



# 4<sup>th</sup> 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** Michal Ďuriník (Masaryk University)

*Anchoring Effect in Willingness-to-Pay Decision*

**10:35 – 10:55** Lenka Kocifajová - Púčková Katarína (University of Žilina)

*How to Encourage Employees to Share Knowledge*

**10:55 – 11:15** 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*

**11:15 – 11:35** Jan Mital' (University of Presov in Presov)

*Application of the Model of Knowledge Transfer in Multinational Corporations on Conditions of Slovak Subsidiaries*

**11:35 – 11:55** Veronika Šramová (University of Žilina)

*Scenarios as a Tool for Preparing Companies for the Future*

**11:55 – 12:15** 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*

**12:15 – 13:15** **Lunch break**

**13:15 – 13:35** Branislav Zagoršek (University of Economics in Bratislava)

*Utilization of Business Experiments in Postindustrial Environment*

**13:35 – 13:55** Anna Závodská (University of Žilina)

*Knowledge Management Initiatives - Case of Machinery Company*

**13:55 – 14:15** Pramod Dasan (University of Economics, Prague)

*Optimum Resource Allocation and Eliminating Waste inside Food Industry Wrapping Section*

## 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)  
*Is IFRS for SMEs convenient and practical for European small and medium business entities?*
- 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*