

*International Scientific Conference:  
Economics, Management, Finance and Social  
Attributes of Economic Systems  
(EMFSA 2017)*

*Conference program*

*Wednesday, 5.7.2017*

16:00 - 19:30 *Plenary Session, Hotel Park Plaza Histria Pula*  
19:30 - 22:00 *Gala Dinner, Park Plaza Histria Pula*

*Thursday, 6.7.2017*

9:00 - 13:30 *Section: Finance, Park Plaza Histria Pula*  
14:00 - 18:50 *Section: Social Attributes of Economic System, Park Plaza Histria Pula*

*Friday, 7.7.2016*

9:00 - 13:00 *Section: Economics, Park Plaza Histria Pula*  
17:00 - 19:00 *Discussion Forum: How to Successfully Publish at Scopus and Thomson Reuters? Park Plaza Histria Pula*  
*Discussants:*  
Dr. Adam P. Balzercak, Editor in Chief, *Oeconomia Copernicana Equilibrium*  
assoc. prof. Dr. Yuriy Bilan, Editor in Chief, *Economics & Sociology, Journal of International Studies*  
Prof. Dr. Romualdas Ginevičius, Editor in Chief, *Journal of Business Economics and Management*  
Prof. dr. sc. Marinko Škare, Editor in Chief, *Economic Research*

*Saturday, 8.7.2017*

9:00 - 13:00 *Section: Management and Marketing, Park Plaza Histria Pula*  
15:00 - 19:00 *Special section of EFMSA, Park Plaza Histria Pula*

*Sunday, 9.7.2017*

10:00 – 12:00 *Discussion Forum: Possibilities for Cooperation in Science and Research, Park Plaza Histria Pula*

*Discussants:*

Prof. Ing. Jaroslav Belás, PhD.  
Ing. Aleksandr Ključnikov, *Pan-European University in Bratislava*  
Dr. Kornélia Lazányi, *Obuda University Budapest, Hungary*  
Dr. Adam P. Balcerzak, *Nicolaus Copernicus University in Torun, Poland*  
assoc. prof. Dr. Yuriy Bilan, *University of Szczecin*  
Prof. Ing. Tomáš Klieštík, *University of Žilina, Slovakia*

5.7.2017: **PLENARY SESSION: 16.00 – 19.30** Hotel Park Plaza Histria

16:00 – 16:15	Yuriy Bilan Jaroslav Belás	<i>Opening of the conference</i>
16:15 – 16:30	Aleksandr Ključnikov Pan-European University Bratislava	<i>Credit Standards and Factors Affecting Their Strictness in the Segment of SMEs in Slovakia</i>
16:30 – 16:45	René Wokoun The College of Regional Development in Prague	<i>Strategic Planning in Two Border Regions in the Czech Republic – Comparison of Project Impact in Zlín and South Bohemia Regions</i>
16:45 – 17:00	Roman Mentlík University of Finance and Administration	<i>Risks Associated with the Choise of Exchange Rate Regime with Involving the Czech Koruna into ERM II</i>
17:00 – 17:15	Alžbeta Kiráľová University College of Business Prague	<i>Local Gastronomy as a Prerequisite of Food Tourism Development in the Czech Republic</i>
17:15 – 17:30	Mária Mišánková University of Zilina	<i>Management of Financial Risks in Slovak Enterprises Using Regression Analysis</i>
17:30 – 18:00	<i>Coffee break</i>	
18:00 – 18:15	Luboš Smrčka University of Economics Prague	<i>The Relationship between GDP per Inhabitant and the Quality of Insolvency Proceedings (An Analysis on the Basis of Surveying Five Groups of Countries)</i>
18:15 – 18:30	Zoltán Rozsa School of Economics and Management in Public Administration in Bratislava	<i>Does Bank Ownership Affect Relationship Lending: A Developing Country Perspective</i>
18:30 – 18:45	Adam P. Balcerzak Nicolaus Copernicus University Toruń	<i>Application of Taxonomic Measure of Development TMD in Structural Equation Modeling (SEM). Empirical Investigaton of Sustainability at Regional Level in Poland</i>
18:45 – 19:00	Dáša Koraušová EKORDA, s.r.o. Bratislava	<i>Changes in the Tax Systems in the Region of Central and Eastern Europe</i>
19:00 – 19:30	<i>Final discussion</i>	

6.7.2017: **FINANCE**: 9:00 – 13:30 Hotel Park Plaza Histria

(presentation may last up to 15 minutes, discussant has 5 minutes to discuss the article)

Chief of the Section: Prof. Dr. Jaroslav Belás, Dr. Eva Cipovová

No.	Time	Last name, name	Topic of the article	Discussant
1.	9:00 – 9:20	Michal Bezvoda	<i>Implied Rating Based on CDS Spreads as a Measure of Credit Risk</i>	Anton Korauš
2.	9:20 – 9:40	Ján Dobrovič	<i>Sustainable Development Activities Aimed at Combating Tax Evasion in Slovakia</i>	Michal Bezvoda
3.	9:40 – 10:00	Pavol Kráľ	<i>Comprehensive Assessment of Selected Indicators of Financial Analysis in the Context of Failing Companies</i>	Renáta Myšková
4.	10:00 – 10:20	Eva Cipovová	<i>Valuation of Intangible Assets According to Czech Accounting Standards and IFRS in the Context of Explanatory Power of Financial Statements</i>	Ján Dobrovič
	10:20 – 10:50	<i>Coffee break</i>		
5.	10:50 – 11:10	Ján Dobrovič	<i>Activity Management of the Action Plan for a Sustainable Fight Against Tax Frauds and Tax Evasions of the SR in Comparison with EU</i>	Eva Cipovová
6.	11:10 – 11:30	Anton Korauš	<i>The Safety Risks Related to Bank Cards and Cyber Attacks</i>	Jaroslav Belás
7.	11:30 – 11:50	Renáta Myšková	<i>A Comprehensive Assessment of Firm Financial Performance Using Financial Ratios and Linguistic Analysis of Annual Reports</i>	Pavol Kráľ
8.	11:50 – 12:10	Ladislav Tyll	<i>The Impact of Economic Sanctions on Russian Economy and the RUB/USD Exchange Rate Respectively</i>	Martin Dujčák
9.	12:10 – 12:30	Herbert Strunz	<i>Efficiency of Insurance Companies: Application of DEA and Tobit Analysis</i>	Eva Koišová
10.	12:30 – 12:50	Eva Koišová	<i>SMEs Financing as an Important Factor of Business Environment in Slovak Republic Regions</i>	Herbert Strunz
11.	12:50 – 13:10	Martin Dujčák	<i>Determinants of Successful Loan Application on Peer-to-Peer Lending Market</i>	Ladislav Tyll
	13:10 – 13:30	<i>Final discussion</i>		

6.7.2017: **SOCIAL ATTRIBUTES OF ECONOMIC SYSTEM: 14:00 – 18:50 Hotel Park**  
 Plaza Histria

Chief of the Section: assoc. prof. Dr. Yuriy Bilan, assoc. prof. Dr. Rastislav Rajnoha

No.	Time	Last name, name	Topic of the article	Discussant
1.	14:00 – 14:20	Sergej Vojtovič	<i>Personnel Management in the Times of Economic Fluctuation</i>	Renáta Machová
2.	14:20 – 14:40	Renáta Machová	<i>The Management and Motivation of Human Resources in a Selected Multinational Corporation</i>	Rastislav Rajnoha
3.	14:40 – 15:00	Rastislav Rajnoha	<i>Sustainable Information Business Processes and Their Impact on The Entrepreneurship Performance: from ERP to Business Intelligence</i>	Sergej Vojtovič
4.	15:00 – 15:20	Győző Attila Szilágyi	<i>Exploration of Knowledge Sharing Networks Using Social Network Analysis Methods</i>	Kornélia Lazányi
	15:20 – 15:40	<i>Coffee break</i>		
5.	15:40 – 16:00	Jana M. Šafránková	<i>Managing People in the Age of Millennials and Post-Millennials</i>	Győző Attila Szilágyi
6.	16:00 – 16:20	Kornélia Lazányi	<i>Comparison of Trust and Social Relations of Students in Russian and Hungarian Higher Education</i>	Jana M. Šafránková
7.	16:20 – 16:40	Yuriy Bilan	<i>Social Entrepreneurship: Terms and Macroeconomic Consequences of Development</i>	Kornélia Lazányi
8.	16:40 – 17:00	Christian Ayikwa Johan W de Jager	<i>Relevancy for Corporates to Engage in the Fight Against HIV/AIDS in Kinshasa Social</i>	Yuriy Bilan
9.	17:00 – 17:20	Mónika Fodor	<i>What does it take to have a successful career through the eyes of generation Z - based on the results of a primary qualitative research</i>	Sergej Vojtovič
10.	17:20 – 17:40	<i>Ágnes Csizsárik-Kocsír</i>	<i>Characterization of the different consumer groups based on the evaluation of money</i>	Yuriy Bilan
11.	17:40 – 18:00	Silvia Tóbiás Kosár	<i>Creativity in Practise in the Context of Applied Management Methods and Tools</i>	Rastislav Rajnoha
12.	18:00 – 18:20	Monika Šimonová	<i>Creativity in Practise in the Context of Applied Management Methods and Tools</i>	Yuriy Bilan
	18:20 – 18.50	<i>Final discussion</i>		

7.7.2017: **ECONOMICS**: 9:00 – 13:00 Hotel Park Plaza Hstria

Chief of the Section: Dr. Ludmila Kozubíková

No.	Time	Last name, name	Topic of the article	Discussant
1.	9.00 – 9:20	Marcel Kordoš	<i>Innovation Policy of SMEs in Slovakia in the Context of European Union Innovation Policy</i>	Ludmila Nagyová
2.	9:20 – 9:40	Naděžda Petrů	<i>Family Entrepreneurship in the Czech Republic on the Verge of the First Generation Handover</i>	Serhiy Moroz
3.	9:40 – 10:00	Enikő Korcsmáros	<i>Factors Affecting the Business Environment of SMEs in Nitra Region, Slovakia</i>	Ludmila Kozubíková
4.	10:00 – 10:20	Ludmila Kozubíková	<i>Important Characteristics of an Entrepreneur in Relation to Risk – Taking</i>	Marcel Kordoš
	10:20 – 10:50	<i>Coffee break</i>		
5.	10:50 – 11:10	Ludmila Nagyová	<i>Analysis of Price and Income Relations in Customer Demand for Milk and Dairy Products in the Slovak Republic</i>	Enikő Korcsmáros
6.	11:10 – 11:30	Serhiy Moroz	<i>The Effect of Selected Economic Indicators on Export of Goods of Regions of Ukraine</i>	Naděžda Petrů
7.	11:30 – 11:50	<i>Peter Sika</i>	<i>Interrelationship of Migration and Housing in Slovakia</i>	Martin Čepel
8.	11:50 – 12:10	Kristína Kočíšová	<i>A Slack-Based Measure of Agricultural Efficiency in European Union Countries</i>	Peter Sika
9.	12:10 – 12:30	Martin Čepel	<i>Carbon Allowance Price Dynamics as a Sign of the EU Emissions Trading System (EU ETS) Primary Function Failure</i>	Kristína Kočíšová
	12:30 – 13:00	<i>Final discussion</i>		

8.7.2017: **MANAGEMENT AND MARKETING:** 9:00 – 13.00 Hotel Park Plaza Histria

Chief of the Section: Prof. Dr. Tomáš Kliešтик, Ing. Ján Dvorský

No.	Time	Last name, name	Topic of the article	Discussant
1.	9:00 – 9:20	Ján Dvorský	<i>The Comparison of Perception of Advantages and Disadvantages of Entrepreneurship and Their Impact on Propensity of Students for Entrepreneurship</i>	Tomáš Kliešтик
2.	9:20 – 9:40	Andrea Kubelaková	<i>Customer Satisfaction: The Impact of Products Quality and Services on the Brand and Corporate Image</i>	Jana Klieštiková
3.	9:40 – 10:00	Erika Seres Huszárik	<i>Client Groups in the Early Stage of the Lifecycle of Business Relationships on the Advertising Market</i>	Alžbeta Kiráľová
4.	10:00 – 10:20	Katarína Janošková	<i>Analysis of the Impact of Selected Determinants on the Brand Value</i>	Andrea Kubelaková
	10:20 – 10:50	<i>Coffee break</i>		
5.	10:50 – 11:10	Jana Klieštiková	<i>Branding with Understanding: How National Profile of Consumer Influences Brand Value Perception</i>	Erika Seres Huszárik
6.	11:10 – 11:30	Justyna Tanas	<i>The Impact of Noise on the Values of Apartments</i>	Ján Dvorský
7.	11:30 – 11:50	Radoslaw Trojanek	<i>Housing and the Business Cycle – the Case of Poland</i>	Tomáš Kliešтик
8.	11:50 – 12:10	Monika Sobeková Majková	<i>Credit Risk Perception Monitoring of Slovak SMEs through Assessment of the Impact of Age and Size of the Company</i>	Miroslav Plevný
9.	12:10 – 12:30	Miroslav Plevný	<i>Influence of the Fare Funding Type on Public Transport Demand – Case of Pilsen</i>	Monika Sobeková Majková
	12:30 – 13:00	<i>Final discussion</i>		

8.7.2016: **SPECIAL SESSION OF EFMSA: 15.00 – 19.00 Hotel Park Plaza Histria**

Chief of the Section: Prof. Dr. Jaroslav Belás

No.	Time	Last name, name	Topic of the article	Discussant
1.	15:00 – 15:20	<i>Martina Klierová</i>	<i>One Stop Government – Strategy of Public Services for Citizens and Business in Slovakia</i>	Beata Gavurová
2.	15:20 – 15:40	Artjom Saia	<i>Financial Variables Influencing the Performance of Refined Crude Oil Products in the North-West European Cargo Markets</i>	Jakub Sopko
3.	15:40 – 16:00	Jakub Sopko	<i>More Cards and Terminals - A Guarantee of Higher Efficiency? A Case of European Union Banking</i>	Artjom Saia
4.	16:00 – 16:20	Beata Gavurová	<i>Relative Efficiency of Government Expenditure on Secondary Education</i>	Gabriela Sopková
	<i>16:20 – 16:40</i>	<i>Coffee break</i>		
5.	16:40 – 17:00	Pavla Břečková	<i>SMEs' Innovation Approach in the Czech Republic</i>	Jaroslav Belás
6.	17:00 – 17:20	Eva Grmanová	<i>Efficiency of Banks by Dea Models: Case of Slovakia</i>	Pavla Břečková
7.	17:20 – 17:40	Gabriela Sopková	<i>The Influence of SME Owners' Education on Perception of Business Environment in the Czech Republic</i>	Eva Grmanová
8.	17:40 – 18:00	Anna Kotásková	<i>Sluggish Post-Crisis Growth: The Secular Stagnation Hypothesis in the Euro Area</i>	Adam P. Balcerzak
9.	18:00 – 18:20	Pavel Krpálek	<i>Entrepreneurship in Relation to Modern Educational Concepts</i>	Mária Hudáková
10.	18:20 – 18:40	Mária Hudáková	<i>The Market Risk Analysis and Methodology of its More Effective Management in SMEs in the Slovak Republic</i>	Pavel Krpálek
	<i>18:40 – 19:00</i>	<i>Final discussion</i>		