



Palacký University
Olomouc

**International Scientific Conference
KNOWLEDGE FOR MARKET USE
2018**

PROGRAMME

THURSDAY, 6th SEPTEMBER

9:00–9:30 REGISTRATION

Faculty of Arts, Palacký University, Křížkovského 12

9:45 OPENING OF THE CONFERENCE

Room Nr. 1.17

KEYNOTE SPEAKERS (in English)

10:00–11:15, Room: 1.17

Topic: *Public Finances in the Background of Sustainable Development*

Richard Pospíšil (Palacký University, Olomouc)

Bogdan Oancea (University of Bucharest)

COFFEE BREAK

THE 1st SESSION (in English)

11:30–13:00 Room: 1.17

Chairman: Jan Stoklasa

Exploring the Adoption of Cloud-Based ERP Systems in the Nordic Countries

Mikael Collan

Lossless Representation of Questionnaire Data and its Aggregation in Social Science and Marketing Research

Jan Stoklasa

Three-Dimensional Histogram Visualization of the Performance of Linguistic Approximation of Asymmetrical Triangular Fuzzy Numbers

Tomáš Talášek

Talent, Toleration and Technology as the Source of Regional Development in Lower Silesia Province in Poland

Magdalena Raftowicz-Filipkiewicz, Mirosław Struś

Designing of an Activity-Based Information System as a Part of Management Accountants Education

Arkadiusz Januszewski

THE 2nd SESSION (in Czech)

11:30–13:00, Room: 2.18

Chairman: Jana Geršlová, Jaroslava Kubátová

„To Do Ordinary Things Extraordinarily Well“ – Hardtmuth Versus Faber-Castell

Jana Geršlová

State Monopolies in Interwar Period in Czechoslovakia

Ilona Bažantová

Value Management – Modern Method in the Business Management

Zuzana Chodasová

Association of Innovations with the Enterprise Group Membership

Zdena Dobesova, Vít Pászto, Jan Pinos

Meeting the Objectives of Smart Growth in Slovakia in the Context of the Europe 2020 Strategy and the Agenda 2030

Vladimír Gonda

13:00–14:30 LUNCH BREAK

THE 3rd SESSION (in English)

14:30–18:00, Room: 1.17

Chairman: Richard Pospíšil

Filmmaking Financing through Crowdfunding. An Analysis of Successful and Unsuccessful Financing Proposals

Mina Fanea-Ivanovici

Timetable for Sustainable Controlling Implementation

Anna Siemionek

An Analysis of Ad-Blocking Phenomenon in the Light of Empirical Research on Heavy Internet Users in Poland

Janusz Wielki

COFFEE BREAK

Effectiveness of Spending Funds under Measure 8.1 of the Innovative Economy Operational Program for Supporting Microenterprises of the Pomeranian Voivodeship

Wojciech Kozłowski

Managerial Techniques and Tactics Today, 10 Years since the Beginning of the Global Financial Crisis. Using Psychology and Psychological Methods in Current Managerial Practice

Jarmila Zouharová

Challenges of Implementing Internal Control Systems in Polish Enterprises

Anna Siemionek

COFFEE BREAK

Facilitating Internal and External Factors for Establishment of Benchmarking Partnership by the Cluster Enterprises in the Context of the Empirical Research – The Case of Poland

Magdalena Szydełko

Development of Balanced Scorecard Perspectives for the Polish City of Olsztyn

Malgorzata Siemionek-Ruskan

THE 4th SESSION (in Czech)

14:30–18:00, Room: 2.18

Chairman: Pavla Slavičková, Ondřej Kročil

The Analysis of the Competencies and Professional Skills in the Presentation Materials Preparation

Jiří Rybička

Parameters Influencing the Creation of a Business Strategy in Startups

Ivana Mišúnová Hudáková

Risk Factors of the Yields in the Czech Bond Market

Aleš Kozubík

COFFEE BREAK

General Data Protection Regulation 679/EU/2016

Martin Drastich

Comparison of Applied Fiscal Policy in Selected Eurozone Countries and Identification of Differences in its Effectiveness

Marta Martincová

The Impact of ECB Monetary Policy Decisions on European Economy

Marcel Novak

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COFFEE BREAK

On the Durability of Knowledge in Financial and Investment Making

Zuzana Kozubíková

How Can Social Enterprises Benefit From Content Marketing? Customer and Employee Psychology

Ondřej Kročil

19:00–20:00 GUIDED TOUR

Meeting point: Křížkovského 12 (in front of the building)

20:00–23:00 SOCIAL EVENING

Cafe 87, Denisova 47 (terrace on the first floor)

FRIDAY, 7th SEPTEMBER

THE 5th SESSION (in English)

10:00–13:00, Room: 1.17

Chairman: Jaroslava Kubátová, David Kosina

Integration of „Feminine“ and „Masculine“ Values in Business Leadership

Jaroslava Kubátová

Outsourcing as a Form of Cost Optimization of the Hospitality Industry Side Activities

Eva Mičková

Role of Leadership in Overcoming Intercultural Challenges of Global Virtual Teams

David Kosina

COFFEE BREAK

The Relation between Trust and Openness on Communication in the Workplace

Dagmar Charvátová

The Application of the Lean Management Approach in the Process of Evolution of Enterprise Management

Malgorzata Legowik-Malolepsza

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Should the Government Pay More to Public Sector Employees? Impact of Subjective Wage Perception and Core Self-Evaluations on Job Satisfaction and Wellbeing in Public and Private Sector Workers

Radosław Walczak

Practice of CSR among Polish Enterprises - Findings of Research

Honorata Howaniec

COFFEE BREAK

Determinants of Running a Business - An Example of Poland and the Czech Republic

Patrycja Krawczyk

Motivation of Employees of Czech Smes in Terms of Age

Lenka Ližbetinová

Options of Cybernetic Safety Marketing in the Knowledge Company

Jiří Konečný

THE 6th SESSION (in English)

10:00–13:00, Room: 2.18

Chairman: Jan Stoklasa, Tomáš Talášek

Motivation of Foreign Investors for Disinvestment in Host Countries

Ľubomír Darmo

Non-Financial Reporting of the Financial Sector in Europe in the Light of the New EU Regulations and Selected International Trends

Jutyna Berniak-Woźny

Public Procurement Law and the Crowding-Out Effect, Taxes and Finance

Philipp Kunz

COFFEE BREAK

Problems of Implementation Management Accounting Systems in Polish Hospitals – Selected Problems

Roman Kotapski

Accounting Policy of Long-Term Material and Non-Material Assets of Listed Companies in Croatia and Poland

Vlasta Roska

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Taxation of Agriculture in Poland in the Context of the Sustainable Development Paradigm

Emilia Konopska-Struś

COFFEE BREAK

Is It Time To Audit Controlling?

Michał Chałastrą

Corruption in Governmental Organization

Petr Wawrosz

The Ethical Background of Sustainable Decision-Making in an Uncertain World

Michal Müller

13:00 END OF THE CONFERENCE