



**Ekonomická
fakulta
Faculty
of Economics**

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

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INPRO
INTERNATIONAL
SCIENTIFIC
CONFERENCE
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2024

***Entrepreneurship
for
Sustainability***

PROGRAMME

November 7 – 8, 2024

THURSDAY, November 7, 2024

CONFERENCE PROGRAMME

09:00 – 10:00	REGISTRATION	Building F/Atrium
10:00 – 11:30	PLENARY SESSION CONFERENCE OPENING prof. Ing. Pavel Kozák, Ph.D. Rector, University of South Bohemia in České Budějovice doc. RNDr. Zuzana Dvořáková Líšková, Ph.D. Dean, Faculty of Economics, University of South Bohemia in České Budějovice PLENARY SPEAKERS Tim J. Smith, PhD DePaul University, Chicago, USA <i>" Value-Based Pricing and the Pricing Spineometer"</i> doc. Ing. Inna Čábelková, Ph.D. Czech University of Life Sciences Prague, CR <i>" Innovative Business Models for a Sustainable Future. The Role of Consumers"</i>	Building F /Room F3
11:30 – 13:00	Lunch Break	Canteen, Biology Centre CAS
13:00 – 18.00	PARALLEL SESSIONS	Building F
18:30 – 21:30	Gala Dinner	Restaurant U Flíčků, České Budějovice

FRIDAY, November 8, 2024

SOCIAL PROGRAMME

07:40–13:00	Excursion- NPP Temelín	Meeting in front of Building F
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THURSDAY, November 7, 2024 – Parallel Sessions

Name of the Section	Chair	Building F/Room
Sustainable Regional Development in the EU in the 21st Century - from Theory to Practical Solutions	doc. Ing. Eva Cudlínová, CSc.	F 002
Towards Sustainability in Retail, Marketing and Tourism	doc. Ing. Kamil Pícha, Ph.D. MBA	F 006
Strategic Management and Sustainability	Ing. Martin Pech, Ph.D.	F 004
Economic Performance and Sustainability	Ing. Jiří Alina, Ph.D.	F 005
Finance, Accounting and Taxes: Current Issues and Approaches to Their Solution	doc. Ing. Milan Jílek, Ph.D.	F 003
Economics of Agriculture: Current Trends and its Sustainability	doc. Ing. Radek Zdeněk, Ph.D.	F 005
Informal Meeting of PhD Students	Ing. Roman Buchtele, Ph.D.	F 002

PARALLEL SESSION**Sustainable regional development in the EU in the 21st century - from theory to practical solutions****Chair: Eva Cudlínová****Room F 002**

Time	Participant	Presentation Title
13.00–15:10 (including coffee break)	Sanja Pfeifer , Đula Borozan, Nataša Šarlija	Sustainability Commitment, Early-stage Entrepre-neurial Activity and Entrepreneurial Eco-system Quality: A European Perspective
	Nataša Šarlija , Sanja Pfeifer	Decoding Entrepreneurial Value Creation Goals: A Comparative Analysis of Factors Influencing Early-Stage Entrepreneurs' Drives
	Petr Rozmahel, Ladislava Issever Grochova , Marek Litzman	Specifics of Interim Use of Brownfields in Europe and the USA
	Roman Buchtele	Towards Sustainability: Advancing Bioeconomy Development in the EU
	Antonín Hořčica	Multiple Imputation in R: A Method for Bridging Data Gaps in Regional Sustainability Analysis
	Najib Rahman Rahmat /online	Domestic Politics and Immigration Policy: Examining Political Drivers of Restrictive Measures in V4 Nations Post-2015"

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

Informal meeting of PhD students**Chair: Roman Buchtele****Room F 002**

16:30–18:00 (including coffee break)	Informal meeting of PhD students
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PARALLEL SESSION

Towards sustainability in retail, marketing and tourism

Chair: Kamil Pícha

Room F 006

Time	Participant	Presentation Title
13:00 – 15:50 (including coffee break)	Lea Rubínová , Elena Horská, Eva Oláhová/online	Healthy Food Marketing Strategy on Online Platforms: Key Insights into Slovak Customers
	Patrik Jurčišin , Jakub Berčík, Adriana Rusková, Peter Vaško/ online	Facereader as a Tool to Evaluate Music Preferences of Slovak Consumers
	Peter Vaško , Jakub Berčík, Patrik Jurčišin, Adriana Rusková/online	Subliminal Effect on the Effectiveness of Audio Stimulation in Cognitive and Relaxation Techniques
	Adriana Rusková , Jakub Berčík, Patrik Jurčišin, Peter Vaško/online	Consumer Perceptions and Effectiveness of Loyalty Programmes in Food Retail Chains
	Daniel Temesgen Adane , Mohsin Javed	Service Quality of the Wellness and Spa Centres in Luhačovice, the Czech Republic: Application of SERQUAL Model
	Bereket Getachew Tessema , Mohsin Javed	Prevailing Risks and the Way Forward Towards Safe and Resilient Tourism for Sustainable Development
	Semegn Feseha Desalegn , Mohsin Javed	A Literature Review of Residents' Empowerment, Sustainable Tourism Development, and Quality of Life
	Pavol Kita , Marta Žambochová. Lucie Tichá	To the Behavior of Slovak Consumers in the Context of Sustainable Consumption and to the Applications of Sustainable Practices

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

PARALLEL SESSION

Strategic management and sustainability

Chair: Martin Pech

Room F 004

Time	Participant	Presentation Title
13:00-16:30 (including coffee break)	Petra Matoušková , Jaroslav Vrchota, Karel Hořínek	Old-age Dependency Ratio in the Czech Republic: Challenges for Businesses in the Context of an Age-ing Population
	Jozef Kovács , Ivana Mišunová Hudáková	Impact of Digitalisation on the Competitiveness of SMEs in Slovakia
	Natália Mišíková , Nadežda Jankelová	A Systematic Review of Theory on Corporate Culture as a Retention Tool
	Lucie Martinkovičová , Jaroslav Vrchota , Martina Kubešová , Petr Řehoř , Zdeněk Štefek	Enhancing Team Performance: How Personality Tests Optimize the Composition of Small Teams
	Peter Pajonk , Daniela Rybárová	Procurement Risk Management as an Assumption of Sustainability in Industrial Enterprise
	Andrea Svoboda , Lucie Kozlová, Ladislav Rolínek	Gender Stereotypes Among Future Managers
	Šimon Štráma , Zuzana Kapsdorferová, Veronika Hrdá, Matej Čereš/online	Evaluating Managerial Impact on the Success of Agricultural Enterprises for Sustainable Growth
	Dagmar Válek ová, Sonia Ferencikova/ online	Reverse Knowledge Transfer: A Case Study of Selected Business Centres in the CEE Region
	Mariami Denosashvili /online	A Systematic Literature Review on Cooperative Strategy and Sustainability
	Abdulsattar Mawlood /online	Sustainability and Efficiency in Iraq's Cement Factories

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

PARALLEL SESSION

Economic performance and sustainability

Chair: Jiří Alina

Room F 005

Time	Participant	Presentation Title
13:00 – 15:50 (including coffee break)	Gabriel Procházka	Artificial Intelligence and Sustainable Development: Policy Approaches from Visegrad Group Countries
	Zuzana Dzilská , Sabina Janikovičová, Frantisek Pollak /online	Comparative Analysis of E-Commerce Development in Sweden and Finland within Urbanization Contexts
	Kristian Drugda , Helena Majduchová	Digitalization as a Path to Sustainability: Ecological, Economic and Social Aspects of the Creative Industry in Slovakia
	Marek Hlásný /online	The Digital Era and Employers' Expectations of Employees in the IT Sector
	Vít Kubal , Ivana Faltová Leitmanová	Exploring Challenges in SDGs with Focus on the Complementarity of Sustainable Growth, Equality, and Consumption
	Aleš Franc	Do Labor Market Institutions Matter for Unemployment?
	Tomáš Volek , Martina Novotná	Capital Productivity and Cost Structure: Analysis of Firm Level Data
	Jaroslav Šetek , Jiří Alina	Sharing Economy in Social Agriculture Projects

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

PARALLEL SESSION

Finance, accounting and taxes: current issues and approaches to their solution

Chair: Milan Jílek

Room F 003

Time	Participant	Presentation Title
13:00-16:30 (including coffee break)	Miloslav Paracka/online	Variables Affecting Emergency Buffer in Personal Finance.
	Marie Vejsadová Dryjová, Jaroslava Pražáková, Jarmila Rybová	Specific Approaches of Family Business Units to Debt Financing
	Tereza Čapková	Comparative Case Study on Portfolio Optimization: Modified Continuous Rank Length vs. Stochastic Dominance
	Kateřina Hlavatá	ViDA as a Future Approach to VAT
	Emmanuel Asiedu, Martha Adubea Tachie-Menson	The Financial Implications of the Imposition of ELEVY on Mobile Money in Ghana.
	Duncan Chandabemba Ngwenya, Milan Jílek	The Impact of Government Financial Support Programs on Micro, Small and Medium Enterprises
	Jaroslava Pražáková, Sandra Šindlerová	The Evaluating the Financial Health of an Inter-Company Network - Evidence from the Automotive Industry
	Jaroslav Svoboda, Tereza Fořtová, E. Frejlichová	Czech Accounting Legislation – Convergence with IFRS?
	Miroslava Vlčková, Růžena Štemberková	Cultural and Creative Industry from the Perspective of the Municipalities and Cities
	Milan Jílek	Fiscal Consolidation and Fiscal Decentralization

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

PARALLEL SESSION

Economics of agriculture: current trends and its sustainability

Chair: Radek Zdeněk

Room F 005

Time	Participant	Presentation Title
	Kateřina Mazancová , Joshua Mabeta, Eliška Míková	Analysis of the Impact of Subsidies on Farm Performance Using a Mixed Effects Model
16:00-17:50 (including coffee break)	Jan Vavřina , Oksana Dubanych, Veronika Žiškova/ online	EU Food Safety Assurance in Active Use: Empirical Evidence on Alert Notifications Regarding the Financial Background of the Affected Producers
	Ali Imran , Ayesha Tajammul, Ali Sufyan, Petr Novák/online	Harmonized Risk Indicators: A Matric Study of Potential Risks for the Pesticide Business in the EU-27
	Ali Sufyan , Ayesha Tajammul, Ali Imran, Petr Novák/online	A Comparative Analysis of Organic Crop Production in Different European Regions
	Radek Zdeněk, Petr Zeman , Jana Lososová	Economic Viability of Farms

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