



PROGRAMME

EDAMBA 2016

**Open Science & Open Innovation:
Opportunities for Economics, Business, Management
and Related Disciplines**

**International Scientific Conference for Doctoral Students and Post-Doctoral Scholars
University of Economics in Bratislava, 10 - 12 April 2016**



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EDAMBA 2016 INTERNATIONAL SCIENTIFIC COMMITTEE

Ferdinand Daňo, Rector of the University of Economics
in Bratislava, Slovak Republic

H.E. Igor Hajdušek, Ambassador-at-Large Science and Innovation,
Head of the Global Policy Unit, Ministry of Foreign and European
Affairs of the Slovak Republic

Ivo Šlaus, World Academy of Art and Science, The Club of Rome,
Academia Europaea, Pugwash Council, European Leadership
Network, Croatian Academy of Sciences and Arts, Dag
Hammarskjöld University College for International Relations and
Diplomacy, Ruđer Bošković Institute, Zagreb, Croatia

Adina Barbulescu, West University of Timisoara, Romania

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Law Association of The Republic of Moldova, Moldova

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Hungary

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Mykola Mykhailovych Palinchak, Uzhhorod National University,
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Cosmin Tileagă, University „Lucian Blaga“ Sibiu, Romania

Troy Wiwczarowski, University of Debrecen, Hungary

Irena Zavrl, Fachhochschule Burgenland, Eisenstadt, Austria



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EDAMBA 2016 PROGRAMME COMMITTEE

Denisa Čiderová, University of Economics in Bratislava, Slovak Republic

Aneta Bobenič Hintošová, Faculty of Business Economy, University of Economics in Bratislava, Slovak Republic

Zuzana Brinčíková, Faculty of National Economy, University of Economics in Bratislava, Slovak Republic

Ľubomír Čech, Faculty of International Relations, University of Economics in Bratislava, Slovak Republic

Gabriela Dubcová, Faculty of Business Management, University of Economics in Bratislava, Slovak Republic

Tatiana Hrivíková, Faculty of Applied Languages, University of Economics in Bratislava, Slovak Republic

Viera Kubičková, Faculty of Commerce, University of Economics in Bratislava, Slovak Republic

Erik Šoltés, Faculty of Economic Informatics, University of Economics in Bratislava, Slovak Republic

Miroslav Tóth, Faculty of Business Management, University of Economics in Bratislava, Slovak Republic



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EDAMBA 2016 ORGANISING COMMITTEE

Martina Brčáková, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic

Gabriel Adamek, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic

Jana Tkáčová, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic

Jozef Wallner, Department for Research and Doctoral Studies, University of Economics in Bratislava, Slovak Republic



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International Scientific Conference for Doctoral Students and Post-Doctoral Scholars EDAMBA 2016 is organised in coordination with the International Week 2016 at the University of Economics in Bratislava and in kind cooperation with Boris Mattoš, Vice-Rector for International Relations, University of Economics in Bratislava.

Plenary Session I. **Social & Solidarity Economy in the European Union** is organised in kind cooperation with stakeholders of the international scientific project “Social & Solidarity Economy as Development Approach for Sustainability in EYD 2015 and Beyond” and Gabriela Dubcová, Faculty of Business Management, University of Economics in Bratislava.



Project co-funded by
the European Union

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Plenary Session II. is organised in kind cooperation with Enterprise Slovakia.

ENTERPRISE
SLOVAKIA



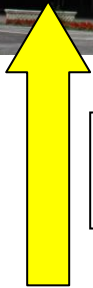
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MAP OF THE BRATISLAVA CAMPUS AND THE CONFERENCE VENUE



**MAIN ENTRANCE - NEW BUILDING
(WITH RECTORATE)**





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BRATISLAVA CAMPUS: INTERDISCIPLINARY CONFERENCE SESSIONS - THEMES

1. **Economic Theory, Economic Policy, Finance & Banking, Accounting, Business Informatics, Statistics, Actuarial Science, Econometrics & Operational Research**

Bratislava Campus: Room D117 - Old Building (with Library), Ground Floor

2. **Marketing & Business Management, Trade & Services Management, International Business Management, Financial Management, Business Economics & Management, Corporate Social Responsibility**

Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6th Floor

3. **Global Economics, International Economic Relations, Language & Culture in Business Environment**

Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4th Floor

KOŠICE CAMPUS: POSTER CONTEST – FACULTIES AND RESEARCH INSTITUTE REPRESENTED

Faculty of National Economy (based on Bratislava campus)

Faculty of Commerce (based on Bratislava campus)

Faculty of Economic Informatics (based on Bratislava campus)

Faculty of Business Management (based on Bratislava campus)

Faculty of International Relations (based on Bratislava campus)

Faculty of Business Economy (based on Košice campus)

Economics and Management Institute (based on Bratislava & Košice campus)



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KOŠICE CAMPUS: POSTER CONTEST – PARTICIPATING THEMES

1. Alternative models of product innovations diffusion across markets in the EU
2. Analysis of fiscal policies cohesion of EU member states
3. Analysis of quality of life indicators in OECD countries with focus on V4 countries
4. Analysis of the impact of income inequalities on economic growth through the prism of spatial econometrics
5. Certain aspects of an armed conflict
6. Comparison of factors determining the financial structure of Slovak and Czech enterprises and their impact on financial stability of these enterprises
7. Comparison of the business environment in selected countries in terms of innovation activities
8. Development of the globalized world in the 21st century with emphasis on its specific areas
9. Educating youth and tertiary education graduates in the context of their employability and employment
10. Enterprise risk management according to the ORSA Solvency II project
11. Environmental dimension to the strategies of firms as an element boosting competitiveness in the European Union (in the context of Slovakia)
12. Impact of the post-industrial era on the working time and performance of staff
13. Importance and the position of developing countries in the world economy in the 21st century and their impact on EU competitiveness
14. Increasing the economic and environmental performance of a company with focus on integrated management systems
15. Indicators of business success in start-ups
16. Information security risk management in small and medium-sized enterprises
17. Methodology for implementation of integrated management in small and medium-sized enterprises in the Slovak Republic and in terms of the EU level
18. Optimization and simulation of the transformation process in manufacturing companies in Slovakia with application of software tools
19. Performance improvement in companies by applying advanced optimization methods and techniques of artificial intelligence
20. Post-crisis changes in the global economy
21. Systems of minimum wage in V4 countries in the context of performance of the respective economies
22. Technology spillovers in the EU: stochastic process modelling



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CONFERENCE PROGRAMME OVERVIEW

Monday - 11 April 2016	
08:00 - 09:00	Registration of participants <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
09:00 - 09:30	Opening of the conference Ferdinand Daňo , Rector of the University of Economics in Bratislava Denisa Čiderová , Vice-Rector for Research and Doctoral Studies of the University of Economics in Bratislava <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
09:30 - 11:00	Plenary Session I.: Social & Solidarity Economy in the European Union <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
11:00 - 11:30	Coffee break
11:30 - 13:00	Plenary Session I.: Social & Solidarity Economy in the European Union <i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i>
13:00 - 14:00	Individual lunch
14:00 - 16:30	Presentation of participants' papers in parallel sessions I. Session 1 - Bratislava Campus: Room D117 - Old Building (with Library), Ground Floor Session 2 - Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6 th Floor Session 3 - Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4 th Floor
17:00	Visit of the historical centre of Bratislava (guided tour) and informal networking II. Meeting Point: University of Economics in Bratislava, Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor



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CONFERENCE PROGRAMME OVERVIEW

Tuesday - 12 April 2016	
09:00 - 11:00	<p>Presentation of participants' papers in parallel sessions II.</p> <p>Session 1 - Bratislava Campus: Room D117 - Old Building (with Library), Ground Floor Session 2 - Bratislava Campus: Room A6.04 - New Building (with Rectorate), 6th Floor Session 3 - Bratislava Campus: Room A4.04 - New Building (with Rectorate), 4th Floor</p>
11:00 – 12:30	<p>Plenary Session II.:</p> <p>Facilitating collaboration between universities and entrepreneurship</p> <p>Michael Jacobsen, Jacobsen Corporation, co-founder of Enterprise Slovakia Axel Kalinowski, London Stock Exchange Group, manager - Continental Europe Will Murrills, Strategy&, part of the PwC network, manager</p> <p>In cooperation with</p> <p style="text-align: center;">ENTERPRISE SLOVAKIA</p> <p><i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i></p>
12:30	<p>Award for the best presented papers Closing of the conference</p> <p><i>Bratislava Campus: Conference Room, New Building (with Rectorate), Ground Floor</i></p>



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PLENARY SESSION I.

BRATISLAVA CAMPUS: CONFERENCE ROOM, New Building (with Rectorate), Ground Floor

Monday – 11 April 2016	
09:30 - 11:00	Key Results of the International Scientific Project “Social & Solidarity Economy as Development Approach for Sustainability in EYD 2015 And Beyond“ for the Slovak Republic Gabriela Dubcová , University of Economics in Bratislava
	Key Results of the International Scientific Project “Social & Solidarity Economy as Development Approach for Sustainability in EYD 2015 and Beyond“ for other member countries of the project Danica Víznerová , Slovak Centre for Communication and Development
	Best Practice of the Winner Organisation of Research of Current Situation in the Social & Solidarity Economy in the Slovak Republic Karol Stýblo , Lyra Chocolate, s.r.o.
	Key Results and Best Practices of the Social & Solidarity Economy in Poland Andrzej Żwawa , Fairtrade Polska
11:30 – 13:00	Key Results and Best Practices of the Social & Solidarity Economy in Hungary Eugenia Szel , Cromo Foundation
	Key Results and Best Practices of the Social & Solidarity Economy in the Czech Republic Markéta Vinkelhoferová , The Ecumenical Academy



Slovak Centre
for Communication
and Development



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SESSION 1 - ECONOMIC THEORY, ECONOMIC POLICY, FINANCE & BANKING, ACCOUNTING, BUSINESS INFORMATICS, STATISTICS, ACTUARIAL SCIENCE, ECONOMETRICS & OPERATIONAL RESEARCH

BRATISLAVA CAMPUS: ROOM D117, Old Building (with Library), Ground Floor

Monday - 11 April 2016	
14:00 – 16:30	Peter Adamovský - <i>Innovation, innovation systems, innovation policy and regional aspects of innovation in literature</i>
	Alžbeta Thiessen - <i>Selected Aspects of Access to Finance of Small and Medium-sized Enterprises in V4 countries</i>
	Jozef Kubala - <i>Impact of European integration on development of employment in selected member countries</i>
	Michal Jurčík - <i>Valuation of Fixed Income Financial Instruments on Inactive Markets – an Example of Slovak Government Bonds</i>
	Paulina Anioła-Mikołajczak, Zbigniew Gotaś - <i>Socio-economic determinants of Polish households indebtedness</i>
	Petr Zdražil - <i>Social stratification in relation to position on the labour market in Slovakia</i>
	Mikhail Shatagin - <i>Securitization</i>
	Michaela Dorocáková - <i>The Issue of Index Replication in the Context of Tracking Error</i>
Hasnawati, Triadana Perkasa - <i>Consultant's Role in ERP System Implementation: Case Study in Indonesian's Banking Sector</i>	
Daniela Matulová - <i>Random development of financial assets modelling</i>	

Tuesday - 12 April 2016	
09:00 – 11:00	Kristína Kováčiková, Adam Bartoš - <i>The Principle of the Influence of Social Conditions on the Foundation and Development of Cooperatives</i>
	Zuzana Kubíková - <i>The evolution of innovation activity of enterprises in the Slovak Republic</i>
	Tetyana Nestorenko - <i>The future salary of alumni as a factor of youth migration</i>
	Marcel Čas - <i>A case for a paradigm shift in economics</i>
	Jana Kočkovičová - <i>Theoretical approaches to tax efficiency</i>
	Vladimír Gvozdják - <i>Government Bonds as a Collateral in Refinancing Operations</i>
	Michaela Mináriková - <i>Application of the Input-Output Model on the enterprise level</i>
	Elena Villar-Rubio, María-Dolores Huete-Morales - <i>Economic policy and environmental concerns: fiscal situation in the European context</i>
	Kristína Vrtíková - <i>Demand analysis of selected food products in the Slovak Republic for the period 2004-2014</i>



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**SESSION 2 - MARKETING & BUSINESS MANAGEMENT, TRADE & SERVICES MANAGEMENT,
INTERNATIONAL BUSINESS MANAGEMENT, FINANCIAL MANAGEMENT,
BUSINESS ECONOMICS & MANAGEMENT, CORPORATE SOCIAL RESPONSIBILITY**

BRATISLAVA CAMPUS: ROOM A6.04, New Building (with Rectorate), 6th Floor

Monday - 11 April 2016

14:00 – 16:30	Ivana Setnická - <i>Transition from neoclassical theory of the firm to alternative theories of the firm</i>
	Ráchel Matušková - <i>The life cycle of a start-up</i>
	Laura Markovičová - <i>The position and the role of gazelles in tourism industry</i>
	Marion Mansberger, Tom Sander, Biruta Sloka - <i>Headhunters: brokers between candidates and companies</i>
	Patrik Richnák - <i>New development directions of logistics in an industrial company</i>
	Gabriela Sančiová - <i>Integrated environmental-safety-health assessment program of remediation of environmental burdens in Slovakia</i>
	Juraj Jaška - <i>Waste-To-Energy</i>

Tuesday - 12 April 2016

09:00 – 11:00	Daniela Kerbčárová - <i>The evolution of the level of economic indicators of studied types of firms in terms of ownership</i>
	Lucia Jantošová, Mária Braunová - <i>The Development of the Creditreform Solvency Index of Construction Companies in Period 2007 - 2015</i>
	Michael Pütter - <i>The Online Buying Process</i>
	Daniela Trnovcová - <i>Understanding Communication Competency</i>
	Matúš Mihalovič - <i>A critical note on bankruptcy prediction models usefulness</i>
	Branislav Zagoršek - <i>Strategic Factors Leading to Better Competitive Position on the Market</i>



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**SESSION 3 - GLOBAL ECONOMICS, INTERNATIONAL ECONOMIC RELATIONS,
LANGUAGE & CULTURE IN BUSINESS ENVIRONMENT**

BRATISLAVA CAMPUS: ROOM A4.04, New Building (with Rectorate), 4th Floor

Monday - 11 April 2016

14:00 – 16:30	Natália Hlavová - <i>The Wisdom of Crowds</i>
	Juraj Ondriaš - <i>The Forming Multipolar World</i>
	Ivana Kapráliková - <i>Language Used in EU Contexts and Aspects of Hybridity</i>
	Barbora Janubová - <i>Start-ups in Chile</i>
	Ivana Dancáková, Nina Galanská, Zuzana Krkošková - <i>The Potential of Migrants Integration in the Federal Republic of Germany and the Kingdom of Sweden</i>
	Doris Madhi - <i>The Financial Solutions for Export: the Italian Contracts</i>
	Bianka Bittmannová - <i>Share of the European Union on the World Trade</i>
	Marianna Dudášová - <i>Political consequences of the refugee crisis - the case of Germany</i>
Michaela Královičová, Matúš Žatko - <i>Energy cooperation between China and Russia and its further prospects</i>	