Ekonomická fakulta
Faculty of Economics
Jihočeská univerzita v Českých Budějovicích
University of South Bohemia in České Budějovice

INPRO FORUM 2026

INTERNATIONAL SCIENTIFIC CONFERENCE

Future Economy: Innovation, Digital Transformation and Sustainable Competitiveness

PROGRAMME

November 26 – 27, 2026

THURSDAY, November 26, 2026 — *CONFERENCE PROGRAMME*

09:00 – 10:00	**REGISTRATION**	Building Auditorium USB
10:00 – 11:15	**PLENARY DISCUSSION** 1. First panel discussion Myths of innovation: What cost us the most money and illusions? Innovation in the Czech context: A hindrance or a hidden advantage? Panel speakers: PhDr. Lukáš Kovanda, Ph.D. JUDr. Pavel Telička doc. Ing. Zdeněk Tůma, CSc.	Building Auditorium USB
11:30 – 12:30	2. Second panel discussion AI, data, automation: Innovation without people? Panel speakers: doc. Mgr. Ing. Petr Klán, CSc. JUDr. Pavel Telička doc. Ing. Zdeněk Tůma, CSc.	Building Auditorium USB
12:30 – 13.30	Lunch break	Building Auditorium USB
13:30 – 18:00	Thematic platform and paper presentations	Building Auditorium USB
19:00- 22:00	Welcome Dinner	Restaurant Hotel Budweis

FRIDAY, November 27, 2026

09:00–11:00	The informal meeting of PhD students	Building A

1. Thematic platform and paper presentations

Multimodal Platform Economies: Digital Innovation and Sustainability in Tourism, Transport and Retail Investment in Technology and Economic Sustainability

Chairs: *doc. Ing. Kamil Pícha, Ph.D., doc. Ing. Martin Pech, Ph.D., Ing. Lukáš Klarner, Ph.D.*
Room Nr. 1, Auditorium, 1st floor

Time	Participant	Presentation Title
13:30 – 14:00	Kuziboev, B.	Time-varying responses of tourism to maritime clean energy transportation, climate policy uncertainty and economic development in France
14:00 - 18:00	**Kannan, S.***/online*	Managerial amplification in the age of AI: Developing human capability for sustainable innovation
	Denosashvili, M.*/online*	Evolution of social media and customer loyalty research: A bibliometric analysis
	Krištof, M., Berčík, J., Jurčišin, P., Krahulec , T. */online*	Mood-dependent music preferences and consumer responsiveness to auditory stimulation in retail environments
	Vaško, P., **Rajtár, A.**, Berčík, J., Jurčišín, P.*/online*	Consumer preferences for vocal and instrumental music and silence in retail environments
	Novacká, L.	Modern tourism and its benefits
	Pejsar, M., Mazancová K.	Exploring the regenerative potential of agritourism: A rapid realist review
	Bílková, H.	Mental health care and regenerative tourism: Challenges and opportunities for the competitiveness of sustainable tourism
	Hořínek, K.	Automation experience and administrative workload of HR professionals: Evidence from a questionnaire survey
	Štráma, Š.	Eco-innovation in Slovakia: Innovation performance, structural barriers, and policy support
	Slancová, I., **Kuncová, M.**	Information flows in quality planning: Differences between the reference model and industrial practice, and opportunities for process innovation
	Mawlood, A.*/online*	Organizational culture and employee-assessed strategic management effectiveness in Iraqi public institutions
	Skořepová, P.*/online*	Barriers to organizational change in higher education: A project and process management perspective
	Pekárková, P.	Life between paragraphs and steps: Socioeconomic and systemic determinants of the reality of wheelchair users in the Czech Republic
	Alghazo, S.,H., A.	Cybersecurity protection behavior determinant among public sector's employees: The UAE context
	Shemetev, A.*/online*	Place-based innovation through interpretable AI: A clustering framework for smart city governance and regional development

Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 10 Minutes.

2. Thematic platform and paper presentations

Investment in Technology and Economic Sustainability Financial Management and Accounting in the Era of Digitalization, Innovation and Economic Sustainability

Chairs: *Ing. Jiří Alina, Ph.D., doc. Ing. Milan Jílek, Ph.D.*
Room Nr. 4, Auditorium, 1st floor

Time	Participant	Presentation Title
13:30 – 14:00	**McGrath, R.**	Using knowledge, policy, and technology to improve the quality of life
14:00 - 18:00	**Litzman, M.**	Evaluating the impact of infrastructure investment on commuting
	Veselý, S., Stehel, V.	AI and robotics ETF reactions to NVIDIA technology announcements
	Kubal, V.	AI adoption and the labour income share: Early evidence and future outlook
	Chlebcová, S., Štráma, Š./*online*	Perceived contribution of artificial intelligence to sustainable development in Slovak agricultural enterprises: A pilot study
	Caban, L./*online*	Regulation under the age of the green deal: A review of sustainable investing and ESG-driven asset allocation
	Buchtele, R., Sagapova, N.	Institutionalising sustainability through ecological economics and degrowth
	Hořčica, A.	Regional human development index components as an indicator of endogenous preconditions and goals of development in Czech and Slovak regions in a Central European context
	Kukučková, S.	Rules, digital tools and citizen participation: Participatory budgeting during COVID-19 in Czechia, Poland and Slovakia
	Kovács, J., Mihalčín, S.	Sustainability of revenue growth of the five largest food retail chains in Slovakia from 2023 to 2025 in the context of food price developments
	Fatima, A.	Where is AI used in project management and where is its potential seen? Evidence from Czech companies
	Dobošová, Ľ., **Švikruhová P.**/*online*	Integrating environmental management and environmental management accounting in sustainable agricultural decision-making
	Mišíková, N., Zavacká, S., Jankelová , N.	Wage competitiveness in Slovakia and the V4 region from a human resources management perspective
	Soukupová, N.	Regional distribution of sport public funding under the my club programme in the Czech republic, 2022–2025
	Lužák, M., Magdin, M./*online*	Machine learning and deep learning approaches for stock price prediction in the context of the COVID-19 pandemic: Literature review
	Michalec, M., Šípová, M., Solej, R., **Sobotová, R.**/*online*	Family financial socialization and financial literacy among young people in Slovakia

Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 10 Minutes.