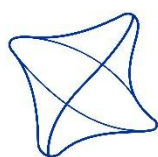

Conference Program



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



7th OCTOBER 2025

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

8th OCTOBER 2025

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

9th OCTOBER 2025

09:30 – 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 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 08 October 2025

Meeting room: CABARET

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
VOCHOZKA Marek	Institute of Technology and Business in České Budějovice, Czech Republic
VALASKOVA Katarina	University of Zilina, Slovak Republic

10.00 – 12.00 CONFERENCE OPENING

Plenary session

Marek VOCHOZKA (Institute of Technology and Business in České Budějovice, Czech Republic)

Anomaly detection and risk management: Using AI to identify systemic risks in the global financial system

George LAZAROIU (Curtin University, Australia)

Spatial cognition and environment mapping algorithms, extended reality immersive and image-based visual computing technologies, and cyber-physical production and multi-sensor fusion systems in generative artificial intelligence-based digital twin industrial metaverse

Katarina VALASKOVA (University of Zilina, Slovak Republic)

From panic to euphoria: How human behaviour shapes markets and why behavioural finance holds the key

12.00 – 13.00 Lunch

SESSION 1

Meeting room: CABARET

Official language: *English*

13.00 – 15.30 PAPER SESSIONS

Chairman: Katarina VALASKOVA (University of Zilina, Slovak Republic)
George LAZAROIU (Curtin University, Australia)
Velga VEVERE (EKA University of Applied Sciences, Latvia)

TULYAKOVA R. Irina, DENGGOV V. Victor: China's position in the global arms and military equipment market: history and modernity

TOMECKI Marcin: Attitudes of households as entities investing in "green" infrastructure components in Poland - results of nationwide studies

MROWIEC Michal: Mining investments in energy resources – household perspective

VEIDE Martins, BAKIS Normunds: Linguistic individualization in branding: The role of localized naming in consumer recognition

LININA Iveta, ZVIRGZDINA Rosita, VEVERE Velga: Possibilities of integration of artificial intelligence (AI) in a manufacturing company

VEVERE Velga, SHINA Inga, CHAKKALAKKAL JOSH Y Godwin, LININA Iveta, ZVIRGZDINA Rosita: Evaluation of impact of work life balance on job satisfaction in manufacturing industries in Latvia

CSAPO Janos, CSOKA Laszlo: From data to decisions: Challenges and opportunities of data-driven smart tourism in Hungarian destinations

STOYANOVA Plamena: The role of volunteers in fighting fires in Bulgaria

KOYUNDZHIYSKA-DAVIDKOVA Blagovesta, KRASTEV Vladislav, PARVANOV Petar: Attitudes towards volunteering in Bulgaria among students from South-West University “Neofit Rilski”

TRETYAK Olga, OBOREVICH Anna: Marketing: A global perspective embedded on local focus

LAZAROIU George, HALICKA Katarzyna, RZEPKA Agnieszka, SZYDLO Joanna, SZPILKO Danuta: Spatial cognition and environment mapping algorithms, extended reality immersive and image-based visual computing technologies, and cyber-physical production and multi-sensor fusion systems in generative artificial intelligence-based digital twin industrial metaverse

LYAKINA Maria, GRIGORYAN Martin, VOLKOVA Elena: Approach to assessing the economic efficiency of transport projects considering global practices in a regional context

VALASKOVA Katarina, NAGY Marek: Economic choices under the influence: A behavioral finance view

15.30 – 16.00 Coffee break

16.00 – 18.00 PAPER SESSIONS

Official language: *English, Slovak, Czech*

Chairman: Katarina ZVARIKOVA (University of Zilina, Slovak Republic)

Lubica GAJANOVA (University of Zilina, Slovak Republic)

Janka TABORECKA (Matej Bel University in Banská Bystrica, Slovak Republic)

MUSA Hussam, RECH Frederik, MUSOVA Zdenka, TUO Siele Jean, GROFCIKOVA Janka: The impact of ESG performance on bank financial stability: A global cross-country perspective

TABORECKA Janka, VALOVA Henrieta, SMEREK Lukas: Benefits, concerns, and the future of artificial intelligence in marketing from the user perspective

ONDRIJOVA Ivana: Compulsive buying as a diagnosis with the possibility of its assessment through neuromarketing tools

TOMKOVA Anna, MISKO David: Bright discounts over brands: Visual salience dynamics in supermarket leaflets

DZIANOVA Lucia, DZIAN Michal, PAROBEC Jan: Globalization, innovation, and the transformation of sustainable branding

MILICHOVSKY Frantisek: Relevance of circular economy in connection to conscious economy

JANSTO Erik, SEDIK Peter, HUDECOVA Martina, RAMBALOVA Veronika: Market potential of alternative wine categories: insights into consumer preferences and price sensitivity

MEDEKOVA Kristina, MIKULCOVA Petra, LANCARIC Drahoslav: Social responsibility as a bridge between pandemic and sustainable consumption: Insights for human resource management

PAVELA Tabita, ZAUSKOVA Anna: Engaging Eco-Conscious Consumers through Global Digital Transformation in Marketing Innovations

SAVOV Radovan, SEDIK Peter, PREDANOCYOVA Kristina: Exploring generation Z's attitudes toward emerging trends in the global beer market

LITVOVA Erika, RIEVAJOVA Eva: Social dialogue and collective bargaining

IZAKOVA Katarina, GROFCIKOVA Janka, SKVARENINOVA Dagmar: Evaluating the interplay between environmental, social, governance and financial performance in the insurance sector

WATTER Peter, POKRICVAK Jan: Who spends the most on food? Consumption, food security, and vulnerability in Slovak households during the global crisis

CIBA Patrik, PUCHER Peter, QINETI Artan: EU trade policy challenges in fertilizers. Evidence from the Slovak Republic

20.00 Social evening

SESSION 2

Meeting room: BLUE

Official language: *English, Slovak, Czech*

13.00 – 15.30 PAPER SESSIONS

Chairman: Tomas KLIESTIK (University of Zilina, Slovakia)

Alena KUSA (University of Ss. Cyril and Methodius in Trnava, Slovakia)

Anna ZAUSKOVA (University of Ss. Cyril and Methodius in Trnava, Slovakia)

HES Ales, ROSENLAGHER Pavel, SALKOVA Daniela, HINKE Jana: Formulation of a communication strategy for reuse centers/reuse points as tools for the global trend toward a circular economy

SKYPALOVA Renata, DVORSKY Jan, HEINZ Vit, MIKANOVA Katerina: Evaluation of corporate social responsibility in medium and large Czech businesses: HR managers' view by gender

KOZAKOVA Jana, CERYOVA Dominika: Need, emotion, and trend: Exploring fast fashion motivations in Slovakia and Czechia

STOFANIKOVA Zuzana, POLLAK Frantisek, DZILSKA Zuzana: The effect of organizational reputation indicators on firm-level revenue performance: Empirical study of selected entities on the Czech beverage market

JANKOVIC Filip: Communication of educational institutions in the era of globalization

KRALOVA Lenka, KRAL Stefan, BACIK Radovan, FEDORKO Richard, TIRPAK Denis: Perception and influence of digital marketing tools in the online consumer purchasing process: An empirical study

KRAL Stefan, KRALOVA Lenka, FEDORKO Richard: Consumer preferences and behaviour in e-commerce: A quantitative analysis of the Slovakian market

KOLESAROVA Stela, TIRPAK Denis, SKERHAKOVA Veronika, NOVOTNY Roman: Principles of sustainability in the healthcare sector: A theoretical approach

GRUPAC Marian, POSTEKOVA Beata: Critical media and information literacy in a globalized world

STOFKOVA Zuzana, SEEMANN Peter, BINASOVA Vladimira: The quality of life of students and residents of selected region in Slovakia

MIKULCOVA Petra, MEDEKOVA Kristina, SAVOV Radovan, CELINAK Lukas: The artificial intelligence divide in the European union: Clustering analysis of enterprise artificial intelligence adoption in times of global crisis

GORNY Miroslav, SAVOV Radovan: Local identity and visual presentation: neolocal elements in logos of Slovak craft breweries

SAVOV Radovan, MICHALICKA Tomas: The use of artificial intelligence in small and medium-sized enterprises in Slovakia – A pilot study

15.30 – 16.00 Coffee break

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

Josef BOTLIK (Silesian University in Opava, Czech Republic)

Zuzana ROWLAND (Institute of Technology and Business in České Budejovice)

VOCHOZKA Marek, KUNJU MOL RAJ Robin, APANOVYCH Yelyzaveta: Predictive analytics to policy signals: Midas-lite GDP nowcasting & implied rates

ROWLAND Zuzana, KUNJU MOL RAJ Robin, SHEBALKOVA Yelyzaveta: Heating, cooling, and consumption: the weather–electricity nexus in Czechia

KUNJU MOL RAJ Robin, VRBKA Jaromír, VITVAROVÁ Jindřiška: Electricity consumption as a predictor of economic performance: Evidence from V4 economies

KAJZAR Patrik, DOLAK Radim: Strategic and organizational decisions of international hotel chains: A comparative study of Czechia and Poland

DOLAK Radim, BOTLIK Josef, SUCHANEK Petr: AI avatar videos in teaching as a future global trend

BOTLIK Josef, SUCHANEK Petr, DOLAK Radim: Artificial intelligence as a significant factor of globalization in educational processes

JANAKOVA Milena, BOTLIKOVA Milena, BOTLIK Josef: Perception of AI tools as elements of globalization communication trends

PANUS Jan, ROUBICEK Lukas: Comparison of jBoss AS and SpringBoot technologies for developing and operating web applications

POZDILEK Martin: Are we ready for the quantum age? A performance study of post-quantum vs. standard cryptography

JANOSOVA Denisa, DUROVOVA Alexandra: Smart small town: Strategies for environmentally oriented generations – integrating artificial intelligence, green measures and local identity in the era of globalisation

KUBAK Matej, BEDNARIK Jaroslav: Artificial intelligence in healthcare: global trends and experiences of Slovak healthcare professionals

PAWLICZEK Adam, HART Martin, KOLUMBER Stefan, MATULA Aneta, ZALCIK Tereza: From prompt to performance: Generative AI in everyday management within Czech firms

RABEK Tomas, STRAPEKOVA Zuzana: Quantifying exchange rate risk using value at risk: a comparative study of parametric, historical, and Monte Carlo methods

SESSION 3

Meeting room: THURZO

Official language: *English, Slovak*

13.00 – 15.30 PAPER SESSIONS

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

Colloquium: Project NFP313010BWN6 “The implementation framework and business model of the Internet of Things, Industry 4.0 and smart transport”

KLIESTIK Tomas, FRAJT Tomas: Artificial intelligence in teaching economics and management

CUG Juraj, SIMOVA Silvia: The impact of the adoption of generative AI on productivity and GDP growth

DURANA Pavol, HAUPTVOGEL Roman, KACMAR Martin: Artificial Intelligence Adoption Across Sectors

DVORSKY Jan: The impact of owners’ demographic characteristics on artificial intelligence adoption in the SME segment

FRAJTOVA MICHALIKOVA Katarina, MICHALKOVA Lucia, KAPUS Miroslav: Disruptive Technologies in Management: Artificial Intelligence and the Evolution of Governance Paradigms

GAJANOVA Lubica, ZVARIK Pavol: Intelligent Education - How AI is Changing Traditional Educational Models

GAJDOSIKOVA Dominika: Linking Artificial Intelligence to Firm-Level Financial Outcomes: Insights from Industry 4.0 Transformation

GRUPAC Marian: AI Literacy and Media Education: Preparing the Next Generation for the Age of Intelligent Machines

KICOVA Eva, PONISCIAKOVA Olga: Smart cities and public transport: IoT and AI solutions from the customer's perspective

KOVALOVA Erika, HARMADY Milos: Artificial Intelligence as a Catalyst for Financial and Accounting Innovation

KRAMAROVA Katarina: Intelligent technologies in enterprises: Overview of the implementation of AI and IoT in the EU

MICHALKOVA Lucia, FRAJTOVA MICHALIKOVA Katarina: Business Decision-Making in the Context of Artificial Intelligence: Paradigmatic Shifts and Challenges

NAGY Marek, VALASKOVA Katarina: Digital synergies in Industry 4.0: The role of IoT and AI in reshaping economic efficiency and value networks

POLIAKOVA Adela: Use of artificial intelligence tools in accounting practice in Slovakia

PONISCIAKOVA Olga, KICOVA Eva: Motivation 4.0: How AI is Changing Our Work Environment

STOFKOVA Zuzana, SEEMANN Peter, BINASOVA Vladimira: The quality of life of students and residents of selected region in Slovakia

VALASKOVA Katarina, NAGY Marek: The Future of Corporate Finance: Leveraging Artificial Intelligence for Financial Optimization

ZVARIKOVA Katarina: Utilization of AI in human resource management

15.30 – 16.00 Coffee break

Meeting room: THURZO

Official language: *English, Romanian*

16.00 – 18.00 PAPER SESSIONS

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

BUZOIANU Ovidiu Andrei Cristian, DRUGAU-CONSTANTIN Andreea Ligia, IACOB (PARGARU) Oana Camelia, CHIOTAN Florin Radu: The impact of human society on the natural environment in the context of globalization

DUMITRESCU Catalina Oana, PARGARU Ion, TROACA Victor Adrian, ANDREI Ovidiu, BUZOIANU Cristian: The evolutionary trend of urban areas in Romania

IACOB (PARGARU) Oana Camelia, DUMITRESCU Catalina Oana, DOBRE Florin, SOLDAN Daniel: Analysis of the construction sector in Romania in the period 2020-2022

DOBRE Florin, PARCALABESCU Razvan, PETRESCU Elena Irina, CRETU Raluca Florentina: The influence of organizational culture on the sustainability of enterprises in Republic of Moldova

DINULESCU Gabriela Loredana, PETRESCU Irina Elena, POPESCU Maria Loredana, DINU Mihai: The tax system in Romania, development or regression, a comparative analysis with EU countries

NICA Elvira, BIGU (POTCOVARU) Ana Madalina, ANGHELUTA Petrica Sorin, SOLDAN Daniel: Aspects regarding the educational level of graduates in the context of globalization

PARVU Ioana Alexandra, NICA Elvira, POPESCU Gheorghe H.: Metaverse in education building virtual classrooms for interactive learning collaboration using extended reality across global academic institutions

DOBREA Razvan Catalin, ANGHELUTA Petrica Sorin, BURCEA Stefan Gabriel, TROACA Ion Mihai: Evolution of characteristics that can influence water quality

DIMA Cristina, DRUGAU-CONSTANTIN Andreea Ligia, ANDREI Ionut Valeriu, GRATIANU Emil: Manufacturing industry and its role in Romania's economic development

DINU Mihai, DINULESCU Gabriela Loredana, PARCALABESCU Razvan, GEORGESCU Raluca Iuliana: The impact of job satisfaction on organizational performance

RADULESCU Carmen-Valentina, GAF-DEAC Ioan I., BURLACU Sorin, PURCAREA Liviu: Generative artificial intelligence and the redefinition of the decision-making process in digital public administration in the context of globalization

BURLACU Sorin, RADULESCU Carmen-Valentina, GAF-DEAC Ioan I., ANDREI Valeriu Ionut: The ethical and socio-institutional impact of AI-based automation in public administration

BODISLAV Dumitru-Alexandru, BRAN Florina, MONCEA Madalina Ioana, ION

Laurentiu: The capital structure of corporations

BRAN Florina, BODISLAV Dumitru-Alexandru, MATEESCU Vicentiu Mihai, DIMA Cristina: Collaboration and expertise for worldwide innovation

MOGOS Radu-Ioan, DOBREA Catalin-Razvan, PACURAR Gheorghe, PURCAREA Liviu: Machine Learning in sharing economy services: opportunities and challenges

POPESCU Maria Loredana, CUREA Cristina Ștefania, MONCEA Madalina Ioana, IVANCENCU Ana-Maria: Artificial intelligence in social marketing: An innovative and ethical approach

20.00 Social evening

Thursday 9 October 2025

SESSION 1

Meeting room: BLUE

Official language: *English, Slovak, Czech*

09.30 – 12.00 PAPER SESSIONS

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

Marian TOTH (Slovak University of Agriculture in Nitra, Slovak Republic)

Renata SKYPALOVA (AMBIS University, Czech Republic)

VRAB Frantisek, FILA Milan: Regulatory Evolution and Behavioral Barriers: An Analysis of Alternative Financing for Small and Medium-sized Enterprises in the Slovak Republic

TURECKOVA Kamila, NEVIMA Jan, VARADZIN Frantisek: Sustainable urban development in the context of examples of measures for cleaner air

DUDA Danuta, TURECKOVA Kamila, BURYOVA Ivona, KUBALOVA Radka: Employing women on parental leave: Study Czech Republic

KOBIDA Jan, BARTOVA Lubica: Socioeconomic and behavioural drivers of adolescent obesity in a globalized world

KRIVOSIKOVA Alexandra, KORENKOVA Marcela: When saving hurts: Slovak households in the shadow of fiscal consolidation

KRKOSKOVA Radmila, NENICKOVA Zuzana: Globalization in practice: Cross-national differences in wellness hotel stays in Slovakia

DRABIK Dusan, KOSAROVA Jaroslava, POKRICVAK Jan, TOTH Marian: Impacts of land consolidation projects on agricultural rents in Slovak cadastral areas

NEDVEDOVA Marie, POZDILKOVA Alena: Attraction basins of iterative methods: A fractal and Shannon entropy approach

HOLEC Miroslav, POKRIVCAK Jan, TOTH Marian: Status and development of irrigation infrastructure

STUMPELOVA Monika: Exploring talent management: How process drive organizational success

MADAROVA Nina, DANOVA Eva, POKRICVAK Jan, TOTH Marian: Cost and benefits of agricultural land ownership consolidation in Slovakia

PUPIKOVA Nikola, LAZORCAKOVA Ema, RAJCANIOVA Miroslava: Demand for sustainable food in Slovakia

MENTOVA Alexandra, POKRICVAK Jan: The role and importance of horses: Status, trends, and policies

FILOVA Alexandra, LADVENICOVA Jana, CERYOVA Dominika: Logistics-distribution model of the global textiles and clothing trade

LABUDOVA Lenka: The role of social media in Generation Z travel planning

CHMIELOVA DALAJKOVA Iveta, DVORSKY Jan: Corporate social responsibility in the Czech business environment: Owner and manager's perspective

ZEREBAKOVA Alzbeta, KOCKAR Samuel, HOLA Katarina, HUDAKOVA Maria: Utilizing innovative education through VR, AR, and XR in corporate environments

12.00 – 13.00 Lunch

