



TECHNICKÁ UNIVERZITA VO ZVOLENE



DREVÁRSKA FAKULTA

CONFERENCE PROGRAMME

BUSINESS ECONOMICS AND MANAGEMENT 2015

15th – 16th October 2015

at Technical University in Zvolen, Slovakia



CONFERENCE VENUE:

Technical University in Zvolen, T. G. Masaryka 24, 960 53 Zvolen, Slovakia,
Rooms B4 and A006 ground floor

CONFERENCE PROGRAMME:

Thursday 15th October 2015

- 8.30 – 9.30 Registration of the participants
- 9.30 – 10.30 Plenary session: Welcome speech
- 10.30 – 11.00 Coffee break
- 11.00 – 12.30 Conference sessions 1 and 2

- 12.30 – 13.30 Lunch break

- 13.30 – 15.10 Conference sessions 1 and 2
- 15.10 – 15.30 Coffee break
- 15.30 – 17.10 Conference sessions 1 and 2
- 18.00 – 22.00 Social programme – gala reception in the dining hall, hostel Bariny

Friday 16th October 2015

- 9.00 – 11.15 Conference session 3
- 11.15 – 11.30 Conference closure

- 11.30 – 12.30 Lunch break

- 12.30 – 14.30 Excursion for the conference participants: Zvolen Castle

Thursday 15th October 2015

8.30 – 9.30	Registration of the participants	Room B4 ground floor
9.30 – 10.30	Plenary session: Welcome speech Assoc. prof. Josef Drábek, PhD. Assoc. prof. Andrea Sujová, PhD. Guarantees of the conference	Room B4 ground floor
10.30 – 11.00	Coffee break	ground floor by room B4

ORAL PRESENTATIONS

Thursday 15th October 2015

Session 1 Business Economics, Trade and Marketing – room B4

11.00 – 12.30	<i>Chairman of the Session: assoc. prof. Marek Potkány, PhD.</i>
11.00 – 11.20	Visual Merchandising and its Marketing Components in Chosen Restaurants in Slovakia Ing. Katarína Kleinová, PhD.; Ing. Johana Paluchová; Ing. Jakub Berčík
11.20 – 11.40	Approach of companies to customers as suitable source of incentive to innovate doc. Ing. Monika Hudáková, PhD.; doc. Ing. Katarína Stachová, PhD.; Ing. Zdenko Stacho, PhD.
11.40 – 12.00	Factors Influencing Milk Consumption and Purchase Behaviour – Evidence from Slovakia doc. Ing. Janka Táborecká-Petrovičová, PhD.; Ing. Klaudia Kurajdová
12.00 – 12.20	The Quest for the Stability of the Global Financial System Eszter Solt , dr.univ;
12.20 – 13.30	Lunch break
13.30 – 15.10	<i>Chairman of the Session: assoc. prof. Václav Kupčák, PhD.</i>
13.30 – 13.50	Motor vehicle taxation in the Slovak republic and its impacts in the context of fiscal decentralization prof. Ing. Jozef Gnap, PhD. ; doc. Ing. Vladimír Konečný, PhD.
13.50 – 14.10	Tax analysis of small sawmilling entrepreneurial subjects Ing. Petra Hlaváčková; David Březina
14.10 – 14.30	Comparison of methods for pricing of the product and its impact on economic efficiency of enterprise doc. Ing. Katarína Teplická, PhD.
14.30 – 14.50	Economic Aspects of Foamed Adhesives Using Ing. Gabriel Giertl
14.50 – 15.10	Descriptive analysis and spatial projection of performance among the small and middle enterprises in the Olomouc region in the Czech Republic Ing. Lucie Meixnerová, Ph.D.
15.10 – 15.30	Coffee break
15.30 – 17.10	<i>Chairman of the Session: assoc. prof. Katarína Teplická, PhD.</i>
15.30 – 15.50	Controlling instruments used for monitoring and evaluation processes in the rail freight companies doc. Ing. Anna Dolinayová, PhD.
15.50 – 16.10	The level of the wood raw material base processing in the Czech Republic Doc. Ing. Václav Kupčák, CSc.; CSc., Ing. Richard Pek
16.10 – 16.30	Changes in sickness insurance and incapacity for work of employees in the Moravian-Silesian region Ing. Ivana Koštuříková, PhD.
16.30 – 16.50	Entrepreneurial environment in Slovakia: multi-perspective comparison with innovation-driven economies Mgr. Marian Holienka, PhD.
16.50 – 17.10	Regional development of small and medium-sized enterprises (smes) in the prešov region with focus on tourism doc. Ing. Ján Dobrovič, PhD.
18.00 – 22.00	Gala reception – dining hall in hostel Bariny

Thursday 15th October 2015

Session 2 Business Management – room A006

11.00 – 12.30	<i>Chairman of the Session: prof. Štefan Hittmár, PhD.</i>
11.00 – 11.20	Stakeholder management as part of an integrated management system in relation to the management of ecosystem services RNDr. Jana Jaďuďová, PhD.
11.20 – 11.40	Application of management of innovation processes in enterprises: management approach, problems and recommendations doc. Ing. Viliam Lendel, PhD.; prof. Ing. Štefan Hittmár, PhD.; Ing. Martin Latka
11.40 – 12.00	New trends of process-oriented quality management doc. Ing. Eva Nedeliaková, PhD., Ing. Michal Panák
12.00 – 12.20	Continuous Quality Improvement by Statistical Process Control Ing. Pavel Gejdoš, PhD.
12.20 – 13.30	Lunch break
13.30 – 15.10	<i>Chairman of the Session: assoc. prof. Eva Nedeliaková, PhD.</i>
13.30 – 13.50	The improvement of effectiveness in process of recruitment of employees in public government Ing. Silvia Lorincová, PhD.
13.50 – 14.10	Outplacement as part of human resources management doc. Ing. Katarína Stachová, PhD., Ing. Zdenko Stacho, PhD.
14.10 – 14.30	The impact of national culture on working style of Slovak managers doc. Mgr. Ing. Milan Droppa, PhD.
14.30 – 14.50	Utilization of corporate sustainability concept at selected enterprises in Slovakia prof. Ing. Viera Marková, PhD.; Ing. Petra Lesníková; Ing. Alena Kaščáková, PhD.
14.50 – 15.10	The impact of facility management on corporate culture doc. Ing. Miloš Hitka, PhD.
15.10 – 15.30	Coffee break
15.30 – 17.10	<i>Chairman of the Session: prof. Viera Marková, PhD.</i>
15.30 – 15.50	Proposal of the evaluation system of the level of the innovation processes management in company prof. Ing. Štefan Hittmár, PhD.; doc. Ing. Viliam Lendel, PhD.; Ing. Eva Siantová
15.50 – 16.10	The Application of Innovation and Creativity is Inexhaustible Ing. Šárka Janků, Ph.D.; prof. Ing. Růžena Petříková, CSc.
16.10 – 16.30	The influence of the process control level on the enterprises' ROE Ing. Katarína Marcinekóv
16.30 – 16.50	Decision Making and its Importance in Production Planning within the Woodprocessing Company Ing. Patrik Alč, PhD.
16.50 – 17.10	Perception of ethics in business: analysis of the research results assoc. Prof. Włodzimierz Sroka, Ph.D.
18.00 – 22.00	Gala reception – dining hall in hostel Bariny

Friday 16th October 2015

Session 3 Business Economics and Management – room B4

9.00 – 11.20	Chairman of the Session: assoc. prof. Milan Droppa, PhD.
9.00 – 9.20	Entrepreneurship in the Eyes of the Young Generation doc. Ing. Ján Papula, PhD.; Zuzana Papulová
9.20 – 9.40	The complexity of offered FM services in the Slovak business environment doc. Ing. Marek Potkány, PhD.
9.40 – 10.00	Improvement of Business Processes – a Research Study in Wood-processing Companies of Slovakia doc. Ing. Andrea Sujová, PhD.
10.00 – 10.20	Coffee break
10.20 – 10.40	The specific proposal of the application and implementation Six Sigma in selected processes of the furniture manufacturing Ing. Ľubica Simanová, PhD.
10.40 – 11.00	Socio-economic characteristics of dissatisfied users of wood-based houses in the Czech Republic Ing. Petra Hlaváčková, Ph.D., Ing. Josef Lenoč, Ph.D.
11.00 – 11.15	Information system for the managing of inventory in the chosen company Ing. Vojtech Demoč, CSc., Ing. Patrik Aláč, PhD.
11.15 – 11.30	Conference closure
11.30 – 12.30	Lunch break
12.30 – 14.30	Excursion: Zvolen Castle – a guide tour

POSTER PRESENTATIONS

Thursday 15th October 2015

1.	Application of dynamic models as a new trend in quality management doc. Ing. Eva Nedeliaková, PhD., Ing. Jana Sekulová
2.	Assessment of the Businesses Performance via their Marketing Orientation doc. Ing. Janka Táborecká-Petrovičová, PhD.; Ing. Simona Šályová
3.	Evaluation quality the freight transport application of methods multi-criteria decision Ing. Martin Ľoch
4.	Vat Impact on the State Budget Expenditures and Incomes prof. Ing. Iveta Hajdúchová, PhD.

VIRTUAL PRESENTATIONS - Thursday 15th October 2015

9.30 – 12.30

Antifragility – new challenge for management
Ing. Jana Makyšová, PhD.

Impact of the business environment on development of innovation in slovak republic
Ing. Ľudmila Fabová, PhD.; Ing. Hana Janáková, PhD.

The success prediction of technological start-up projects in Slovak conditions
Ing. Hana Janáková, PhD.

Proposal of Life Cycle Cost Evaluation of Rotary Cultivators' Tools
Ing. Erika Sujová, PhD.; doc. Ing. Helena Čierna, PhD.; Ing. Richard Hnilica, PhD.

Economic support of the development of agriculture in Slovakia
prof. JUDr. Daniela Nováčková; PhD., Mgr. Lucia Paškrtová, PhD.

What Game Theory and Poker Can Teach Us in Project Management
Ing. Kateřina Hrazdilová Bočková, Ph.D., MBA

Quality Control of Provided Services by Mystery Shopping Method
Ing. Martina Štěrbová; Ing. Hana Maťová, PhD.

Evaluation and Management of Intellectual Capital at Pardubice Airport: Case Study
Ing. Dalibor Gottwald

Comparison of Administrative Difficulties Between European Subsidies and Investment Incentives
Ing. Kristýna Brzáková; Ing. Karolína Přidalová

The impact of the worldwide economic crisis after the year 2008 on the Czech and Slovak food industry
Ing. Marek Vokoun, Ph.D.; Ing. Lukáš Polanecký; doc. PhDr. František Stellner, Ph.D.

Age management as contemporary challenge to Human resources management in Slovak companies
Mgr. Ing. Zuzana Joniaková, PhD.; Ing. Jana Blšťáková, PhD.

Quantitative Modelling in Economics with Advanced Artificial Neural Networks
Lukas Falát, Lucia Pancikova

Evaluation of investment in modern manufacturing equipment using discrete simulation
prof. Ing. František Freiberg, CSc.; Ing. Pavel Scholz

Corporate image profile
Ing. Hana Maťová, PhD.; Ing. Michal Dzian; Ing. Miroslava Triznová, PhD.; Doc. Ing. Hubert Paluš, PhD.

What integrated reporting changed: the case study of early adopters
Ing. Kristýna Havlová

Evaluation of financial performance of enterprises in IT sector
Ing. Eva Malichová

Practical importance of CSR in cross-sector cooperation
Mgr. Karol Čarnogurský, PhD.; Ing. Anna Diačiková; PhD., Ing. Michal L'ach

Transformation of ergonomic program into the IMS as a new trend in enterprise management
Ing. Petra Marková, PhD.

13.30 – 17.30

Green Marketing as a Tool Influencing Consumers' Behaviour in the 21st Century
prof. RNDr. Iveta Marková, PhD.; Ján Zelený, Janka Jaďuďová; Ivan Murin

The Tax Effects of the Family Business Succession
Ing. Eva Vincencová, Ph.D.; Ing. Monika Hodinková, Ph.D.; doc. Ing. Roman Horák, CSc.

Application of the principle of prudence in the accounting of Slovak businesses through the creation of adjusting entries for receivables
doc. Ing. Alžbeta Suhányiová, PhD.; doc. Ing. Ladislav Suhányi, PhD.; Ing. Martina Mokrišová, PhD.; Ing. Jarmila Horváthová, CSc.

Unethical leadership: Current theoretical trends and conceptualization
doc. Mgr. Anna Lašáková, PhD.; prof. PhDr. Anna Remišová, CSc.

Approach to risk management decision in the small business doc. Ing. Renáta Myšková, Ph.D.; Ing. Veronika Doupalová
Costs Efficiency Evaluation using Life Cycle Costing as Strategic method Ing. Markéta Špičková; doc. Ing. Renáta Myšková, Ph.D.
Risks Associated with the Human Resources Management in Transport Companies Ing. Iveta Oborilová; doc. Ing. Renáta Myšková, Ph.D., prof. Ing. Vlastimil Melichar, CSc.
Selection of key performance indicators of chosen industry and their application in formation of Creditworthy model Ing. Jarmila Horváthová, CSc.; Ing. Martina Mokrišová, PhD.; doc. Ing. Alžbeta Suhányiová, PhD.; doc. Ing. Ladislav Suhányi, PhD.
Specifics of the Entrepreneurial Activities of Slovaks: Evidences Based on GEM research doc. Ing. Anna Pilková, PhD., MBA; RNDr. Zuzana Kovačičová, PhD.
Enterprise Performance and Workforce Performance Measurements in Industrial Enterprises in Slovakia Ing. Zdenka Gyurák Babel'ová, PhD., Ing. Marta Kučerová, PhD.
Knowledge management in public administration institutions PhDr. Jaroslava Bučková
Leadership and corporate culture as the normative influence of top management on employee's Katarzyna Szczepańska-Woszczyzna, PhD.
Responsible leadership contribution to Human Resource Management - A study of CSR-HR Interface Katarzyna Szczepańska-Woszczyzna, PhD.
IFRS 4 – "New" measurement model of liabilities doc. Ing. Jiřina Bokšová, Ph.D.
Financial Statements of Companies in the Czech Republic doc. Ing. Jiřina Bokšová, Ph.D., Ing. Monika Randáková, Ph.D., Ing. Josef Horák, Ph.D.
Management challenges in the context of a complex view - SMEs perspective Małgorzata Okręglicka, Ph.D.; Iwona Gorzeń-Mitka, Ph.D.; Assoc. Prof. Claudia Ogorean, Ph.D.
Agency costs in small and medium wood industry enterprises with full operating cycle and cash levels doc. Mgr. Grzegorz Michalski PhD.
Relation between cash levels and inside debt in small and medium wood industry enterprises with full operating cycle doc. Mgr. Grzegorz Michalski PhD.
Slovak business environment in the context of the situation on the labour market doc. PhDr. Paulína Stachová, PhD.; Mgr. Petra Milošovičová, PhD.
Customer Window Quadrant as a Tool for Tracking Customer Satisfaction on the Furniture Market Ing. Ján Parobek, PhD.; Ing. Erika Loučanová, PhD.; Ing. Martina Kalamárová, PhD.; Dr.h.c. prof. Ing. Mikuláš Šupín, CSc.; doc. Ing. Katarína Repková, PhD.
Standard of living as a factor of countries' competitiveness Mgr. Peter Madzík, PhD.
Modeling of process work motivation in hotels prof. Ing. Milota Vetráková, PhD., Ing. Ľudmila Mazuchová
The application of economically active women in the sectors of Czech Republic national economy between the years 2000 and 2012 Ing. Hana Stojanová, PhD. a Mgr. Veronika Blašková, PhD.
How to improve strategic planning of municipal organizations in Czech Republic? doc. Ing. Petr Řehoř, Ph.D.

VIRTUAL PRESENTATIONS - Friday 16th October 2015

8.30 – 12.30

Corporate Social Responsibility and Perception of Environmental Pillar in the Selected Set of the Slovak Enterprises

prof. Ing. Iveta Ubrežiová, CSc., Ing. Alexandra Malejčíková, PhD., Ing. Jana Kozáková, PhD.

The Quality as a Competitive Factor of the Destination

Ing. Šárka Stojarová, Ph.D., doc. Ing. Ida Vajčnerová, Ph.D., doc. Ing. Kateřina Ryglová, Ph.D.

Social skills as an important pillar of managerial success

PaedDr. Tímea Šeben Zatková, PhD.; PhDr. Miroslav Poláček, PhD.

Application of Neural Network Models in Modelling Economic Time Series with Non-constant Volatility

Lukáš Falát, Zuzana Staniková, Beata Holková, Tatiana Potkanová

Impact of Brand on Consumer Behavior

Ing. Henrieta Hrablík Chovanová, PhD.; Ing. Dagmar Babčanová, PhD.

Perception of environmental product labelling by Slovak consumers

Ing. Renáta Miklenčíčová, PhD.

The economic impact of floods and their importance in different regions of the world with emphasis on Europe

Ing. Svetlana Dobrovičová, Ing. Radovan Dobrovič, doc. Ing. Ján Dobrovič, PhD.

Impact of multiculturalism on the industrial enterprises management

Ing. Jaroslava Ďurišová

Marketing Communication in Eco-innovation Process

prof. Ing. Anna Zaušková, PhD.; Ing. Zuzana Bezáková, PhD.; Mgr. Lukáš Grib

The use of accounting information system for the management of business costs

Ing. Oľga Poniščiaková, PhD.; Ing. Emese Tokarčíková, PhD.

New paradigm of profound knowledges in Slovak SMEs

Ing. Denisa Malá, PhD.

The analysis of selected values characterising economic condition of polish furniture producer - Forte SA

Justyna Biernacka; Mariana Sedliačiková

How Slovak Wood-Processing Enterprises Measure and Evaluate Performance of Processes in Quality Management

prof. Ing. Iveta Hajdúchová, PhD.

Humility and Self-Esteem as Key Aspects of Leadership

Bc. Martina Křivánková; Ing. Pavel Žiaran Ph.D.; Ing. Jiří Duda, Ph.D.

Evaluation of a Timber Market in Slovakia

Ing. Miloš Gejdoš, PhD.

Construction Costs Analysis and its importance for the economy

Ing. Renata Stasiak-Betlejewska, PhD.; doc. Ing. Marek Potkány, PhD.

The Effects of the Enterprise Investments Audit

doc. Ing. Josef Drábek, CSc.; Ing. Martina Merková, PhD.

The Use of Statistical Quality Control Tools to Quality Improving in the Furniture Business

Ing. Ľubica Simanová; Ing. Pavol Gejdoš, PhD.

Influence of the Economic Crisis in 2008 on the Performance of Companies in Wood-processing Industry

doc. Ing. Andrea Sujová, PhD.

Use of investment controlling and its impact into business performance

Ing. Martina Merková, PhD.

Losses in the amount of produced and sold timber

Ing. Petra Hlaváčková Ph.D.; Ing. Dalibor Šafařík, Ph.D.

Use of risk analysis in investment measurement and management

Ing. Martina Merková, PhD., doc. Ing. Josef Drábek, CSc.

**The conference Business Economics and Management 2015 (BEM 2015)
is organized by:
Drevársky Kongres Zvolen and Department of Business Economics**

