



# INPROFORUM 2022

DIGITALIZATION

Society and Markets Business  
and Public Administration

## PROGRAMME

November 3 – 4, 2022

<b>THURSDAY, November 3, 2022 Conference Programme</b>		
09:00 – 10:00	<b>REGISTRATION</b>	Building F / Atrium
	<b>PLENARY SESSION AND DISCUSSION</b>	
10:00 – 12:30	<b>Assoc. Prof. Dr. Robert Jeyakumar</b> , Faculty of Business Multimedia University, Melaka, Malaysia	Building F / Room F3
	<b>Ing. Martin Volek, Ph.D., MBA</b> , CEO Volis International, Google Certified Trainer	Building F / Room F3
	<b>Ing. Luděk Kühr</b> , DIH Tourism 4.0, Czech Republic	Building F / Room F3
	<b>Ing. Martin Pech, Ph.D.</b> , the University of South Bohemia in České Budějovice, Czech Republic	Building F / Room F3
	Lunch Break	University Canteen
13:30 – 18.00	<b>PARALLEL SESSIONS</b>	Building A
	<b>SOCIAL PROGRAMME</b>	
19:00 – 20:00	<b>Domino Tábor Choir concert</b> , St. Vojtěch Church, České Budějovice	Emy Destinové 1, České Budějovice (500m walk)
20:00 – 22:00	<b>Dean's invitation to a glass of wine</b>	Building A / Room A 009
<b>FRIDAY, November 4, 2022 Conference Programme</b>		
09:00 – 11:00	<b>Workshop:</b> Cesta transformace pro cestovní ruch	Building A / Room A 009

<b>THURSDAY, November 3, 2022 – Parallel Sessions</b>	
Trends in Marketing, Retail, Tourism and Services in the Context of Digitalization	Chair: doc. Ing. Kamil Pícha, Ph.D., MBA
Bioeconomy, Society and Public Administration: Who is Ready for the Future?	Chair: doc. Ing. Eva Cudlínová, CSc.
Challenges and Opportunities for the Economy	Chair: Ing. Jiří Alina, Ph.D.
Management of Small-and Medium-sized Enterprises at the Time of Digitalization	Chair: Ing. Martin Pech, Ph.D.
Economics of Agriculture: Current Trends in Agribusiness	Chair: Ing. Daniel Kopta, Ph.D.
Mathematical-Statistical Modelling and Optimisation in Practice	Chair: Mgr. Michal Houda, Ph.D.
Impacts of Changes and Policies in the Fields of Finance, Accounting, and Taxation	Chair: Ing. Petr Zeman, Ph.D.
<b>FRIDAY, November 4, 2022- Workshop in Czech language</b>	
<b>Workshop:</b> Cesta transformace pro cestovní ruch. Diskuze nad dalšími možnostmi rozvoje cestovního ruchu v budoucnosti a výzvami, kterým čelí v rámci digitalizace všech jeho odvětví.	Chair: doc. Ing. Roman Švec, Ph.D.

**PARALLEL SESSIONS***(presenters shall prepare PowerPoint or .pdf presentations of 15 minutes)***Session Trends in Marketing, Retail, Tourism and Services in the Context of Digitalization**

<b>Time</b>	<b>Building A/ Room 301</b>	<b>Chair: doc. Ing. Kamil Pícha, Ph.D., MBA</b>
13.30– 16.00 (including coffee break)	<b>Jan Šalamoun</b> , Hana Volfová	Characteristics of market trends in sustainable certified private label products
	<b>Sudeep Khatiwada</b>	Management, Marketing and Trade in the Digital World
	<b>Jitka Zikmundová</b>	Building strong brands with an emphasis on the branding of tourism destination
	Roman Švec, <b>Tereza Waldhauserová</b> , <b>Petra Vysušilová</b>	Neuromarketing tools in the field of tourism: Discussion of available methodological approaches to understanding the emotions and decision-making process of consumers
	<b>Sandra Arbesová</b> , <b>Kamil Pícha</b>	Digitisation of sales in the automotive field and changes in customer purchasing behaviour
	<b>Ganbolor Orkhon</b>	Social Media Influencers in Viral Marketing

**Session Bioeconomy, Society and Public Administration: Who is Ready for the Future?**

<b>Time</b>	<b>Building A/ Room 201</b>	<b>Chair: doc. Ing. Eva Cudlínová, CSc.</b>
13:30 15:30 (including coffee break)	<b>Jaroslav Čmejrek</b>	Public administration reform and regional development in the Czech Republic after twenty years of corrections
	<b>Ondřej Rolník</b>	The influence of economic disparities of regions on political polarisation in the Czech Republic
	<b>Roman Buchtele</b> , Nikola Sagapova, Eva Cudlínová, Antonín Hořčica	Application of green economy principles in the post-crisis period in the EU
	<b>Theodora Blioumi</b>	Exploring the internal and external environment of the Civil Protection institution of Greece during the period of the Covid-19 pandemic
	<b>Ghanshyam Pandey</b>	Financial and Institutional Analysis of Agriculture Cooperatives in Dang District of Nepal

## PARALLEL SESSIONS

(presenters shall prepare PowerPoint or .pdf presentations of 15 minutes)

**Session: Challenges and Opportunities for the Economy**

Time	Building A/ Room 307	Chair: Ing. Jiří Alina, Ph.D.
13:30-16:30 (including coffee break)	<b>Tomáš Ratinger</b> , Iva Vančurová, Ondřej Pecha, Lukáš Zagata, Jiří Hrabák	Covid 19 Pandemic Boost to Digitisation of the Czech Society
	<b>Marcel Novák</b>	What is the level of financial literacy in Slovakia: A Questionnaire survey
	Dagmar Škodová Parmová, Michaela Růžičková, <b>Sophie Wiesinger</b>	Multi-Year Subsidy Titles in Culture.
	<b>Kateřina Mazancová</b>	Cryptocurrencies in terms of a tax burden for a specific entity
	Martina Novotná, <b>Tomáš Volek</b> , Antonín Šmejkal	The expenditure side of GDP in the crisis period in the EU
	<b>Jiří Alina</b> , Miroslava Vlčková, Martina Novotná	Development of passenger transport performance in the Czech Republic - an opportunity for carpooling
	Ivana Faltová Leitmanová, <b>Jaroslav Šetek</b> , Jiří Alina, Petra Edrová	Determinants of economic policy concepts within the implementation of the circular economy
<b>Sarad Shrestha</b>	The challenges and opportunities in the Economy: Current context of the Nepali market	

**Session Management of Small and Medium-Sized Enterprises in Times of Digitalization**

Time	Building A/ Room 307	Chair: Ing. Martin Pech, Ph.D.
16.45-18.15 (including coffee break)	<b>Soňa Ferencíková</b> , Janka Pásztorová, Tatiana Hlušková	From living room to boardroom of a multinational company (A note on internationalisation of small and medium-sized companies from Central and Eastern Europe)
	<b>Eleni Makrygianni</b> , Ioannis Koukoumpliakos, Ladislav Rolínek, Dagmar Škodová Parmová, Labros Sdrolias	The contribution of The Internal Audit System to the creation of responsible business policies
	<b>Martin Pech</b> , Drahoš Vaněček	The use of smart technologies in enterprises
	<b>Michaela Šebístková</b> , Jaroslav Vrchota	Process management and digitalisation in SME

**PARALLEL SESSIONS***(presenters shall prepare PowerPoint or .pdf presentations of 15 minutes)***Sessions Economics of Agriculture: Current Trends in Agribusiness**

Time	Building A/ Room 309	Chair: Ing. Daniel Kopta, Ph.D.
13.30-16.00 (including coffee break)	<b>Ali Sufyan</b> , Ali Imran, Ayesha Tajammul, Petr Novák and Beáta Gavurová	COVID-19 Pandemic and Agricultural SMEs of Central Europe: A Forecast Study to Evaluate the Performance Indicators
	Eliška Svobodová, <b>Radka Redlichová</b> , Gabriela Chmelíková, Ivana Blažková	Organic Farms Land Efficiency
	Oksana Dubanych, <b>Jan Vavřina</b>	Sustainability of the activities of food banks in the Czech Republic when taking into account the planned strategic changes of the EU agri-food sector
	<b>Iveta Bošková</b>	Energy Price as a Challenge for Farm Economics
	<b>Daniel Kopta</b> , Jana Lososová	Financial ratios and profitability prediction
	<b>Dagmar Peterková</b>	Current market situation of urea for agricultural use and other nitrogen fertilisers
	<b>Ivo Zdráhal</b> , Ivana Blažková, J. Matthew Fannin	Integration of the Czech Republic's Food Industry in the Global Value Chains

**Sessions Mathematical-Statistical Modelling and Optimisation in Practice**

Time	Building A/ Room 309	Chair: Mgr. Michal Houda, Ph.D.
16.15-18.00 (including coffee break)	Tereza Čapková, <b>Tomáš Roskovec</b>	Short sequence iterated prisoner's dilemma in simulations and applications
	<b>Ádám Csápai</b>	How accurate are commercial banks' forecasting models?
	<b>Gabriela Hlásková</b> , Tomáš Mrkvička	Functional cluster regression for commodities and the representatives of stock indexes
	Jiří Alina, <b>Michal Houda</b> , Jan Fiala, Tomáš Roskovec	The efficiency of public transportation in the Czech Republic during the start of the crisis of 2020 studied by the DEA methods
	<b>Jiří Homan</b> , Ladislav Beránek	Expansion of cloud computing in V4 countries

**PARALLEL SESSION***(presenters shall prepare PowerPoint or pdf presentations of 15 minutes)***Session Impacts of Changes and Policies in the Fields of Finance, Accounting, and Taxation**

Time	Building A/ Room 320	Chair: Ing. Petr Zeman, Ph.D.
13:30-16.00 (including coffee break)	<b>Markéta Mlčúchová</b>	Literature Review: Value Creation in Platform Business Models - Tax Perspective
	<b>Jarmila Rybová</b>	Digitalisation in the Field of Tax Administration
	<b>Jaroslav Svoboda, Jana Lososová</b>	Reporting costs and revenues according to IFRS and Czech accounting legislation in the energy sector
	<b>Marie Vejsadová Dryjová</b>	Physical Stock Inventory – the Possibility of Applying Audit Procedures of the COVID-19 Pandemic Period to the Future
	<b>Petr Zeman, Daniel Kopta</b>	Effect of macroeconomic and sentiment indicators on stock index development: The Case of the Czech Republic exchange index PX
	<b>Gifty Kenetey, Ashish Singh, Boris Popesko</b>	Organisational Work compliance and Budgetary dysfunctions in an emerging economy

