Does ESG have an impact on a company's financial performance? Comparison of data from 2 ESG databases on European listed companies.

15.30 – 16.00 Coffee break

16.00 – 18.00 PAPER SESSIONS

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

Viktor DENGGOV (St. Petersburg State University, Russia)

Carmen-Valentina RADULESCU (Bucharest University of Economic Studies, Roman)

BODISLAV Dumitru Alexandru, BRAN Florina, GAF-DEAC Ioan I., GANEA Otilia, POPESCU Maria Loredana: Globalization based on transformation and digitalisation

BURLACU Sorin, RADULESCU Carmen-Valentina, DIMA Cristina, DOBREA Catalin Razvan: The digital transformation of public administration: an analysis of the impact of globalization on sustainable development strategy

RADULESCU Carmen-Valentina, BURLACU Sorin, ANGHELUTA Sorin Petrica, UTA Florin: The role of public administration in shaping the sustainability of agriculture: an analytical perspective on globalization and sustainable development

BRAN Florina, BODISLAV Dumitru Alexandru, CRETU Raluca Florentina, TROACA Victor Adrian, GOMBOS Carol Cristina: Globalization as tool for sustainable development

DOBREA Catalin Razvan, DIMA Cristina, MONCEA Madalina, UTA Florin, GOMBOS Carina Ilinca: The impact of globalization on the evolution of foreign direct investments in Romania

DINU Mihai, GĂF-DEAC I. Ioan, MĂNESCU Cătălin Octavian, CREȚU Romeo Cătălin, GOMBOS Carina Ilinca: Economic globalization and the environment: strategies for sustainable development in the age of global connectivity

CRETU Raluca Florentina, DOBRE Florin, MĂNESCU Catalin Octavian, GOMBOS Carol Cristina, CHIOTAN Radu Florin: Population dynamics and food security in Europe in the context of globalization

CRETU Romeo Cătălin, DOBRE Florin, MONCEA Mădălina, BIGU (POTCOVARU) Ana Mădălina, CHIOTAN Radu Florin: Globalization and the impact of the proximity of waste landfills on real estate value

BUZOIANU Ovidiu Andrei Cristian, IACOB (PARGARU) Oana Camelia, PARGARU Ion, CHIOTAN Radu Alexandru, PETRESCU Irina Elena: The electricity crisis in the context of globalization

IACOB (PARGARU) Oana Camelia, PETRESCU Irina Elena, CHIOTAN Radu Alexandru, BUZOIANU Ovidiu Andrei Cristian, GANEA Otilia
Sales expansion at S.C Foldo Creative Studio SRL in the context of globalization

20.00 Social evening

SESSION 2

Meeting room: GREEN

Official language: *English, Slovak, Czech*

13.00 – 15.30 PAPER SESSIONS

Chairman: Katarina ZVARIKOVA (University of Zilina, Slovak Republic)
Frantisek POLLAK (University of Economics in Bratislava, Slovak Republic)
Vladislav KAPUTA (Technical University in Zvolen, Slovak Republic)

SEDIK Peter, JANSTO Erik, KOSICIAROVA Ingrid

Honey in the Digital Age: Understanding Purchasing Behaviour among the iGeneration in a Globalized World

DOLAK Radim, HALASKA Michal

Process Mining and Global Business Services

POLLAK Frantisek, MARKOVIC Peter, MALINAK Bozka, BELOVODSKA Katarina

Online Reputation Management of Selected Health Care Providers Operating in the Slovak Market through the lens of Pre-pandemic and Post-pandemic comparison

KAPUTA Vladislav, LOUCANOVA Erika, MATOVA Hana, RACZ Attila

Foreign trade and environmental tariffs on imports

JANSTO Erik, SEDIK Peter, SAVOV Radovan

Wine Labelling in the Age of Globalization: Exploring iGeneration Insights into Wine consumer Behaviour in Czech and Slovak markets

KALAMEN Kristian, SOLEJ Rastislav, DZILSKA Zuzana

Consequences of COVID-19 on Financial Markets

BARCAK Tomas, FRANEK Zdenek

Use of UML modelling language and ERP system to improve the quality of management and production in a manufacturing company

DOMENY Igor, DOLINAYOVA Anna

Railway passenger market liberalization in EU - what are the consequences and future development vision?

BAUEROVA Radka, VAVRUSKOVA Lucie

Exploring the Metaverse Gold Rush: Understanding Consumer Behaviour and Usage Implications within a Globalized Virtual Realm

DARAZS Tamas

Localization or globalization? Which approach is better for places branding?

15.30 – 16.00 Coffee break

16.00 – 18.00 PAPER SESSIONS

Chairman: Katarina JANOSKOVA (University of Zilina, Slovak Republic)
Janka TABORECKA (Matej Bel University in Banska Bystrica, Slovak Republic)
Radovan BACIK (University of Presov, Slovak Republic)

OLEAROVA Maria, FEDORKO Richard, BACIK Radovan, HORVATH Jakub, RIGELSKY Martin

Content marketing as a relationship marketing tool: a study of consumer purchase intent in the context of e-commerce

TABORECKA Janka, ELEXA Lubos, BUDINSKY Michal

The Impact of Business Size on Adoption of Facial Biometric Technologies

KOPRIVOVA Veronika, FOLTISOVA Karla

Consumer Purchase Intention in the Metaverse: A Generational Approach

BUMBEROVA Veronika, KANOVSKA Lucie

Product-related services provided by electrical engineering manufacturers in the Visegrad 4 countries

STOFEJOVA Lenka, KRAL Stefan, FEDORKO Richard, BACIK Radovan, HORVATH Jakub

Perception of the impact of selected Internet marketing communication tools on consumer purchasing behavior

ZAUSKOVA Anna, KUBOVICS Michal

Bibliographic mapping of the global groundswell in the context of social media

KOZAKOVA Jana

Corporate Social Responsibility in Times of Crisis: A Comparative Analysis of Social Public Assistance in the Visegrad Region, with Focus on Slovakia, Czech Republic, and Poland

MADUDOVA Emilia, FABUS Juraj, MAJERCAKOVA Margita

Understanding consumer Behaviour in Fast Fashion: A cluster Analysis Approach

SOLTES Viktor, ADAMOVA Veronika, MADLENAC Matus

The impact of global challenges on crime committed by foreigners in Slovakia

ZAK Stefan, HASPROVA Maria

Innovative approaches to researching consumer purchasing behaviour

KUBOVICS Michal, ZAUSKOVA Anna

Global use of artificial intelligence for predicting and working with the groundswell

MADLENAC Matus, KAMPOVA Katarina

Global Indicators Affecting Cyber Security in Slovak Republic

20.00 Social evening

Thursday 12 October 2023

SESSION 1

Meeting room: BLUE

Official language: *English, Slovak, Czech*

09.00 – 12.00 PAPER SESSIONS

Chairman: Renata SKYPALOVA (AMBIS, Czech Republic)

Iveta HAJDUCHOVA (Technical University in Zvolen, Slovak Republic)

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

FITALA Patrik, SAVOV Radovan, STUMPELOVA Monika

The importance of strategy implementation and control in effective management decision-making processes

SKYPALOVA Renata, SIKYR Martin

Current attitudes of business enterprises towards CSR activities in the Czech Republic

KRISTAKOVA Stanislava, GIERTLIOVA Blanka, HAJDUCHOVA Iveta

Challenges in Slovak forestry due to external influences

FORT David, HUB Miloslav

The influence of global challenges on fleet optimization

KUBALOVA Radka, CHMIELOVA Petra, KOTLANOVA Eva

Comparative Analysis of Waste Management Practices in V4 Countries

SOLEJ Rastislav, VOJTASOVA Maria

Consequences of COVID-19 on labour market in Slovakia

KVICALA Daniel, MIKSIK Ondrej, STARZYCZNA Halina

The impact of globalisation on customer purchase behaviour and its relationship with CLV in an international e-commerce environment

MALICKOVA Lucia

Changes in gastronomy consumer behaviour in Slovakia after COVID-19 pandemic

MOSKOVA Erika, KARDOS Peter

Ensuring continuity and preparedness of the enterprise for adverse situations via connecting processes of business continuity management and risk management

12.00 – 13.00 Lunch

SESSION 2

Meeting room: GREEN

Official language: *English, Slovak, Czech*

09.00 – 12.00 PAPER SESSIONS

Chairman: Josef BOTLIK (Silesian University in Opava, Czech Republic)
Jan PAROBK (Technical University in Zvolen, Slovak Republic)
Frantisek MILICHOVSKY (Brno university of Technology, Czech Republic)

BOTLIK Josef, BOTLIKOVA Milena, RYLKOVA Zaneta, ZOTYKOVA WALECZEK Lucie, IKASOVA Tereza
Mapping the Potential of 3D Printing in the Corporate Environment

DZIAN Michal, PALUS Hubert, PAROBK Jan, NOSALOVA Martina, HLODAK Marek
Analysis of drivers for sawnwood demand in Slovakia: An Econometric Perspective

MILICHOVSKY Frantisek, MRACEK Pavel
Identification of financial performance due application of factor analysis on companies in the waste industry in countries of the Visegrad group
HEDVICAKOVA Martina
Globalization's Impact on Capital-Labor Substitution: Dynamic Model

JANAKOVA Milena, BOTLIKOVA Milena
Online CRM in the decision-making processes of potential cultural tourism visitors

PANUS Jan, DOLEJS Petr
Augmented reality application for mobile devices

POZDILEK Martin, POZDILKOVA Alena
Phonetic Analysis of Inaugural Address of Harry S. Truman with Global Economic and Political Aspects

POZDILKOVA Alena, HEDVICAKOVA Martina
The Global Impact of the COVID-19 Pandemic on Public Health Care Expenditure in Relation to Economic Performance

SEEMANN Peter, STOFKOVA Zuzana, BINASOVA Vladimira
Coaching approach as a sustainable means of improving communication skills of management students

SENCI Matus, SVABOVA Lucia
Unraveling the Threads: Exploring Determinants of Unemployment and the COVID-19 Crisis Impact

12.00 – 13.00 Lunch

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