



# INPROFORUM 2021

New trends and challenges  
in the management of organizations

## PROGRAMME

November 4 – 5, 2021

<b>THURSDAY November 4, 2021</b>		
<b>Conference Programme</b>		
10:00 – 11:00	Plenary Session and Discussion -Selvi Kannan (Victoria University Business School, Melbourne /online Leading and Managing Innovation in VUCA - The Grass is Sweet	online
11:00 – 12:00	Plenary Session and Discussion - doc. Ing. Lubomír Cívín, CSc., MBA (PEF ČZU Praha)	online
12:00 – 13:00	Break	
13:00 – 17:10	Parallel Sessions	online
<b>FRIDAY November 5, 2021</b>		
<b>Conference Programme</b>		
09:00 – 11:00	Roundtable Discussion: topic: Ten Years of Industry 4.0 (Guests: Luděk Keist, Jiří Jíša, Tomáš Severa, Tomáš Kuboušek)	online

<b>THURSDAY November 4, 2021 - Parallel Sessions</b>	
Challenges and opportunities for the economy	Chair: Tomáš Volek
Circular economy and bioeconomy - challenges for the regional management	Chair: Eva Cudlínová
Economics of Agriculture	Chair: Daniel Kopta
Economic Impacts of Changes and Policies in the Fields of Finance, Accounting, and Taxation	Chair: Marie Vejsadová Dryjová
Management of Small and Medium-Sized Enterprises in Times of Turbulent Changes	Chair: Martin Pech
Market Research and Sustainable Marketing in Trade and Tourism	Chair: Kamil Pícha
Mathematical-Statistical Modelling and Optimization in Practice	Chair: Marek Šulista
<b>FRIDAY November 5, 2021- Roundtable Discussion</b>	
Roundtable Discussion: topic: Ten Years of Industry 4.0	Chair: Martin Pech

## PARALLEL SESSION 1

Session **Challenges and opportunities for the economy**

<b>Time</b>	<b>Online</b>	<b>Chair: Tomáš Volek</b>
13:00-14:40	<b>Tomáš Volek</b> , Martina Novotná	The impact of ownership concentration on firms productivity in V4 countries
	Ivana Faltová Leitmanová , <b>Jiří Alina</b> , Jaroslav Šetek, David Bajer	Risks of unfavorable demographic development of population aging on public finances of the Czech economy
	<b>Nico Thümmler</b>	Sales as a love affair: A salespeople's perspective on flirting and physical attractiveness in B2B Sales
	<b>Vito di Sabato</b>	Challenges of the Fourth Industrial Revolution for Companies and Employees
	<b>Patrik Fitala</b>	The Determinants Of Foreign Direct Investment Inflows in Slovakia
14,40-14,50	Break	
14:50-16:10	<b>Roberto Bergami</b> , Lucie Tichá , Anna Gontmakher	Australia- UK Free Trade Agreement: A Commentary
	<b>Michaela Arpášová</b> , Kristína Hudecová	The Interaction between Stock Prices and Price of Crude Oil
	<b>Hanh Thi My Ly</b> , Phuong Thi Lan Nguyen, Tho Huu Hoang Nguyen	Literature review of the relationship between innovation leadership and employee performance
	<b>Petr Velek</b>	Density of charging stations for electric vehicles in Czechia

## PARALLEL SESSION 2

Session: **Circular economy and bioeconomy - challenges for the regional management**

Time	Online	Chair: <b>Eva Cudlínová</b>
13:00-14:40	<b>Anna Maroušková</b>	Insect-based protein represents untapped potential in the Central European region
	Eva Cudlínová, Valny Giacomelli Sobrinho, <b>Roman Buchtele</b> , Nikola Sagapova	Climate Neutral Europe – A Case of Free Riders
	Eva Cudlínová, <b>Nikola Sagapova</b> , Miloslav Lapka	Bioeconomy strategies and SDGs
	<b>Miloslav Lapka</b>	Models of (un)sustainability: from arrow to donuts and role of bioeconomy.
	<b>Thanh Van LUU</b>	Research on Circular Economics Model: Adoption for Vietnam Economy
14:40-14:50	Break	
14:50-15:50	<b>Karl Bruckmeier</b>	Bioeconomy in a perspective of sustainable development
	<b>Phuong Thi Lan Nguyen</b> , Doc. Ing. Aleksandr Ključnikov. Ph.D, Hanh Thi My Ly	Conceptual view of the relationship between socially responsible human resource management and employee retention
	Tam Minh Nguyen, Phuong Thi Lan Nguyen, <b>Van Thi Anh Nguyen</b>	Organic food purchase behavior: does pro-social attitude matter?

Session **Market Research and Sustainable Marketing in Trade and Tourism**

Time	Online	Chair: <b>Kamil Pícha</b>
15,50-17,10	<b>Jitka Zikmundová</b>	Using data in management of destinations – case study Upper Austria
	Petra Martíšková, <b>Tereza Waldhauserová</b>	Do consumers recognise CSR activities?
	<b>Lucie Samková, Michaela Koubková</b>	Praktické využití marketingu v dopravě a sdíleném ubytování
	<b>Belisa Korriku</b>	The Importance of Social Media in the Food Market

**PARALLEL SESSION 3****Sessions Economics of Agriculture**

<b>Time</b>	<b>Online</b>	<b>Chair: Daniel Kopta</b>
13:00-14:40	Jana Lososová, Radek Zdeněk, <b>Jaroslav Svoboda</b>	Investment activity of Czech agricultural enterprises
	Daniel Kopta, <b>Petr Zeman</b>	Fixed assets and volatility of their turnover on agricultural holdings with endangered financial health.
	<b>Ivo Zdráhal</b> , Vendula Chybová, Věra Bečvářová, Francois Lategan	The agri-food trade between the Czech Republic and Vietnam in the context of the FTA
	<b>Svobodová Eliška</b> , Redlichová Radka, Mináriková Dominika	Level of agricultural development in the V4 countries
	<b>Nikola Sagapova</b> , Jana Lososová, Jindřiška Kouřilová	Support for the expansion of selected protected animals within the framework of compensation
14:40-14:50	Break	
14:50-15:50	Michael Amponsah Odei	The impact of extension services and policies on cocoa productivity in the western region of Ghana
	<b>Martin Vaněk</b> , Věra Bečvářová	The impact of the application of the CAP on the market environment and the formation of the commodity vertical of sugar and sugar beet in the agricultural market
	<b>Mykola Dereva</b> , Miroslava Rajčániová	Price Transmission in the Ukrainian Meat Market

**PARALLEL SESSION 4****Session Management of Small and Medium-Sized Enterprises in Times of Turbulent Changes**

<b>Time</b>	<b>Online</b>	<b>Chair: Martin Pech</b>
13:00- 14:40	<b>Pech Martin</b> , Vaněček Drahoš, Kopová Alena	Product Distribution in Microbreweries during the COVID-19 pandemic
	<b>Markéta Adamová</b> , Nikola Soukupová, Růžena Krninská	Training employees in the Czech enterprises
	<b>Ali Sufyan</b> , Ali Imran, Novák Petr	EU-27 SMEs during pre-Covid-19 and COVID-19 crisis: SME-related brief insights
	<b>Veronika Zábojníková</b>	Knowledge Management and Learning Organisation
	<b>Ioannis Koukoumliakos</b> , Petr Řehoř, Labros Sdrolias , Dagmar Škodová Parmová	Corporate social responsibility as a dynamic and lever of business development
14:40-14:50	Break	
14:50-16:40	<b>Zoi Zografou</b> , Dagmar Škodová Parmová, Labros Sdrolias	The Relationship between Managerial Accounting and Decision Making
	<b>Petr Martinák</b> , Jiří Bednář, Ladislav Rolínek	Innovations and their impact on the performance of companies in the Czech Republic
	<b>Michaela Šebítková</b> , Jaroslav Vrchota	Staff competences for the position of accountant
	<b>Ľudmila Dobošová</b> , Daniela Hupková, Petronela Švikruhá, Jozef Bojňanský	Prerequisites for the Effective Functioning of Controlling in Small and Medium-sized Agricultural Enterprises
	<b>Pech Martin</b> , Vaněček Drahoš	Competitive Advantage and Market Barriers of Companies under the Fourth Industrial Revolution

## PARALLEL SESSION 5

Session **Mathematical-Statistical Modelling and Optimization in Practice**

	<b>Online</b>	<b>Chair: Marek Šulista</b>
13:00- 14:20	<b>Gabriela Hlásková</b> , Tomáš Mrkvička Martina Krásnická	Modeling distribution tails of exchange rate changes via quantile regression: a case study on Japanese Yen exchange rate
	<b>Tomáš Roskovec</b>	Mathematics behind board games
	<b>Jakub Kalenský</b> , Martin Hrabík	Analysis of the determinants of the formation of flat prices in Czech Republic
	<b>Michal Novák</b> , Vladislav Bína	Determinanty včasného nesplácení hypoték českými domácnostmi z hlediska výzkumného šetření EU-SILC

Sessions **Economic Impacts of Changes and Policies in the Fields of Finance, Accounting, and Taxation**

<b>Time</b>	<b>Online</b>	<b>Chair: Marie Vejsadová Dryjová</b>
14:20-16:20	<b>Miroslava Vlčková</b>	Circular economy in relation to bankruptcy models
	<b>Marcela Hradecká</b>	Is it necessary to check a business partner?
	<b>Jarmila Rybová</b>	Silniční daň v členských státech Evropské unie
	<b>Petr Heršálek</b>	Jak české společnosti splňují požadavky vykazování ze strany IAS 33#
	<b>Abdul Quddus</b> , Drahomíra Pavelková, Ali Akbar Sohail, Tien Phat Pham, Francis Atiso	The impact of corporate investment strategy on firm performance moderated by economic policy uncertainty: Evidence from Pakistan.
	<b>Pavel Huňáček</b> , Ondřej Jíša	Vliv implementace IFRS 16 na výši ukazatele EV/EBITDA a ocenění podniku