

## Conference programme

### **WEDNESDAY 27<sup>th</sup> September 2023**

VENUE: Spa Nový Smokovec – Congress centre, The High Tatras

- Early registration is possible from 5 p.m. to 7 p.m.

### **THURSDAY 28<sup>th</sup> September 2023**

VENUE: Spa Nový Smokovec – Congress centre, The High Tatras

08:00 - 9:45	Registration and Coffee break – Congress centre
10:00 - 10:15	Conference opening - Room 1
10:15 - 12:00	Plenary session - Room 1
12:00 - 13:30	Lunch – Restaurant Svišť
13:30 - 15:30	Paper session - Room 1 Paper session - Room 2 Paper session - Room 3
15:30 - 16:00	Coffee break - Congress centre
16:00 - 18:00	Paper session - Room 1 Workshop - Room 2 Paper session - Room 3
18:00 - 19:00	Poster session - Congress centre
19:30 - 24:00	Reception - Restaurant Svišť

#### **10:00 – 10:15 – CONFERENCE OPENING – Room 1**

- **Prof. Ing. Róbert Štefko, Ph.D.** - *The Chairman of the Scientific Committee*
- **Jozef Štefaňák** - *The Mayor of the City of the High Tatras*

#### **10:15 – 12:00 – PLENARY SESSION – Room 1**

- **Daniel Meyer, Natanya Meyer** - University of Johannesburg, South Africa  
*Linking Innovation, Entrepreneurial Activity and Economic Development: The Case of the Visegrád Group of Countries*
- **Tonino Pencarelli** - University of Urbino Carlo Bo, Italy  
*Innovation in leadership: Towards CSR and the Creation of Shared Value in a Humanistic Management Perspective*
- **Ermanno Affuso** - University of South Alabama, the USA  
*A Bioeconomic Model for Optimal Cropping Decisions in Sustainable Agricultural Systems*
- **Štefan Lyocsa** - University of Presov, Slovakia  
*Financial Cycle Estimation and Forecasting: A Machine Learning Approach*
- **Ariel Fuchs** - Gaia College, Israel  
*Small Amount Fallacy - Its psychological causes, their cumulative destructive effect, and the mathematical solution*

**12:00 - 13:30 – LUNCH – Restaurant Svišť**

**13:30 - 15:30 – PAPER SESSION – Room 1**

- **Pantelis F. Kyrmizoglou**  
*Dividend Policies Adopted by the Banks. Their Impact on the Prospects of the Greek Banking System*
- **Anton Fenik**  
*Truthfulness or Satisfying Checklists: Which Propels You Farther?*
- **Sharad Kumar**  
*Role of Ethics and its Standards in Organizational Effectiveness*
- **Mária Bohdalová, Liubov Hodovanska, Nico Haberer**  
*The Impact of Economic Measures of EU Countries on the Development of the Recession Caused by the COVID-19 Pandemic*
- **Svitlana Labunska, Volodymyr Yermachenko, Mykola Sidak**  
*Formation of Approaches to Information and Intellectual Resources Management in Enterprises Innovative Activities*
- **Hila Fuchs, Tatyana Petkova, Arie Fishbein, Daniel Galily, Ariel Fuchs**  
*Psychological Flexibility in Human Leadership - Facing the Challenges and Needs of the 21st Century Working Social Spaces*

**13:30 - 15:30 – PAPER SESSION – Room 2**

- **Daniela Feschiyan, Radka Andasarova**  
*Financial Reporting in the Public Sector in the Republic of Bulgaria under the Conditions of European Harmonization and Global Legitimacy of IPSAS*
- **Martin Užík, Sebastian Block**  
*The Rolling SML-based Portfolio Strategy*
- **Vladimír Valach, Samuel Funtek, Mária Bohdalová**  
*Application of Fundamental Screening in Active Portfolio Management*
- **Ján Huňady, Kamil Ščerba**  
*One Problem, Different Consequences: Innovation and Quality Standards in the Presence of Informal Competition*
- **Július Golej, Daniela Špírková**  
*Innovative Tools for Financing Municipalities*
- **Matej Boór**  
*Impact of Fiscal Rules on Government Capital Expenditure: Evidence from EU Countries*

**13:30 - 15:30 – PAPER SESSION – Room 3**

- **Beáta Šofranková, Dana Kiseľáková, Miroslav Gombár, Elena Širá**  
*Analysis of the Assessment of Digital Performance and Sustainability of Economic Development within the EU-27 Countries*
- **Jarmila Horváthová, Martina Mokrišová, Dana Kiseľáková, Beáta Šofranková**  
*Efficiency of the Introduction of Businesses' Digitalization Elements in EU Countries – Dynamic Approach*
- **Paulína Mihaľová, Valeriia Maljar**  
*Position of Slovak Republic in Global Value Chains*
- **Elena Širá, Beáta Šofranková, Dana Kiseľáková**  
*Progress in the Digital Competitiveness of EU Economies, Challenges and Risks*
- **Matúš Padyšák**  
*Active Versus Passive: The Case of Slovak Guaranteed Pension Funds*
- **Mária Petruščáková**  
*Risk and Crisis Management in Enterprises with the Risk of Impending Bankruptcy in the Slovak Republic*

**15:30 - 16:00 – COFFEE BREAK – Congress centre**

**16:00 - 18:00 – PAPER SESSION – Room 1**

- **Peter Ramharter, Martin Steiner, Emília Huttmanová**  
*Generation Z and other Employees Chances and Needs for Mutual Benefit in Enterprises*
- **Lucjan Klimsza, Václav Friedrich, Lech Nierostek, Kateřina Stanovská, Aleš Lokaj, Martin Doležal**  
*Connections between Organizational Culture and the Economy of the Organization*
- **Olaf Flak**  
*Online Management Tools as Research Tools of Managerial Actions Aimed at Artificial Management Implementation. Results of the Research*
- **Martin Steiner, Ernst Hammel, Erik Pauer, Axel Jacquin, Peter Ramharter**  
*Does the Current EU Climate Policy Endanger the Economic Future of the EU Countries due to Unsettled Climate Science?*
- **Andrea Janáková Sujová, Katarína Marcineková**  
*Force Field Analysis and Optimization – a Key Success Factor by Managing Changes*
- **Ni Made Estiyanti, Domicián Máté**  
*Examining the Influence of User Motivation and Technology Acceptance on Behavioral Intentions in a FinTech Context*

**16:00 - 18:00 – WORKSHOP – Room 2**

Workshop within the project BIN 02\_2021\_024 “Applied research for the improvement of acoustic properties of mobile noise barriers and the ecological use of waste generated during their production”.

- **Jana Chovancová, Emília Huttmanová, Martin Rovňák, Róbert Štefko, Miroslav Miňďaš, Richard Fedorko**  
*Circular Economy in Noise Barrier Production: Exploring Sustainable and Innovative Solutions*
- **Igor Petruška, Jana Chovancová**  
*Examining the Influence of Urbanization and Low-Carbon Energy Sources on CO<sub>2</sub> Emissions in EU Countries: A Panel Data Analysis*
- **Emília Huttmanová, Jana Chovancová, Martin Rovňák, Miroslav Miňďaš, Rastislav Kotulič, Sylvia Jenčová, Viktória Ali Taha**  
*Innovative Environmental Management Approaches to Reduce Pollution of Water Resources*

**16:00 - 18:00 – PAPER SESSION – Room 3**

- **Janka Beresecká, Ľudmila Nagyová, Martina Hudecová, Jana Hroncová-Vicianová**  
*Measuring the Communication Effect of Regional Product Brands in Slovakia*
- **Martina Kuperová, Anton Lisník**  
*Innovative Forms of Marketing and their Impact on Customer Behaviour*
- **Patrícia Beličková, Alena Kusá**  
*Capturing Attention: Investigating the Impact of AI-Generated and Photographer-Captured Product Photos through Neuromarketing*
- **Lenka Štofejová, Štefan Král, Richard Fedorko, Mária Tomášová**  
*Socio-Demographic Differences in Consumer Behavior and Purchase Intentions: The Role of Sustainability in Online Shopping*
- **Jakub Horváth, Radovan Bačík, Igor Fedorko**  
*Research on the Issue of Positive Effects of Artificial Intelligence on the Activity of Companies and Online Consumers Behaviour*

**18:00 - 19:00 – POSTER SESSION – Congress centre**

**19:30 - 24:00 – RECEPTION – Restaurant Svišť – Congress centre**

## **FRIDAY 29<sup>th</sup> September 2023**

*VENUE: Spa Nový Smokovec – Congress centre, The High Tatras*

09:00-10:30	Paper session – Room 1
10:30-11.00	Coffee break – Congress center
11:00-12:00	Paper session – Room 2 Paper session – Room 3
12:00-13:30	Lunch – Restaurant Svišť – Congress center
13:30	End of the Conference

### **9:00 - 10:30 - PAPER SESSION – Room 1**

- **Jarmila Balúchová**  
*Climatic Spa Nový Smokovec*
- **Weal Mugarbi, Ariel Fuchs**  
*Strategic City Management in the Digital Era: Fostering Sports and Sports Tourism for Comprehensive Urban Development*
- **Viktória Bíziková, Hana Bieliková**  
*Pottery in the Destination Gemer and its Potential for the Development of the Creative Tourism Offer*
- **Hana Bieliková, Viktória Bíziková, Viktoria Gergelyova**  
*Principles of Sustainable Development in Accommodation Facilities in Slovakia*
- **Zuzana Gajdošíková, Tomáš Gajdošík, Vanda Maráková**  
*Business Skills of Tourism University Graduates: Insights from Slovak Labour Market*
- **Anna Šenková, Erika Kormaníková, Stela Kolesárová**  
*Analysis of Trends and Changes in Travel and Vacation Spending from the Perspective of Slovak Residents with an Emphasis on the Principles of Sustainability and Digital Marketing in the Post-pandemic Period*

### **10:30 - 11:00 – Coffee break – Congress centre**

### **11:00 - 12:00 PAPER SESSION – Room 2**

- **Andrej Miklosik, Martina Chujacová, Peter Starchon, Nina Evans**  
*Willing to Pay More to Support the Local Economy and Protect the Environment: How Slovak Consumers Prefer Domestic Products*
- **Peter Pažitný, Daniela Kandilaki, Kristina Randlová**  
*Incentives for Providers of Cataract Surgery depending on the Payment Mechanisms in the Czech Republic and Slovakia*

- **Guy Kaufmann**  
*Gamification in Management: Enhancing Engagement, Motivation, and Performance*
- **Andalow-Avraham Takala**  
*The Administrative Challenge of Managing a Police Station*
- **Leonard Calin Abrudan, Mirabela Constanta Matei**  
*Towards a New Mentality in the Business Game – Future Generations as Major Stakeholders*

### **11:00 – 12:00 – PAPER SESSION – Room 3**

- **Magdaléna Tupá, Zoltán Rózsa, Viera Hulková**  
*Human Resource Management in the Context of the Migration Physicians and Medical Students from Slovakia: A Study on the Push Factors*
- **Tomáš Kubica, Radka Fišerová, Libor Hrbáček**  
*Assessment of Profitability and Financing of the New Section of the PPP D4 Highway*
- **Tomáš Groh**  
*Contexts of Hospital Management, Quality of Care Provided and Impacts of Nosocomial Diseases*
- **Terezie Krestová, Lucie Bestová, David Hibler, Alice Šustková**  
*Employer Competencies Requirements for University-Educated Students: Surveys from 2020 to 2022*
- **Gabriela Poláková, Petra Horváthova, Terezie Krestová**  
*Burnout Syndrome: Incidence of Burnout among Employees of Family Businesses*

### **12:00 - 13:30 – LUNCH – Restaurant Svišť**

### **13:30 - End of the conference**

## **SESSIONS MODERATION TEAMS**

### **THURSDAY 28<sup>th</sup> September 2023**

#### **10:15 – 12:00 – PLENARY SESSION – Room 1**

- **Róbert Štefko** (*Session Chair*) - University of Presov, Slovakia
- **Pantelis F. Kyrmizoglou** - International Hellenic University, Greece
- **Sebastian Kot** - Czestochowa University of Technology, Poland
- **Kuiquan Wang** - Zhejiang University of Finance and Economics, China

#### **13:30 – 15:30 – PAPER SESSION – Room 1**

- **Ariel Fuchs** (*Session Chair*) - Gaia College, Israel
- **Leonard C. Abrudan** - University of Oradea, Romania
- **Štefan Lyocsa** - University of Presov, Slovakia

#### **16:00 – 18:00 – PAPER SESSION – Room 1**

- **Natanya Meyer** (*Session Chair*) - University of Johannesburg, South Africa
- **Daniel Meyer** - University of Johannesburg, South Africa
- **Alexandra Chapčáková** - University of Presov, Slovakia

#### **13:30 – 15:30 – PAPER SESSION – Room 2**

- **Ermando Affuso** (*Session Chair*) - University of South Alabama, The USA
- **Domicián Maté** - University of Debrecen, Hungary
- **Matúš Kubák** - University of Presov, Slovakia

#### **13:30 – 15:30 – PAPER SESSION – Room 3**

- **Juraj Válek** (*Session Chair*) - University of Economics in Bratislava, Slovakia
- **Jana Kušnírová** - University of Economics in Bratislava, Slovakia
- **Daniela Matušíková** - University of Presov, Slovakia

#### **16:00 – 18:00 – PAPER SESSION – Room 3**

- **Anton Fenik** (*Session Chair*) - Grand Valley State University, The USA
- **Nella Svetozarovová** - University of Presov, Slovakia
- **Ľudovít Nastišin** - University of Presov, Slovakia

**FRIDAY 29<sup>th</sup> September 2023**

**9:00 – 10:30 – PAPER SESSION – Room 1**

- **Domicián Maté** (*Session Chair*) - *University of Debrecen, Hungary*
- **Daniel Galily** - *South-West University, Bulgaria*
- **Petra Vašaničová** - *University of Presov, Slovakia*

**11:00 – 12:00 – PAPER SESSION – Room 2**

- **Pantelis F. Kyrmizoglou** (*Session Chair*) - *International Hellenic University, Greece*
- **Viktória Ali Taha** - *University of Presov, Slovakia*
- **Emília Huttmanová** - *University of Presov, Slovakia*

**11:00 – 12:00 – PAPER SESSION – Room 3**

- **Ariel Fuchs** (*Session Chair*) - *Gaia College, Israel*
- **Lucia Zbihlejová** - *University of Presov, Slovakia*
- **Martina Mokrišová** - *University of Presov, Slovakia*



## **POSTER SESSION**

**THURSDAY 28<sup>th</sup> September 2023**

**18:00 - 19:00 - POSTER SESSION - Congress Centre**

- **Xuchao Li, Jiankun Lu, Jian Wang, Jiyuan Wang**  
*How Does Medical Insurance Contribution Affect Corporate Value? Evidence from China*
- **Erika Kormaníková, Anna Šenková, Petra Pilátová, Stela Kolesárová**  
*Management of the sustainable development of tourism in the Horehron Region with an emphasis on the opinions of residents*
- **Ivan Katrenčík, Monika Zatrochová**  
*Investing in Photovoltaic Panels: A Study of Economic Development Scenarios*
- **Ján Vravec, Jaroslav Korečko**  
*Economic Aspects of Bankruptcies of the Business Entities in Slovakia in the Post-Covid Period*
- **Stanislav Letkovský, Marta Miškuřová, Sylvia Jenčová, Petra Vašaničová**  
*Bankruptcy Risk Prediction Using Artificial Intelligence: An Empirical Study of the Slovak Chemical Industry*
- **Lucia Dančišinová, Irina Kozárová**  
*Conceptualization of Intercultural Competence as Part of Managerial Education*
- **Jaroslav Korečko, Ján Vravec**  
*Long-Term Unemployment as a Risk Factor for the Sustainability of Business Development in Slovakia and the European Union*
- **Ivana Ondrijová**  
*Consumer perceptions of neuromarketing research in the context of socio-demographic characteristics*
- **Nataliya S. Seliverstova, Askar N. Mustafin, Svetlana N. Kotenkova, Olga V. Grigoryeva, Rastislav Kotulič**  
*Influence of Social Capital on Economic agent's Innovative activities*
- **Solomiia Fedushko, Natalia Kryvinska**  
*Identification of Web Users through Web Content Mining: Current State and Challenges*
- **Yuriy Syerov, Iryna Ivanochko, Iryna Dobrianska**  
*Analyzing the Impact of Online Resources on Pet Care*
- **Jana Cocuľová, Nella Svetozárovová, Daniela Bertová**  
*An analytical view of the development of human capital from the point of view of the current needs of the labor market.*
- **Daniela Bertová, Nella Svetozarovová, Jana Cocuľová**  
*The Relationship Between Quality of Work Life and Job Satisfaction: Practical Perspectives*
- **Mariana Dubravská**  
*The Analysis of the Youth Unemployment in the Slovak Republic*
- **Roman Novotný, Emília Huttmanová**  
*Significance of Deposit-Refund Systems in the Context of Effective Beverage Packaging Management in the Selected Regions of Slovakia: The Consumers' Perspective*

- **Miroslava Bozogáňová, Tatiana Pethö, Ondrej Ivan**  
*Personality Traits and Interpersonal Orientation of High-level Managers, Preliminary Findings*
- **Tonino Pencarelli, Veronika Škerháková, Viktória Ali Taha**  
*Innovation in leadership: Towards CSR and the Creation of Shared Value in a Humanistic Management Perspective*
- **Marta Urbaníková, Michal Levický, Daniela Vörösová**  
*The Impact of the Corona Crisis and Support Measures on Micro, Small and Medium-sized Enterprises in Slovakia*
- **Dávid Miško**  
*Factors of Success in Managerial Work: Current View of Slovak Managers*
- **Kristína Šambronská, Daniela Matušiková**  
*Digital Marketing in Tourism Industry as a Tool to Sustainable Future of the Cities in Post pandemic Period*
- **Lucia Zbihlejová**  
*Examining Leadership in Terms of Entrepreneurial Skills Enhancement and Bossing Elimination*
- **Jaroslav Gonos, Anna Tomková, Jozef Nemeč**  
*Assessment of assertive behavior in managers' communication techniques*
- **Ľudovít Nastišin, Róbert Štefko, Richard Fedorko**  
*Engaging with Brands Online: A Study of Consumer Online Brand Related Activities on Tik Tok as a Part of Brand E-commerce*
- **Jarmila Horváthová, Martina Mokrišová**  
*Prediction of Corporate Bankruptcy, Malmquist Index Approach*
- **Tomáš Bačinský**  
*The Analysis of Characteristics of Potential Peer-to-Peer Investors in the Slovak Republic*
- **Eva Benková, Zuzana Birknerová**  
*The Analysis of the Connections between Neuromarketing Attributes and Business Behaviour Determinants*
- **Ivana Kravčáková Vozárová, Jaroslava Hečková, Alexandra Chapčáková, Martina Košíková**  
*The Comparison of Volume of Realized Cross-Border Mergers and Acquisitions in the European Agri-Food Sector and Banking Sector*
- **Marta Miškuřová, Mária Jusková, Mária Matijová, Igor Petruška**  
*Application of the Bankruptcy Models in the Teaching of Financial Subjects*
- **Milena Švedová, Tünde Dzurov Vargová**  
*Selected Sustainable Development Goals of Agenda 2030 in V4 countries*
- **Nella Svetozarovová, Jana Cocuľová, Daniela Bertová**  
*Trends and digitization of Human Resources Management - New Forms and Models*
- **Zuzana Birknerová, Eva Benková**  
*Assessing the Attributes of Social and Emotional Managerial Competence in Terms of Gender and Age of Entrepreneurs*
- **Juraj Válek, Michal Rimeš, Jana Kušnířová**  
*The Place of Taxation in Moving Towards Sustainable Green Growth*

- **Mária Oleárová, Radovan Bačík**  
*Exploring the Impact of Gender on E-commerce Growth in Central European Countries*
- **Matúš Kubák, Jozef Nemec, Tímea Turócziová**  
*Financial Anxiety in the Context of Income, Age and Education*
- **Michaela Harničárová, Juraj Tej, Denis Tirpák, Martina Stolárová**  
*Exploring Perceptions of Talent Management in Relation to Generational Diversity of Employees in the Context of Sustainability in a Healthcare Facility in the Slovak Republic*
- **Veronika Škerháková, Richard Fedorko, Tonino Pencarelli, Martin Rigelský, Viktória Ali Taha**  
*Exploring Consumer Online Grocery Shopping Behavior Dynamics: Insights from the Slovak Republic*
- **Viktória Ali Taha, Veronika Škerháková, Ema Scholtz**  
*Sustainability in Healthcare: a Conceptual Study*
- **Miroslav Gombár, Jaroslava Hečková, Alexandra Chapčáková, Dagmara Ratnayake Kaščáková**  
*Key Attributes Affecting the Value of European M&A Transactions*
- **Ivana Ondrijevová, Anna Tomková, Lucia Zbihlejová, Zuzana Birknerová**  
*Willingness of Consumers to Undergo Neuromarketing Research*
- **Róbert Štefko, Ludovít Nastišin, Nella Svetozarovová**  
*Digital Marketing in the Current Business Ecosystem*
- **Jarmila Klementová, Andrea Janáková Sujová**  
*Determinants of external business environment causing the need for building corporate agility in the context of the corona crisis impacts*
- **Monica Dudian, Teodora Todoran**  
*Training and Performance in the Outsourcing Industry*
- **Martina Mokrišová, Jarmila Horváthová, Alexander Schneider, Mária Jusková**  
*Prediction of Corporate Bankruptcy – Selecting an Appropriate Prediction Method*
- **Miroslav Gombár, Nella Svetozarovová, Anna Burdová**  
*Management of Tax Administration and Tax Evasion as a Result of Overall Economic Behavior*