



# PROGRAMME

## EDAMBA 2017

**Knowledge and skills for sustainable development:  
The role of Economics, Business, Management  
and Related Disciplines**

**20<sup>th</sup> International Scientific Conference for Doctoral Students  
and Post-Doctoral Scholars**

**University of Economics in Bratislava, 4 - 6 April 2017**



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## **EDAMBA 2017 INTERNATIONAL SCIENTIFIC COMMITTEE**

**Ferdinand Daňo**, Rector of the University of Economics  
in Bratislava, Slovak Republic

**H.E. Igor Hajdušek**, Ambassador-at-Large Science and Innovation,  
Ministry of Foreign and European Affairs of the Slovak Republic

**Ivo Šlaus**, World Academy of Art and Science, The Club of Rome,  
Academia Europaea, Pugwash Council, European Leadership  
Network, Croatian Academy of Sciences and Arts, Dag  
Hammarskjöld University College for International Relations and  
Diplomacy, Ruđer Bošković Institute, Zagreb, Croatia

**Adina Barbulescu**, West University of Timisoara, Romania

**Alexandru Burian**, European University of Moldova, Moldova

**Petr Fiala**, University of Economics, Prague, Czech Republic

**Sujit Chaudhuri**, University of Physical Education, Budapest,  
Hungary

**Josef Jablonský**, University of Economics, Prague, Czech Republic

**Miroslav Karlíček**, University of Economics, Prague, Czech Republic

**Igor Kosír**, Matej Bel University in Banská Bystrica, Slovak Republic

**Natalya Kubiniy**, Uzhhorod National University, Ukraine

**Mykola Mykhailovych Palinchak**, Uzhhorod National University,  
Ukraine

**Elias Soukiazis**, University of Coimbra, Portugal

**František Sudzina**, Aalborg University, Denmark

**Petr Suchánek**, Masaryk University, Brno, Czech Republic

**Emil Svoboda**, Karel Englis College in Brno, Czech Republic

**Cosmin Tileagă**, University „Lucian Blaga“ Sibiu, Romania

**Troy Wiwczarowski**, University of Debrecen, Hungary

**Irena Zavrl**, Fachhochschule Burgenland, Eisenstadt, Austria



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## **EDAMBA 2017 PROGRAMME COMMITTEE**

**Denisa Čiderová**, University of Economics in Bratislava, Slovak Republic

**Aneta Bobenič Hintošová**, Faculty of Business Economy, University of Economics in Bratislava, Slovak Republic

**Zuzana Brinčíková**, Faculty of National Economy, University of Economics in Bratislava, Slovak Republic

**Ľubomír Čech**, Faculty of International Relations, University of Economics in Bratislava, Slovak Republic

**Tatiana Hrivíková**, Faculty of Applied Languages, University of Economics in Bratislava, Slovak Republic

**Viera Kubičková**, Faculty of Commerce, University of Economics in Bratislava, Slovak Republic

**Erik Šoltés**, Faculty of Economic Informatics, University of Economics in Bratislava, Slovak Republic

**Miroslav Tóth**, Faculty of Business Management, University of Economics in Bratislava, Slovak Republic



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## **EDAMBA 2017 ORGANISING COMMITTEE**

**Martina Brčáková**, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic

**Gabriel Adamek**, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic

**Jana Tkáčová**, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic

**Jozef Wallner**, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic



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**20<sup>th</sup> International Scientific Conference for Doctoral Students and Post-Doctoral Scholars EDAMBA 2017** is organised in coordination with the International Week 2017 at the University of Economics in Bratislava and with kind cooperation of Boris Mattoš, Vice-Rector for International Relations, University of Economics in Bratislava.

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**Plenary Session I., Plenary Session II. and Plenary Session III.** are organised with kind cooperation of the Faculty of National Economy, Faculty of Commerce, Faculty of Economic Informatics, Faculty of International Relations, Faculty of Business Economy and the Economics and Management Institute.





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## MAP OF THE BRATISLAVA CAMPUS AND THE CONFERENCE VENUE



**MAIN ENTRANCE - NEW BUILDING  
(WITH RECTORATE)**





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## **BRATISLAVA CAMPUS: INTERDISCIPLINARY CONFERENCE SESSIONS - THEMES**

- 1. Economic Theory, Economic Policy, Finance & Banking, Accounting, Business Informatics, Statistics, Actuarial Science, Econometrics & Operational Research**

Bratislava Campus: Room A7.12 - New Building (with Rectorate), 7<sup>th</sup> Floor

- 2. Marketing & Business Management, Trade & Services Management, International Business Management, Financial Management, Business Economics & Management, Corporate Social Responsibility**

Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6<sup>th</sup> Floor

- 3. Global Economics, International Economic Relations, Language & Culture in Business Environment**

Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4<sup>th</sup> Floor

## **KOŠICE CAMPUS: POSTER CONTEST – FACULTIES REPRESENTED**

Faculty of National Economy (based on Bratislava campus)

Faculty of Commerce (based on Bratislava campus)

Faculty of Economic Informatics (based on Bratislava campus)

Faculty of Business Management (based on Bratislava campus)

Faculty of International Relations (based on Bratislava campus)

Faculty of Business Economy (based on Košice campus)





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## **KOŠICE CAMPUS: POSTER CONTEST - PARTICIPATING THEMES**

- 1. Research of cognitive and behavioural determinants of responsive behavioural models on European digital markets**
- 2. Dynamics of job creation in EMU countries and its implication for work migration**
- 3. Quantitative analysis of performance differences of domestic and foreign industrial enterprises**
- 4. Identification of methods of process performance assessment and their financing**
- 5. Development perspectives of energy security of the PRC**
- 6. Innovation progress in the academic environment**
- 7. Determinants of continuous training for unemployed people in the field of information and communication technologies**
- 8. Identification of attributes of a consumer decision-making model in the segment of mobile health / mHealthConsMod**
- 9. Forecasting the future financial situation of small- and medium-sized enterprises in the Slovak Republic using neural networks as a tool of risk financing**
- 10. Financing optimisation of European enterprises using methods of artificial intelligence**





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### CONFERENCE PROGRAMME OVERVIEW

<b>Monday - 3 April 2017</b>	
<b>17:00</b>	<b>Visit of the historical centre of Bratislava (guided tour) and informal networking I.</b> <b>Meeting Point:</b> <b>16:15 – Bratislava Campus: Room A3.13 - New Building (with Rectorate), 3<sup>rd</sup> Floor OR</b> <b>17:00 - Rybné square</b>
<b>Tuesday - 4 April 2017</b>	
<b>Day 1: The role of Economics, Business, Management and Related Disciplines</b>	
<b>08:00 - 09:00</b>	<b>Registration of participants</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>09:00 – 10:00</b>	<b>Opening of the conference</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>10:00 - 11:20</b>	<b>Plenary Session:</b> <b>Flagship projects at UEBA I.</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>11:20 - 11:40</b>	<b>Coffee break</b>
<b>11:40 - 13:00</b>	<b>Plenary Session:</b> <b>Flagship projects at UEBA II.</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>13:00 - 14:00</b>	<b>Lunch</b>
<b>14:00</b>	<b>Presentation of participants' papers in parallel sessions and informal networking II.</b> <b>Session 1 - Bratislava Campus: Room A7.12 - New Building (with Rectorate), 7<sup>th</sup> Floor</b> <b>Session 2 - Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6<sup>th</sup> Floor</b> <b>Session 3 - Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4<sup>th</sup> Floor</b>



EDAMBA 2017



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## CONFERENCE PROGRAMME OVERVIEW

<b>Wednesday - 5 April 2017</b> <b>Day 2: Knowledge and skills I.</b>	
<b>09:30 - 11:00</b>	<b>Plenary Session:</b> <b>Flagship projects at UEBA III.</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>11:00 – 11:30</b>	<b>Coffee break</b>
<b>11:30 - 13:00</b>	<b>Plenary Session:</b> <b>Flagship projects at UEBA III.</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>13:00 - 13:30</b>	<b>Plenary Session:</b> <b>Award for the best presented papers</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>13:30 - 14:30</b>	<b>Lunch</b>
<b>14:30 – 16:00</b>	<b>Workshop:</b> <b><i>Knowledge and hard skills for sustainable development (Part 1)</i></b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
<b>16:00 – 16:30</b>	<b>Coffee break</b>
<b>16:30 – 18:00</b>	<b>Workshop:</b> <b><i>Knowledge and hard skills for sustainable development (Part 2)</i></b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>



EDAMBA 2017

**Knowledge and skills for sustainable development:  
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University of Economics in Bratislava, 4 - 6 April 2017



## CONFERENCE PROGRAMME OVERVIEW

Thursday - 6 April 2017 Day 3: Knowledge and skills II.	
09:30 - 11:00	<b>Workshop:</b> <i>Knowledge and soft skills for sustainable development (Part 1)</i> <i>Aula of the University of Economics in Bratislava, 1<sup>st</sup> Floor</i>
11:00 - 11:30	<b>Coffee break</b>
11:30 - 13:00	<b>Workshop:</b> <i>Knowledge and soft skills for sustainable development (Part 2)</i> <b>Closing of the conference</b> <i>Aula of the University of Economics in Bratislava, 1<sup>st</sup> Floor</i>
13:15	<b>Lunch</b>
Afternoon	<b>Trip and informal networking III. (subject to availability)</b> <b>Meeting Point:</b> Bratislava Campus: Room A3.13 - New Building (with Rectorate), 3 <sup>rd</sup> Floor



EDAMBA 2017



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## OPENING OF THE CONFERENCE

BRATISLAVA CAMPUS: CONFERENCE ROOM, New Building (with Rectorate), Ground Floor

Tuesday - 4 April 2017	
09:00 - 09:15	<b>Ferdinand Daňo</b> , Rector University of Economics in Bratislava
09:15 - 09:25	<b>Klára Rundová</b> , Head of Communication Section Representation of the European Commission in Slovakia
09:25 - 09:35	<b>Soňa Mellak</b> , Press Attaché European Parliament's Information Office in Slovakia
09:35 - 09:45	<b>Pauline Rankin</b> , Associate Vice-President (Research and International) Carleton University – Canada's Capital University, Canada
09:45 - 09:55	<b>Memorandum of Understanding between the University of Economics in Bratislava and the International Investment Bank</b>





EDAMBA 2017

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## PLENARY SESSION: Flagship projects at UEBA I. and II.

BRATISLAVA CAMPUS: CONFERENCE ROOM, New Building (with Rectorate), Ground Floor

Tuesday - 4 April 2017	
10:00 – 10:40	<p>7<sup>th</sup> Framework Programme project: <i>WWWforEurope - Welfare, Wealth and Work for Europe</i></p> <p>Martin Lábaj, Faculty of National Economy, University of Economics in Bratislava</p>
10:40 – 11:20	<p>HORIZON 2020 project: <i>Shaping EUROpean policies to promote HEALTH equity</i></p> <p>Michal Tkáč, Faculty of Business Economy, University of Economics in Bratislava</p>
11:20 – 11:40	Coffee break
11:40 – 12:20	<p>7<sup>th</sup> Framework Programme project: <i>LLLight in Europe: Lifelong Learning, Innovation, Growth and Human Capital Tracks in Europe</i></p> <p>Martina Lubyová, Faculty of Economic Informatics, University of Economics in Bratislava</p>
12:20 – 13:00	<p>HORIZON 2020 project: <i>Environmental Diplomacy and Geopolitics – EDGE</i></p> <p>Paula Puškárová, Economics and Management Institute, University of Economics in Bratislava Mikuláš Černota, Faculty of International Relations, University of Economics in Bratislava</p>
13:00 – 14:00	Lunch



EDAMBA 2017



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 University of Economics in Bratislava, 4 - 6 April 2017

## SESSION 1 - ECONOMIC THEORY, ECONOMIC POLICY, FINANCE & BANKING, ACCOUNTING, BUSINESS INFORMATICS, STATISTICS, ACTUARIAL SCIENCE, ECONOMETRICS & OPERATIONAL RESEARCH

BRATISLAVA CAMPUS: ROOM A7.12, New Building (with Rectorate), 7<sup>th</sup> Floor

Tuesday - 4 April 2017	
14:00	<b>Tomáš Matuský</b> - <i>Accounting of cryptocurrencies</i>
	<b>Adam Síbert</b> - <i>Apartment's price: a look at physical attributes</i>
	<b>Kristína Baculáková</b> - <i>Bratislava – the potential and threats on the way to become a smart city</i>
	<b>Oleksandr Nestorenko, Jana Péliová, Tetyana Nestorenko</b> - <i>Economic and mathematical models of inventory analysis with shortages and with penal sanctions proportional to waiting time</i>
	<b>Tomasz Grodzicki</b> - <i>Main implications of the Common Agricultural Policy and the 2004 EU Enlargement</i>
	<b>Denisa Domaracká, Katarína Hunyady</b> - <i>Re-engineering procedures of financial statement audit and the risk of material misstatement formed by fraud</i>
	<b>Nadiya Dubrovina</b> - <i>Statistical analysis of tax and fiscal disparities</i>
	<b>Bence Varga</b> - <i>Supervisory actions concerning the shadow banking system and the digital finance in China</i>
	<b>Irina V. Kolupaieva</b> - <i>The approach to grouping and evaluation of factors influencing the regulatory policy</i>
	<b>Patrik Klimko</b> - <i>The economic impact of mega sports events</i>
	<b>Patrik Marcinech</b> - <i>The impact of the solvency capital requirements calibration on the insurer's investment activities</i>
	<b>Radka Šumanová, Zuzana Juhászová</b> - <i>Use of math in selected areas regulated in the Income Tax Act</i>
	<b>Martin Dluhoš</b> - <i>Using portfolio theory in the second pension pillar in Slovakia - searching for an efficient set of portfolios</i>
<b>Michaela Blaško</b> - <i><math>\beta</math>-convergence of chosen countries of Europe</i>	



EDAMBA 2017



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University of Economics in Bratislava, 4 - 6 April 2017

## SESSION 2 - MARKETING & BUSINESS MANAGEMENT, TRADE & SERVICES MANAGEMENT, INTERNATIONAL BUSINESS MANAGEMENT, FINANCIAL MANAGEMENT, BUSINESS ECONOMICS & MANAGEMENT, CORPORATE SOCIAL RESPONSIBILITY

BRATISLAVA CAMPUS: ROOM A6.04, New Building (with Rectorate), 6<sup>th</sup> Floor

### Tuesday - 4 April 2017

14:00

**Andrea Čambalíková** - *Agile way of working and its impact on business performance*

**Lenka Škodová** - *Comparative framework of the criteria of excellence models*

**Mária Kozáková** - *Corporate social responsibility (CSR) as a key driver of corporate reputation*

**Vladimír Hojdík, Róbert Šlosár** - *Characteristics of selected online marketing metrics*

**František Korček, Vladimír Mlynarovič, Terézia Romanová, Martina Beňová** - *Integration of cyber security concepts into the functions of management*

**Pavel Melich** - *Short-term trends in rail freight transport in the Slovak Republic*

**Zuzana Okasová** - *Sustainability in the steel industry*

**Katarína Súkeníková** - *The indicator of consumer confidence in Slovakia and evaluation of its level during the chosen period*

**Ján Bukoven** - *The start-up environment in Slovakia*

**Ladislav Faith** - *Current development of personal vehicles - perception of selected aspects*





EDAMBA 2017



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## SESSION 3 - GLOBAL ECONOMICS, INTERNATIONAL ECONOMIC RELATIONS, LANGUAGE & CULTURE IN BUSINESS ENVIRONMENT

BRATISLAVA CAMPUS: ROOM A4.04, New Building (with Rectorate), 4<sup>th</sup> Floor

### Tuesday - 4 April 2017

14:00

- |   |
|---|
| <i>Juraj Bronček - Application of the import and export intensity index to the Visegrad Group's trade with People's Republic of China</i> |
| <i>Michaela Čiefová - Comparison of competitiveness of Slovakia and Austria according to chosen international indices</i>                 |
| <i>Karel Kňap, Ivan Nový - Czech cultural standards from the perspective of top management in German companies</i>                        |
| <i>Natália Hlavová - Energy security in Africa</i>  |
| <i>Kristína Gardoňová, Róbert Prno - EU - Republic of Korea: the Free Trade Agreement evaluation</i>                                      |
| <i>Kristína Gardoňová, Róbert Prno – The European Union and the Republic of Korea: the FTA sectoral assessment</i>                        |
| <i>Marianna Dudášová - Globalisation and its critics</i>  |
| <i>Juraj Ondriaš - China's regional multilateralism</i>   |
| <i>Marta Vovk, Denys Braga - Innovation clusters: the European Union and the national level</i>   |
| <i>Dorota Harakaľová - Navigation in the Arctic</i>   |
| <i>Michal Klenka - The aviation safety and security after the flight MH17</i>   |
| <i>Milada Kuceková, Tomáš Balco - The challenges ahead: interest limitation rule</i>  |
| <i>Marcel Čas - The political economy of the development of advanced capitalism</i>   |



EDAMBA 2017



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University of Economics in Bratislava, 4 - 6 April 2017

## **PLENARY SESSION: Flagship projects at UEBA III.**

BRATISLAVA CAMPUS: CONFERENCE ROOM, New Building (with Rectorate), Ground Floor

<b>Wednesday - 5 April 2017</b>	
<b>09:30 – 11:00</b>	<i>Research conducted at the Economics and Management Institute</i> <b>Peter Staněk</b> , Economics and Management Institute, University of Economics in Bratislava <b>Pavína Ivanová</b> , Economics and Management Institute, University of Economics in Bratislava
<b>11:00 – 11:30</b>	<b>Coffee break</b>
<b>11:30 – 13:00</b>	<i>Research conducted at the Economics and Management Institute</i> <b>Eduard Baumöhl</b> , Economics and Management Institute, University of Economics in Bratislava <b>Štefan Lyócsa</b> , Economics and Management Institute, University of Economics in Bratislava <b>Tomáš Výrost</b> , Economics and Management Institute, University of Economics in Bratislava
<b>13:00 – 13:30</b>	<b>Plenary session:</b> <b>Award for the best presented papers</b>
<b>13:30 – 14:30</b>	<b>Lunch</b>



EDAMBA 2017

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University of Economics in Bratislava, 4 - 6 April 2017



## WORKSHOP – KNOWLEDGE AND HARD SKILLS FOR SUSTAINABLE DEVELOPMENT

BRATISLAVA CAMPUS: CONFERENCE ROOM, New Building (with Rectorate), Ground Floor

Wednesday - 5 April 2017	
14:30 – 16:00	<p><b>Workshop:</b> <i>Knowledge and hard skills for sustainable development (Part 1)</i></p> <p><b>Eduard Baumöhl</b>, Economics and Management Institute, University of Economics in Bratislava <b>Štefan Lyócsa</b>, Economics and Management Institute, University of Economics in Bratislava <b>Tomáš Výrost</b>, Economics and Management Institute, University of Economics in Bratislava</p>
16:00 – 16:30	<p><b>Coffee break</b></p>
16:30 – 18:00	<p><b>Workshop:</b> <i>Knowledge and hard skills for sustainable development (Part 2)</i></p> <p><b>Eduard Baumöhl</b>, Economics and Management Institute, University of Economics in Bratislava <b>Štefan Lyócsa</b>, Economics and Management Institute, University of Economics in Bratislava <b>Tomáš Výrost</b>, Economics and Management Institute, University of Economics in Bratislava</p>



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## **WORKSHOP – KNOWLEDGE AND SOFT SKILLS FOR SUSTAINABLE DEVELOPMENT**

BRATISLAVA CAMPUS: CONFERENCE ROOM, Aula of the University of Economics in Bratislava, 1<sup>st</sup> Floor

<b>Thursday - 6 April 2017</b>	
<b>09:30 – 11:00</b>	<b>Workshop:</b> <i>Knowledge and soft skills for sustainable development (Part 1)</i>  Gabriela Pleschová, Institute of International Relations, University of Economics in Bratislava
<b>11:00 – 11:30</b>	<b>Coffee break</b>
<b>11:30 – 13:00</b>	<b>Workshop:</b> <i>Knowledge and soft skills for sustainable development (Part 2)</i>  Gabriela Pleschová, Institute of International Relations, University of Economics in Bratislava
<b>13:00</b>	<b>Closing of the conference</b>
<b>13:15</b>	<b>Lunch</b>
<b>Afternoon</b>	<b>Trip and informal networking III.</b> (subject to availability) <i>Meeting Point: Bratislava Campus: Room A3.13 - New Building (with Rectorate), 3<sup>rd</sup> Floor</i>