 

**PROGRAMME**

**EDAMBA 2019 EMPOWERING ACTIONS TO ACHIEVE GOALS: IMPLICATIONS FOR ECONOMICS, BUSINESS, MANAGEMENT AND RELATED DISCIPLINES**

**22nd International Scientific Conference for Doctoral Students and Post-Doctoral Scholars**

**University of Economics in Bratislava, 23rd – 24th October 2019**

# EDAMBA 2019 INTERNATIONAL SCIENTIFIC COMMITTEE

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

**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

**Larisa KAPUSTINA,** Ural State University of Economics, Yekaterinburg, Russian Federation,

**Lidiia KARPENKO,** National Academy for Public Administration, Odessa, Russian Federation,

**Ricardo MORAIS,** Catholic University in Porto, Portugal **Mykola MYKHAILOVYCH PALINCHAK,** Uzhhorod National University, Ukraine

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

**Mária REŽŇÁKOVÁ,** Masaryk University, Brno, Czech Republic,

**Boopen SEETANAH,** University of Mauritius, Mauritius

**Hema SOONDRAM,** University of Mauritius, Réduit, 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 WIWCZAROSKI,** University of Debrecen, Hungary

**Irena ZAVRL,** Fachhochschule Burgenland, Eisenstadt, Austria

# EDAMBA 2019 PROGRAMME COMMITTEE

**Paula Puškárová**, University of Economics in Bratislava, Slovak Republic,

**Marcel Novák**, Faculty of National Economy, University of Economics in Bratislava, Slovak Republic,

**Róbert Rehák**, 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,

**Ľudmila Lipková**, Faculty of International Relations, University of Economics in Bratislava, Slovak Republic,

**Emília Duľová-Spišáková**, Faculty of Business Economy with seat in Košice, University of Economics in Bratislava, Slovak Republic,

**Mária Spišiaková**, Faculty of Applied Languages, University of Economics in Bratislava, Slovak Republic,

# EDAMBA 2019 ORGANISING COMMITTEE

**Gabriel ADAMEK,** Department for Research and Doctoral Studies, University of Economics in Bratislava **Andrea PETIANOVÁ,** Department for Research and Doctoral Studies, University of Economics in Bratislava **Jana TKÁČOVÁ,** Department for Research and Doctoral Studies, University of Economics in Bratislava

# MAP OF THE BRATISLAVA CAMPUS AND THE CONFERENCE VENUE



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

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

**Economic Theory 1,** Bratislava Campus: Room D117 - Old Building (with Library), Ground Floor

**Economic Theory 2,** Bratislava Campus: Room 1C.02 - Old Building, 1st Floor

**Marketing,** Bratislava Campus: Room 1B.02 - Old Building, 1st Floor

**Accounting & Business & Informatics,** Bratislava Campus: Room A7.12 - New Building (with Rectorate), 7th Floor

**Financial Management,** Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6th Floor

**Global Economics & Language,** Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4th Floor

# CONFERENCE PROGRAMME OVERVIEW

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| **Wednesday – 23rd October 2019****Day 1: EMPOWERING ACTIONS TO ACHIEVE GOALS:****IMPLICATIONS FOR ECONOMICS, BUSINESS, MANAGEMENT AND RELATED DISCIPLINES** |
| **08:00 - 09:00** | **Registration of participants***Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **09:00 - 09:15** | **Opening of the conference****Ferdinand DAŇO,** Rector of the University of Economics in Bratislava*Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **09:15 - 10:00** | **Plenary Session****Silvester van KOTEN:** Energy Economics and Experimental Economics*Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **10:00 – 10:45** | **Plenary Session****Alexandru MINEA: Public Debt and Economic Growth***Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **10:45 - 11:00** | **Coffee break** |
| **11:00 - 12:15** | **Project Management Seminar chair: Gabriela DUBCOVÁ***Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **12:15 - 13:30** | **Lunch** |
| **13:30 – 16.45** | **Presentation of participants’ papers in parallel sessions and informal networking II. Economic Theory 1,** Bratislava Campus: Room D117 - Old Building (with Library), Ground Floor **Economic Theory 2,** Bratislava Campus: Room 1C.02 - Old Building, 1st Floor**Marketing,** Bratislava Campus: Room 1B.02 - Old Building, 1st Floor**Accounting & Business & Informatics,** Bratislava Campus: Room A7.12 - New Building (with Rectorate), 7th Floor**Financial Management,** Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6th Floor**Global Economics & Language,** Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4th Floor |

**CONFERENCE PROGRAMME OVERVIEW**

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| **Thursday – 24th October 2019****Day 2: EMPOWERING ACTIONS TO ACHIEVE GOALS:****IMPLICATIONS FOR ECONOMICS, BUSINESS, MANAGEMENT AND RELATED DISCIPLINES** |
| **09:30 - 11:00** | **Fulbright Brunch – Meet & Greet w/Fulbright Commission, SFAA & US Embassy***Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **11:00 – 12:15** | **Plenary Session****Edouard TURKISCH:** Fiscal rules and fiscal outcomes in the EU*Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **12:15 – 12:30** | **Best Paper Award & Closing the conference Paula Puškárová, Vice-rector for research and doctoral studies,***Bratislava Campus: Conference Room, New Building (with Rectorate), 3rd Floor* |
| **12:30 - 13:30** | **Lunch** |

**PLENARY SESSION: Project Management Seminar**

BRATISLAVA CAMPUS: CONFERENCE ROOM, New Building (with Rectorate), 3rd Floor

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| **Wednesday – 23rd October 2019** |
| **11:00 - 12:15** | ***EUBA Grant Scheme for Young Scholars and Doctoral Students*****Paula PUŠKÁROVÁ,** University of Economics in Bratislava |
| ***SAIA for Young Scholars and Doctoral Students*****Kristína SALLEROVÁ / Adela POLÁČKOVÁ** |
| ***National Scholarship Program*****Richard KALIŠ,** Faculty of National Economy, University of Economics in Bratislava |
| ***Action Austria-Slovakia*****Erika MAJZLÍKOVÁ,** Faculty of National Economy, University of Economics in Bratislava |
| ***Horizon 2020 – Twinning proposal*****Paula PUŠKÁROVÁ,** University of Economics in Bratislava |
| **Discussion** |

## SESSION 1 - ECONOMIC THEORY 1

**BRATISLAVA CAMPUS: ROOM D117,** Old Building (with Library), Ground Floor

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| **Wednesday – 23rd October 2019** |
| **13:30 – 16:45** | **Lukáš BURIAN:**Further fiscal integration in euro area |
| **Igor DVORNICKÝ:**Changes in the indicators of credit and financial market assessments in terms of Macroprudential policy |
| **Raman HERASIMAU:**Does pension systems have future |
| **Miroslav KLIMEK:**Creation of an equity portfolio @ EUBA 2019 |
| **Peter KUŠNÍR and Denis MATUŠOVIČ:**Company Valuation (Selected Theoretical Approaches) |
| **Boris FIŠERA:**Impact of Managed Depreciations on Financial Markets |
| **Peter GOLHA:**Stress Testing in the Context of Economic Cycle |
| **Ionela OPREA:**Leading practices in sustainable banking |
| **Tatiana SERGIENKO:**SOCIO-ECONOMIC COMPONENTS OF THE INTEGRATION POLICY OF MODERN UKRAINIAN SOCIETY IN THE CONDITIONS OF INFORMATION-PSYCHOLOGICAL WARFARE |
| **Jaroslava ŠEPEĽOVÁ:**Theoretical approaches of factors of tax evasion focused on accounting as a source of information in the tax´s liability calculation |
|  | **Patrik JANKOVIČ:**Mobile Internet before Fifth Generation Cellular Systems (5G)(Determinants of Internet Coverage and Its Quality) |

## SESSION 1 - ECONOMIC THEORY 2

**BRATISLAVA CAMPUS: ROOM 1C.02,** Old Building, 1st Floor

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| **Wednesday – 23rd October 2019** |
| **13:30 – 16:45** | **Erika MAJZLÍKOVÁ:**Structural Decomposition Analysis of Changes in Manufacturing Employment in Slovakia |
| **Eva SIRAKOVOVÁ:**Group Size Effects in Public Good Game |
| **Matej VITÁLOŠ:**Susceptibility of Jobs to Automation in Slovakia |
| **Zuzana KOŠŤÁLOVÁ:**Exploring driving forces of household debt in Slovakia |
| **Agáta ŠULÁKOVÁ:**Synchronization of business cycles between selected European countries |
| **Miriama TREBICHALSKÁ:**Social partnership and employment change due to the digital revolution |
| **Adriana NOVOTNÁ:**Measuring competition in the European banking sector |
| **Katarína MERTANOVÁ:**Does Slovak economy pull migrants toward it? |
| **Peter MANDŽÁK:**Can money buy health? DEA analysis of healthcare expenditure |
| **Lucia ORSZÁGHOVÁ:**Swiss Franc Lending in Central, Eastern and South Eastern Europe |
| **Tetyana NESTORENKO:**Economic impact of health resort enterprises for the host city: case study from Ukraine |

## SESSION 2 – ACCOUNTING – BUSINESS INFORMATICS

**BRATISLAVA CAMPUS: ROOM A7.12**, New Building (with Rectorate), 7th Floor

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| **Wednesday – 23rd October 2019** |
| **13:30 – 16:45** | **Nikoleta BALOGHOVÁ:**Hidden reserves in financial management |
| **Dana FIGUROVÁ:**Hidden reserves in financial management |
| **Allan Jose SEGUEIRA LOPEZ:**Spatial Competition with Considering the Weight of the Nodes Case Study |
| **Milan GEDEON:**The impact of new technologies on accounting and audit |
| **Silvia ZELINOVÁ:**Statistical analysis of European Union countries on the basis of main Economic Indicators |
| **Marek STREŽO:**Flexible regression modeling of the pure premium using Generalized Additive Models with Isotropic smoothing |
| **Jana KOPČÁKOVÁ:**Assets and modern methods of depreciation of assets in an enterprise |
| **Petra SRNIŠOVÁ:**Information on adopted accounting policies in the notes to the financial statements |
| **Stanislav KOVÁČ:**Bitcoin volatility analysis: deterministic and probabilistic approach |
| **Tatiana KATKOVA, Hana ALIEKSIEIEVA, Larysa HORBATIUK, Nataliia KRAVCHENKO:**Mathematical Methods for Assessing the Financial Condition of an Enterprise and Diagnosing Bankruptcy |

## SESSION 3 – FINANCIAL MANAGEMENT

**BRATISLAVA CAMPUS: ROOM A6.04**, New Building (with Rectorate), 6th Floor

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| **Wednesday – 23rd October 2019** |
| **13:30 – 16:45** | **Eva BIKÁROVÁ:**Environmental Problems and Developing Countries |
| **Branislav KOVÁČ:**Contributions to other capital funds as the form of financing for businesses through own funds (equity) - legal, accounting and tax aspects |
| **Zuzana JAKUBOVÁ:**Financing of family businesses |
| **Daniela NEMCOVÁ:**Reconciling Social and Economic Needs into Ecological Society |
| **Zuzana SKORKOVÁ:**Is Holacracy Bringing Down Hierarchy or Is It Only an Appealing Marketing Slogan? |
| **Zuzana RUDAŠOVÁ:**Analysis of Treasury benchmarked bonds in primary market |
| **Darina MÓŽIOVÁ:**Emerging types of business risks in insurance industry |
| **Marian TOMAN:**The Corporate Challenges of Sustainable Development |
| **Andrea LUKAČKOVÁ:**Prediction of the failure of the enterprise through rating models created in Slovak market conditions |
| **Petra POLEČOVÁ:**Venture capital as a source of financing for enterprises in Slovakia |

## SESSION 4 – GLOBAL ECONOMICS & LANGUAGE

**BRATISLAVA CAMPUS: ROOM A4.04**, New Building (with Rectorate), 4th Floor

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| **Wednesday – 23rd October 2019** |
| **13:30 – 16:45** | **Natália GODA:**Soft power 30 index – Comparation of the Visegrad Group countries |
| **Katarína ŽAMBOROVÁ:**Issues of International Educational Assessment in the Business Environment. The Slovak Republic. |
| **Natalia BARINKOVÁ:**Foreign Trade Cooperation of Slovakia with Kazakhstan and Kyrgyzstan and Opportunities for Slovak Exporters |
| **Jana KOZÁKOVÁ:**Encouragement of Entrepreneurial Talent in the Process of Entrepreneurship Education at Slovak University of Agriculture in Nitra: A Focus Group Study |
| **Tatiana HAJNIKOVÁ:**Comparability analysis – the cornerstone of transfer pricing |
| **Kristína KRUPOVÁ:**The rise of Islamic feminism in the contemporary milieu of international relations |
| **Monika KOCHAJDOVÁ:**RUSSIA´S IMPLEMENTATION OF HYBRID WARFARE |
| **Martin KARAS:**Investment Law in the Theory of International Relations |
| **Ivana DANCÁKOVÁ:**Shaping migration tendencies in Europe |
| **Viktória ŠVARDOVÁ:**Automation in Japan |
| **Ondrej TOMČÍK:**EU-South Korea Free Trade Agreement and its impact on Slovakia’s exports to South Korea |
| **Zuzana BOROVSKÁ:**Iran as an EU trading partner in a period of the current tense trade-political relations |

## SESSION 5 – MARKETING

**BRATISLAVA CAMPUS: ROOM 1B.02**, Old Building, 1st Floor

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| **Wednesday – 23rd October 2019** |
| **13:30 – 16:45** | **Jozef GÁLL:**Determining the significance level of tourist regions in Slovak Republic by cluster analysis |
| **Elena CHUKURNA:**MARKETING EMOTIONS IN THE RESTAURANT BUSINESS |
| **Peter BELIČKA:**New marketing segment: streaming platforms and event streaming |
| **Marian ČVIRIK and Monika STANKOVÁ:**Relationship between Worldmindedness and Consumer ethnocentrism: A Case of Slovakia |
| **Ivan HlAVATÝ:**Identification of knowledge management implementation barriers at Slovak higher education institutions |
| **Yulia STAVSKA:**The role of marketing tools in managing unstable systems |
| **Petra GARASOVÁ:**Consumer Perception of Eco-design |
| **Denisa ŠEVČÍKOVÁ:**Predictors of success of a new product on the market |
| **Alexander FRASCH:**Economic impacts of Boeing aircraft groundings on international markets |
| **Romana ŠIPOLDOVÁ:**Using Cost-Sensitive Predictive Modeling in Digital Marketing |
| **Martina NAŇÁKOVÁ:**Comparison of Labor Productivity in Tourism and the Other Sectors of the Slovak Economy |
| **Hana PALUŠKOVÁ:**Application of Circular Economy Principles in V4 Countries |
| **Linda VAŠKOVÁ:**Interactive marketing in property development – Smart buildings (Case study) |
| **Miroslava PRVÁKOVÁ:**Factors of Open Innovation |