



KNOWLEDGE FOR MARKET USE 2017 PROGRAM

THURSDAY, 7 SEPTEMBER

9:00–9:30 REGISTRATION
Faculty of Arts, Palacky University, Křížkovského 12

9:30 OPENING OF THE CONFERENCE
Room Nr. 1.17

ROUND TABLE (in English)

9:45–12.00, Room: 1.17

Topic: *People in Economics – Decisions, Behavior and Normative Models*

Guests presentations and discussion:

Sheraz Ahmed (Lappeenranta University of Technology, School of Business and Management)

Mariia Kozlova (Lappeenranta University of Technology, School of Business and Management)

Jakub Fischer (University of Economics, Prague)

Jan Stoklasa (Palacky University, Olomouc)

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THE 1^{RST} SESSION (in Czech)

9:45–12.00, Room: 2.18

Jana Geršlová: *Decision-making of the Pittel & Brausewetter Firm during the Period of Socio-political Changes from the End of the 19th Century to the First Half of the 20th Century: Family or Management?*

Ilona Bazantova: *Karel Engliš's Views on Competition*

Irena Paličková: *Crime Economics: Case of the Czech Republic*

Ivana Mišúnová Hudáková: *Evaluation and Impact of Factors on Creation of Business Strategy in Startups. Survey results*

COFFEE BREAK

Mário Molokáč: *Destination Visitor Monitoring Limits*

Jana Marie Šafránková: *Students Knowledge of Human Resources Management for Management in Public Sector*

Jiří Rybička: *Self-reflection of the University Students in Financial Literacy*

12:00–13:00 LUNCH BREAK

THE 2nd SESSION (in English)

13:00-17:30 Room: 1.17

Jaroslava Kubátová: *Conscious Leadership as one of the Pillars of Conscious Business*

Jarmila Zouharová: *Negotiation – Process, Skills, Strategy*

Omar Ward: *The Role of Economies of Renewable Energy in Achieving Sustainable Economic Development in Arab Countries*

Janusz Wielki: *Ad-blocking as New Form of the Impact of Electronic Space on Business Organizations*

Roman Kotapski: *Budget in Poviát Health Centre*

COFFEE BREAK

Lucasz Wsciubiak: *How do Polish Firms Protect their Innovations from Imitation?*

Antonín Pavlíček: *Impact of Gender and Personality Traits on Preferred Pricing on Use of Coupons*

Klára Šimonová: *Generation Z's Perception of Trust in Relation to Knowledge*

Karolina Rybicka: *IT Systems in Supply Chain Management*

COFFEE BREAK

Michał Chalastra: *High Decentralization of Management in Creating a Strategic Budget - Presentation of a Case Study of a Manufacturing Company*

Anna Siemionek: *Potential Threats during Controlling System Implementation and Financial Controlling System Budgeting*

Magdalena Raftowicz-Filipkiewicz: *The Impact of the Human and Social Capital on the Circular Economy Development in European Union*

Marcin Kowalewski: *The New Approach to Zero-based Budgeting*

THE 3RD SESSION (in English)

13:00-17:30, Room: 2.18

Bodgan Oancea: *The Return to Higher Education: Evidence from Romania*

Richard Pospíšil: *The Current Situation of Public Budgets of Municipalities and Local Government Units in the Czech Republic*

Dana Junková: *Knowledge Management in the Police Practice in the Link to the Human Resources Management*

Eva Kovářová: *Cross-Country Comparison of the Human Well-being in the European OECD Member Countries*

Marcel Novak: *The Expanded Asset Purchase Programms - Application of Various Theories*

COFFEE BREAK

Magdalena Szyszko: *Consumers' Inflation Expectations in the EU countries. Does Monetary Policy Explain their Forward-lookingness?*

Sabina Rokita: *Problems with the Economic Efficiency Measuring of Local Government Units in Poland*

Joanna Nakonieczny - Grzegorz Zimon: *Cost Accounting in a Manufacturing Company*

Renata Biadacz: *Ethics in Accounting in the Context of Corporate Social Responsibility*

Maria Golec: *Business Models of Cooperative Banks on the Example of a Group of Banks in Poland*

COFFEE BREAK

Marzena Remlein: *Corporate Social Responsibility Reporting by Polish public companies*

Małgorzata Rówińska: *Financial Instruments in Financial Statements of Polish Public Companies*

Jolanta Rubik: *Labor Costs and their Rules of Optimization in Poland*

Jana Janičková: *Sharing and Doing Business*

THE 4TH SESSION (in Czech)

13:00-17:30, Room: 1.07

Ján Lisý: *Some Theoretical Concepts of Unemployment versus Empirical Experience*

Daria Rozborilova: *Modification of the height, structure and allocation of public investment in education - the imperative of today*

Aleš Kozubík: *Longevity Risk in the Czech Life Insurance Market*

Zdeněk Hraba: *Regulating the Use of So-called Significant Market Power in the Czech Republic*

Zdenka Poláková: *Impact of a Comprehensive Economic and Trade Agreement (CETA) on the Automotive Industry of Slovakia*

COFFEE BREAK

Aleš Kubát: *Yoga, Health and Business*

Michal Müller: *Real People in Economics and the Challenge of Neuroscience*

Lukáš Pavlík: *Mathematical Methods as a Tools for the Identification of Assets within the Organization Providing Insurance against Cyber Risk*

Enikő Korcsmáros: *SMEs as the Key of Economic Development*

Jindra Stříbrská: *Development of Professional Communication and Presentation Skills*

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COFFEE BREAK

Barbara Hlavňová: *The Present Condition of Tourist Comfort in Mining Tourism in Slovakia*

Zuzana Kozubíková: *Analysis of the Impact of Economic Education on the Level of Financial Literacy*

Marek Ďurica: *Comparative Analysis of Financial Distress Prediction Models for Slovak Companies*

Eleonóra Matoušková: *Unemployment of Graduates and Young People in Slovakia*

18:00–19:00 CULTURAL PROGRAM IN JEZUIT KONVIKT

Umělecké centrum UP, Univerzitní 3, Olomouc

19:00–22:00 SOCIAL EVENING

Umělecké centrum UP, Univerzitní 3, Olomouc

FRIDAY, 8 SEPTEMBER

THE 5th SESSION (in English)

9:30–13:00, Room: 1.17

Mikeal Collan: *What Attracts Investors to Equity-based Crowdfunding? Results from an Exploratory Survey in Finland*

Jan Stoklasa: *The Issue of Data Quality in Economic Practice – Challenges and Available Tools*

Renáta Tkáčová: *Use of Information and Communication Technologies in Trade*

Dana Bernadrová: *CSR and Its Educational Potential for Economic Subjects*

COFFEE BREAK

Katarina Zimmermanova: *New Possibilities for Cooperation in the Activities of SMEs Business*

Agnieszka Springer: *Game as a Tool for Developing the Competence of Project Managers in the IT Branch*

Martin Drastich: *Experience with Information Security Management System (ISO/IEC 27001:2013, ČSN ISO/IEC 27001:2014)*

Marcin Relich: *A Model of Knowledge Acquisition for New Product Development Projects in Mass Customisation*

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COFFEE BREAK

Radoslaw Walczak: *Why do Objective Wage Levels Have Lesser Impact than Relative Earnings on Work Satisfaction? Comparison of Objective and Subjective Work Evaluations in the Context of Job Choice Decisions*

Gulnara Chernobaeva: *Possibilities of the Use of Contextual Monitoring of the Quality of Marketing Support for Social Entrepreneurship Projects*

Katarzyna Witczyńska: *Tools for controlling the manufacturing process in international companies*

THE 6TH SESSION (in Czech)

9:30–13:00, Room: 2.18

Jiří Nožička: *Relations among Selected Macroeconomic Indicators and Natality*

Roman Zuzák: *Early Warning Systems for Strategic and Crisis Management*

Pavol Budaj: *Shift Paradigms and Synergy Effects of Management*

Zdena Dobešová – Karel Macků: *Analysis of Similarities in Context of Enterprise Innovations*

COFFEE BREAK

Ľubomír Darmo: *Providing of Investment Incentives in the Slovak Republic*

Ondřej Kročil: *Social Entrepreneurship: its Definition and Position in the Economic Environment of the Czech Republic*

Dominika Bobálová: *Public Financing in Sport: Zlín Region*

COFFEE BREAK

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(in English)

Barbora Haltofová: *Fostering Community Engagement through Crowdsourcing: Case Studies from the Czech Republic*

David Kosina: *Development of Intercultural Competence of Global Virtual Teams*

Jana Mandrlová: *Quality Labels of Natural and Organic Cosmetics*

Pavel Melich: *Historical Development of Connectivity between Industry 4.0 and Inbound Logistics*

13:00 END OF THE CONFERENCE