

Conference programme

THURSDAY 28th 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
- **Adrienn Takácsné Papp, Klara Szucs Markovics, Ágnes Horváth**
Change in Energy Intensity and Energy Mix of the EU's Food, Beverages, and Tobacco Industry
- **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

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 CO₂ 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
- **Lenka Štofejová, Štefan Kráľ, 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
- **Martina Kuperová, Anton Lisník**
Innovative Forms of Marketing and their Impact on Customer Behaviour

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

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

FRIDAY 29th 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

POSTER SESSION

THURSDAY 28th 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 Nemec**
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 Kušnírová**
The Place of Taxation in Moving Towards Sustainable Green Growth
- **Matúš Kubák, Jozef Nemec, Tímea Turócziová**
Financial Anxiety in the Context of Income, Age and Education
- **Miroslava Bozogáňová, Tatiana Pethö, Ondrej Ivan**
Personality Traits and Interpersonal Orientation of High-level Managers - Preliminary Findings
- **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 Ondrijová, Anna Tomková, Lucia Zbihlejová, Zuzana Birknerová**
Willingness of Consumers to Undergo Neuromarketing Research
- **Róbert Štefko, Ľudovít Nastišin, Nella Svetozarovová**
Digital Marketing in the Current Business Ecosystem
- **Veronika Škerháková, Richard Fedorko, Tonino Pencarelli, Martin Rigelský, Viktória Ali Taha**
Exploring Consumer Online Grocery Shopping Behavior Dynamics: Insights from the Slovak Republic
- **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