



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.

21st – 22nd 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
- 10:00 – 10:15** **Opening ceremony in auditorium Citi Hall,**
doc. PhDr. Mikuláš Bek, Ph.D., Vice Rector MU
doc. Ing. Martin Svoboda, Ph.D., Dean FEA MU
- 10:15 – 12:30** **Plenary session, discussion**
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 Mařovčiková	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 Mořdiáková	Functions and Duties of a Depository 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 Bakoř

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 Rušíň	Eastern Slovakia - a new sphere of interest of foreign investors
Sokoli Ylides	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
Ľudmila Karabašová

Working motivation in specific company in Slovak Republic
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
Lucie Sára Závodná

New trends in CRM: call-centers.
Service Sector and the Future.

