



# PROGRAMME

**EDAMBA @ EUBA 2018**

**Capacity and resources for sustainable development:  
The role of Economics, Business, Management  
and Related Disciplines**

**21<sup>st</sup> International Scientific Conference for Doctoral Students  
and Post-Doctoral Scholars**

**University of Economics in Bratislava, 17 - 19 April 2018**



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## **EDAMBA @ EDAMBA 2018 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

**Véronique Flambard**, Université Catholique de Lille, France

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

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

**Bhavish Jugurnath**, University of Mauritius, Mauritius

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

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

**Ricardo Morais**, Catholic University in Porto, Portugal

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

**Michele Paolini**, Comenius University in Bratislava, Slovak Republic

**Boopen Seetannah**, University of Mauritius, Mauritius

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

**František Sudzina**, Aalborg University, Denmark

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

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

**Michael Twum-Darko**, Cape Peninsula University of Technology,  
South Africa

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

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



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## **EDAMBA @ EUBA 2018 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

**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

**Ľudmila Lipková**, Faculty of International Relations, 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 @ EUBA 2018 ORGANISING COMMITTEE**

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

**Martina Brčáková**, 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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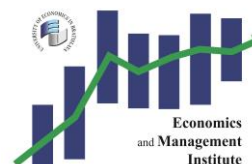


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**21<sup>st</sup> International Scientific Conference for Doctoral Students and Post-Doctoral Scholars EDAMBA @ EUBA 2018** is organised in coordination with the Joint International Week 2018 at the University of Economics in Bratislava and the Vienna University of Economics and Business 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.** are organised with kind cooperation of the Faculty of International Relations and the Economics and Management Institute.





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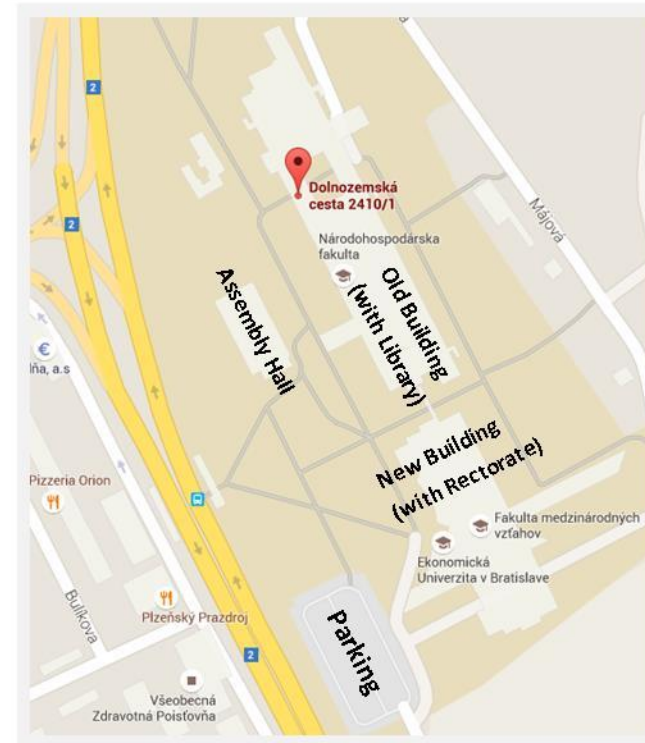
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## MAP OF THE BRATISLAVA CAMPUS AND THE CONFERENCE VENUE



**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**

17 April 2018 - Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor

18 April 2018 - Bratislava Campus: Room A3.04, New Building (with Rectorate), 3<sup>rd</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

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

- 1. Valuation of real estate in the Slovak Republic in the context of real estate taxation based on market prices**
- 2. Interconnection of coherence of the European insurance market in terms of the new Solvency II regulation**
- 3. Alternative approaches to evaluation of business performance and efficiency**
- 4. Socio-economic aspects of deindustrialization**
- 5. Evaluation of the economic and financial performance of small and medium-sized enterprises in V4 countries**
- 6. Current barriers and prognoses of programmatic buying in digital marketing in the framework of the Slovak market**
- 7. Diversity of economic growth in the member states of the European Union - causes and circumstances**
- 8. Analysis and assessment of online reputation of automotive industry entities**
- 9. The conceptual cybersecurity framework in business management**





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## CONFERENCE PROGRAMME OVERVIEW

Monday - 16 April 2018	
17:00	<b>Visit of the historical centre of Bratislava (guided tour) and informal networking</b> <b>Meeting Point:</b> 16:15 - Bratislava Campus: Main Entrance - New Building (with Rectorate) OR 17:00 - Rybné square
Tuesday - 17 April 2018	
Day 1: Capacity and resources I.	
08:00 - 09:15	<b>Registration of participants</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
09:15 - 09:30	<b>Opening of the conference</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
09:30 - 10:45	<b>Plenary Session</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
10:45 - 11:15	<b>Coffee break</b>
11:15 - 12:30	<b>Plenary Session</b> <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
12:30 - 13:30	<b>Lunch</b>
13:30	<b>Presentation of participants' papers in parallel sessions and informal networking</b> <b>Session 1</b> - Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor <b>Session 2</b> - Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6 <sup>th</sup> Floor <b>Session 3</b> - Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4 <sup>th</sup> Floor



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## CONFERENCE PROGRAMME OVERVIEW

<b>Wednesday - 18 April 2018</b> <b>Day 2: Capacity and resources II.</b>	
<b>09:30 - 10:00</b>	<b>Plenary Session:</b> <b>Model Conference of the Faculty of International Relations 2018</b> Opening Ceremony of the Final Plenary Session of the Model Conference 2018 <i>Assembly Hall (Aula) of the University of Economics in Bratislava</i>
<b>10:00 - 11:00</b>	<b>Plenary Session:</b> <b>Model Conference of the Faculty of International Relations 2018</b> ECONOMIC SECTION Panel discussion: The New Silk Road project and its implications for the development of EU – China trade relations <i>Assembly Hall (Aula) of the University of Economics in Bratislava</i>
<b>11:00 - 11:30</b>	<b>Coffee break</b>
<b>11:30 - 12:30</b>	<b>Plenary Session:</b> <b>Model Conference of the Faculty of International Relations 2018</b> SECURITY SECTION Panel discussion: Cyber security in the EU CSDP <i>Assembly Hall (Aula) of the University of Economics in Bratislava</i>
<b>12:30 - 13:30</b>	<b>Lunch</b>
<b>13:30</b>	<b>Presentation of participants' papers in parallel sessions and informal networking</b> <b>Session 1 - Bratislava Campus: Room A3.04 - New Building (with Rectorate), 3<sup>rd</sup> Floor</b>



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## CONFERENCE PROGRAMME OVERVIEW

Thursday - 19 April 2018	
Day 3: The role of Economics, Business, Management and Related Disciplines	
09:15	<p><b>Workshop:</b> <i>Sustainability in focus</i> <i>Bratislava Campus: Room A3.04 - New Building (with Rectorate), 3<sup>rd</sup> Floor</i></p> <p><b>Award for the best presented papers</b> <i>Bratislava Campus: Room A3.04 - New Building (with Rectorate), 3<sup>rd</sup> Floor</i></p>
11:00	<p><b>Workshop:</b> <i>Innovation in focus</i> <i>Bratislava Campus: Room A3.04 - New Building (with Rectorate), 3<sup>rd</sup> Floor</i></p> <p><b>Closing of the conference</b> <i>Bratislava Campus: Room A3.04 - New Building (with Rectorate), 3<sup>rd</sup> Floor</i></p>



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## OPENING OF THE CONFERENCE & PLENARY SESSION

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

Tuesday - 17 April 2018	
09:15 - 09:30	<b>Opening of the conference</b> <b>Agenda of the United Nations</b> <b>Welcome address on behalf of the University of Economics in Bratislava and the EDAMBA network, Brussels</b>
09:30 – 10:45	<i>Agenda of the European Commission</i>
	<b>Ľudmila Majláthová</b> , Economic Advisor Representation of the European Commission in Slovakia
	<i>Agenda of the European Parliament</i>
	<b>Ante Glavas</b> , Assistant Professor University of Vermont, USA
	<b>Juraj Janech</b> Dobry život, a.s.
10:45 – 11:15	<b>Coffee break</b>



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## OPENING OF THE CONFERENCE & PLENARY SESSION

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

Tuesday - 17 April 2018	
11:15 - 12:30	<b>Peter Staněk</b> , Professor Head of the Economics and Management Institute, University of Economics in Bratislava
	<b>Pavĺína Ivanová</b> , Senior Researcher Economics and Management Institute, University of Economics in Bratislava
	<b>Vanda Vašková</b> , Researcher Economics and Management Institute, University of Economics in Bratislava
12:30 – 13:30	Lunch



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

BRATISLAVA CAMPUS: Conference Room, New Building (with Rectorate), Ground Floor

Tuesday - 17 April 2018	
13:30	Ján Remeta, Jaroslav Bukovina - <i>Slovak experience with minimum corporate income tax</i>
	Martin Horváth - <i>Characteristics of basic concepts of behavioral economics</i>
	Lukáš Majer - <i>The Slovak banking sector capital adequacy analysis in the context of Basel III</i>
	Jan Benko - <i>VAT cash accounting in practice in the Slovak Republic</i>
	Ingrid Melicherová - <i>Internal audit and external audit cooperation in EU Countries</i>
	Jaroslava Šepeľová - <i>The impact of a tax license on termination of companies</i>
	Eva Prousková - <i>The impact of population ageing on economic growth and fiscal sustainability in OECD countries</i>
	Denisa Oriskóová - <i>Return on equity and return on assets in the context of sustainable development</i>
Patrik Slobodník - <i>Comparison of two methods of measuring country risk</i>	



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## 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 - 17 April 2018

13:30

**Vladimír Hojdík, Mária Kozáková** - *Online reputation assessment of entities in the automotive industry in the Slovak Republic*

**Kornélia Lovciová** - *Consolidated Annual Report as an instrument for sustainable development*

**Ján Bukoven** - *Economic and legal aspects of startups in the Slovak Republic*

**Andrea Lukačková, Marián Smorada, Ľudovít Šrenkel** - *Approaches to relative EVA, cost of equity at zero EVA as a solution*

**Patricia Kollár** - *Threats and opportunities for rural retail in the conditions of the Dunajska Streda district*

**Boryana Bogoeva** - *Cultural differences - a challenge for project management*

**Juliana Mruškovičová** - *Increasing the quality of distribution by introducing regional distribution centers*

**László Kökény, Kornélia Kiss** - *The relationship between personality types and consumer behavior in tourism*

**Tomáš Ružička** - *Consumer behavior in the digital environment in terms of selected demographic indicators (generations) in Slovakia*

**Lenka Schweighofer** - *Selected indicators for assessing the competitiveness and innovativeness of countries*

**Liudmila Surma** - *Mediation as an efficient and simple way to resolve disputes*





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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 - 17 April 2018	
13:30	<b>Milena Helmová, Tatiana Hrivíková</b> - <i>Internationalisation of companies and its reflection in economic relations</i>
	<b>Michaela Čiefová</b> - <i>Diverse approaches to and definitions of the term culture</i>
	<b>Klaudia Karellová</b> - <i>Forests in environmental diplomacy</i>
	<b>Michal Klenka</b> - <i>ICAO and the United Nations Sustainable Development Goals</i>
	<b>Juraj Bronček</b> - <i>The export diversification and income nexus: The case of China</i>
	<b>Peter Belička</b> - <i>Evolution of freight transport in countries of the Visegrád Four and the rest of the European Union</i>
	<b>Iveta Dinžíková, Michele Paolini</b> - <i>Contrastive analysis of terminological phrasemes with colour constituents in English, French, Italian and Slovak in the field of economy and finance</i>
	<b>Juraj Ondriaš</b> - <i>China in the Shanghai Cooperation Organisation</i>
	<b>Michal Držka</b> - <i>Post-crisis consolidation in the eurozone - cluster analysis</i>
<b>Tetyana Nestorenko, Aleksander Ostenda, Lina Perelygina, Yuliia Ilina</b> - <i>The impact of foreign students on internationalization of an university and on the economy of a host city (the case of the Katowice School of Technology)</i>	



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## PLENARY SESSION:

### MODEL CONFERENCE OF THE FACULTY OF INTERNATIONAL RELATIONS 2018

BRATISLAVA CAMPUS: Assembly Hall (Aula) of the University of Economics in Bratislava

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<b>09:30 - 10:00</b>	<b>Plenary Session:</b> <b>Model Conference of the Faculty of International Relations 2018</b> Opening Ceremony of the Final Plenary Session of the Model Conference 2018
<b>10:00 - 11:00</b>	<b>Plenary Session:</b> <b>Model Conference of the Faculty of International Relations 2018</b> ECONOMIC SECTION - Panel discussion: The New Silk Road project and its implications for the development of EU – China trade relations
<b>11:00 - 11:30</b>	<b>Coffee break</b>
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## SESSION 1 - ECONOMIC THEORY, ECONOMIC POLICY, FINANCE & BANKING, ACCOUNTING, BUSINESS INFORMATICS, STATISTICS, ACTUARIAL SCIENCE, ECONOMETRICS & OPERATIONAL RESEARCH

BRATISLAVA CAMPUS: ROOM A3.04, New Building (with Rectorate), 3<sup>rd</sup> Floor

Wednesday - 18 April 2018	
13:30	<b>Viktória Švardová</b> - <i>Participation of the V4 countries in global value chains</i>
	<b>Martina Fehérová</b> - <i>Factors affecting individual and group decision making in economics</i>
	<b>Andrea Krigovská</b> - <i>Hospital performance indicators. Comparative study: Slovakia and Australia</i>
	<b>Martin Dluhoš, Jana Kočkovičová</b> - <i>Fairness of the current system of building land taxation in the context of market prices – the case of Slovakia</i>
	<b>Monika Vámošová</b> - <i>Performance measurement as a component of New Public Management (literature review)</i>
	<b>Michaela Tomčíková</b> - <i>Negative income tax in the case of the V4 countries</i>
	<b>Peter Mandžák</b> - <i>Education and training for labor market efficiency</i>
	<b>Richard Kališ</b> - <i>The economics of education: an efficiency of educational systems</i>
<b>Igor Dvornický</b> - <i>Theory of conjunctions in creating a countercyclical capital buffer</i>	



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## **WORKSHOPS – SUSTAINABILITY IN FOCUS & INNOVATION IN FOCUS**

BRATISLAVA CAMPUS: *Room A3.04 - New Building (with Rectorate), 3<sup>rd</sup> Floor*

<b>Thursday - 19 April 2018</b>	
<b>Day 3: The role of Economics, Business, Management and Related Disciplines</b>	
<b>09:15</b>	<b>Workshop:</b> <i>Sustainability in focus</i>  <b>Award for the best presented papers</b>
<b>11:00</b>	<b>Workshop:</b> <i>Innovation in focus</i>  <b>Closing of the conference</b>