CONFERENCE PROGRAM

20TH INTERNATIONAL SCIENTIFIC CONFERENCE
HRADEC ECONOMICS DAYS

9 – 10 JUNE, 2022

HRADEC KRÁLOVÉ
CZECH REPUBLIC
welcome you at the 20th anniversary of the Hradec Economic Days conference.

We also thank our partners who prepared and funded workshops:
Framework Program

9 June, 2022

08:30 – 10:15 registration and coffee
10:00 – 12:00 plenary session
12:00 – 13:00 lunch
13:00 – 15:00 sessions, workshop on University and Industry Collaboration
15:00 – 15:30 coffee break
15:30 – 17:00 virtual session
16:30 – 17:30 trip for registered participants in Czech
17:30 – 18:30 trip for registered participants in English
19:00 - 22:00 social event

10 June, 2022

08:30 - 09:00 registration and coffee
09:00 - 10:30 sessions; workshop on Technology Transfer Networking
10:30 – 11:00 coffee break
11:00 - 13:00 sessions; workshop on Technology Transfer Networking
13:00 - 14:00 lunch
14:00 - 15:00 individual consultation; workshop on Technology transfer Specifics in the Humanities

The time allocated for an article presentation 10 minutes, the following 5 minutes are reserved for a discussion. Program changes are reserved.
= Hradec Economic Days =

9 June, 2022

Plenary session
10:00-12:00 at J1 room
[click here to join]

Opening speech:
Petra Marešová
Chairman of Hradec Economic Days at the University of Hradec Králové

Kamil Kuča
Rector at the University of Hradec Králové

Josef Hynek
Dean at the University of Hradec Králové, Faculty of Informatics and management

Invited speakers:
Petr Král
Executive Director at the Czech National Bank
Monetary and Fiscal Policy Interactions in the Czech Republic

Morten Irgens
Dean at the School of Economics, Innovation, and Technology
From technology transfer to ecosystem participation
Business Economics
13:00-15:00 at J3 room chair: Libuše Svobodová

Anna Flanderková
Social Media Marketing Strategy in a Small Company

Natalie Pelloneová
Local Firms' Strategies and Cluster Cooperation in the Czech Republic: The case of the Packaging Manufacturers Cluster

Olesya Zhytna and Tomáš Maier
Price Transmission for Beer Sector in Covid Era: Case of Czechia.

Natália Barteková and Jana Kajanová
Differences in Financial Management in Vehicle Industry from the Aspect of the COVID-19 Crisis.

Emil Velinov, Simona Cincalova and Veronika Toporova
Corporate Communication Role Assessment in Czech Brewery

Public Economics, Administration
13:00-15:00 at J26 room chair: Pavel Bachmann

Lukáš Moravec, Jana Hinke, Enikő Lőrinczová and Michaela Chladíková
Reasons of Overpayments and Solutions for the Unduly Paid out Non-insurance Social Benefits in the Czech Republic

Lenka Branska, Michal Patak and Zuzana Pecinova
Preferences of the Population Concerning Municipal Waste Disposal Systems

Maria Dzikuć and Maciej Dzikuć
The Development of Photovoltaics in the Visegrad Group Countries

Agata Surówka
Spatial Analysis of Regional Labor Markets and the Overlapping Areas of Impact of Airports in Poland

Ivana Lichnerová, Eleonóra Marišová, Ladislav Mura and Marina Valenčíková
The Efficiency of Exercising Self-government Bodies' Competencies in the Building Sector in the Slovak Republic: a Study of Selected Regions
Patrik Urbaník and Josef Horálek
Design of the Smart City Domain Concept in the Czech Republic

Milan Kořínek and Kamila Štekerová
Smart Cities: GIS Data for Realistic Simulations

Agribusiness
13:00-14:00 at J15 room  
chair: Martin Král

Arkadiusz Piwowar
Knowledge and Sources of Information on the Energy Efficiency of Devices in Farms in Poland

Michaela Perunová
Employment in the Agriculture and Forestry in the European Union, V4, and Czech Republic in the Period 2000 – 2019

Klaudia Gurkowa, Anna Sylwia Kowalska, Anna Olszańska, Joanna Szymańska, Ivan Soukal
Assessment of Food Security in the Countries of the Visegrad Group – a Comparative Analysis

Modern Trends in Corporate Administration
13:00-15:00 at J27 room  
chair: Václav Zubr

Vojtěch Beran
Analysis of Marketing Communication Tools and Brand Building of Family Business in Terms of International Environment – Case Study

Laurentiu Lazar, Ciocoiu Nadia Nadia and Adina Prioteasa
A Review of Risk Management Tools for Small Business

Katarzyna Zak
External Employer Branding in the IT sector in Poland: Employee Perspective on Employer Attractiveness

Miloš Maryška, Petr Doucek and Lea Nedomová
Trends in IT Strategies in Financial Institutions
Aneta Bobenič Hintošová
Differences in the Level of Global Competence: A Case of Visegrad and Baltic Countries

Antonín Pavlíček and Jana Syrovátková
Use of Twitter as an Effective Communication Tool – Case Study on EU Politicians

František Sudzina, Marek Botek and Antonín Pavlíček
Is LinkedIn Suitable for Recruitment in Higher Education in the Czech Republic?

Jakub Procházka, Natálie Porvisová, Radka Kvasničková, Ondřej Nohel, Tereza Vlčková
Measuring Job Satisfaction in Czech: New Multi-facet Questionnaire

Zuzana Opatrná
The relationship between work stress, psychological well – being and work performance: diary study

**Mathematical Models of Economic Systems**
13:00-14:00 at J28 room

**Jan Pelíkán**
Vehicle Routing Problem with Choice of Nodes

**Josef Jablonský**
Comparison of Selected Models for Ranking of Decision-Making Units

**Petr Fiala and Renata Majovská**
Searching Efficient Project Portfolios using Data Envelopment Analysis

**Michal Tomíček**
The Efficiency of Premier League Clubs According to the Country of Origin of the Majority Owner
Workshops: University and Industry Collaboration

13:00-13:45 at J13 room

Henrieta Dunne
*University Science Park TECHNICOM in Kosice*
University and Industry Collaboration – Partnerships Driving Innovation

Mixed e-session

15:30-17:00 at J15 room

chair: Anna Borkovcová

Olesya Zhytna and Tomáš Maier
Price Transmission for Beer sector in Covid Era: Case of Czechia

Guobin Liu and Rong Kang
Game Analysis of "Officials and Peasants" - Taking Ephedra Sales License as Example

Mariya Kagirova and Stanislava Kontsevaya
Development of Organic Production as a Condition for Sustainability of Russian Agriculture

Claudiu Cicea, Corina Marinescu and Nicolae Pintilie
Performance Assessment in the Bioenergy Field: Evidence from European Countries

Agata Surówka
Spatial analysis of regional labor markets and the overlapping areas of impact of airports in Poland

Lasisi Taiwo, Eluwole Kayode and Pásková Martina
Role of Eco-Innovation and Tourism towards Carbon Neutrality in the Czech Republic
= Hradec Economic Days =

10 June, 2022

Business Economics

9:00-10:30 at J3 room

chair: Eva Hamplová

Eva Šimková
Knowledge Transfer in Tourism Destination

Tibor Zsigmond, Renáta Machová, Enikő Korcsmáros, Annamária Zsigmondvá and Zoltán Šeben
Sport Consumption Habits in Terms of Generations

Tibor Zsigmond and Renáta Machová
The Importance of Knowledge – from the Perspective of SME Leaders in Nitra Region at the Time of COVID-19 Pandemic

Michal Menšík, Martina Pavlačková and Tereza Horčičková
Multi-Criteria Model for the Performance Measurement of Companies and its Application to Participants of the Olomouc Region Entrepreneur of the Year

Global Challenges for Macroeconomic Agenda

9:00-10:30 at J15 room

chair: Martina Hedvičáková

Dániel Tóth and Jana Kajanová
Protecting the Economy of Slovakia and the Czech Republic During the Covid-19 Pandemic with the Help of the European Union

Kamilla Baša and Patrik Baša
Attitudes Towards Work In Visegrad Group Countries

Diana Bílková
Employees at Risk of Poverty on the Czech Labor Market in the Period from the Global Economic crisis to the Global Coronavirus Crisis
Monika Bálintová, Anikó Barcziová and Renáta Machová
Labor Market Policy in the Slovak Republic and Hungary during the COVID-19 Pandemic

Sema Kazazi and Osman Küçükahmetoğlu
Relationship between Income Inequality, Poverty and Economic Growth, Comparative Analysis in Eastern and Western Europe with Panel Data

Workshop: Technology Transfer Networking
9:00-10:30; 11:00-13:00 at J13 room  
chair: Kamil Kuča

Kamil Kuča, Petra Marešová and Daniela Antropiusová
University of Hradec Králové; Centre for Investment, Development and Innovation
Opening speech

Jiří Krechl
CzechInvest
Start-ups and other support

Markéta Kühnelová
Technology agency of the Czech Republic
Upcoming TAČR support

Roman Pašek
AMURES Inc.
Horizon 2020 support

Coffee break

Otomar Sláma
Charles University Innovations Prague Plc.
Commercialization

Martin Fusek
Institute of Organic Chemistry and Biochemistry of the CAS
Drug development

Lukáš Doskočil
Stimvia Inc.
Start-up case study

Petr Šrámek
Longevitytech.fund Plc.
Experience from science+business+start-up and finance
Mixed e-session

click here to join

11:00-12:00 at J15 room

Martin Matějíček

Hao Lv and Rong Kang
A Study on Carbon Emission Peak Forecast of China’s Industry and Carbon-intensive Sectors

Kamilla Baša and Patrik Baša
Attitudes Towards Work In Visegrad Group Countries

Jiří Bednář and Roman Buchtele
Implementation of Industry 4.0 in Czech Food Enterprises: Motivation and Barriers

Shijing Nan and Minna Wang
Does the Term Structure of Interest Rates hold true for East-Asian Countries? More powerful Nonlinear Cointegration Tests

Veronika Solilová, Marek Litzman, Michal Ištok and Karel Brychta
Reflection of the COVID-19 pandemic in the Comparability Analysis – a Critical Evaluation of Potential Approaches

Jing Jiao
Optimal Control of Technology Development Level on Primary Energy Consumption
Workshop: Technology Transfer Specifics in the Humanities

14:00-15:30 at J13 room

Richard Kitta  
*Technical university of Košice*  
Media art platforms for synergistic technology transfer

**Individual consultation**

starting at 14:00, [click here](#) to register for a consult

Josef Toman at J26 room  
Otomar Sláma at J27 room  
Roman Pašek at J28 room  
Petr Šmídl at J32 room