



Ekonomická  
fakulta  
Faculty  
of Economics

Jihočeská univerzita  
v Českých Budějovicích  
University of South Bohemia  
in České Budějovice

**F**  
**INPRO**  
INTERNATIONAL  
SCIENTIFIC  
CONFERENCE  
**R**  
**U**  
**M**

**2023**

***CHALLENGES AND  
OPPORTUNITIES  
IN THE DIGITAL  
WORLD***

**PROGRAMME**

**November 2 – 3, 2023**

## THURSDAY, November 2, 2023

## CONFERENCE PROGRAMME

09:00 – 10:00	<b>REGISTRATION</b>	Building F/Atrium
10:00 – 12:00	<p><b>PLENARY SESSION</b></p> <p><b>CONFERENCE OPENING</b></p> <p><b>prof. PhDr. Bohumil Jiroušek, Dr.</b> Rector, University of South Bohemia in České Budějovice</p> <p><b>doc. RNDr. Zuzana Dvořáková Líšková, Ph.D.</b> Dean, Faculty of Economics, University of South Bohemia in České Budějovice</p> <p><b>PLENARY SPEAKERS</b></p> <p><b>Assoc. Prof. Dorota Molek Winiarska</b></p> <p>Faculty of Business and Management, Wroclaw University of Economics and Business, Poland</p> <p><i>"Costs and Consequences of Work-Related Stress"</i></p> <p><b>RNDr. Jan Kalina, Ph.D.</b></p> <p>The Czech Academy of Sciences, Institute of Computer Science &amp; Institute of Information Theory and Automation</p> <p><i>"Statistical Method Selection Matters" Vanilla Methods in Regression May Yield Misleading Results"</i></p>	Building F /Room F3
12:00 – 13:00	Lunch Break	University Canteen
13:00 – 18.00	<b>PARALLEL SESSIONS</b>	Building F
18:30 – 22:00	Gala Dinner	Student Club Kampa Campus of the USB

## FRIDAY, November 3, 2023

## SOCIAL PROGRAMME

08:15–11:00	Excursion- Budějovický Budvar, n. p.	Meeting in front of Building A
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**THURSDAY, November 2, 2023 – Parallel Sessions**

<b>Name of the Section</b>	<b>Chair</b>	<b>Building F/Room</b>
Rural Areas and Digitalization. An Exploited Opportunity or an Obstacle to Regional Development?	doc. Ing. Eva Cudlínová, CSc.	F 001
Trends in Marketing, Trade, Tourism, and Services in the Context of Digitalization	doc. Ing. Kamil Pícha, Ph.D. MBA	F 003
Mathematical-Statistical Modelling and Optimisation in Practice; Artificial Intelligence and Education	Mgr. Radim Remeš, Ph.D.	F 006
Modern Trends in Management	Ing. Martin Pech, Ph.D.	F 002
Digital Economy	Ing. Jiří Alina, Ph.D.	F 005
Finance, Accounting, and Taxation: Current Trends	doc. Ing. Milan Jílek, Ph.D.	F 004
Economics of Agriculture in Theory and Practice	Ing. Daniel Kopta, Ph.D.	F 002

## PARALLEL SESSION

**Rural Areas and Digitalization. An Exploited Opportunity or an Obstacle to Regional Development?**

Chair: Eva Cudlínová

Room F 001

Time	Participant	Presentation Title
13.00– 16:20  (including coffee break)	<b>Jaroslav Čmejrek</b>	Digital Aspects of Rural Development in the Czech Republic
	<b>Alexander Shemetev, Martin Pělucha</b> (online)	Unveiling the Digital Paradox: Assessing the Socio-Economic Impact of Enhanced Internet and Technological Infrastructure in Czech Rural Areas
	Nikola Sagapova, <b>Roman Buchtele</b>	The Digitalisation of Agriculture: the Case of the South Bohemia Region
	<b>Ghanshyam Pandey</b> (online)	Marketing Challenges and Opportunities of Agriculture Cooperatives in Mountain Dang Valley of Nepal
	<b>Terezie Daňková</b>	Experience with the Digitalisation of Communication between the Farmer and the State
	<b>Lucie Crespo Stupková</b>	Real Consequences of the Necessity of Digitization in Rural Mexico
	<b>Marco Calderón Mólgora</b>	Violence, Insecurity, and the Pandemic: Notes on the Possibilities of "Virtual Education" for Early Childhood in Tierra Caliente (Warm Land), Michoacán, Mexico
	<b>Ana Gabriela Morales Ventura, Lucie Crespo Stupková</b>	Agroextractivism and Land Grabbing in the Production of Agave Tequilana Weber Blue Variety in Penjamo, Guanajuato, Mexico
<b>Antonín Hořčica</b>	Functional Analysis in R: a New Approach to Sustainability Indicators in the Context of Regional Development	

*Instruction: Presenters Shall Prepare PowerPoint or .Pdf Presentations of 15 Minutes.*

## PARALLEL SESSION

## Trends in Marketing, Trade, Tourism, and Services in the Context of Digitalization

Chair: Kamil Pícha

Room F 003

Time	Participant	Presentation Title
13:00 – 18:00 (including coffee break)	<b>Xenie Lukoszová</b>	Changes in the Logistics Performance of European Union Countries after the Covid-19 Pandemic
	<b>Tomáš Oleš</b> (online)	German Labor Unions: Shaping Occupational Trends and Earnings Across Routine Jobs
	<b>Jana Tesaříková</b>	Digital Communication of Companies during the Selection Process
	<b>Nadia Binti Abidin</b> Robert Jeyakumar Nathan, Kamil Pícha Roman Švec (online)	Consumer Preferences for Wellness Vacations Destinations in the Czech Republic
	<b>Sarath Thulaseedharan Mallika</b> (online)	Consumer E-Commerce Acceptance: a Replication Study
	Kamil Pícha, <b>Martina Vališová</b> , Renata Kloufová	Consumers' Perception of Environmental Claims in Purchasing
	<b>Tereza Waldhauserová</b> , Ludmila Nagyová, Vladimíra Michálková	Power of Aroma Marketing in Branding: Design of Available Methodological Approaches
	Roberto Bergami, <b>Lucie Tichá</b>	Post-Brexit UK in Asia-Pacific: Early Comments on FTAs
	<b>Ludmila Novacká</b>	Tourism and Media
	<b>Anhelina Menchenko</b> , Mohsin Javed	A Systematic Literature Review of Tourism Demand and Future Research Agenda
	<b>Solomon Owusu Yeboah</b> , Javed Mohsin, Adwoa Yeboaa Owusu Yeboah	A Systematic Literature Review of Tourism Dynamics in the Post-Covid Era
	<b>Yaw Barwuah</b> , Mohsin Javed	Tourism in War-Affected Destinations: a Systematic Literature Review and the Way Forward
	Sharifa Rashidovna Jumaniyazova <b>Kamil Pícha</b>	Influence of External and Internal Factors on the Tourism Development in the Khorezm Region
	<b>Vladimíra Michálková</b> , Tereza Waldhauserová (online)	The Evaluation of Expected Impact of Modern Technologies: Consumer Attitudes

*Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.*

**PARALLEL SESSION**  
**Modern Trends in Management**

**Chair: Martin Pech**

**Room F 002**

<b>Time</b>	<b>Participant</b>	<b>Presentation Title</b>
13:00-15:00 (including coffee break)	<b>Lukáš Klarner</b> , Petr Řehoř	Industry 4.0 and Technologies Used in SMEs
	<b>Jaroslav Vlach</b>	Challenges and Opportunities for the Economies
	Radek Toušek, <b>Jan Šalamoun</b>	Possibilities of Applying ABC Analysis in Terms of Increasing the Share of Fairtrade-Certified Product on the Food Market
	<b>Wolfgang Hagenauer</b>	Factors Influencing Entrepreneurial Personality and Their Share in Business Success - a Literature Review
	<b>Hana Trávničková</b> (online)	Generation Z Competencies: a Case Study of a Blended Intensive Programme (BIP)
	<b>Dominika Priečková</b> , Zuzana Lušňáková (online)	Implementation of the Environmental Management System in Order to Build the Image and Increase the Competitiveness of the Company

*Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.*

## PARALLEL SESSION

## Economics of Agriculture in Theory and Practice

Chair: Daniel Kopta

Room F 002

Time	Participant	Presentation Title
15:20-18.00 (including coffee break)	<b>Libor Grega</b> , Francois Lategan, Eliška Svobodová, Ivo Zdráhal	Sustainability, Resilience and Vulnerability of Small Farms with Short Food Supply Chains
	Libor Grega, <b>Francois Lategan</b> , Eliška Svobodová, Ivo Zdráhal	Towards a Strategic Vulnerability and Resilience Analysis Framework for Sustainable Small Farmer Involvement in Short Food Supply Chains.
	Oksana Dubanych, David Bezděk, <b>Jan Vavřina</b> (online)	Aspects of the Corporate Financial Governance of Food Retail Chains in Selected V4 Member Countries and Its Possible Spillover into the Area of Food Poverty
	<b>Dagmar Peterková</b> (online)	Current Market Situation of Urea for Agricultural Use and Other Nitrogen Fertilisers
	<b>Joshua Mabeta</b> , Hillary K.Bett Symon K. Kiprop, Luboš Smutka	Auto-Regressive Distributed Lagged Model Analysis of Factors Affecting Growth of Cotton Exports in Zambia
	<b>Radek Zdeněk</b> , Jana Lososová	Long-Term Development of Employment and Labour Productivity in Czech Aquaculture
	<b>Jaroslav Svoboda</b>	Selected Economic Indicators in Agriculture in V4
	<b>Daniel Kopta</b> , Jana Lososová	The Development of the Profitability of Agricultural Enterprises and its Causes

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## PARALLEL SESSION

**Mathematical-Statistical Modelling and Optimisation in Practice;  
Artificial Intelligence and Education**

Chair: Radim Remeš

Room F 006

Time	Participant	Presentation Title
13:00-16:20 (including coffee break)	<b>Milena Janáková</b> (online)	Artificial Intelligence in CRM Education
	<b>Vasilii Ostin</b> (online)	Navigating the Future of Soft Skills: Integrating Artificial Intelligence for Employee Training Success
	<b>Tomáš Ševček</b> (online)	Trade Unions and Automation: A Theoretical Approach
	<b>Radim Remeš</b> , Jan Fiala, Ladislav Beránek, Jiří Homan, Jan Fesl, Petr Hanzal, Milan Cepák, Josef Milota, Michal Konopa	Possibilities of using ChatGPT in teaching the subject Methods of Information Processing
	<b>Marko Dávid Vateha</b>	Decoding Risk Assessment: Exploring the Efficacy of Credit Scoring vs. Profit Scoring in P2P Lending
	Pavel Vojta, <b>Ludvik Friebel</b>	Knowledge Testing System on Centrally Managed Mobile Devices
	Jiří Homan, <b>Ladislav Beránek</b> , Radim Remeš, Jan Fesl, Michal Konopa, Petr Hanzal, Milan Cepák, Jan Fiala, Josef Milota	A Multi-Criteria Recommendation System Using Deep Learning and Belief Function Theory
	<b>Petr Hanzal</b> , Milan Cepák	Implementation of SAF-T into ERP Systems in the Country of Czech Crown, part II.
	<b>Petr Chládek</b> , Jan Fiala, Tomáš G. Roskovec	Josephus Problem as a Multidisciplinary Exercise Source

*Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.*



## PARALLEL SESSION

## Digital Economy

Chair: Jiří Alina

Room F 005

Time	Participant	Presentation Title
13.00-15:20 (including coffee break)	Mike Djesa (online)	E-commerce and Online Retail in the Digital Economy in China
	Christian Toros (online)	New Traits to Open Up the Gates: What Traits and Activities Does Leadership an Small and Medium-Sized Enterprises (Smes) Need to Drive Digitalization?
	Pavla Herclíková, Martina Novotná (online)	Innovation as a Driver of Positive Environmental Benefits Textile Enterprises
	Tomáš Volek, Martina Novotná, Antonín Šmejkal	The Relationship between R&D Expenditures and Environmental Performance in EU Countries
	Jaroslav Šetek, Veronika Zvánovcová, Ivana Faltová Leitmanová, Jiří Alina	Economic Benefits of Using Digital Technologies in the Education Process
	Jaroslav Šetek, Hana Donéeová, Ivana Faltová Leitmanová, Jiří Alina, Eva Kislingerová	The Use of Digital Technologies for Positive Economic Benefit in the Preparation of Students

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**PARALLEL SESSION****Finance, Accounting, and Taxation: Current Trends****Subsession 1 Finance and Investments**

Chair: Petr Zeman

Room F 004

Time	Participant	Presentation Title
13:00-14:00 (including coffee break)	Lucie Klištincová	Analysis of Bankruptcy Models for Predicting the Future State of the Company
	Martin Kocúrek	Optimal Investment Strategies of Conservative Investor - Reinsurer
	Petr Zeman, Petr Šťastný	Effect of Social Media Messages on Cryptocurrency Market Efficiency: an Event Study Approach

**Subsession Controlling, Reporting and Auditing**

Chair: Miroslava Vlčková

Room F 004

Time	Participant	Presentation Title
14:00-16:00 (including coffee break)	Marie Vejsadová Dryjová	External Confirmation – the Means to Obtain Audit Evidence in Audit Procedures
	Salem Udoh, Boris Popesko	Investigating Accountant's Perception on Public Servants' Budget-Slack Fraud Behaviour in Developing Economies Using Fraud Triangle Analysis
	Jaroslava Pražáková, Kristýna Kupková	The Transfer Pricing: The Full-Fledged Manufacturer Case Study
	Miroslava Vlčková	Asset Evaluation in Companies with Established Controlling

**Subsession Public Finance and Public Policy**

Chair: Milan Jílek

Room F 004

Time	Participant	Presentation Title
16:00-18:00 (including coffee break)	Viktoriya Kulyk, Yevheniia Karpenko (online)	Activation of Entrepreneurship among Vulnerable Groups of the Population under Martial Law: Organization and Taxation
	Marek Litzman, Soňa Kukučková	Assessing Participatory Budgeting's Impact on Voter Turnout - a Quasi-Experimental Analysis. Evidence from the Capital City of Prague.
	Aleš Franc, Soňa Kukučková, Marek Litzman	Are New Highways Beneficial for Regional Economic Development?
	Milan Jílek	Size of Taxation and Tax Decentralization

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