

Plenary session

21 November 2024 / 10:15–12:10



Prof. Dr. Dirk H. Hartel

Duale Hochschule Baden-Württemberg Stuttgart
„Cyber Security in the Supply Chain of Companies
– Status Quo, Causes and Selected Business Approaches“



Prof. Michal Kohout, Ph.D.

California State University, San Bernardino
„Public Sector Sustainability as Justice in California“



Assoc. Prof. Jaromír Kovářík, Ph.D.

University of the Basque Country
„Economic and Social Networks: Applications
to Innovation and Marketing“



Ing. Stanislav Klika

BDO Czech Republic, s.r.o.
„ESG reporting in corporate practice“



Mgr. et Mgr. Marek Orko Vácha, Ph.D.

Charles University
„Ethics in business and entrepreneurship“

Business Trends 2024

Plzeň, 21 – 22 November 2024
Secese Conference Centre – Pilsner Urquell Brewery

Conference Schedule

Thursday, 21 November, 2024

09:00 – 10:00	Participants registration
10:00	Opening of the conference (Pilsner Urquell Hall)
10:15 – 12:10	Plenary session (Pilsner Urquell Hall)
10:15	Dirk H. Hartel Duale Hochschule Baden-Württemberg Stuttgart <i>Cyber Security in the Supply Chain of Companies – Status Quo, Causes and Selected Business Approaches</i>
10:40	Michal Kohout California State University San Bernardino <i>Public Sector Sustainability as Justice in California</i>
11:05	Jaromír Kovářík University of the Basque Country <i>Economic and Social Networks: Applications to Innovation and Marketing</i>
11:30	Stanislav Klika BDO Czech Republic s.r.o. <i>ESG reporting in corporate practice</i>
11:55	Marek Orko Vácha Charles University <i>Ethics in business and entrepreneurship</i>

Business Trends 2024

Plzeň, 21 – 22 November 2024
Secese Conference Centre – Pilsner Urquell Brewery

Conference Schedule

Thursday, 21 November, 2024

12:30 – 13:30	<i>Lunch (Na Spilce restaurant)</i>
13:30 – 15:00	Presentations in sessions
15:00 – 15:30	<i>Coffee break</i>
15:30 – 17:30	Presentations in sessions
17:30 – 18:30	<i>Tour of the Pilsner Urquell Brewery</i>
19:00 – 22:30	<i>Evening reception – banquet (Pilsner Urquell Hall)</i>

Friday, 22 November, 2024

09:00 – 10:30	Presentations in sessions
10:30 – 11:00	<i>Coffee break</i>
11:00 – 12:30	Presentations in sessions
12:30 – 13:30	<i>Lunch (Na Spilce restaurant)</i>

The conference languages are English, Czech, and Slovak. Preparing a presentation (slides) in English is recommended for participants presenting their papers in Czech or Slovak.

Maximum presentation length: 15 minutes.

Change of program reserved.

Business Trends 2024

Plzeň, Thursday 21 November 2024

Secese Conference Centre – Pilsner Urquell Brewery

Detailed conference schedule

PILSNER URQUELL HALL

Trends in marketing, business and tourism

doc. Ing. Petr Štumpf, Ph.D.

- Petr Suchánek, Maria Králová*
13:30 VÝKONNOST PODNIKU V RÁMCI MODELOVÁNÍ SPOKOJENOSTI ZÁKAZNÍKA A FINANČNÍ VÝKONNOSTI
Vivek Rai
13:45 INTERGENERATIONAL DIFFERENCE IN CONSUMER BEHAVIOUR ON BEER BRAND PREFERENCES IN INDIA
Pekka Makkonen
14:00 INNOVATIVE LEADERSHIP IN TECHNOLOGY COMPANIES
Kristýna Stromská, Lucie Waliszewská
14:15 THE SATISFACTION AND LOYALTY OF CZECH MOBILE OPERATORS' CUSTOMERS
Tereza Šulanová, Marta Žambochová, Michaela Jánská
14:30 INFLUENCER MARKETING ELEMENTS AFFECTING CONSUMER BEHAVIOR
Nikola Ivaničová, Ema Lazorčáková, Miroslava Rajčániová
14:45 FOOD CONSUMPTION PATTERNS IN SLOVAKIA

15:00–15:30 Coffee break (30 min)

- Jaroslava Rajchlová, Petr Novák*
15:30 MOŽNOSTI SNÍŽENÍ NEGATIVNÍCH JEVŮ PLYNOUCÍCH Z NADMĚRNÉHO RURÁLNÍHO TURISMU V LEGISLATIVNÍCH PODMÍNKÁCH ČESKÉ REPUBLIKY
Lucie Waliszewská, Kristýna Stromská
15:45 TYPOLOGY OF CZECH CONSUMERS SHOPPING ON FOREIGN E-SHOPS
Kristýna Tejklová, Tereza Kubištová, Petr Janeček
16:00 STRATEGIC PLANNING IN DESTINATION MANAGEMENT ORGANIZATIONS: INSIGHTS FROM THE CZECH REPUBLIC
David Randuška, Petr Janeček
16:15 DRAWING CROWDS: HOW MAJOR EVENTS DRIVE TOURISM IN THE CZECH REPUBLIC
Tomaš Čihák
16:30 ENTREPRENEURSHIP BY THE PUBLIC SECTOR IN THE FIELD OF CULTURE AND DESTINATION MANAGEMENT – A CASE STUDY FROM JIHLAVA IN CZECHIA
Jaroslava Pražáková, Marie Vejsadová Dryjová, Jarmila Rybová, Adéla Podzimková
16:45 FINANCIAL BEHAVIOUR OF FAMILY COMPANIES IN THE CZECH REPUBLIC

Business Trends 2024

Plzeň, Thursday 21 November 2024

Secese Conference Centre – Pilsner Urquell Brewery

Detailed conference schedule

RED HALL

Innovative and sustainable approaches in business and management

Sustainability in public sector

Entrepreneurship and cooperation with the private sector as part of the life of municipalities

Ing. Eva Jelínková, Ph.D., Ing. Marta Nosková, Ph.D.

13:30	<i>Eliška Valentová, Petra Rydvalová, Naděžda Petruš</i> VOCATIONAL TRAINING IN FAMILY BUSINESSES <i>Olena Hurman, Viktoriia Tserklevych</i>
13:45	THE METHOD OF BUSINESS CASES IN BUSINESS EDUCATION: LOCAL EXPERIENCE OF THE UKRAINIAN HIGH SCHOOL <i>Martin Polívka</i>
14:00	REFLEXE VYBRANÝCH TECHNOLOGIÍ PRŮMYSLU 4.0 V ERP SYSTÉMECH DOSTUPNÝCH NA ČESKÉM TRHU <i>Andrea Janáková Sujová, Martin Halász</i>
14:15	ENTERPRISE AGILITY AND ITS ASSESSMENT BY A COMPANY <i>Slavka Šagátová, Denisa Gajdová</i>
14:30	CIRCULAR ECONOMY FROM PERSPECTIVE OF WASTE MANAGEMENT TRENDS IN EU <i>Duncan Chandabemba Ngwenya, Milan Jílek, Edson Mbedzi, Asmerelda Chivore</i>
14:45	THE IMPACT OF COVID-19 ON SMALL AND MEDIUM ENTERPRISES FINANCING CHOICES: A CASE OF BULAWAYO METROPOLITAN PROVINCE
15:00–15:30 Coffee break (30 min)	
15:30	<i>Monika Stümpelová, Peter Watter, Radovan Savov</i> INNOVATIVE TRENDS IN TALENT MANAGEMENT <i>Zuzana Dlhá, Marián Tóth</i>
15:45	ORGANIC FARMING AND FARM PERFORMANCE: COMPARISON OF SLOVAKIA AND CZECHIA <i>Marianna Marčanová, Ján Pokrivčák</i>
16:00	ADVANCED BIOTECHNOLOGY IN AGRICULTURE AND FOOD PRODUCTION: DEVELOPMENT OF NEW GENOMIC TECHNIQUES IN THE EU <i>Kristína Medeková, Zuzana Bajusová, Drahoslav Lančarič</i>
16:15	THE POSITION AND PERFORMANCE OF AGRICULTURE IN THE SLOVAK REPUBLIC <i>Jiří Ježek</i>
16:30	ITALIAN EXPERIENCES WITH METROPOLITAN ADMINISTRATION AND THE POSSIBILITIES OF APPLYING THEM IN CZECH ADMINISTRATIVE PRACTICE <i>Jan Kopp, Pavlína Hejduková, Michaela Hejplíková</i>
16:45	MOŽNOSTI POSUZOVÁNÍ EFEKTIVITY INVESTIC DO MODRO-ZELENÉ INFRASTRUKTURY V URBANIZOVANÉM ÚZEMÍ

Business Trends 2024

Plzeň, Thursday 21 November 2024

Secese Conference Centre – Pilsner Urquell Brewery

Detailed conference schedule

GREEN LOUNGE

Financial management, accounting and using of quantitative methods in business environment

prof. Ing. Lilia Dvořáková, CSc.

- | | |
|--|---|
| 13:30 | <i>Jana Lososová, Radek Zdeněk, Daniel Kopta, Jaroslav Svoboda</i>
UTILIZATION AND IMPACT OF THE G-INDEX IN SCHOLARLY RESEARCH
<i>Kryštof Tichý</i> |
| 13:45 | SPONSORSHIP AS A KEY TOOL IN THE FINANCING OF ESPORTS ORGANIZATIONS IN THE CONDITIONS OF THE CZECH REPUBLIC AND SLOVAKIA
<i>Petr Fiala</i> |
| 14:00 | MODELOVÁNÍ KOOPETIČNÍCH VZTAHŮ V PODNIKÁNÍ
<i>Jaroslav Svoboda, Jana Lososová, Radek Zdeněk</i> |
| 14:15 | PRODUCTIVITY OF AGRICULTURAL ENTERPRISES OF V4 COUNTRIES
<i>Petr Zeman, Radek Zdeněk, Jana Lososová</i> |
| 14:30 | THE EFFECT OF MACROECONOMIC INDICATOR DISCLOSURES ON THE PX GLOB INDEX
<i>Patrik Cíba, Michaela Šišková, Artan Qineti</i> |
| 14:45 | CHALLENGES OF INDUSTRIAL EXPORT AND ITS ROLE IN THE SLOVAK ECONOMY |
| 15:00–15:30 Coffee break (30 min) | |
| 15:30 | <i>Tomáš Rábek</i>
CORPORATE SUSTAINABILITY REPORTING DIRECTIVE (CSRD) AND ITS IMPACT ON ESG TRANSPARENCY
<i>Nikola Sobotková, Aneta Oblouková, Vojtěch Bartoš, Eva Vítková</i> |
| 15:45 | IDENTIFICATION OF KEY PERFORMANCE INDICATORS OF CONSTRUCTION COMPANIES BASED ON GUIDED INTERVIEWS
<i>Peter Watter, Ján Pokrivčák</i> |
| 16:00 | XGBOOST ANALYSIS OF HOUSEHOLD FOOD EXPENDITURES IN SLOVAKIA
<i>Daniela Rybářová, Helena Majdúchová</i> |
| 16:15 | VPLYV UKAZOVATELOV OBEHOVÉHO HOSPODÁRSTVA NA PRODUKTIVITU ZDROJOV V KRAJINÁCH EÚ
<i>Ján Pokrivčák, Jozef Gálik, Ema Lazorčáková, Marián Tóth</i> |
| 16:30 | KOMPARÁCIA ZAMESTNANOSTI V POĽNOHOSPODÁRSTVE VO VYBRANÝCH KRAJINÁCH EÚ
<i>Miroslav Holec, Ján Pokrivčák</i> |
| 16:45 | PROBLEMS WITH NEXUS APPROACH IMPLEMENTATION IN AGRICULTURE
<i>Anatolij Guley, Borys Yazliuk</i> |
| 17:00 | DIGITAL MONEY: NEW ERA OF FINANCE |

Business Trends 2024

Plzeň, Thursday 21 November 2024

Secese Conference Centre – Pilsner Urquell Brewery

Detailed conference schedule

DRAFT BEER WORKSHOP LOUNGE

Applications of AI in organizational settings and in higher education

doc. PaedDr. Dana Egerová, Ph.D., doc. PhDr. Lucie Rohlíková, Ph.D.

- 13:30 *Lukasz Tomczyk*
MAPPING DIGITAL COMPETENCE IN THE USE OF AI
- 13:45 *Josef Daněk, Jan Pospíšil*
HOW GENERATIVE AI AUTONOMOUS AGENTS SHAPE THE CURRENT BUSINESS TRENDS AND SMART LEARNING
- 14:00 *Ladislava Knihová*
AI-POWERED IMMERSIVE LEARNING: TRANSFORMING TERTIARY EDUCATION
- 14:15 *Radek Turčáni*
THE USE OF AI IN THE TEACHING OF MARKETING COMMUNICATION AT UNIVERSITIES
Tomáš Kincl, Daria Gunina, Michal Novák, Jan Pospíšil
- 14:30 COMPARING HUMAN AND AI-BASED ESSAY EVALUATION IN THE CZECH HIGHER EDUCATION: CHALLENGES AND LIMITATIONS
- 14:45 *Matěj Havlas, Veronika Novotná*
APPLICATION OF AI IN ORGANIZATIONAL PRACTICE AND HIGHER EDUCATION
- 15:00–15:30 Coffee break (30 min)**
- 15:30 *Dan Svoboda*
THE TRUTH ABOUT AI: DEVELOPMENT AND COST
- 15:45 *Monika Kristl Volfová*
THE USE OF VIRTUAL REALITY IN CORPORATE TRAINING
- 16:00 *Radmila Velnerová*
OPEN REGIONAL DATA AND THE USE OF AI
- 16:15 *David Michelini*
APPLICATION OF ARTIFICIAL INTELLIGENCE IN FINANCIAL CONSULTING
Eva Jelínková, Marta Nosková, Jiří Pešík
- 16:30 THE POTENTIAL OF EXTENDED REALITY IN HIGHER EDUCATION FROM THE PERSPECTIVE OF DIGITAL NATIVES
Drahošlav Lančarič, Radovan Savov, Petra Mikulcová, Kristína Medeková
- 16:45 INNOVATION OF THE EDUCATION PROCESS TOWARDS IMPLEMENTING AI TOOLS – A PILOT STUDY AT THE SLOVAK UNIVERSITY OF AGRICULTURE IN NITRA, SLOVAKIA
- 17:00 *Ludvík Eger*
QUESTIONNAIRE DESIGN USING GENERATIVE AI: A CASE STUDY FROM MARKETING



Business Trends 2024

Plzeň, Friday 22 November 2024

Secese Conference Centre – Pilsner Urquell Brewery

Detailed conference schedule

RED HALL

Trends in marketing, business and tourism

doc. Ing. Petr Janeček, Ph.D.

- Petr Čížek*
9:00 KOMPARAČNÍ ANALÝZA IMPLEMENTACE SOUHLASU S COOKIES – PŘÍPADOVÁ STUDIE INTERNETOVÝCH STRÁNEK ČESKÝCH LÁZEŇSKÝCH RESORTŮ MEZI LETY 2022-2024
Tereza Malátková, Mikuláš Gangur
9:15 ANALYSIS OF THE USE OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN COMMODITY MARKETS
Kateřina Chaloupková, Martin Hodač, Petr Janeček
9:30 OCHRANA SPOTŘEBITELE PŘI NÁKUPU CESTOVNÍCH SLUŽEB
Kristýna Machová
9:45 TRENDY V SOCIÁLNÍM PODNIKÁNÍ V ČESKÉ REPUBLICE
Petr Janeček, Lukáš Pichlík
10:00 DOPADY MEZINÁRODNÍHO TURISMU NA PLATEBNÍ BILANCI
Petr Štumpf, Táňa Moučková
10:15 FACEBOOK OR INSTAGRAM? SOCIAL MEDIA IN TOURISM DESTINATION MARKETING COMMUNICATION

10:30–11:00 Coffee break (30 min)

Financial management, accounting and using of quantitative methods in business environment

Ing. Marie Černá, Ph.D.

- Sára Sedláková, Veronika Komorousová*
11:00 DIFFERENCES IN FINANCIAL PERFORMANCE AND GENDER DIVERSITY OF SECTORS IN THE NATIONAL ECONOMY OF THE CZECH REPUBLIC
Lucie Ziebová, Jana Hinke
11:15 REGULATIONS AND RESEARCH TRENDS IN TRANSFER PRICING
Vladimíra Hedvika Lacheb, Jana Hinke
11:30 SCIENTIFIC ATTENTION ON RELATIONSHIP BETWEEN TAX MIX AND ECONOMIC PERFORMANCE
Věra Jankovcová, Lilia Dvořáková
11:45 HOME OFFICE FROM THE PERSPECTIVE OF INTERNATIONAL TAXATION AND THE RELATED ADMINISTRATIVE BURDEN FOR BUSINESSES
Lucie Rottenbornová, Petra Taušl Procházková, David Martinčík
12:00 SROVNÁVACÍ ANALÝZA DYNARE V MATLABU A PYTHONU: POSOUZENÍ MOŽNOSTÍ A OMEZENÍ PYTHONU PRO MODELOVÁNÍ DSGE

Business Trends 2024

Plzeň, Friday 22 November 2024

Secese Conference Centre – Pilsner Urquell Brewery

Detailed conference schedule

DRAFT BEER WORKSHOP LOUNGE

Innovative and sustainable approaches in business and management

Sustainability in public sector

Digitization in project management

doc. Ing. Martin Januška, Ph.D.

- | | |
|-------|---|
| 9:00 | <i>Renata Skýpalová, Milan Jan Půček, Adam Klement</i>
NGOS AND CORPORATE PARTNERSHIPS: BUILDING SUSTAINABLE FUTURES TOGETHER |
| 9:15 | <i>Alena Palacká, Monika Kristl Volfová</i>
IMPACT OF „DIGITALIZATION“ ON SUSTAINABILITY REPORTING IN CZECH BANKS |
| 9:30 | <i>Dagmar Trnková, Jiří Vacek</i>
VYUŽITÍ MYŠLENOVÝCH MAP V PODNIKATELSKÉ PRAXI |
| 9:45 | <i>Jakub Vícha, Martin Januška</i>
CIRCULAR ECONOMY IN BREWERY INDUSTRY, CASE STUDY USA |
| 10:00 | <i>Adéla Nováková, Lilia Dvořáková</i>
THE CREATIVE ECONOMY AND ITS ROLE IN THE ECONOMIC DEVELOPMENT OF THE STATE |
| 10:15 | <i>Hana Filipczyková, Svatopluk Slovák</i>
ANALÝZA DOPADU DAŇOVÝCH ZMĚN NA FINANČNÍ VÝKONNOST VYBRANÝCH MALÝCH A STŘEDNÍCH PODNIKŮ |

10:30–11:00 Coffee break (30 min)

- | | |
|-------|--|
| 11:00 | <i>Marie Černá, Jana Štuncová</i>
REAL ESTATE TAX IMPACT ON MUNICIPAL BUDGETS SUSTAINABILITY |
| 11:15 | <i>Andrea Čandová, Jan Pokorný</i>
GREEN FINANCE IN ECONOMIC RESEARCH: A BIBLIOMETRIC ANALYSIS |
| 11:30 | <i>Olga Martinčíková Sojková, David Martinčík</i>
COMPARISON OF LINEAR AND NONLINEAR MODELS IN EXPLANATION OF DISHONEST BEHAVIOR |
| 11:45 | <i>Michaela Krechovská, Kateřina Mičudová, Miroslav Špaček, Emil Vacík</i>
DISRUPTIVE INNOVATION CONCEPT IN SELECTED EU COUNTRIES |
| 12:00 | <i>Štěpán Marval, Tomáš Hejduk, Petr Fučík, Ondřej Mašek, Štěpán Zrostlík</i>
THE POSSIBILITY OF CONNECTING TRANSPORT AND WATER INFRASTRUCTURE AS A TOOL FOR PUBLIC SECTOR SUSTAINABILITY |