
Conference Program



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



8th OCTOBER 2024

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

9th OCTOBER 2024

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|---------------|------------------------------|
| 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 |

10th OCTOBER 2024

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|---------------|----------------|
| 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 – 2nd floor
2. GREEN – 3rd 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 09 October 2024

Meeting room: KABARET

Chairman: KLIESTIK Tomas University of Zilina, Slovak Republic
NICA Elvira Bucharest University of Economic Studies, Bucharest,
Romania
POPESCU Gheorghe Dimitrie Cantemir Christian University, Bucharest,
Romania
DURANA Pavol University of Zilina, Slovak Republic
VALASKOVA Katarina University of Zilina, Slovak Republic

10.00 – 12.00 CONFERENCE OPENING

Plenary session

Velga VEVERE (EKA University of Applied Sciences, Latvia)

Impact of brain dominance testing on workplace communication in the executive coaching industry

Regina Zsuzsanna REICHER (Budapest Business University, Hungary)

Theoretical framework for municipality development

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

Craft Beer Revolution: Trends in Brewing Industry

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)

Iveta LININA (Turība University, Latvia)

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

DENDRINO Dragos-Daniel, PETRE Marius-Bogdan, DINULESCU Loredana Gabriela: Coaching and resilience – a relation for further research

BULA Rafal, FOLTYN-ZARYCHTA Monika: Estimating individual discount rates for environment and money in Poland

GYORI Zsuzsanna, Szigeti Cecilia, SZEGEDI Krisztina: Examining consumer clothing swaps as circular solutions in the fashion industry

LININA Iveta, SAFRONOVS Kristians, VEVERE Velga, ZVIRGZDINA Rosita: Examining University Students' Knowledge of Marketing Definitions

DENGOV Victor V., TULYAKOVA Irina R., PISAREV Andrey S.: General trends in the development of the Russian manufacturing industry during periods of global recessions (based on the example of the North-Western Federal District)

VEVERE Velga, LININA Iveta, ZVIRGZDINA Rosita, HIGGINS Hailey: Impact of brain dominance testing on workplace communication in the executive coaching industry

KOCSIS Tamas, SZIGETI Cecilia Patterns of country sustainability based on Ecological Footprint and biocapacity data

REICHER Regina Zsuzsanna, PECZE Krisztina, KADAR Beata: Theoretical framework for municipality development

QINETI Artan, CIBA Patrik: Diversification of the foreign trade? Slovak economy as a part of the global exchange chain.

SZIGETI Cecilia, KOCSIS Tamas: Measuring sustainability - concepts and trade-offs in a group of 'sustainable countries'

TIRPAK Denis, ALI TAHA Viktoria, SKERHAKOVA Veronika: Sustainable public procurement in healthcare in Slovakia

DZIAN Michal, PALUS Hubert, PAROBEK Jan: The Dynamics of the European Timber Trade in a Globalized Economy

15.30 – 16.00 Coffee break

16.00 – 18.00 PAPER SESSIONS

Chairman: Katarina VALASKOVA (University of Zilina, Slovak Republic)
Viktor DENGGOV (St. Petersburg State University, Russia)
Marius HRICOVSKY (SSE, a.s., Zilina, Slovak Republic)

DIMA Cristina, Burcea Stefan Gabriel, ANGHELUTA Petrica Sorin, BALU Evelina Petronela: Analysis of the level of education of graduates in the European Union

PETRESCU Irina Elena, ANGHELUTA Petrica Sorin, MATEESCU Vicentiu Mihai, GANEA Otilia: Quality of life in the context of globalization

RADULESCU Carmen Valentina, GAF-DEAC Ioan, BURLACU Sorin, PURCAREA Liviu: Comparative analysis of gender equality in the sphere of employment in Romania versus EU

CRETU Romeo Catalin, PETRESCU Irina Elena, POPESCU Maria Loredana, TROACA Victor Adrian: The rural community as a structured system of human existence

DIMU Mihai, POPESCU Maria Loredana, DUMITRACHE Victor Marian, MEGA Loredana Nicoletta: E-learning system and cloud

DOBRE Florin, DINU Mihai, DUMITRACHE Victor Marian, MEGA Loredana Nicoletta: Globalization – a problem of our days

DOBREA Catalin Razvan, IACOB PARGARU Oana Camelia, BUZOIANU Ovidiu Andrei Cristian, MATEESCU Vicentiu Mihai: Country risk- between liberalization and globalization of markets

BUZOIANU Ovidiu Andrei Cristian, DOBREA Catalin Razvan, IACOB PARGARU Oana Camelia, MONCEA Madalina: Multinational corporations in the context of globalization

BURLACU Sorin, GAF-DEAC Ioan, RADULESCU Carmen Valentina, PIRCALABECSU Razvan Marian: Comparative analysis of the evolution of the standard of living in the countries of the European Union in the period 2000-2023

BRAN Florina, BODISLAV Dumitru Alexandru, MONCEA Madalina, PIRCALABECSU Razvan Marian: Economic Implications of Political Polarization: The Impact of Radical Ideologies on Globalisation

BODISLAV Dumitru Alexandru, BRAN Florina, DIMA Cristina, PURCAREA Liviu: The Impact of Artificial Intelligence on Military Strategy: Shaping Forces and Adaptations in a Globalised World

CRETU Raluca Florentina, LADARU Georgiana Raluca, DOBRE Florin, ANDREI Ionut Valeriu: The sustainable development of agriculture in Romania, in the context of European Union regulations

20.00 Social evening

SESSION 2

Meeting room: GREEN

Official language: *English, Slovak, Czech*

13.00 – 15.30 PAPER SESSIONS

Chairman: Tomas KLIESTIK (University of Zilina, Slovak Republic)
Anna ZAUSKOVA (University of Ss. Cyril and Methodius in Trnava, Slovak Rep)
Alena KUSA (University of Ss. Cyril and Methodius in Trnava, Slovak Republic)

KAPUTA Vladislav, MATOVA Hana, RACZ Attila: Consumer or citizen? - the divided mind of environmental decisions

ZAK Stefan, HASPROVA Maria: Determinants Influencing Consumer Gift Giving Behaviour: A Theoretical and Empirical Examination

GIERTLIOVA Blanka, HAJDUCHOVA Iveta: Enhancing corporate accountability: the shift from NFRD to CSRD in ESG Reporting Standards and its impact on Slovak forestry

SEDIK Peter, PREDANOCYOVA Kristina, SAVOV Radovan: Is Craft Beer the Future of the Global Beer Market? A case study of urban consumers in Slovakia.

JANSTO Erik, SEDIK Peter, HUDECOVA Martina: Niche Wine Brands and Young City-Dwelling Consumers: A Behavioral Study

DUROVOVA Alexandra, JANOSOVA Denisa, KUBAK Matej: Innovative approaches to digital marketing communication in small towns: an analysis of trends and strategies

BERESECKA Janka, MOSKOROVA Veronika, HUDECOVA Martina, HRONCOVA-VICIANOVA Jana: Sustainability and performance of tourism businesses

OLSLIAKOVA Miriam, LOUCANOVA Erika, NOSALOVA Martina: The impact of global trends on consumer purchasing behaviour from the point of view of ethics

JANAKOVA Milena, BOTLIKOVA Milena: The intensity of the use of CRM tools in consumer decision-making in the context of globalization trends

KRALOVA Lenka, KRAL Stefan, FEDORKO Richard, HORVATH Jakub: The Role and Use of Eye-Tracking in Consumer Purchasing Behavior Research: A Comprehensive Study

ZAUSKOVA Anna, SCEPKOVA Simona: The importance of influencer marketing in raising awareness of sustainability in the eco-products industry on social network

KUBALOVA Radka: Waste Generation Across the Czech Regions

15.30 – 16.00 Coffee break

16.00 – 18.00 PAPER SESSIONS

Chairman: Lubica GAJANOVA (University of Zilina, Slovak Republic)
Katarina ZVARIKOVA (University of Zilina, Slovak Republic)
Ales HES (University of Finance and Administration Prague, Czech Republic)

WATTER Peter, STUMPELOVA Monika: A Framework for Applying Machine Learning to Household Microdata

PROCHAZKA Gabriel: AI Policy and Regulation in the Visegrad Group: A Comparative Analysis of National Strategies and Global Trends

BARCAK Tomas, DOLAK Radim, FRANEK Zdenek: Analysis of the diffusion of ERP systems in the EU and US using ChatGPT technology and prediction of technological data stored in the ERP system of a manufacturing company using artificial neural networks

HORVATHOVA Jarmila, MOKRISOVA Martina, ORIKHAN Polina: Analysis of the level of digitalization of EU companies in relation to the performance of the economy

DOLAK Radim, BARCAK Tomas, SUCHANEK Petr, JANAKOVA Milena: Enterprise Resource Planning (ERP) systems and its role for decision-making processes within global companies

PETERKOVA Jindra, VOLFOVA Veronika, PAVLACKOVA Martina, FISER Jiri: Entrepreneurial profile and development potential of entrepreneurial entities in the Olomouc Region

KOPRIVOVA Veronika, BAUEROVA Radka, HORAKOVA Denisa: Factors influencing the motivation of users to enter the Metaverse

MILICHOVSKY Frantisek, MRACEK Pavel: Financial performance of “offline” game producers in connection to educational opportunity in Europe

MARCANOVA Marianna: Global GMO Approvals: Traits, Uses, and the Influence of Regulatory Frameworks

HES Ales: Re-use centres as one of the factors for waste management solutions in the global circular economy

HOLEC Miroslav, WATTER Peter: Selected Issues of Slovak Agriculture in Connection with Climate Change

NOVA Monika: Providing aid to developing countries by helping to establish family firms.

20.00 Social evening

Thursday 10 October 2024

SESSION 1

Meeting room: BLUE

Official language: *English, Slovak, Czech*

09.30 – 12.00 PAPER SESSIONS

Chairman: Pavol DURANA (University of Zilina, Slovak Republic)
Josef BOTLIK (Silesian University in Opava, Czech Republic)
Jakub HORVATH (University of Presov, Slovak Republic)

BOTLIK Josef, JIRASEK Zdenek: Business process management in a global directive environment - a historical comparison

VATTES Filip, BOTLIKOVA Milena, BOTLIK Josef, JANAKOVA Milena: Global digital environment as a platform for reputation management in CRM in selected hotel companies

POZDILEK Martin, POZDILKOVA Alena, HEDVICAKOVA Martina: Global Strategic Decision Making in Technological Investment and Human Resources Using the Cobb-Douglas Model

HALOVA Dagmar, PAWLICZEK Adam, BALEK Ondrej: Impact of technological changes and innovation on the global labour market development

STUMPELOVA Monika, HOLEC Miroslav: Laissez-Faire Leadership and Its Impact on Talent Management

POZDILKOVA Alena: Ludolf Number Estimation as an Ever-Evolving Global Problem - Using the Monte Carlo Method and Refining the Estimates

VARVAZOVSKA Pavla, DROZDOV Dita, REGNEROVA Olga: Regional tourism as an alternative to global tourism

BAUEROVA Radka, KOPRIVOVA Veronika, FOLTISOVA Karla: Visual Attention and Trustworthiness in User Reviews: Insights from Eye-Tracking Analysis on E-Commerce Platforms

12.00 – 13.00 Lunch

13.00 – 15.30 PAPER SESSIONS

Chairman: Tomas KLIESTIK (University of Zilina, Slovak Republic)
Elvira NICA (Bucharest University of Economic Studies, Roman)
Gheorghe POPESCU (Dimitrie Cantemir Christian University, Romania)

VALASKOVA Katarina, DURANA Pavol, MASLAKOVA Monika: The Global Dynamics of Earnings Management and Financial Manipulation in the Construction Sector

NAGY Marek: Industry 4.0 as a global tool for increasing the exported added value of the Slovakia

CEPELOVA Rebeka, KLIESTIK Tomas: Crude Oil Market Fundamentals: Are Speculators in Control of Oil Prices?

FIGURA Marcel, KLIESTIK Tomas: Implementation of the Internet of Things (IoT): A systematic literature review

STOFKOVA Zuzana, SEEMANN Peter, STOFKOVA Jana, BINASOVA Vladimira: Quality of life of the inhabitants of the selected self-governing region in Slovak republic

MICHALKOVA Lucia: Risk of bankruptcy and financial distress in view of corporate life cycle. Case study of manufacturing industry

FRAJTOVA MICHALIKOVA Katarina, DVORSKY Jan: The Future of Corporate Finance: RAG and Its Impact on Financial Processes

MICHULEK Jakub, GAJANOVA Lubica, SUJANSKA Lucia: Pathological relationship - a global phenomenon disrupting a healthy working climate at the workplace: Bibliometric analysis of mobbing

KRAMAROVA Katarina: Digitalization and automatization of accounting processes

KOVALOVA Erika: Economic and social effects of digitization in a chosen sector of the economy

ZVARIKOVA Katarina: Digitalization of SMEs

SESSION 2

Meeting room: GREEN

Official language: *English, Slovak, Czech*

09.30 – 12.00 PAPER SESSIONS

Chairman: Pavol KRAL (University of Zilina, Slovak Republic)
Erika LOUCANOVA (Technical University in Zvolen, Slovak Republic)
Hubert PALUS (Technical University in Zvolen, Slovak Republic)

KUBOVICS Michal, ZAUSKOVA Anna: Digitalization and the eco-user in a global world:
A bibliometric analysis

MIKULCOVA Petra, KOZAKOVA Jana: Human Resource Management and Gender
Dynamics in Multinationals Leadership: Insights on Diversity, Responsibility, and Performance

SOLTES Viktor, HUBOCAN Samuel, ADAMOVA Veronika: Impacts of global crises on
security financing in public administration

HUBOCAN Samuel, SOLTES Viktor: Influence of Globalization on Youth Radicalization
and Violent Extremism in Slovak Republic

KUSA Alena, PATIK Ladislav, BELICKOVA Patricia: Sustainable growth framework for
marketing until 2030

DARAZS Tamas: The Role of Marketing Management and Communication in the Context of
Architecture and National Identity of Globalized Slovakia

PIATROV Igor: University communication in a globalised digital social networking
environment

KUBAK Matej, BEDNARIK Jaroslav, DUROVOVA Alexandra: AI innovation as a tool to
help healthcare facilities

12.00 – 13.00 Lunch