



4th International PhD Conference “NEW ECONOMIC CHALLENGES”

CONFERENCE PROGRAMME APRIL 25, 2013

09:00 – 10:00
Registration and coffee

10:00 – 10:15
Opening session (room P6)

**Business Economics
and Management**

**Economic Theory
and Policy**

**Finance, Accounting
and Taxes**

**Public Administration
and Regional
Development**

10:15 – 12:15
Parallel session
(room P6)

10:15 – 11:55
Parallel session
(room S4)

10:15 – 12:15
Parallel session
(room S5)

10:15 – 11:55
Parallel session
(room S6)

12:00 – 13:15
Lunch break
(lounge in the students' canteen)

13:15 – 14:15
Parallel session
(room P6)

13:15 – 14:35
Parallel session
(room S6)

14:00 – 15:00
Coffee

17:00 – 21:00
Social Event in the pub of Středověká krčma
(rendezvous at the main entrance to the Faculty at 16:30 and transport for the pub)

Parallel session: Business Economics and Management

(room P6)

Moderator: Ing. Petr Smutný, Ph.D.

Discussant: doc. Ing. Dr. Jan Voráček, CSc.

- 10:15 – 10:35** Pramod Dasan (University of Economics, Prague)
Optimum Resource Allocation and Eliminating Waste inside Food Industry Wrapping Section
- 10:35 – 10:55** Michal Ďuriník (Masaryk University)
Anchoring Effect in Willingness-to-Pay Decision
- 10:55 – 11:15** Lenka Kocifajová - Púčková Katarína (University of Žilina)
How to Encourage Employees to Share Knowledge
- 11:15 – 11:35** Dariusz Leszczyński (Warsaw School of Economics)
The Investigation into the Success Factors in Business among Polish Female Micro-entrepreneurs from the Mazowieckie and Warmińsko-Mazurskie Provinces: A comparative analysis
- 11:35 – 11:55** Jan Mital' (University of Presov in Presov)
Application of the Model of Knowledge Transfer in Multinational Corporations on Conditions of Slovak Subsidiaries
- 11:55 – 12:15** Veronika Šramová (University of Žilina)
Scenarios as a Tool for Preparing Companies for the Future
- 12:15 – 13:15** **Lunch break**
- 13:15 – 13:35** Markus Vesely (Vienna University of Economics and Business)
Competence Management in the Czech Republic - Current Situation and the Anticipated Development from the Perspective of Czech Executives
- 13:35 – 13:55** Branislav Zagoršek (University of Economics in Bratislava)
Utilization of Business Experiments in Postindustrial Environment
- 13:55 – 14:15** Anna Závodská (University of Žilina)
Knowledge Management Initiatives - Case of Machinery Company

Parallel session: Economic Theory and Policy

(room S4)

Moderator: Mgr. Josef Menšík, Ph.D.

Discussant: doc. Ing. Irena Jindřichovská, CSc.

- 10:15 – 10:35** Yavas Esen (Vienna University of Economics and Business Administration)
Overcoming the Financial Crisis: Insights from New Institutional Economics
- 10:35 – 10:55** Martin Guzi (IZA)
The Curse of Social Assistance in the Czech Republic
- 10:55 – 11:15** Vladimír Hajko (Masaryk University)
How do Petrol and Naphtha Prices Relate to the Crude Oil
- 11:15 – 11:35** Viktorija Igošina (University of Economics, Prague)
EU and OFDI from BRICs Economies. Formal Modelling of the Investment Determinants of Emerging Economies in the EU
- 11:35 – 11:55** Rostislav Staněk (Masaryk University)
Access Price Regulation and Infrastructure Investment
- 12:00 – 13:00** **Lunch break**

Parallel session: Finance, Accounting and Taxes

(room S5)

Moderator: doc. Ing. Martin Svoboda, Ph.D.

Discussant: doc. Ing. Eva Vávrová, Ph.D.

- 10:15 – 10:35** Filloreta Cenolli (Universiteti Ismail Qemali) - Oltiana Muharremi - Erald Pelari
Compulsory Insurance Issues and Ways to Improve it in the Albanian Market
- 10:35 – 10:55** Jana Hvozdenská (Masaryk University)
European Debt Crisis
- 10:55 – 11:15** Veronika Kajurová (Masaryk University)
Interaction between CDS Markets and Bond Markets
- 11:15 – 11:35** Tereza Miková (University of Economics, Prague)
IFRS for SMEs: from the Beginning to the Present Time in the European Union and the Czech Republic
- 11:35 – 11:55** Oltiana Muharremi (University of Vlora) - Filloreta Madani - Erald Pelari
The Development and Continuous Reforms of the Social Security System in Albania
- 11:55 – 12:15** Adam Přeučil (University of Economics, Prague)
The Estimation of the Future Value of the Apple's Trademark
- 12:15 – 13:15** **Lunch break**

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

Moderator: Ing. Jana Soukopová, Ph.D.

Discussant: Ing. Gabriela Vaceková, Ph.D.

- 10:15 – 10:35** Gabriela Antošová (Czech University of Life Sciences Prague)
A Review of Quantitative and Qualitative Approaches and Usage Researchers' Terminology: Cultural Rural Development
- 10:35 – 10:55** Kateřina Boukalová (Czech University of Life Sciences Prague)
Through the Eyes of Local Action Groups in the Czech Republic
- 10:55 – 11:15** Jakub Dostál (Masaryk University)
How to Measure Monetary Value of Volunteering in Emergencies in the Czech Republic
- 11:15 – 11:35** Alena Kolářová (Czech University of Life Sciences Prague)
What is the Functioning of the LAG about? The Point of View of the Management
- 11:35 – 11:55** Vilém Pařil (Masaryk University)
Current Czech Highways Environmental Impacts Assessment - Chosen Approaches
- 12:00 – 13:00** **Lunch break**
- 13:15 – 13:35** Marie Pechrová (Czech University of Life Sciences Prague)
Factors Influencing the Success of the Local Action Groups Operating in the Czech Republic
- 13:35 – 13:55** Katarína Rimegová (Technical University of Košice)
Four Decades of Development Strategies and the Role of Development Aid in their Process
- 13:55 – 14:15** Felix Sádaba (University of Economics, Prague)
The New Regulation of Consumer Law: Protection of Consumers in Online Sales
- 14:15 – 14:35** Michal Struk (Masaryk University)
Czech Municipal Solid Waste Expenditure and the GDP - Regional Comparison