

INTERNATIONAL SCIENTIFIC CONFERENCE
ETHICS IN 21ST CENTURY

Programme
May 14, 2026



Ekonomická
fakulta
Faculty
of Economics

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

09:00 – 10:00	REGISTRATION	Rectorate Building, 3rd Floor
10:00 – 11:30	<p align="center">PLENARY SESSION</p> <p>CONFERENCE OPENING</p> <p>Zuzana Dvořáková Líšková Dean, Faculty of Economics, University of South Bohemia in České Budějovice</p> <p>Pavel Kozák Rector, University of South Bohemia in České Budějovice</p> <p>Dagmar Škodová Parmová Mayor of the Statutory City of České Budějovice</p> <p>PLENARY SPEAKERS</p> <p>Drahoš Vaněček Faculty of Economics, University of South Bohemia in České Budějovice</p> <p align="center"><i>'Opening of the plenary session'</i></p> <p>Miroslava Jelínková, Anna Marešová President and Vice President of the Association of Corporate Ombudsmen</p> <p align="center"><i>'Ethics in the organization under the leadership of the ombudsman'</i></p>	Rectorate Building, 3rd Floor
11:30 – 13:00	Lunch Break	Rectorate Building, 3rd Floor
08:00 – 18:00	Book SWAP	Ground floor of Building A
13:00 – 14.45	Roundtable with Businesses Discussion with company representatives and industry experts	Building A, Room 009
15:00- 17:30	Parallel Sessions	
18:00 – 22:00	Gala reception in Restaurant U Flíčků	Kijevská 1475 370 05 České Budějovice

PARALLEL SESSIONS PROGRAMME

THURSDAY, May 14, 2026 – Roundtable with Businesses, Parallel Sessions

Name of the Section	Chair	Building / Room
Roundtable with Businesses	Nikola Soukupová, Monika Maříková	A 009
Session 1 (in person): Ethical Challenges in Contemporary Society / Ethics in Business and Corporate Social Responsibility (CSR)	Nikola Soukupová, Monika Maříková	A 009
Session 2 (in person): Environmental Ethics and Sustainability / Ethics in the Context of Digitalization and Artificial Intelligence (AI)	Roman Buchtele, Nikola Sagapova	Rectorate Building, Meeting Room (3rd Floor)
Session 3 (online, in person): Ethics in 21 st Century	Martin Pech, Kamila Němečková	A 121

Roundtable with Businesses

Chair: Nikola Soukupová, Monika Maříková

Room A 009

Time	Participant
13:00 - 14:45	Česká spořitelna, a.s. Asociace korporátních ombudsmanů Budějčanda, z.s. ČEZ, a.s.

PARALLEL SESSION 1**Ethical Challenges in Contemporary Society / Ethics in Business and Corporate Social Responsibility (CSR)****Chair: Nikola Soukupová, Monika Maříková****Room A 009**

Time	Participant	Presentation Title
15:00 - 17:30	Jaroslava Pražáková , Klára Ludvíková	ESG Reporting at a Select Group of Companies in the Czech Republic
	Pavla Povolná , Daša Stupková, Iva Volešová	Ethical Aspects of Evaluating Simulation-Based Education: A Participatory Approach as a Tool for Quality Management in Education
	Salim Murad	Vernacular Landscapes in České Budějovice: A Case of a Translocal Micro-Node
	Miroslava Sloupová	When Money Determines Ethics: How Economic Pressure on the Media Influences Journalistic Standards
	Jitka Šebová Šafaříková	Ethical Dilemmas in Assessing Driving Eligibility of Drivers in the Czech Republic
	Marek Ciklamini	Ethics of Agency, Representation, and Responsibility in AI-Driven Physical Systems
	Filip Gál	Ethical Dilemmas in Pricing Management: Transparency, Fairness, and Consumer Trust
	Jaroslav Šetek , Ivana Faltová Leitmanová, Jiří Alina	Between Uncertainty and Responsibility: Descartes' Ethics and the Environmental Challenges of the 21st Century
	Jaroslav Šetek , Tomáš Volek, Martina Novotná	Ethical Aspects of the Metaphysical Assumptions of Economics in the Environmental Context: The Perspective of the 'Last Man' and the 'Overman'

*Instruction: * Time allocated per presentation: 10 minutes*

PARALLEL SESSION 2

Environmental Ethics and Sustainability / Ethics in the Context of Digitalization and Artificial Intelligence (AI)

Chair: Roman Buchtele, Nikola Sagapova

Rectorate Building, Meeting Room (3rd Floor)

Time	Participant	Presentation Title
15:00 - 17:30	Vendula Prášilová, Jarmila Rybová	Environmental Taxes in OECD Countries
	Roman Buchtele , Miloslav Lapka, Eva Cudlínová, Antonín Hořčica	Pluralism in Economic Thought as a Public Arena
	Dalibor Kučera , Anna Borová	Ethical Issues in the Use of AI in Psychology: The Limits of Therapeutic Communication
	Lucia Gálová , Anita Romanová	Ethics of Artificial Intelligence and Responsible Digital Innovation in Business in the Context of Industry 5.0
	Peter Bahna , Vladimír Bolek	Digital Surveillance and Employee Autonomy as an Ethical Challenge of Industry 5.0
	Stanislav Veselý , Vojtěch Stehel	Generative AI in Education: A Help or a Threat to Academic Integrity?
	Miroslav Vacura	Ethics of Artificial Intelligence Usage in Scientific Publishing
	Roman Buchtele , Petra Matoušková	Perceptions of Environmental Education among Lower- and Upper-Secondary students

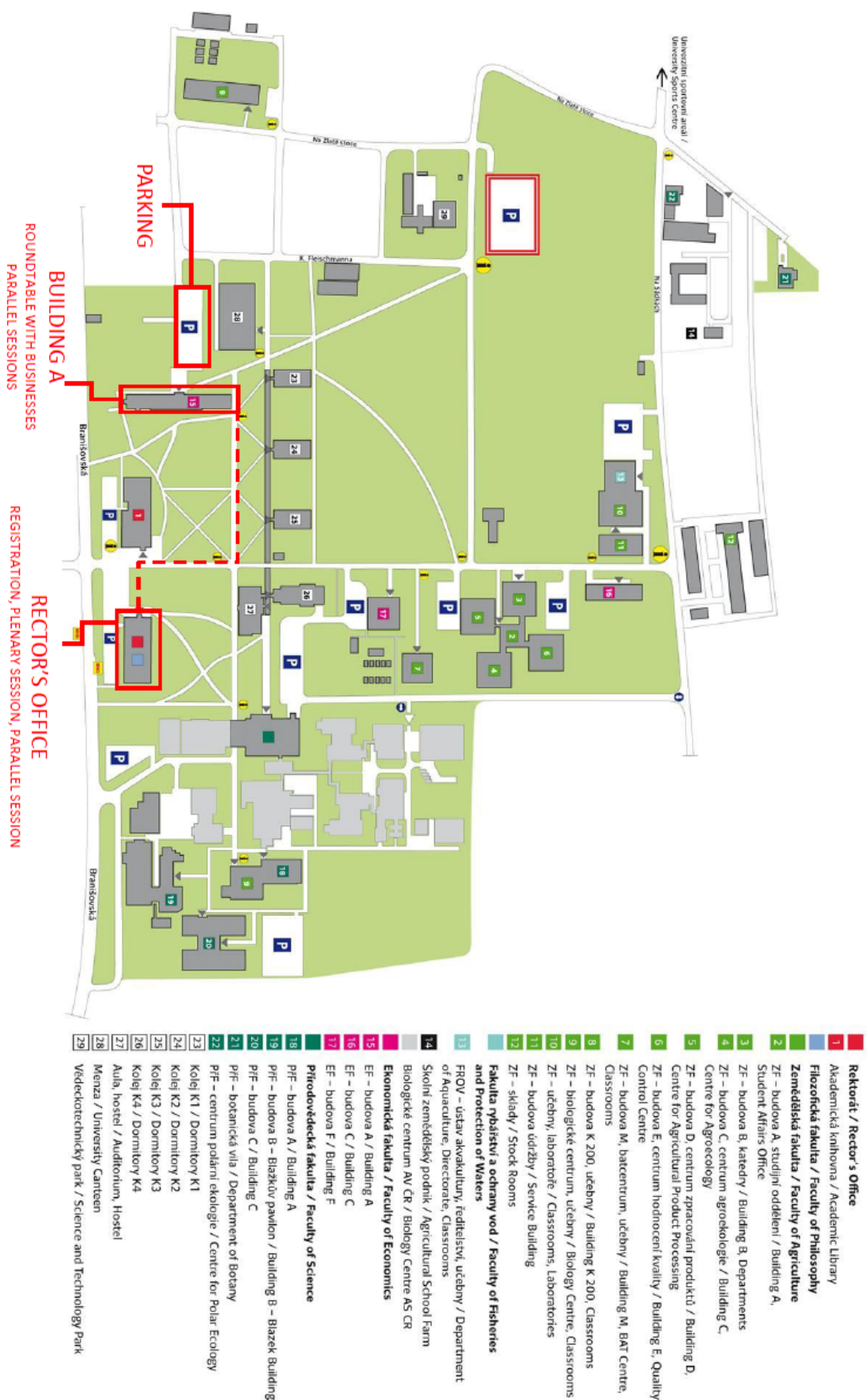
Instruction: * Time allocated per presentation: 10 minutes

PARALLEL SESSION 3 (online Presentations)**Ethics in 21st Century****Chair: Martin Pech, Kamila Němečková****Room A 121**

Time	Participant	Presentation Title
15:00 - 17:30	Chinyere Chidera Okechukwu , Hana Mohelská	From Black Box to Glass Box: Business Ethics and Gender Fairness in AI-Automated Corporate Digital Communication
	Denisa Bláhová , Vojtěch Vaněček	The Ethical Dimensions of Social Exclusion in Structurally Disadvantaged Regions
	Filip Horák , Petra Marešová	Ethical Aspects of AI-Based Brain-Heart Prevention: An HTA Perspective
	Polina Meisarosh (in person)	The Use of Artificial Intelligence in Marketing Practices in Ukraine
	Chinyere Chidera Okechukwu , Petra Marešová	Data Integration Ethics in Sustainable Development: Reconciling Macroeconomic Growth with Environmental Stewardship through Information Management
	Vojtěch Vaněček , Denisa Bláhová	Ethical Dimensions of Experimental Research on Misinformation: The Boundaries of Manipulation in the Name of Science
	Lucia Almaksus	Ethical Aspects of Digital Marketing in the Fast Fashion Segment in the Context of Consumer Behaviour
	Tereza Šulanová , Veronika Vichrová, Marta Žambochová	Ethical Aspects of Advertising Disclosure in Influencer Marketing from the Perspective of Generation Z
	Chinyere Chidera Okechukwu , Hana Skalská	Ethical Dimensions of Environmental Sustainability Monitoring: Integrating Time Series Forecasting, ESG Principles, and Knowledge Management for Water Use Efficiency in Nigeria and South Africa
	Matej Zorád , Zuzana Kapustová, Viktória Štugelová, Natália Turčeková	From Dehumanization to Augmentation: Ethical AI Management as a Catalyst for Sustainable Industry 5.0
	Aleksander Shemetev	Measuring Ethical Performance Across Nations and Regions: The ETPI and RETPI Indices with a Comparative Methodology, and Resilience Analysis

*Instruction: * Time allocated per presentation: 10 minutes*

Map of the Campus



BOOK SWAP

at EF JU

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14. 5. 2026



8:00 - 18:00



**Faculty of
Economics**



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