

MASARYK UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATION

1st International PhD Students Conference

New Economic Challenges

Under the auspices of the dean of the faculty doc. Ing. Martin Svoboda, Ph.D. $21^{\rm st}-22^{\rm nd}\ {\sf January}\ 2009$



Partneři Ekonomicko-správní fakulty Masarykovy univerzity Partners Faculty of Economics and Administration Masaryk University

Strategický partner / Strategic partner



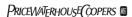
Hlavní partneři fakulty / Main partners:







Významní partneři fakulty / Important partners:











Partneři fakulty / Partners:













CONFERENCE SCHEDULE

Wednesday, 21st January 2009

09:30 - 10:00 Presentation of participants and accommodation Entrance hall on the 2nd floor Opening ceremony in auditorium Citi Hall, 10:00 - 10:15 doc. PhDr. Mikuláš Bek, Ph.D., Vice Rector MU doc. Ing. Martin Svoboda, Ph.D., Dean FEA MU

Plenary session, discussion 10:15 - 12:30

Moderator: Mgr. Josef Menšík, Ph.D.

Speakers:

Rizwan S. Qazi - Citibank Europe plc, Consumer Bank Head

Theme: Credit Cards and Credit Management

David Rozumek - CNB, Executive Director, Financial Market

Supervision Department

Theme: Financial Crisis, Lessons Learned (Czech Perspective)

Miroslav Pospíšil - Centre for non-profit sector research, director

Theme: Czech Republic and Non-profit Sectors: A Cold Embrace Rostislav Tesař - Toray Textiles Central Europe, General Affairs Manager

Theme: KVI as the sensors for management control

CSR in Toray Industries Inc., Japan

David Póč - FAE, Department for strategy and development Theme: Potential of the students' participation in the EU funds project management on universities

12:00 - 13:00 Lunch

Canteen – Vinařská Street

13:00 - 15:00 **Parallel Sessions I**

Discussion in sections is directed and moderated by head of particular

section that determine the order of speakers

15:00 - 15:30 Coffee break

Entrance hall on the 2nd floor

15:30 - 17:30 Parallel Sessions II

Discussion in sections is directed and moderated by head of particular

section that determine the order of speakers

18:00 - 24:00 **Evening party**

Entrance hall on the 2nd floor

Thursday, 22nd January 2008

10:00 - 12:00 **Parallel Sessions III**

> Discussion in sections is directed and moderated by head of particular section that determine the order of speakers

12:00 - 13:00 Lunch

Canteen - Vinařská Street



DIVIDING INTO SECTIONS:

Lecture Room P2

Financial Markets - Theory and Practice

Accounting and Taxation of Profit and Non-profit Sector

Head of section: doc. Ing. Martin Svoboda, Ph.D., Ing. Petr Valouch, Ph.D.

Secretary of section: Ing. Alois Konečný. Mgr. Ing. Eva Kutová

Papers:

Parallel Session I

Kateřina Randová Amendment to the Value Added Tax Act No. 302/2008 Coll. in

Force from 01. 01. 2009.

Michal Svoboda Governmental Accounting in the Czech Republic.

Artur Borcuch Financial Stability in the European Union from the Perspective

of Payment Systems.

Kiss Gábor Dávid Analysis of Diversification Problems in the Case of Hungarian

and Russian Pension Investments.

Parallel Session II

Tomáš Křížek Causality between financial development and economic

growth.

Daniela Maťovčíková The effect of central bank's and government's measures in

the wake of financial crisis on the respective financial

markets.

Monika Klimontowicz Intangible assets in gaining the competitive advantage by

Polish banks.

Michaela Moždiáková Functions and Duties of a Depositary of Collective

Investment Funds.

Oltiana Muharremi The Financial System Development and the Financial

Stability in Balkan Countries.

Lecture Room P3

Development of Public sector - Theory and Practice

Head of section: doc. JUDr. Ivan Malý, CSc., Mgr. Simona Škarabelová, Ph.D.

Economic Theory, Economic Policy and Economic History

Head of section: Ing. Martin Kvizda, Ph.D., Mgr. Josef Menšík, Ph.D.

Secretary of section: Ing. Šárka Grigarčíková, Ing. Veronika Kartusová, Ing. Eduard Bakoš

Papers:

Parallel Session I

Kusuma Wijesinghe Interactions of leader behavior and person-organization value

fit on employee participation and trust.

Anita Morze Patients' expectations towards health-care workforce.

Stanisława Morze Outsourcing in State-owned Hospitals as a Solution for

Effective Cost Management and Budgeting.

Klára Šimonová Cross-Cultural Communication in Public Administration.

Parallel Session II

Udvari Beáta Potential economic effects of the Lomé Conventions in Sub-

Saharan Africa

Petra Černíková Business Cycle Analysis of the EMU Countries

Michaela Krčílková Looking for Common Driving Factors in the European Union Axel Sonntag Understanding Household Energy Behavior - the multi person

case

Lecture Room P6

Regional Development and Administration - Theory and Practice

Head of section: doc. RNDr. Milan Viturka, CSc. Secretary of section: Ing. Lucie Obermajerová

Papers:

Parallel Session I

Lenka Brown European Social Fund management and its contribution to

regional development

Balcha Daniel The Impact of Cultural Differences in Addressing Social

Problems

Sonia Huderek-Glapska The Contribution of Transport Infrastructure to Regional

Development. A Case Study of an Airport

Lukáš Nevěděl Perceptions of local development

Parallel Session I

Lenka Pelegrinová Regional Disparities among EU New Member States

Petra Pešáková Innovations in Regions of Eastern Slovakia

Daniel Rušín Eastern Slovakia - a new sphere of interest of foreign

investors

Sokoli Ylldes Regional Development Politics

Parallel Session III

Libor Lněnička Agenda 21 and strategic planning

Hana Svobodová Development of Rural Regions – On Example of Hrotovicko

Microregion

Lecture Room P4

Business Economics, Management and Marketing

Head of section: prof. Ing. Ladislav Blažek, CSc., Ing. Petr Smutný, Ph.D.

Secretary of section: Ing. Michal Kozub, Ing. Tomáš Viktořík

Papers:

Parallel Session I

Alicja Hadryś, Pawel Niszczota The influence of control and risk factors on changes in the

financing of family-owned businesses.

Andreia Minulescu Industrial symbiosis and cement manufacture.

Lenka Drličková Formulation and Translation of the Organizational Culture

from Home Country to the Foreign Acquisition within an

International.

Eva Maria Eckenhofer Strategic Networking as a Management Tool

Parallel Session II

Lýdia Halagová Implementation of Corporate Social Responsibility in

companies in Slovakia.

Elena Horváthová Working motivation in specific company in Slovak Republic Ľudmila Karabašová The Application of Balanced Scorecard in Specific Slovak

Organization.

Eva Karpissová Environmental management and its influence on a company

performance

Parallel Session III

Michał Piłat Talent management as a mainspring for successful

development of a company.

Natálie Presová Influence of contemporary IT trends on strategic

management and organizational structures.

Kamila Tišlerová New trends in CRM: call-centers. Lucie Sára Závodná Service Sector and the Future.