



ESF

**3rd International PhD Students Conference
– New Economic Challenges**

**Conference Programme
3rd June 2011**

Business Economics and Management	Finance, Accounting and Taxes	Economic Theory and Policy – section A	Economic Theory and Policy – section B	Public Administration and Regional Development
09:00 – 10:00 Registration and coffee	09:00 – 10:00 Registration and coffee	09:00 – 10:00 Registration and coffee	09:00 – 10:00 Registration and coffee	09:00 – 10:00 Registration and coffee
10:00 – 10:15 Opening session (room P6)	10:00 – 10:15 Opening session (room P6)	10:00 – 10:15 Opening session (room P6)	10:00 – 10:15 Opening session (room P6)	10:00 – 10:15 Opening session (room P6)
10:15 – 12:15 Parallel session (room P6)	10:15 – 12:35 Parallel session (room S4)	10:15 – 12:45 Parallel session (room S7)	10:15 – 12:35 Parallel session (room S3)	10:15 – 12:35 Parallel session (room S6)
12:15 – 13:15 Lunch break	12:35 – 13:35 Lunch break	12:45 – 13:45 Lunch break	12:35 – 13:35 Lunch break	12:35 – 13:35 Lunch break
13:15 – 14:10 Parallel session (room P6)	13:35 – 14:50 Parallel session (room S4)			13:35 – 14:35 Parallel session (room S6)
15:00 – 16:00 Poster session (room S5)	15:00 – 16:00 Poster session (room S5)	15:00 – 16:00 Poster session (room S5)	15:00 – 16:00 Poster session (room S5)	15:00 – 16:00 Poster session (room S5)

Parallel session: Business Economics and Management (room P6)

Moderator: Ing. Petr Smutný, Ph.D., ESF MU
Discussant: doc. Ing. Ladislav Janíček, Ph.D., MBA, MU

10:15 – 10:35 Lebiejko Agnieszka (University of Economics in Katowice): *Customer ethnocentrism and country-of-origin effect – literature review and future study premises in polish services market*

10:35 – 10:55 Hana Klupáková (Česká zemědělská univerzita v Praze): *Perception of manager's motivational role and them related principles*

10:55 – 11:15 Lucie Linhartová (Česká zemědělská univerzita v Praze): *Staff Turnover and Retention Issues in Czech Organisations*

11:15 – 11:35 Petr Mikuš (ESF MU): *Selected indicators of the Czech cooperatives*

11:35 – 11:55 Tomasz Murawski (Nicolaus Copernicus University): *Social Responsibility Investment – the way of modern Investment*

11:55 – 12:15 Jan Petrtyl (Západočeská univerzita v Plzni): *B2C E-Commerce Development and its Current State in the Czech Republic*

12:15 – 13:15 **Lunch break**

13:15 – 14:35 Sebastian Hecker (University of Pecs): *Future business evaluation of German SME in China*

13:30 – 13:50 Václav Sedláček (VŠE): *Agreements in marketing communication*

13:50 – 14:10 Natalia Mokhova (VUT): *Estimation the cost of capital: comparison and improvement of traditional approaches*

15:00 – 16:00 **Poster session (room S5)**

Anna Afonina (VUT): *An overview of Benchmarking: process, types, benefits*

Michal Čapek (VŠE): *Category management*

Saodat Kasimova (Česká zemědělská univerzita): *The modern socio-economic system: Information Economy and Social Networks*

Ján Matuška (Compan, s.r.o.): *Case study on the impact of the economic crisis on the valuation of medium-sized enterprises*

Petr Hajný (VŠB – TU Ostrava): *The importance of innovation to maintain a stable bussiness*

Kristýna Chalupecká (PřF MU): *Non banking credit institutions and the consumer insolvency*

Paralel session: Finance, Accounting and Taxes – (room S4)

Moderator: Ing. Dagmar Linnertová, ESF MU
Discussant: doc. Ing. Hana Bohušová, Ph.D., MZLU

- 10:15 – 10:35** Oleg Deev (ESF MU): *Methods of bank valuation: a critical overview*
- 10:35 – 10:55** Katarína Hil'ovská , Martina Lučkaničová, Ján Šterba (TU v Košiciach): *The impact of Financial crisis on predictability of the European Stock Markets – Comparative study of prediction accuracy of Technical Analysis and Neural Network*
- 10:55 – 11:15** Veronika Kajurová (ESF MU): *Credit derivatives and their modification within Basel*
- 11:15 – 11:35** Veronika Bučková (ESF MU), Svend Reuse (FOM University of Applied Science): *Basel III Global Liquidity Standards: Critical Discussion and Impact onto the European Banking Sector*
- 11:35 – 11:55** Petr Málek (ESF MU): *Czech indexing and its dependence on western economics*
- 11:55 – 12:15** Tomasz Mataczynski (University of Economics in Katowice): *Institutions and fiscal policy in Eastern European countries - crisis and exit strategies*
- 12:15 – 12:35** Panna Miskolczi, Tibor Tarnóczi (University of Debrecen): *Risk analysis with financial ratios*
- 12:35 – 13:35** **Lunch break**
- 13:30 – 13:50** Kateřina Randová (VŠB – TU Ostrava): *Selected Aspects of the Copenhagen Economics Study on Reduced VAT Rates in the Current Conditions of the Moravian-Silesian Region*
- 13:50 – 14:10** Rostislav Staněk (ESF MU): *What is the relationship between competition and risk in banking industry?*
- 14:10 – 14:30** Bilgesu Satir Satir (UK, Bratislava) : *The Challenge and the reaction of the 2008 Economic Crisis for Turkey*
- 14:30 – 14:50** Lukáš Schön (ESF MU): *Revenue from Contracts with Customers*

Parallel session: Economic Theory and Policy – section A (room S7)

Moderator: Mgr. Martin Slanicay, ESF MU

Discussant: Ing. Mgr. Pavel Herber, ESF MU

- 10:15 – 10:45** Pavel Herber (ESF MU): *Identifications problems in New Keynesian DSGE models*
- 10:45 – 11:15** Martin Slanicay (ESF MU): *Impact of Asymmetric Shocks and Structural Differences between the Czech economy and Euro Area 12*
- 11:15 – 11:45** Veronika Beláková (ESF MU): *Structural differences between Czech and Slovak economy in DSGE model*
- 11:45 – 12:15** Jan Čapek (ESF MU): *Changes in economic behavior during contemporary recession*
- 12:15 – 12:45** Ondřej Krčál (ESF MU): *Agent-based Computational Model of a Urban Retail Market*
- 12:45 – 13:45** **Lunch break**

Parallel session: Economic Theory and Policy“ – section B (room S3)

Moderator: Mgr. Ing. Pavlína Balcarová, ESF MU
Discussant: Ing. Irena Jindřichovská, CSc., CES VŠEM

- 10:15 – 10:35** Ilya Bolotov (VŠE): *Structure Of Foreign Capital Inflows And Its Impacts On Macroeconomic Performance During The Global Crisis*
- 10:35 – 10:55** Jana Hvozdenková (ESF MU): *Greek Bond Crisis - The Impacts on European Union*
- 11:15 – 11:35** Pavlína Balcarová (ESF MU): *Determinants of competitiveness in Southeast Europe*
- 11:35 – 11:55** David Kula (VŠE): *Competitiveness of Regions from Microeconomic Point of View*
- 11:55– 12:15** Joanna Gaska (University of Economics in Katowice): *On some common tendencies of economic standing development in the EU-27 countries*
- 12:15 – 12:35** Szücs Róbert Sándor, Éva Pólya (Szolnok University College): *Economic risk of childhood obesity*
- 12:35 – 13:35** **Lunch break**
- 15:00 – 16:00** **Poster session (room S5)**
- Artur Borcuch (The Jan Kochanowski University of Humanities and Sciences in Kielce): *The Role of Transaction Costs Economics in New Institutional Economics*
- Martina Kotková (VŠE MU): *Outward Foreign Direkt Investment of Czech Firms*
- Chalotorn Sinproh (EU Bratislava): *G-20 and their role in global imbalances*
- Martin Stuchlík (VŠE): *What to expect from Chinese takeovers*

Parallel session: Public Administration and Regional Development (room S6)

Moderator: Mgr. Jiří Špalek, Ph.D., ESF MU
Discussant: doc. JUDr. Ing. Ján Šebo, Ph.D., UMB

- 10:15 – 10:35** Jan Holeček (PřF MU): *Tourism organization as a platform for the coordination and development of tourism in the region*
- 10:35 – 10:55** Nagymate Nora, Zsolt Csapó, Sándor Kovács (University of Debrecen): *Analysing the aspects of employment status and rehabilitation of disabled persons in the North Great Plain Region of Hungary*
- 10:55 – 11:15** Vilém Pařil (ESF MU): *Municipal Income Self-employer's Tax Revenues in South Moravian Region*
- 11:15 – 11:35** Lenka Kopečková, Miloš Fišar (ESF MU): *Economists are selfish individualists. Or not?*
- 11:35 – 11:55** Dagmar Čámská (VŠE): *Culture and its sources of finance*
- 11:55 – 12:15** Lucie Winklerová (ESF MU): *Pareto criterion of general utility in spatial development*
- 12:15 – 12:35** David Cole (UMB): *The Neo-Thünen Ring and Regional Inequalities*
- 12:35 – 13:35** **Lunch break**
- 13:35 – 13:55** Bartosz Kopka (University of Economics): *Theoretical aspects of using virtual advisors in public administration*
- 13:55 – 14:15** Jakub Dostál (ESF MU): *Role of NGOs in Czech disaster management*
- 14:15 – 14:35** Josef Halamík (Slezská univerzita v Opavě): *The shortage of skilled labour force impact to the labour market development*
- 15:00 – 16:00** **Poster session (room S5)**
- Eva Pintová (EU Bratislava): *Environmental migration – help needed*
- Martin Luštický, Lucie Váchová, Veronika Zelená (VŠE): *Acceptability of the Regional Tourism Development Strategie*
- Damián Czudek (PřF MU): *Electronisation of the Public Administration primarily focusing on the Data boxes*