



ECONOMIC COMPETITIVENESS AND SUSTAINABILITY

23rd International Conference



March 25th-26th, 2021

- MENDELU
- Faculty
- of Business
- and Economics

Conference team in MS Teams: ECOS 2021



Recommendations:

- 1 Try to log in to the MS Teams before the conference day to prevent any possible problems.
- 2 Connect to your Parallel Session at least 5 minutes in advance.
- 3 For questions use  Chat or  Hand.
- 4 Each presentation is allowed up to 10 minutes.
- 5 Each discussion is allowed up to 10 minutes.

CONFERENCE PROGRAMME

THURSDAY, 25th MARCH 2021

08:00–09:00 Connection of participants

09:00–10:45 Plenary session

Welcoming Remarks: Pavel Žufan (Dean, FBE MENDELU)

Professor Milan Sojka Award and Tomáš Kotrba Award:
supervised by Svatopluk Kapounek (Vice Dean, Mendel
University in Brno)

Keynote Speakers:

- **Bela Gipp**: "Trust"
- **Helena Horská**: "What could we expect from the year 2021:
Increase of interest rates, Czech crown strengthening, rising
inflation or struggle for survival?"

10:45–11:00 Coffee Break

11:00–12:40 Parallel Sessions I. → [see session programme](#)

12:40–13:30 Lunch Break

13:30–14:50 Parallel Sessions II. → [see session programme](#)

14:50–15:10 Coffee Break

15:10–16:50 Parallel Sessions III. → [see session programme](#)

FRIDAY, 26th MARCH 2021

09:00–09:45 Plenary session

Keynote Speaker:

- **Makram El-Shagi**: "ECB's Monetary Policy Shocks on CEECs"

09:45–10:00 Coffee Break

10:00–11:20 Parallel Sessions IV. → [see session programme](#)

11:20–11:40 Coffee Break

11:40–13:20 Parallel Sessions V. → [see session programme](#)



Bela Gipp, University of Wuppertal, Germany

Bela Gipp (Dr.-Ing.) started his current position as full professor of Data & Knowledge Engineering at the University of Wuppertal, Germany in August 2018. His research interests lie at the intersection of information science and data science, where he focuses on the retrieval, analysis, and visualization of large volumes of data. The implications of blockchain technology – for the benefit of both industry and society – is another research domain Bela is passionate about.

He served as a junior professor at the University of Konstanz from February 2015 to August 2018, where he led the Information Science Group. Earlier, he earned a Ph.D. (summa cum laude) in Computer Science from the University of Magdeburg, Germany, while completing most of his research abroad on a 4-year scholarship funded research appointment at the University of California Berkeley. While at UC Berkeley, he leveraged the proximity to the Silicon Valley to found the technology start-up SciPlore and co-found Docear. After his doctorate, he received postdoctoral research fellowships at U.C. Berkeley and at the National Institute of Informatics in Tokyo.

He has published over 80 peer-reviewed articles, three books, and has filed several patents. He secured multiple research grants from both public and private sectors, including venture capital investments for his start-ups. He is founder and CIO at OriginStamp AG.



Helena Horská, Raiffeisenbank, Czech Republic

Helena Horská is an acknowledged expert in the field of monetary policy and its practical implication. She is author of publications in the field of monetary policy. As a part of her Ph.D. study at the University of Economics in Prague and Advanced Studies Program at Kiel Institute of World Economics she published research papers on inflation targeting. She received the award "The Young Economist in 2001".

Her public or professional presentations are dynamic and engaging. She possesses of a quick sense of humor and a flair for detecting the signals in the noise. Her strong suit is to explain complex topics in a simple concise manner.

These days Helena holds the position of chief economist of Raiffeisenbank in Prague and she is also a member of Supervisory

KEYNOTE SPEAKERS

Board of Raiffeisenbanks since 2019. Besides this she actively contributes to the economic think-tank project "Alter-Eko" and gives the lectures of economics at universities. She is involved in professional discussions and writes for periodicals. All new and unknown in the field of monetary policy is exciting for her. Helena's purpose is to stimulate the discussion and search for the simple answers to unanswered questions.

From April 24, 2020 a member of independent advisory team KoroNERV-20.



Makram El-Shagi, Henan University in China, Center for Financial Development and Stability

Makram El-Shagi is Professor of Economics at the School of Economics at Henan University and Director of the Centre for Financial Development and Stability at Henan University. He did his PhD and his postdoctoral degree (habilitation) at the University of Mannheim. He served as consultant for the European Central Bank. His research interests are monetary macroeconomics, international macroeconomics, esp. regulation of financial markets and applied econometrics. He has published extensively in those fields, including in *Journal of International Money and Finance*, *Macroeconomics Dynamics*, and *Economics Letters*. He has edited special issues in several SSCI journals and serves on the editorial board of two journals.

11⁰⁰ – 12⁴⁰ Thursday, 25th March**SESSION I-A: Accounting and Taxation**Chair of the session: **Pavel Semerád**

Mandy Witt: *Requirements for assuming a permanent establishment under Art. 5 OECD Model Tax Convention in accordance with the German Federal Fiscal Court's considering a locker as a fixed place of business* (discussant: Maroš Zruban)

Tina Krieger and Hagen Müller: *Measuring the Impact of Digitalisation on Fair Taxation* (discussant: Pavel Semerád)

Philippe Linseis: *Influence of inheritance tax on tax evasion* (discussant: Tina Krieger)

Maroš Zruban: *Credit risk adjustments under the new IFRS 9 – impact study* (discussant: Mandy Witt)

Milena Otavová, Pavel Semerád and Matěj Maják: *Tax Regime and Financing of Non Profit Organizations in the Visegrad Group Countries* (discussant: Philippe Linseis)

SESSION I-B: Information SciencesChair of the session: **David Procházka**

Mikuláš Muroň, František Dařena and David Procházka: *User-driven toponym disambiguation* (discussant: Jan Přichystal)

Martin Zejda and David Procházka: *User-friendly interior design application for augmented reality glasses* (discussant: Ivo Písařovic)

Ivo Písařovic, František Dařena, David Procházka and Vít Janiš: *A Support Chatbot Providing Information from Normative Documents without Manual Training* (discussant: Mikuláš Muroň)

David Procházka, Vít Janiš, Jana Procházková, Jaromír Landa and Ivo Písařovic: *Smart University: Learned Lessons* (discussant: Martin Zejda)

SESSION I-C: FinanceChair of the session: **Jarko Fidrmuc**

Martina Sponerová, Miroslav Sponer and Miroslav Svoboda: *Bankruptcy Modelling: Factors Influencing Models Predictability* (discussant: Steven Yamarik)

Laure de Batz and Evzen Kocenda: *Financial Crime and Punishment: a Meta-Analysis* (discussant: Jarko Fidrmuc)

Steven Yamarik: *Does E-Government Reduce Corruption? Evidence from U.S. States* (discussant: Laure de Batz)

Jarko Fidrmuc and Florian Horky: *Dynamic Analysis of Perceptions on Firms Financing Behavior: a Behavioral Perspective* (discussant: Martina Sponerová)

13³⁰ - 14⁵⁰ Thursday, 25th March**SESSION II-A: Consumer Behavior**Chair of the session: **Stanislav Mokrý**

Pavel Žiaran: *Understanding customer's preferences by using eye tracking instead of questionnaire - a contribution to the debate on eye-based human computer interaction for mobile devices* (discussant: Giorgi Zarnadze)

Giorgi Zarnadze: *Effect of COVID-19 on consumers: preparation for online sales* (discussant: Stanislav Mokrý)

Stanislav Mokrý, Jana Turčínková and Kateřina Klátilová: *Influencer marketing as a tool of decorative cosmetics promotion: eye-tracking experiment* (discussant: Pavel Žiaran)

SESSION II-B: Smart ApplicationsChair of the session: **Jan Přichystal**

Stepan Hosek, Oldrich Faldik, Oldrich Trezn and Barbora Buhnova: *Cloud platforms: An overview considering options for Digital Twin implementation* (discussant: Marcel Rolf Pfeifer)

Marcel Rolf Pfeifer: *Operative Production Controlling in Production Companies in Industry 4.0* (discussant: Jan Přichystal)

Roman Valovič, Tomáš Jakúbek, Jan Přichystal and Jiří Fuchs: *Multicriterial Text Analysis Software* (discussant: Stepan Hosek)

Jaromír Landa and Jan Přichystal: *Mobile Application opinio* (discussant: Roman Valovič)

SESSION II-C: Financial MarketsChair of the session: **Peter Albrecht**

Svatopluk Kapounek and Zuzana Kucerova: *Overfunding and Signaling Effects of Herding Behavior in Crowdfunding* (discussant: Matúš Horváth)

Michal Dufek, Milan Fičura and Naděžda Chalupová: *Scoring Model for False Positive Signals Filtering* (discussant: Zuzana Kučerová)

Matúš Horváth: *Comparison of performance of Minimum-Variance, Minimum-VaR and Minimum-CVaR portfolios in long term and during COVID-19 crisis* (discussant: Peter Albrecht)

Peter Albrecht, Svatopluk Kapounek and Zuzana Kučerová: *Economic Policy Uncertainty and Stock Markets Co-movements* (discussant: Michal Dufek)

SESSION II-D: Public FinanceChair of the session: **Soňa Kukučková**

Nina Bočková and Jakub Lofaj: *Differences in the effects of fare subsidies in rail transport: a comparison of the Czech Republic and Slovakia* (discussant: Michal Mádr)

Michal Mádr: *Influence of Electoral Uncertainty on Corporate Investment in Secondary Sector* (discussant: Marina Malkina)

Marina Malkina: *Regional inequality in budgetary provision and its decomposition by sources: the case of Russia* (discussant: Soňa Kukučková)

Soňa Kukučková and Marie Poláchová: *The impact of different voting methods on citizens' participation in participatory budgeting. The case of the Czech Republic.* (discussant: Nina Bočková)

15¹⁰ - 16⁵⁰ Thursday, 25th March

SESSION III-A: Consumer behavior in marketing

Chair of the session: **Pavel Žiaran**

Jens-Markus Horn: *Donate-what-you-want: Does a contribution of the retailer affect customers' giving to charity while shopping at German grocery stores?* (discussant: Radka Macgregor Pelikánová)

Jan Vrána and Stanislav Mokrý: *The significance of presentation form and its effect on consumers' decisions* (discussant: Pavel Žiaran)

Radka Macgregor Pelikánová, Eva Daniela Cvik and Martin Hála: *Logistic Regression of the Czech Purchasing Inclination in Re Luxury Fashion in the Covid-19 Era – Diversity Over Sustainability?* (discussant: Jan Vrána)

Pavel Žiaran, Zuzana Birknerová and Ivana Ondříjová: *New questionnaire determining primary representational system according to the NLP theory as a predictor of advertising text evaluation* (discussant: Jens-Markus Horn)

SESSION III-B: Text Analysis

Chair of the session: **Jan Přichystal**

Tereza Zichová: *Information Interface Approach: Czech Public Administration and e-Government* (discussant: David Procházka)

Pavel Kostelník and František Dařena: *Conversational Interface for Unconventional Access to Business Relational Data Structures* (discussant: Tereza Zichová)

Jan Přichystal: *Product Name Matching* (discussant: Pavel Kostelník)

SESSION III-C: Smart Economics

Chair of the session: **Jiří Slezák**

Aik Wirsinna: *The economic benefits of Smart City – EU Lighthouse Projects* (discussant: Eva Grebe)

Eva Grebe: *Research and Development Expenditure and Education Expenditure and Their Relationship with Economic Growth* (discussant: Aik Wirsinna)

Christine Hinrichsen: *The impact of a smartphone or tablet application on learning transfer in the field of continuing vocational training* (discussant: Jiří Slezák)

Natalia Khazieva and Dagmar Cagáňová: *How to Avoid Knowledge Loss Using Analytic Hierarchy Process (AHP)* (discussant: Christine Hinrichsen)

Jiří Slezák and Ivana Čermáková: *Analysis of Online Communication between Business Entities and Financial Administration in 2010–2020* (discussant: Natalia Khazieva)

10⁰⁰ - 11²⁰ Friday, 26th March**SESSION IV-A: Socioeconomics**Chair of the session: **Irena Antošová**

Peter Gál and Marian Holienka: *Staying on board or going own way? Factors behind offspring succession decisions in family firms.* (discussant: Irena Antošová)

Thomas Meixner and Richard Pospisil: *Organizational Commitment in the Light of Inter- and Intrapersonal Factors* (discussant: Lucie Sedláková)

Lucie Sedláková and Martina Rašticová: *Pros and cons in employing people with disabilities in a company* (discussant: Peter Gál)

Irena Antošová, Naďa Hazuchová and Jana Stávková: *Role of maternity in the remuneration of employed women* (discussant: Thomas Meixner)

SESSION IV-B: MacrofinanceChair of the session: **Aleš Maršál**

Erasmus Afriyie Yaw: *Cross Border Banking and Bank Performance; a Comparative Study between Local and Foreign Commercial Banks in Ghana* (discussant: Aleš Maršál)

Boris Fiserá, Menbere Workie Tiruneh and David Hojdan: *Is Domestic Currency Depreciation a Blessing or a Curse for External Debt Management? Evidence for a Panel of Emerging Countries* (discussant: Erasmus Afriyie Yaw)

Lorant Kaszab, Ales Marsal and Katrin Rabitsch: *Trend inflation meets macro-finance: the puzzling behavior of price dispersion* (discussant: Boris Fišera)

SESSION IV-C: Law in EconomicsChair of the session: **Ondřej Pavelek**

Frauke Remmers: *A framework of E-Trust in Leader-Follower Constellations* (discussant: Ondřej Pavelek)

Dominika Králiková, Libor Kyncl, Martin Machay and Ondřej Pavelek: *The University Diploma and the Graduate's Gender Reassignment* (discussant: Radek Jurčik)

Radek Jurčik: *Allocation of public contracts awarded by central public administrative bodies. Evidence from the Czech Republic* (discussant: Libor Kyncl)

Ondřej Pavelek, Drahomíra Zajíčková and Bohumil Vitek: *Which obstacles prevent the creation of the European Civil Code?* (discussant: Frauke Remmers)

11⁴⁰ – 13²⁰ FRIDAY, 26th March**SESSION V-A: Agricultural and Food Economics**Chair of the session: **Jan Vavřina**

Tatiana Bencová and Andrea Boháčiková: *Dea in Performance Measurement of Two-Stage Processes: Comparative Overview of the Literature. How to Identify Inefficient Segments in Agricultural Enterprises?* (discussant: Jan Vavřina)

Andrea Boháčiková, Bencová Tatiana, Kapustová Zuzana and Tóth Marián: *The Income Instability of Slovak Farmers* (discussant: Harry Jay Cavite)

Harry Jay Cavite, Panya Mankeb and Suneeporn Suwanmaneepong: *Investigating the influence of behavioral and socio-demographic factors on Thai consumers' purchase intention towards traceable organic rice product* (discussant: Tatiana Bencová)

Svobodová Veronika and Jan Vavřina: *Investment intensity as an influencing factor of sustainable development of food manufacturers in the Czech Republic* (discussant: Andrea Boháčiková)

SESSION V-B: Development EconomicsChair of the session: **Radek Náplava**

Raymond Kofi Adjei and Veronika Kajurová: *What affects Income in Sub-Saharan Africa?* (discussant: Etsub Tekola Jemberu)

Ondřej Melichar, Šárka Stojarová and Andrea Hrdličková: *Factors influencing export status of SMEs located in Czech Republic* (discussant: Radek Náplava)

Etsub Tekola Jemberu: *Financial Development and Distribution of Income in Low and Middle-Income Countries* (discussant: Raymond Kofi Adjei)

Katarzyna Miszczyńska and Piotr Miszczyński: *Regional Disparities in the Functioning of Healthcare Sector in Poland. The Implementation of the DEA method* (discussant: Ondřej Melichar)

Radek Náplava: *Changes in Wage Structure in the Context of Wage Polarization in the Czech Republic* (discussant: Katarzyna Miszczyńska)

SESSION V-C: Economic PerceptionsChair of the session: **Radka Klvaňová**

Marcel Rolf Pfeifer: *Six Sigma – Perceptions Throughout Automotive Supply Chains* (discussant: Šárka Stojarová)

Šárka Stojarová and Ondřej Melichar: *The perception of the importance of basic and specific quality factors by spa destination visitors* (discussant: Vo Viet Hung)

Vo Viet Hung, Hoang Duc Sinh and Zuzana Tuckova: *The Role of Loyalty in the Relationship Between Destination Image and Behavioral Intention to Re-Visit* (discussant: Radka Klvaňová)

Radka Klvaňová: *Migration as unwelcomed necessity? Experts' perceptions of the Czech migration policy* (discussant: Marcel Rolf Pfeifer)

Conference participants are invited to select one of the publishing options:



→ **Eastern European Economics**
(ISSN 0012-8775)



→ **Journal of Competitiveness**
(ISSN 1804-171X)



→ **European Journal of Business Science and Technology - EJOBSAT**
(ISSN 2336-6494)

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CALL FOR PAPERS:

ECONOMIC COMPETITIVENESS AND SUSTAINABILITY

MARCH 24th-25th, 2022

VENUE

Campus of Mendel University in Brno,
Zemědělská 1, Brno, Czech Republic

LANGUAGE

English

- MENDELU
- Faculty
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