

**ICEM** INTERNATIONAL  
**2016** SCIENTIFIC CONFERENCE  
ECONOMICS AND MANAGEMENT

**Smart and Efficient Economy:  
Preparation for the Future Innovative Economy**

21<sup>st</sup> International Scientific Conference

Programme

**May 19–20, 2016**  
**Brno, Czech Republic**

# CONFERENCE PROGRAMME

## CONFERENCE PROGRAMME

**Wednesday, 18 May**

**Best Western Premier Hotel International Brno** (*restaurant Lucullus*)

19:00 - 20:00 Welcome drink

**Thursday, 19 May**

**Best Western Premier Hotel International Brno**

8:30 - 9:50 Registration

***Plenary Session*** (*Congress Hall 1*)

10:00 - 10:15 Welcome speech (Dean Mr. Skapa)

10:15 - 11:00 Keynote address "***Revisiting Entrepreneurship in a Transition Context***" by David Smallbone, Kingston University, London, UK

11:00 - 11:15 Coffee Break

11:15 - 12:30 Panel Discussion

12:30 - 14:00 Lunch (Restaurant Lucullus)

***Parallel Sections*** (*Conference Rooms 1, 2, 3, 4, 5, 7, 8, 9, 11 and Club*)

14:00 - 16:30 Sections 1-12

16:30 - 16:45 Coffee Break

16:45 - 19:00 Sections 1-12

***Social Programme***

**Spilberg Castle, Hradní vinarna Spilberk**

19:45 Departure from the front of BEST WESTERN PREMIER Hotel International Brno (Husova 200/16) to the Spilberk Castle, Hradni vinarna

20:00 - 24:00 Social event

**Friday, 20 May**

10:00 – 12:00 Technical Museum in Brno, Street Purkyňova 105, 612 00 Brno  
(Meeting point at 9:15: *BEST WESTERN PREMIER Hotel International Brno, Husova 200/16, Brno*)

12:00 – 13:00 Lunch Buffet  
(Place: *Faculty of Business and Management, Kolejní 2906/4, 612 00 Brno*)

***Social Programme***

13:00 – 20:00

1<sup>st</sup> Variant: The tour of Castle Veveri and Boat trip on Dam in Brno Bystrc

2<sup>nd</sup> Variant: The tour of Castle Pernštejn

3<sup>rd</sup> Variant: City Tour

***Meeting points for all social programmes on Friday afternoon are:***

*13:00 in front of the building of Faculty of Business and Management*

*13:30 in front of BEST WESTERN PREMIER Hotel International Brno*

*More detailed information about the locations will be given at the conference.*

## PLENARY SESSION

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**Thursday, 19 May**      **10:00 – 11:00**

**PLACE:**                      *Congress Hall 1*

**MODERATOR:**              *Robert Zich, Brno University of Technology, Czech Republic*

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### **10:00 – 10:15 Welcome Speech**

#### **Stanislav Skapa**

Dean of the Faculty of Business and Management,  
Brno University of Technology

### **10:15 – 11:00 Keynote Address**

#### **David Smallbone**

Kingston University, London, United Kingdom

### **Revisiting Entrepreneurship in a Transition Context**

This presentation will update a much cited paper published in *Small Business Economics* in 2001 with the title *The Distinctiveness of Entrepreneurship in Transition Economies* - not just empirically but also in terms of how transition is treated by entrepreneurship scholars. The paper reviews entrepreneurship in a post-transition context in the light of the understanding of context as described by Welter (2011) and others. The paper emphasises the role of the institutional context (and changes in it) for entrepreneurial behaviour. This leads to a distinction between the paths of institutional change and entrepreneurship in the New Member States of the EU and that taking place in the Former Soviet Republics. The paper can contribute to the field of entrepreneurship by demonstrating firstly, the value of considering entrepreneurship as a societal phenomenon and secondly by emphasising the importance of theories of entrepreneurship being robust enough to accommodate transition conditions. A conclusion is that entrepreneurship in transition would now appear to be less of a minority interest.

**PANEL DISCUSSION**

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**Thursday, 19 May**

**11:15 – 12:30**

**PLACE:**

*Congress Hall 1*

**MODERATOR:**

Vit Chlebovsky, Brno University of Technology, Czech Republic

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***Participants***

**KINGSTON UNIVERSITY, LONDON, UNITED KINGDOM**

**David Smallbone**



David Smallbone is Professor of Small Business and Entrepreneurship; and Associate Director of the Small Business Research Centre at Kingston University. David is a Past President of the International Council for Small Business and Entrepreneurship (ICSB) and also a Past President of the European Council for Small Business and Entrepreneurship (ECSB). He is a Fellow of the ECSB and a Wilfred White Fellow of the ICSB. He is also a Visiting Professor in Entrepreneurship at the Hubei School of Economics in Wuhan, China and an Associate Editor of the Journal of Small Business Management. David has been involved in research relating to SMEs and SME policy since the late 1980s and has been a regular presenter at national and international conferences during this period. He has published widely on topics that include: entrepreneurship and small business development in rural areas, much of it with an applied policy focus. Examples include studies of innovation in rural SMEs, a study of the survival and growth of rural businesses, and participation in a seven-country study of entrepreneurship in Europe's peripheral rural areas. He has also undertaken evaluations of rural policy interventions. Alongside his academic research David has extensive experience of research based consultancy for a range of national and international clients, including central government departments in various different countries, the European Commission, UNDP and the OECD.

## AŽD PRAHA, S.R.O



**P R A H A**

The AŽD Praha company is a significant and all-Czech producer and supplier of signalling, telecommunication, information and automation technologies. It is mainly focused on the rail and road transport field including telematics and other technologies. The products that our company produces exploit the best edge cutting technologies and processes. Nearly 2 000 employees are employed in the AŽD Praha company. Thanks to its longstanding tradition, since 1954, the company has a leading position among other suppliers in its field.

### **Michal Bolek**

Michal Bolek is Business Development Manager and Signalling Engineer at Foreign Marketing and Trade department of AŽD Praha - leading Czech producer of railway signalling technology and member of the UNISIG group. He is among other responsible for Baltic countries market.

Michal conducted both master and doctoral study in the field of Transport Technology and Control at Jan Perner Transport Faculty of University of Pardubice, Czech Republic. He has published on topics connected with optimisation of transport processes at railways. After six years as research engineer in AŽD Praha he has moved to international department and since then he has been involved in many international projects concerning modernisation of railways.



JIC

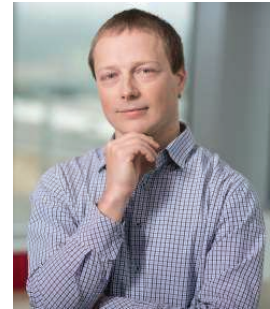


The JIC (South Moravian Innovation Centre) supports people in the creation and development of companies that change the world. Its services are used by aspiring entrepreneurs in the initial stage of an idea, fast-growing start-ups as well as established technology companies.

Over the 12 years of its existence, it has accelerated more than 200 innovative companies, supported collaboration between researchers and companies worth almost 1.8 million euros in total and was involved in the creation of more than 30 start-up companies in the last five years, which have received a total investment of over 4.4 million euros. The JIC contributes to increasing the number of skilled jobs in the region and strengthens the competitiveness of the South Moravian region.

**Vojtech Krmicek (Startup Team Manager, JIC)**

Studied at the Faculty of Informatics at Masaryk University. At the JIC, he formerly led the JIC STARCUBE accelerator, which was opened to foreign teams. Now he leads Startup team, which is providing a wide scale of services for entrepreneurs and startups. Before he started working with startups, he dedicated himself to research in the field of cyber security and the monitoring of high-speed computer networks in the CESNET organization.



## TTO



Our mission is to promote commercial exploitation of R&D results created at Brno University of Technology and subsequently support the University's development as well as

helping the innovation potential of the region and its economic development.

### **Dagmar Vavrova**

Graduated from Brno University of Technology, Faculty of Mechanical Engineering, in the field of automation. After her studies she joined a production company, where she gained experience in rationalization of production processes and subsequent production planning in the economic department. She gained further experience in the banking sector (introducing electronic payment and information systems) and tax administration. She joined Brno University of Technology in 2006, since 2010 as the head of the Technology Transfer Office. Among her key activities at the TTO are preparation and management of projects developing commercialization of R&D results at the University and cooperation with Industry.





NAFIGATE CORPORATION



NAFIGATE Corporation connects experts from the world of science and builds a global center of excellence which aims to transfer hi-tech products and innovative technologies. NAFIGATE

Corporation brings projects focused on the development of a new energy saving generation of nanofiber membranes for water and air cleaning technologies, textile industry, or cosmetic to the global market.

Other NAFIGATE Corporation key activity is transfer of Hydal biotechnology which - as the first technology in the world - utilizes 100% waste - used cooking oil - for the production of a PHA biopolymer on the industrial scale. First pilot line and plant is being built in Suzhou in China. In year 2015 the Biotechnology Hydal obtained the Frost & Sullivan Technology Innovation Award with the excellent evaluation both of the technology and business strategy.

**Lenka Mynarova**

She is a member of the board of NAFIGATE Corporation and shareholder. She is responsible for business development, marketing strategy and competitive positioning. She specializes in brand management of high-tech products and R&D marketing for global markets. She has worked for various international companies and successfully launched international brands in both Europe and Asia. She has been co-managing key projects in China – transfer of Hydal Biotechnology, projects in nanotechnology area. Apart from this, has more than 20 years of experience in strategic planning, project management and she is also owner of Marketing Research & Consulting Company.



PARALLEL SECTIONS

SECTION 1 - CHALLENGES AND OPPORTUNITIES OF FINANCIAL ECONOMICS AND CORPORATE FINANCE

**Thursday, 19 May**      **14:00-19:00**  
(Coffee Break 16:30-16:45)  
*PLACE:*                      Conference Room 7  
*MODERATORS:*            Rytis Krusinskas, Kaunas University of Technology,  
Lithuania  
Jana Hornungova, Michal Karas, Brno University of  
Technology, Czech Republic

***COMPARISON BETWEEN INVESTMENT ACTIVITIES OF FAMILY BUSINESSES IN POLAND AND IN OTHER EUROPEAN COUNTRIES***

*Justyna Kogut, Katarzyna Brozek*

***TEAM INDICATORS MEASUREMENT AND ORGANIZATIONAL PERFORMANCE: SOME EMPIRICAL OBSERVATIONS***

*Wieslaw Matwiejczuk, Joanna Samul*

***SUCCESS FACTORS OF LOAN AND GEARANTEE FUNDS SUPPORTING SMEs IN POLAND***

*Halina Waniak-Michalak*

***IMPACT OF FOREIGN DIRECT INVESTMENT IN GEORGIA***

*Nino Samchkuashvili*

***COMPETING AROUND THE BALTIC SEA: PRICING DIFFERENCES OF BANKING SERVICES***

*Enn Listra, Gert Kulla*

***BANK PRODUCTS USED BY CONSTRUCTION COMPANIES IN THE CZECH REPUBLIC***

*Petra Papezikova, Jana Korytarova*

***REDUCING TECHNOLOGICAL UNEMPLOYMENT BY BROADENING CAPITAL OWNERSHIP***

*Zdenek Konecny, Tomas Meluzin*

***PREDICTING BANKRUPTCY OF CONSTRUCTION COMPANIES: A CART-BASED MODEL***

*Michal Karas, Maria Reznakova*

***RELIABILITY OF MODELS PREDICTING FINANCIAL DISTRESS – NATIONAL AND TRANSITION APPROACHES***

*Dagmar Camska*

***USING Z-SCORE IN DETECTION OF REVENUE MANIPULATIONS***

*Igor Pustylnick*

***UPGRADING THE LIQUIDITY AND ACTIVITY RATIOS FOR THE RESIDENTIAL REAL ESTATE DEVELOPMENT BUSINESS***

*Nino Lomidze*

***RISK ASSESSMENT OF INNOVATION USING INNOVATIVE MODELS***

*Rytis Krusinskas, Raminta Benetyte*

SECTION 2 – CHALLENGES OF HUMAN RESOURCES IN THE WORLD WITHOUT BORDERS

**Thursday, 19 May**      **14:00-19:00**  
(Coffee Break 16:30-16:45)

*PLACE:*                      *Conference Room 3*  
*MODERATORS:*            *Vilmante Kumpikaite-Valiuniene, Kaunas University of Technology, Lithuania*  
*Ashly Pinnington, The British University in Dubai, UAE*  
*Zdenka Konecna, Brno University of Technology, Czech Republic*

***TALENT MANAGEMENT IN THE UNITED ARAB EMIRATES: LOCAL AND EXPATRIATE PERSPECTIVES***

*Ashly Pinnington, Abdullah Alshamsi, Mustafa Ozbilgin, Ahu Tatlic, Joana Vassilopoulou*

***SELF-INITIATED EXPATRIATES OR MIGRANTS? CASE OF LITHUANIA***

*Vilmante Kumpikaite-Valiuniene, Kestutis Duoba, Ineta Zickute, Jurga Duobiene*

***BIDIRECTIONAL RELATIONSHIPS BETWEEN MOBILITY FACTORS***

*Antonio Mihi-Ramirez, Dominik Metelski, Maria Jose Miranda-Martel*

***BUSINESS PROCESS SUSTAINABILITY THROUGH A NOVEL TALENT MANAGEMENT MODEL***

*Miroslav Kotevski, Radmil Polenakovic*

***INTELLECTUAL CAPITAL INVESTMENTS: ANALYSIS OF THE PREDICTED OUTCOMES***

*Oksana Lentjusenkova, Jelena Titko, Inga Lapina*

***ROLE OF EMPLOYEE POTENTIAL FOR DEVELOPING ORGANIZATIONAL DYNAMIC CAPABILITIES***

*Emil William Thattakath, Ruta Ciutiene*

***IMPACT OF MANAGERIAL BEHAVIOURS ON POSITIVE INTERNAL COMMUNICATION IN POLISH COMPANIES***

*Joanna Winska, Aldona Glinska-Newes, Joanna Gorka*

***THRIVING AND JOB SATISFACTION IN MULTICULTURAL ENVIRONMENTS OF MNCs***

*Malgorzata Rozkwitalska, Beata A. Basinska*

***MINDFULNESS, JOB SATISFACTION AND JOB PERFORMANCE: MUTUAL RELATIONSHIPS AND MODERATION EFFECT***

*Martin Vaculik, Jana Vytaskova, Jakub Prochazka, Ladislav Zalis*

***EFFECTIVENESS OF THE INSTITUTIONAL SYSTEM RELATED TO THE POTENTIAL OF THE KNOWLEDGE BASED ECONOMY***

*Adam P. Balcerzak, Michal Bernard Pietrzak*

***A COMPARISON OF COGNITIVE LOAD IN CLOCK AND TIME TYPES***

*Christopher M. Conway*

***INFLUENCE OF CULTURAL FACTORS ON ADDITIONAL COSTS OF IS OFFSHORING PROJECTS***

*Oliver Sebelin*

***MANAGING THE GENERATIONAL DIVERSITY IN THE ORGANIZATION***

*Asta Savaneviciene, Julija Jakimuk*

***GENDER “GLASS CEILING” IN SCIENCE AND HIGHER EDUCATION: THE CASE OF RUSSIA***

*Anna Svirina, Liliyana Nugumanova, Elena Dashina*

***VIRTUAL WORKPLACES IN RESEARCH ORIENTED ORGANIZATIONS***

*Kestutis Duoba, Joshua Olusegun Fayomi*

***TECHNOLOGY VERSUS HUMANS: EFFECT OF THE MINIMUM WAGE ON THE LONG TERM UNEMPLOYED IN THE CZECH REPUBLIC***

*Marek Vokoun, Jarmila Strakova*

## PARALLEL SECTIONS

### SECTION 3 – CONTEMPORARY MARKETING: INSPIRATION, INNOVATION AND IMPLEMENTATION

**Thursday, 19 May**      **14:00-19:00**  
(Coffee Break 16:30-16:45)

**PLACE:**                      *Conference Room Club*  
**MODERATORS:**          *Oliver Parts, Tallinn University of Technology, Estonia*  
*Vladimir Chalupsky, Brno University of Technology, Czech Republic*

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***BUSINESS FACEBOOK ACCOUNT ANALYSIS IN LATVIA***  
*Ronalds Skulme, Valerijs Praude*

***DIGITAL MARKETING AND SOCIAL MEDIA IN IRAN***  
*Hussein Bodaghi Khajeh Nobar, Mahsa Ghadaksaz*

***EVOLUTION OF “DESIGN” CONCEPT AND ITS APPLICATION TO INNOVATION IN LATVIA***  
*Irena Vaivode, Elina Gaile-Sarkane*

***TOURIST SOCIAL NETWORKS CONTENT MANAGEMENT. MEMETIC APPROACH***  
*Dariusz Krzysztof Stepaniuk*

***DO GENDER AND PERSONALITY TRAITS INFLUENCE SELF-PERCEIVED OPINION LEADERSHIP?***  
*Frantisek Sudzina*

***CHILDREN’S INFLUENCE ON THEIR PARENTS’ PURCHASE DECISION: SYSTEMATIC ANALYSIS OF RESEARCHES BETWEEN 1985-2014***  
*Vytautas Dikcius, Anahit Armenakyan, Indrè Pikturniene, Eleonora Seimiene, Vilmante Pakalniskiene, Monika Kavaliauske, Kristina Katkuviene, James Reardon*

***PERCEIVING PERFORMANCE EXPECTANCY AND EFFORT EXPECTANCY BY THE ELDERLY IN THE CONTEXT OF TECHNOLOGICAL INNOVATION: AN EMPIRICAL RESEARCH IN POLAND***  
*Sylvia Badowska, Anna Zamojska, Anna Rogala*

***THE MOTIVES OF CHOCOLATE CONSUMPTION AMONG ESTONIANS AND RUSSIANS IN ESTONIAN MARKET***  
*Liia Pjatakova, Oliver Parts*

***THE FACTORS INFLUENCING SERVICE COPRODUCTION. A QUALITATIVE STUDY FROM THE SERVICE QUALITY***  
*Wieslaw Urban*

***DETERMINATION OF FACTORS AFFECTING CONSUMER IN-STORE BEHAVIOUR:  
THEORETICAL INSIGHTS***

*Lina Pileliene, Viktorija Grigaliunaite*

***HOW CAN INFANT DEVELOPERS OF SHOPPING CENTRE PROJECTS STIMULATE THE  
CUSTOMERS' EXPERIENCES AT TRADE FAIRS?***

*Dariusz Siemieniako, Marcin Gebarowski*

***COMPONENTS OF COMPLEX SOLUTION TO THE CUSTOMERS PROBLEMS ON THE  
MARKET WITH CHEMICAL PRODUCTS***

*Hana Lostakova, Martina Jelinkova*

***HOW TO MAKE SUCCESSFUL MARKETING IN SOCIAL BUSINESS?***

*Petra Koudelkova*

***BUILDING TRUST IN LUXURY GOODS BRANDS IN SOCIAL MEDIA BASED ON THE  
EXAMPLE OF THE POLISH BOATING INDUSTRY***

*Barbara Jozefowicz, Justyna Lapinska*

SECTION 4 – CORPORATE SOCIAL RESPONSIBILITY: INTERACTION OF BUSINESSES, SOCIETY AND THE STATE

**Thursday, 19 May**      **14:00-19:00**  
*(Coffee Break 16:30-16:45)*

*PLACE:*                      *Conference Room 1*  
*MODERATORS:*          Anna Putnova, Lucie Kanovska, Brno University of  
Technology, Czech Republic  
Inga Lapina, Riga University of Technology, Latvia

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***CORRELATIONS OF ENVIRONMENT FRIENDLY AND SUSTAINABILITY BUSINESS ORIENTATION TO FINANCIAL RESULTS OF CZECH AND SWISS PRODUCT INNOVATIVE COMPANIES***

*Vit Chlebovsky, David Schuller*

***CORPORATE CULTURE IN TERMS OF LABOR DIVERSITY***

*Nino Paresashvili*

***CARBON EMISSION STRATEGY IN ENERGY SECTOR COMPANIES QUOTED IN THE WARSAW STOCK EXCHANGE***

*Aneta Wlodarczyk, Marta Kadlubek*

***MODERN MARETING HELPS TO DEVELOPT THE SOCIAL PARTNERSHIPS***

*Viera Cihovska*

***CERTIFICATION OF PERSONS: AN IMPORTANT CONFORMITY ASSESSMENT PROCEDURE***

*Maija Kavosa, Inga Lapina*

***BUSINESS MODEL ENGAGEMENT LEVELS IN ENVIRONMENTAL CHALLENGES FROM A MULTIPLE CUSTOMER VALUE PERSPECTIVE***

*Peter Kita*

***EFFECT OF CSR CONCEPT ON THE ECONOMIC PERFORMANCE OF POLISH COMPANIES***

*Iwona Otola, Agnieszka Tylec*

***NON-FINANCIAL INDICATORS IN CZECH COMPANIES***

*Hana Scholleova*

***STRATEGIC COST MANAGEMETN AND ITS IMPACT TO VALUE CREATION IN LITHUANIAN COMPANIES***

*Darius Gliubicas*



***STATISTICAL EVALUATION OF THE DEGREE OF ECONOMIC INTEGRATION OF GEORGIA WITH THE WORLD***

*Nino Abesadze*

***INCLUSIVE DEVELOPMENT AND HIGHER EDUCATION: BULGARIAN AND LITHUANIAN CASE***

*Jadvyga Ciburiene, Zaneta Simanaviciene, Anastasiya Marcheva*

***IMPROVEMENT OF CUSTOMS STATISTICS IN GEORGIA***

*Meri Daushvili*

***CORPORATE SUSTAINABILITY IN TRANSITION TO SMART, EFFICIENT, LOW CARBON ECONOMY IN EUROPEAN UNION***

*Bozena Ryszawska*

***WOMEN'S MIGRATION PROCESSES FROM GEORGIA***

*Guguli Kurashvili, Rusudan Kinkladze*

***GENERAL UNEMPLOYMENT DATA IN GEORGIA AND THE STATISTICAL ANALYSIS***

*Ketelan Chitaladze*

***DEVELOPMENT TRENDS OF REVERSE LOGISTICS OF END-OF-LIFE VEHICLES IN THE SUSTAINABILITY CONTEXT***

*Agata Mesjasz-Lech*

***ANTICIPATED TRENDS OF GEORGIA'S INTEGRATION WITH THE EUROPEAN UNION***

*Otar Abesadze*

SECTION 5 – GLOBAL ECONOMY AND COMPETITIVENESS OF NATIONS

**Thursday, 19 May**      **14:00-19:00**  
(Coffee Break 16:30-16:45)

**PLACE:**                      Conference Room 4  
**MODERATORS:**          Daiva Dumciuviene, Kaunas University of Technology, Lithuania  
Marek Zinecker, Brno University of Technology, Czech Republic

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***COMPETITIVENESS DEFINITIONS' AND CONCEPTS QUALITATIVE CONTENT ANALYSIS***  
*Maris Plumins, Deniss Sceulovs, Elina Gaile –Sarkane*

***RELATIONSHIP BETWEEN SECTORS COMPETITIVENESS AND EXPORT TO INCOME RATIO: THE CASE OF LITHUANIAN MANUFACTURING INDUSTRY***  
*Mantas Markauskas, Asta Saboniene*

***COMPETITION OF AIRPORTS IN THE BALTIC SEA REGION***  
*Sergejs Paramonovs*

***INFLOW OF FDI IN AUTOMOTIVE INDUSTRY INTO MACEDONIAN ECONOMY AND POSSIBILITY OF SMES TO ENGAGE IN THEIR SUPPLYING CHAINS***  
*Jovanka Damoska Sekuloska*

***THE LINKAGE BETWEEN EU FUNDS ABSORPTION, INNOVATION AND COMPETITIVENESS: CASE OF BALTIC STATES***  
*Daiva Dumciuviene, Meda Andrijauskiene*

***INVESTMENT IN TECHNOLOGY, FOREIGN DIRECT INVESTMENT AND COUNTRY IMAGE: WHAT IS THE RELATION?***  
*Justina Banioniene, Lina Dagiliene*

***THE ROLE OF R&D INVESTMENTS IN CZECH FIRMS OF THE ELECTRONICS INDUSTRY***  
*Nina Bockova, Tomas Meluzin*

***STRUCTURAL EXPORT CHANGES FOR LITHUANIAN DAIRY INDUSTRY***  
*Daiva Laskiene, Deimante Slatkeviciute*

***SERVICES IN THEORY OF ECONOMIC ORDER. ORDO PERSPECTIVE***  
*Elzbieta Skapska*

***LABOUR MARKETS IN THE CENTRAL AND EASTERN EUROPE - COMPARATIVE ANALYSIS***

*Ewa Rollnik – Sadowska*

***ECONOMIC IMPACTS OF RAISING THE MINIMUM WAGE***

*Martin Pernica, Helena Hamusova*

***IMPLEMENTATION OF EUROPE 2020 STRATEGY - THE TAXONOMIC ANALYSIS***

*Iwona Muller-Fraczek, Joanna Muszynska*

***ANALYZING AND IMPLEMENTING THE TASK-ORIENTED ORGANIZATION – BASIC METHODOLOGICAL ASPECTS***

*Jacek Strojny*

***COMPARISON OF ONE STEP-AHEAD FORECASTING OF NITROGEN FERTILIZER PRICE***

*Vaida Pilinkiene, Aurelijus Kazys Zuoza, Andrius Zuoza*

***THE RESILIENT ENERGY UNION – RESPONSE TO THE CHALLENGES OF XXI CENTURY***

*Jurijs Spiridonovs, Olga Bogdanova*

***LITHUANIAN ENERGY POLICY IN THE CONTEXT OF EUROPEAN UNION RENEWABLE ENERGY INITIATIVES***

*Daiva Dumciuviene, Grazina Startiene*

SECTION 6 – HORIZONS OF ACCOUNTING

SECTION 9 – TRENDS OF ACCOUNTING AND REPORTING IN PUBLIC SECTOR AND NGOs

**Thursday, 19 May**      **14:00-19:00**  
(Coffee Break 16:30-16:45)

*PLACE:*                      *Conference Room 9*

*MODERATORS:*          *Alfreda Sapkauskiene, Kaunas University of Technology, Lithuania*  
*Zuzana Krizova, Ondrej Zizlavsky, Brno University of Technology, Czech Republic*

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***THE EFFECTIVENESS OF PUBLIC FINANCES PROVIDED TO PUBLIC LIBRARY SERVICES IN THE CZECH REPUBLIC***

*Simona Pichova*

***CURRENT ACCOUNTING CHANGES – CHALLENGES FOR ENTREPRENEURS***

*Jana Kajanova, Viera Olvecká*

***IFRS TRANSLATOR COMPETENCE PROFILE IN THE LIGHT OF THE COGNITIVE-COMMUNICATIVE THEORY OF TRANSLATION***

*Przemyslaw Kabalski*

***THE PERSPECTIVES OF FAIR VALUE ACCOUNTING: A LITERATURE REVIEW***

*Alfreda Sapkauskiene, Sergej Orlovskij*

***DISCLOSING INTANGIBLE ASSETS IN COMPANY ANNUAL REPORTS: EVIDENCE FROM POLAND***

*Grazyna Michalczyk, Urszula Widelska*

***“ACCOUNTING” FOR LEADERSHIP IN MANAGEMENT ACCOUNTING AND CONTROL: EXPLORATION OF CURRENT CONVERSATIONS***

*Pavel Lebedev*

***INTEGRATION OF ACCOUNTING AND MARKETING IN RESEARCH AND DEVELOPMENT ACTIVITY OF AN ENTERPRISE***

*Anna Dyhdalewicz, Urszula Widelska*

***SOCIAL REPORTING AND ACCOUNTABILITY IN ITALIAN ACADEMIC SYSTEMS***

*Paolo Ricci, Renato Civitillo*

***THE UNIVERSITY'S VALUE IN THE CONTEXT OF THE STAKEHOLDERS' ANALYSIS***

*Varaniute Viktorija, Gimzauskiene Edita*

***THE ECOSYSTEM OF CROWDFUNDING: STRUCTURAL ELEMENTS, VALUE-BASED LINKAGES, AND THE FACTORS OF ENVIRONMENT***

*Sima Jegeleviciute, Edita Gimzauskiene, Marius Strumickas*

***FACTORS DETERMINING REPORTING OF INFORMATION ON SOCIAL RESPONSIBILITY***

*Ingrida Balaboniene, Violeta Mykolaitiene, Giedre Vecerskiene*

***THE VALUE LINE CONCEPT OF INTEGRATED ECONOMY***

*Theodor Beran, Sarka Findova*

## PARALLEL SECTIONS

### SECTION 7 – OPERATIONS MANAGEMENT AFTER THE 4<sup>TH</sup> INDUSTRIAL REVOLUTION

**Thursday, 19 May**      **14:00-19:00**  
*(Coffee Break 16:30-16:45)*

*PLACE:*                      *Conference Room 5*  
*MODERATORS:*         *Ramune Ciarniene, Mantas Vilkas, Kaunas University of Technology, Lithuania*  
                                     *Zdenka Videcka, Brno University of Technology, Czech Republic*

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***TRADITIONAL VS. MODERN PROJECT MANAGEMENT METHODS. THEORY AND PRACTICE***  
*Seweryn Spalek*

***KNOWLEDGE MANAGEMENT FOR SMART GRID CUSTOMERS EVOLUTION***  
*Anna Pamula*

***THE ROLE OF PROCESS IMPROVEMENT TOOLS IN COMPANIES OPERATING IN POLAND***  
*Maciej Urbaniak*

***FLEXIBLE WORK ARRANGEMENTS FOR SUSTAINABILITY***  
*Ramune Ciarniene, Milita Vienazindiene*

***FOOD COOPERATIVES IN THE TWENTY-FIRST CENTURY - ECONOMIC AND THE NON-ECONOMIC REASONS FOR CREATION***  
*Krystyna Zimnoch*

***ORGANIZATIONAL ROUTINES AND REPRESENTATIONAL GAPS***  
*Mantas Vilkas, Neringa Zilinskiene*

**SECTION 8 – STRATEGIC MANAGEMENT IN AN OPEN ECONOMY:  
ENTREPRENEURSHIP, INNOVATION AND INTERNATIONALIZATION**

**Thursday, 19 May**      **14:00-19:00**  
*(Coffee Break 16:30-16:45)*

**PLACE:**                      *Conference Room 11*  
**MODERATORS:**        *Vestina Vainauskiene, Kaunas University of Technology,  
Lithuania  
Robert Zich, Brno University of Technology, Czech  
Republic*

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***TRUST AND AREAS OF COOPERATION BETWEEN COMPANIES AND INSTITUTIONS OF  
SCIENCE***

*Anna Wasiluk*

***THE ROLE OF PROCUREMENT IN CREATING VALUE***

*Gunter Hofbauer, Anita Sangl*

***INFLUENCE OF COOPERATION AND FUNDING ON INNOVATIVE CAPACITY IN  
MANUFACTURING FIRMS - CZECH REPUBLIC AND LITHUANIA COMPARATIVE CASE  
STUDY***

*Viktor Prokop, Jan Stejskal*

***FORESIGHT APPLICATIONS FOR FUTURE ORIENTED SUPPLY CHAIN AND LOGISTICS  
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*Joanna Ejdys*

***COOPERATION BETWEEN COMPETING COMPANIES AS A FACTOR OF TECHNOLOGICAL  
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*Andrzej Daniluk, Anna Tomaszuk*

***TECHNOLOGY TRANSFER CENTERS AS AN INSTRUMENT FOR THE DEVELOPMENT OF  
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*Anna Maria Lis, Maria Majewska*

***SMART SPECIALIZATION IN THE CONTEXT OF INNOVATIVENESS IN THE REGIONAL  
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*Slawomira Hajduk*

***INTUITIVE SCENARIO DEVELOPMENT METHODS***

*Vestina Vainauskiene, Rimgaile Vaitkiene, Gintare Zemaitaitiene*

***EXPORT BARRIERS PERCEIVED AS A FUNCTION OF THE DESTINATION MARKET: THE CASE OF SMALL AND MID-SIZE SPANISH EXPORTING FIRMS TO LATIN AMERICA***

*Jesus Arteaga-Ortiz, Antonio Mihi-Ramirez, Maria Jose Miranda-Martel*

***INNOVATION APPROACH IN SMES***

*Pavla Breckova*

***SPECIFICITIES OF STRATEGIC CONTROLLING IN INNOVATIVE ENTERPRISES (AFTER THE EXAMPLE OF THE BULGARIAN KNITWEAR INDUSTRY)***

*Lyudmila Mihaylova, Emil Papazov, Milena Kirova*

***PERSONAL TRAINER IN THE FITNESS INDUSTRY IN POLAND. EXEMPLIFICATION OF BUSINESS MODEL COMPONENTS AND EXPLORATION OF DOMAINS OF INNOVATIVENESS: RESULTS OF PRELIMINARY STUDIES***

*Marcin Komanda*

***OWNER-MANAGED COMPANY: AN ADVANTAGE OR A CHALLENGE?***

*Maris Millers, Elina Gaile-Sarkane, Deniss Sceulovs*

***NCRR – NEW FORESIGHT RESEARCH METHOD***

*Danuta Szpilko*

***POLISH ECONOMY INNOVATION ON THE BACKGROUND OF THE EUROPEAN UNION AND RESEARCH & DEVELOPMENT ACTIVITY FINANCING IN 2008-2014***

*Zuzanna Ostraszewska, Agnieszka Tylec*



SECTION 10 – PUBLIC FINANCES, TAXES AND CHALLENGES FOR LAW

**Thursday, 19 May**      **14:00-19:00**  
(Coffee Break 16:30-16:45)

*PLACE:*                      *Conference Room 8*  
*MODERATORS:*        *Eva Lajtkepova, Karel Brychta, Brno University of  
Technology, Czech Republic*

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***COMPARATIVE ANALYSIS OF NONBUSINESS TAXATION OF INDIVIDUALS IN RUSSIA AND LITHUANIA***

*Vera Chernova, Cheslovas Christaukas*

***COMPLIANCE COSTS: SMALL AND MEDIUM SIZE ENTERPRISES ANALYSIS***

*Veronika Solilova, Danuse Nerudova*

***TAX REVENUE PREDICTION AND STRESS TESTING MODEL BASED ON THE MACROECONOMIC ENVIRONMENT OF THE SLOVAK REPUBLIC***

*Pavol Hofer, Lukas Majer*

***INDEBTEDNESS OF EU COUNTRIES IN RELATION TO SELECTED ECONOMIC CHARACTERISTICS***

*Eva Lajtkepova*

***IMPACT OF THE GOVERNMENT BORROWING POLICY ON THE LONG-TERM GDP GROWTH***

*Nadezhda Semjonova*

***ASSESSMENT OF VAT GAP RELATIONSHIP WITH BUDGET STRUCTURE AND MACROECONOMIC INDICATORS: EU COUNTRIES CASE***

*Kristina Kundeliene, Evaldas Stankevicius, Audrius Kabasinskas*

***LOCAL AND REGIONAL GOVERNMENTS IN THE ACHIEVEMENT OF BUDGET FUNDS***

*Dubravka Mahacek, Aleksandar Vcev*

***IMPACT OF EU FUNDS ON THE DEVELOPMENT OF TOURISM IN POLAND***

*Eugenia Panfiluk*

SECTION 12 – QUANTITATIVE METHODS AND THEIR USE IN ECONOMIC MODELS

SECTION 11 – EFFICIENCY OF INFORMATION SYSTEMS IN CORPORATE PRACTICE

**Thursday, 19 May**      **14:00-19:00**  
(Coffee Break 16:30-16:45)

**PLACE:**                      Conference Room 2  
**MODERATORS:**          Petr Dostal, Milos Koch, Karel Doubravsky, Brno  
University of Technology, Czech Republic

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***QUANTITATIVE METHODS AND THEIR USE IN ECONOMICS MODELS***

*Stanislav Skapa*

***ECONOMETRIC ANALYSIS OF SELECTED UNEMPLOYEMENT FACTORS IN EU COUNTRIES OF DIFFERENT ECONOMIC LEVEL IN THE YEARS 2006-2014***

*Katarzyna Brozek, Justyna Kogut*

***COMPARISON OF EFFICIENCY ASSESSMENTS OBTAINED BY DATA ENVELOPMENT ANALYSIS AND STOCHASTIC FRONTIER ANALYSIS***

*Ilja Areffevs, Biruta Sloka*

***INNOVATION AND DISTRIBUTION AS MACROECONOMIC FACTORS OF PRODUCTION: MODELLING AN OPEN ECONOMY***

*Piero Benazzo*

***MODELING ECONOMIC CRISIS AS AN INFINITELY DEEP POTENTIAL WELL***

*Anna Andreyevna Svirina, Elena Leonidovna Parfenova, Olga Vladimirovna Shindor*

***MODELING ECONOMIC GROWTH IN IRELAND IN 1973-2014 A THRESHOLD COINTEGRATION APPROACH***

*Jerzy Boehlke, Marcin Faldzinski, Maciej Galecki, Magdalena Osinska Mail*

***THE STRUCTURAL MODEL WITH VERTICALLY DIFFERENTIATED GOODS AND ITS APPLICATION IN COMPETITION POLICY***

*Arunas Burinskas*

***ARE EUROPEAN MARKETS STABLE?***

*Maria Bohdalova, Michal Gregus*

***AUTOMATED TRADING SYSTEM WITH SELF-ADAPTING ALGORITHM***

*Petr Poznik*

***ENTERPRISE EVALUATION DETERMINATION BY NEURAL NETWORKS***

*Marek Vochozka*

***THE OPTIMIZATION IN THE USE OF TOURISM MANAGEMENT***

*Mariya Zlatkova Stankova, Svetoslav Kaleichev*

***DO WE NEED MORE FIRE POWER UNITS AS AN IMPACT OF POPULATION AGING AND INDUSTRY 4.0 IN THE CZECH REPUBLIC?***

*Bohuslav Pernica, Hana Tomaskova*

***SUPPORT OF PROCESSES OUTSIDE OF INFORMATION SYSTEM***

*Ladislav Burita*

***MODEL CLOUD COMPUTING AS A TOOL OF ICT STRATEGY OF SMALL COMPANIES***

*Petr Dydowicz*

***THE ZEFIS PORTAL: SUPPORT OF CORPORATE PERFORMANCE SUSTAINABILITY IN THE INFORMATION SYSTEM AREA***

*Zuzana Chvatalova, Milos Koch*

***EFFICIENT EMPLOYMENT OF INFORMATION AND COMMUNICATION TECHNOLOGIES FOR SUCCESSFUL DEVELOPMENT OF SMALL AND MEDIUM SIZE ENTERPRISES IN LATVIA***

*Sanita Meijere, Karlis Kreslins*

***METHODOLOGY OF CREATING OPTIMAL INFORMATION STRATEGIES***

*Milos Koch, Zuzana Chvatalova*

***READINESS OF THE CZECH PUBLIC (INDIVIDUALS AND BUSINESSES) FOR COMMUNICATION WITH PUBLIC ADMINISTRATION USING CLOUD SERVICES***

*Veronika Novotna, Bernard Neuwirth*

***USAGE OF DECISION MAKING TOOLS WITHIN DECISION OF IMPLEMENTATION OF PRODUCTION CAPACITY PLANNING***

*Martina Zakovska, Tomas Polacek*

***CORPORATE ORGANIZATION STRUCTURES FOR PREDICTIVE ANALYTICS***

*Jana Kajanova, Bastian Ringsdorf*

***SOFTWARE DESIGN OF SUSTAINABLE VALUE MODELING AS A PART ENTERPRISE INFORMATION SYSTEM***

*Zuzana Chvatalova, Jiri Hrebicek*

***EVALUATION OF INFORMATION SYSTEMS IN MEDIUM SIZED AND LARGE BUSINESSES***

*Lukas Novak*

21<sup>st</sup> International Scientific Conference  
Brno University of Technology  
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