

**Masaryk University
Faculty of Economics and Administration**



2nd International PhD Students Conference

Under the Auspices of the Dean of the Faculty

Doc. Ing. Martin Svoboda, Ph.D.

NEW ECONOMIC CHALLENGES

20. 1. – 21. 1. 2010

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CONFERENCE SCHEDULE:

Wednesday, 20th January 2010

9:00 – 10:00 participants' presentation and accommodation
entrance hall on the 2nd floor

10:00 – 12:00 opening of the conference and keynote speakers presentations
lecture hall P1 – "Citi Hall", 2nd floor
Ing. Hripsime Nalbandyan, Ph.D. – Citibank
Prof. Ing. Milan Žák, CSc. – VŠEM Prague
Ing. Hynek Černý – Czech National Bank
Ing. Miroslav Hloušek – Department of Economics, FEA Brno

12:30 – 13:30 lunch – students' hall at Vinařská Street

14:00 – 15:30 parallel sessions I
P2, P3, P4, P5, P6, P7

15:30 – 16:00 coffee break
entrance hall on the 2nd floor

16:00 – 17:30 parallel sessions II
P2, P3, P4, P5, P6, P7

18:00 – ... evening party
entrance hall on the 2nd floor

Thursday, 21st January 2010

09:00 – 11:00 parallel sessions III
P2, P3, P4, P5, P6, P7

11:30 – 12:30 lunch students' hall at Vinařská Street – luncheon vouchers will be distributed before the parallel sessions III

13:00 – 15:00 parallel sessions IV
P2, P3, P4, P5, P6, P7

Scientific Committee

Chairman: doc. Ing. Martin Svoboda, Ph.D.	Dean of the FEA MU
Members: prof. Ing. Ladislav Blažek, CSc.	Head of the Department of Corporate Economy, FEA MU
prof. Ing. Antonín Slaný, CSc.	Head of the Department of Economics, FEA MU
doc. Ing. Eva Horvátová, CSc.	KBaMF NHF EU Bratislava, Slovakia
doc. JUDr. Ivan Malý, CSc.	Head of the Department of Public Economics, FEA MU
doc. RNDr. Milan Viturka, CSc.	Head of the Department of Regional Economics and Administration, FEA MU
Ing. Petr Valouch, Ph.D.	Head of the Department of Finance, FEA MU

Organizing Committee

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Ing. Jan Krajíček	Department of Finance, FEA MU
Mgr. Jiří Poláček	Scientific Information Centre, FEA MU

PARALLEL SESSIONS I – 20TH JANUARY, 14:00 – 15:30

Accounting and Taxation of Profit and Non-Profit Sector, 14:00 – 15.30, lecture hall P2

Contributions:

Konečný - *Company combinations in the view of IAS/IFRS*

Kútna, Gyurian - *Tax burden in the Slovak Republic and its comparison with other states of the European Union*

Petrenko - *Local Taxes and Fees in European Countries: Experience that could be used in Ukraine*

Randová - *Analysis of Potential Impacts of Locally Supplied Services Inclusion into Reduced VAT Rate on these Services Suppliers*

Rubáková - *Relation between Management Accounting and Controlling*

Financial Markets – Theory and Practice, 14:00 – 15.30, lecture hall P3

Contributions:

Bučková - *Special purpose entities as a form of off-balance sheet financing*

Erdős, Ormos, Zibriczky - *Kernel Based Asset Pricing*

Kaszuba - *Emerging markets in East and Central Europe*

Kiss - *Venture capital and pension system*

Linnertová, Málek - *The comparison of the index investing with the active investing*

Lyčková - *Pension reform in the Czech Republic*

Maťovčíková - *The important issues of the conversion to the Euro in the Slovak Republic*

Regional Development and Administration – Theory and Practice, 14:00 – 15.30, lecture hall P4

Contributions:

Bojová - *Measuring of Direct and Indirect Economic Contributions of Tourism in Australia*

Čechovičová - *Economic impacts of tourism sector on the economy of Switzerland*

Horváth - *Business Angels and Love Money Investors: Characteristics, Aims and Motivation*

Luštický, Kysela, Slabá - *Evaluation of the Internal Links in the Programme Documents*

Pařil - *Methods and Techniques of Measuring Human Life value*

Uhnová, Zvara - *Assumptions and Opportunities for Tourism Development*

Economic Theory, Economic Policy and Economic History, 14:00 – 15:30, lecture hall P5

Contributions:

Balcarová - *The generalized double diamond model – application for Czech Republic and Slovakia*

Borcuch - *Homo sociologicus vs. homo economicus – a comparison*

Bryša - *Agents' Behavior and Efficient Market Theory*

Dzik - *Price convergence on the European Union market, based on economic theory of the law of one price*

Jašová - *Comparison of the trade-off between unemployment and inflation rate in a broader as well as narrower conception as applied in the situation in the Czech Republic*

Business Economics, Management and Marketing, 14:00 – 15:30, lecture hall P6

Contributions:

Asamoah - *Creating and managing global brand architecture*

Belorid - *Airport Charges and Government Taxes Benchmarking Methodology*

Birtu - *Expanding the pool of knowledge: Towards mutual competitive advantage*

Flak - *An example of project management in electronics*

Franek - *On-coming new opportunities and applications of web-based social networks in knowledge management*

Gubíniová - *Changes in the macro marketing environment and implementation of the marketing mix in the clothing industry*

Hang - *Knowledge management enablers in developing countries business management: toward the institution-based view*

PARALLEL SESSIONS II – 20TH JANUARY, 16:00 – 17:30

Development of Public Sector – Theory and Practice, 16:00 – 17.30, lecture hall P2

Contributions:

Ali Taha, Čverhová - *Education of the employees – a path towards leasing organization?*

Hálová - *Intergenerational Redistribution and Solidarity as an Integral Part of a Pension System*

Kadeřábková, Pokorná - *Time requirements of doctoral study programs*

Krůtilová - *The impact of out-of-pocket payments in health care on family budgets*

Martišková - *Is the State International Security Contribution a Matter of National*

Interest or a Matter of Financial Affordability?

Pěkná - *Participation and electronization in public administration*

Financial Markets – Theory and Practice, 16:00 – 17.30, lecture hall P3

Contributions:

Mozdiakova, Czudek, Chalupecka - *Compulsory Release of Information Published on the Capital Market*

Murawski - *Corporate Social Responsibility in the international banking*

Mužáková - *The Analysis of Technical Reserves in the Frame of Czech Insurance Market*

Pathirawasam - *An Econometric Analysis of Stock Market Reaction to Abrupt Political Events: Emerging Market Evidence from India*

Reuse - *Distribution of Share and Bond Prices – an Analysis with the Kolmogorov-Smirnov and Jarque Bera test via MS Excel at the Example of the German RexP and DAX*

Šikulová, Mokrička - *Pricing of Structured Products Using Visual Basic in Excel*

Valová - *Risk management – Basel II and Solvency II*

Economic Theory, Economic Policy and Economic History, 16:00 – 17:30, lecture hall P5

Contributions:

Kotková - *Czech outward foreign direct investments*

Krčál - *A Prospect Theoretical Model of Competition and Innovation*

Krčál - *Competition and Profitability*

Staněk - *Double Coincidence of Wants and the Essentiality of Money*

Business Economics, Management and Marketing, 16:00 – 17:30, lecture hall P6

Contributions:

Hecker - *Specific internal success factors for German direct investment in China*

Hoffmann - *The ROI methodology as an universal procedure of measuring the effectiveness of human resources' investments*

Janicki - *Crisis management within the confines of project*

Kotulič - *Innovation classification and corporate innovation recording system*

Lesňáková - *Financial management in the time of downturn*

Lovas - *Hungarian corporations in global perspectives – An analysis of strategic opportunities and threats*

Matějovská - *Characteristics of small and medium-sized innovative enterprises and problems affecting their activities*

PARALLEL SESSIONS III – 21ST JANUARY, 9:00 – 11:00

Business Economics, Management and Marketing, 9:00 – 11:00, lecture hall P6

Contributions:

Mikuš - *Competitiveness of Czech cooperative*

Molochny - *Duality and Coexistence in Business Environment*

Pospíšil - *Post - modern marketing and marketing communications*

Pulaj, Cipi - *The necessity of information and communication technology to increase the competition of albanian SMEs*

Pyszka - *Outplacement as a management tool in the area of layoffs*

Stuchlík - *The role of M&A in Chinese expansion to the Czech Republic*

Szúcs, Csapó - *The product is better when it is branded*

Tišlerová - *The main pillars of the CRM*

Urbancová - *Knowledge Continuity and Knowledge Management*

Zhang - *The influence of digital technology on creative industries: An analysis based on value chain*