



CONFERENCE PROGRAMME

TUESDAY 3th OCTOBER 2017

18:30 – 20:00	Registration of participants
18:30 – 20:00	Dinner

WEDNESDAY 4th OCTOBER 2017

08:00 – 10:00	Registration of participants
10:00 – 10:15	Conference opening
10:15 – 12:00	Plenary session
12:00 – 13:00	Lunch
13:00 – 15:30	Paper sessions
15:30 – 16:00	Coffee break
16:00 – 18:00	Paper sessions
19:00	Social evening

THURSDAY 5th OCTOBER 2017

09:00 – 12:00	Paper sessions
12:00 – 13:00	Lunch
13:00 – 16:00	Paper sessions

Registration of participants will be in the lobby of the Hotel APHRODITE PALACE****, Rajecke Teplice.

Paper sessions will take place in three conference rooms in the Hotel APHRODITE PALACE****, Rajecke Teplice:

1. KABARET – Ground floor
2. BLUE – 1st floor
3. GREEN – 2nd floor

Social evening will be in the main restaurant of the Hotel APHRODITE PALACE****, Rajecke Teplice, as well as lunch and dinner during the conference.



CONFERENCE PROGRAMME

WEDNESDAY 4th OCTOBER 2017

Meeting room: **KABARET**

<i>Chairman:</i>	KLIESTIK Tomas	University of Zilina, Slovak Republic
	COREJOVA Tatiana	University of Zilina, Slovak Republic
	KRIZANOVA Anna	University of Zilina, Slovak Republic
	KOS Barbara	University of Economics in Katowice, Poland
	HRICOVSKY Marius	DLA PIPER WEISS-TESSBACH Rechtsanwälte GmbH, Slovak Republic

10:00 – 12:00

Conference opening

Plenary session

VEVERE VELGA

Reporting University Social
Responsibility and Univeristy
Global Competitiveness

VOCHOZKA MAREK

Production Costs Modelling via
Artificial Intelligence

GERASIMENKO VALENTINA V.

MOLCHANOVA OLGA P.

Customisation of Business
Education in Condition of Global
Learning Space: Russian
Experience

SWADZBA STANISLAW

The Differences in the Level of
Globalization and its Changes in
the World

12:00 – 13:00

Lunch



SESSION 1

WEDNESDAY 4TH OCTOBER 2017

Meeting room: **KABARET**

Official language: *English*

13:00 – 15:30 *Paper sessions*

<i>Chairman:</i>	MUSA Hussam	Matej Bel University, Slovak Republic
	VOCHOZKA Marek	The Institute of Technology and Business in Ceske Budejovice, Czech Republic
	VEVERE Velga	The University College of Economics and Culture, Latvia

Presentation:

NAGY VIKTOR	Inconsistent Choices In Human Decisions
LUKASIK ZBIGNIEW KOZYRA JACEK KUSMINSKA-FIJALKOWSKA ALDONA OLSZAŃSKA SYLWIA	The Development Of Demand Side Response Services Applied To The European Markets Of Electricity
LININA IVETA VEVERE VELGA ZVIRGZDINA ROSITA	Evaluation Of Customer Relationship Management Formation In The Retail Trade Enterprises In The Baltic States
REICHER REGINA ZSUZSANNA	Hungarian Millennials' Online Behavior During The Looking For A Job
REPSA INARA ZVIRGZDINA ROSITA	Real Estate And Globalization: Modern Tendencies, Possibilities And Obstacles
PEREZ-GONZALEZ A. BEATRIZ SANCHEZ-TORREJON BEGONA VARGAS VERGARA MONTSERRAT	Changes In The Familiar Formative Configurations: Young People In The Global Society
VARADI AGNES	Access To Justice In The Globalizing World
KALLAS ELINA	Entrepreneurship Patriotism: The Case Of Estonians And Russian-Speaking Minority In Estonia
GAVRILA MIHAELA PEREZ-GONZALEZ A. BEATRIZ	The New University Teacher And The Challenges Of Global World. Among Solidarity, Education To In The Complexity And Digital Skills
PASIECZNY JACEK	Sources Of Organizational Dysfunctions



15:30 – 16:00

Coffee break

16:00 – 18:00

Paper sessions

Chairman:

GERASIMENKO Valentina V. Lomonosov State University,
Russia

MOLCHANOVA Olga P. Lomonosov State University,
Russia

KOLNHOFER-DERECSKEI Anita Obuda University, Hungary

Presentation:

IMPPOLA JORMA

Sustainability And Logistics Challenges Of Modern
Globalization, Case Finland

BALCERZAK ADAM P.

BIALEK JACEK

ROSZKO-WOJTOWICZ ELZBIETA

Spatial Differentiation Of Environmental Sustainability
In Poland

GLADYSHEVA IRINA

VETROVA ELENA

Model Of Innovative Development Of Russian
Industrial Enterprises In Conditions Of Globalization
And Restrictions Of Resources

PIETRZAK MICHAL BERNARD

GAJDOS ARTUR

ARENDT LUKASZ

Assessment Of Socio-Economic Development In Poland
In The Years 2010-2015

CZECH KATARZYNA

FRONCZEK MALGORZATA

The Significance Of Fdi For Measuring The Degree Of
Globalization Of The National Economies Of The
Visegrad Group Countries In Comparison With The Eu-
28

KOS-LABEDOWICZ JOANNA

Comprehensive European Union's Ict Policy As A
Means To Achieve Competitiveness In The Global
Economy

KIREENKOVA ANAIT

VETROVA ELENA

International Trends And Opportunities Of Development
Of Small Enterprises Of Polymer Industry

FRONCZEK MALGORZATA

CZECH KATARZYNA

Export Ratio As The Indicator Of Globalization From
The Perspective Of Measuring Trade In Value Added

19:00

Social evening



SESSION 2

WEDNESDAY 4TH OCTOBER 2017

Meeting room: **BLUE**

Official language: *English, Slovak, Czech*

13:00 – 15:30 *Paper sessions*

Chairman: CHOVANCOVA Bozena University of Economics in Bratislava,
Slovak Republic
NOVAK Jaromir Palacky University, Olomouc, Czech
Republic
MUSOVA Zdenka Matej Bel University, Slovak Republic

Presentation:

BALAZ PETER BRONCEK JURAJ KRALOVICOVA MICHAELA	Is The "One Belt One Road" (Obor) Project A Long-Term Risk Or A New Opportunity For The Eu's Geostrategic Interests In A Globalized World Economy?
BOTLIK JOSEF BOTLIKOVA MILENA	The Sixth Wave Of Globalization As A Factor Of Supporting The Financing Of Extremism
KUCHTA MARTIN RUZICKA TOMAS	Benchmarking Of Globally Accessible Mhealth Applications.
GAVUROVA BEATA	Possibilities To Monitor And Quantify The Impact Of Economic Globalization On Population Health Through Avoidable And Amenable Mortality
PAWLICZEK ADAM JILKOVA EVA	Cause And Effect Relations Between An International Migration And Labour Market Indicators – Average Income, Labour Productivity, And Social Security
GRODA BORIVOJ STEHEL VOJTECH	What Is The Optimal Indebtedness Of An Industrial Enterprise?
BIKAR MILOS VAVROVA KATARINA	Are Global Financial Market Influenced By Behavioral Effects?
HASKOVA SIMONA	The Analysis Of Variability Of Unemployment In European Economies After The 2008 Global Crisis
BOTLIKOVA MILENA BOTLIK JOSEF	European Poverty As One Of The Underlying Global Problems
HASPROVA MARIA ZAK STEFAN	Consumer Behavior In Context Of Global Trends In The Mobile Health Market



15:30 – 16:00

Coffee break

16:00 – 18:00

Paper sessions

Chairman:

BALAZ Peter

University of Economics in Bratislava,
Slovak Republic

RIEVAJOVA Eva

University of Economics in Bratislava,
Slovak Republic

LANCARIC Drahoslav

Slovak University of Agriculture in Nitra,
Slovak Republic

Presentation:

CHOVANCOVA BOZENA
SLOBODNIK PATRIK

Country Risk On Global Stock Market

KAPUTA VLADISLAV
MATOVA HANA

Green Preferences Of Generation Y

SAVOV RADOVAN
LANCARIC DRAHOSLAV
KOZAKOVA JANA

Factors Influencing Talent Identification And Recruitment In
Global Enterprises

SALGOVICOVA JARMILA
KLINCEKOVA SILVIA

The Impact Of Tourism On Globalization

LIZBETIN JAN
BARTUSKA LADISLAV

Options For Reducing Negative Consequences Of
Globalization Processes On Static Traffic In Cities

MACHOVA VERONIKA
SULER PETR

The Influence Of Value Added And Economical Value
Added In The Construction Industry

AGARWAL SWADHA
LANCARIC DRAHOSLAV
POKRIVCAK JAN

Socio-Economic Impacts Of Knowledge Management On
Automotive Industry In Slovakia

BLISAK LUBOSLAV
SALGOVICOVA JARMILA

Process Approach In Marketing Communication Strategy
With Regard To Global Corporate Social Responsibility

KOPKAS PETER

New Approaches In Company Innovation Management And
Its Application In Slovakia

19:00

Social evening



SESSION 3

WEDNESDAY 4TH OCTOBER 2017

Meeting room: **GREEN**

Official language: *English, Slovak, Czech*

13:00 – 15:30 *Paper sessions*

Chairman:	HES Ales	University of Finance and Administration, Prague, Czech Republic
	ZAUSKOVA Anna	University of Sc. Cyril and Methodius, Slovak Republic
	KUSA Alena	University of Sc. Cyril and Methodius, Slovak Republic

Presentation:

SULIKOVA ROZALIA STRAZOVSKA LUBOMIRA	Corporate Social Responsibility And Ethical Decision Making In Global Environment
KUSA ALENA PIATROV IGOR	Global Marketing Trends In The Context Of Selected Generations
NOVACKOVA DANIELA	Guiding Principles Of The G20 For Investment Policymaking In The Global Arena'S Players
EICHLER MICHAL SALKOVA DANIELA HES ALES	Evaluation The Supply Of Gluten-Free Food In Czech And Foreign E-Shops In Surrounding Of Their Global Distribution
DVORAKOVA LISKOVA ZUZANA DVORAK PETR KLUFOVA RENATA	Globalization And Socio-Economic Conditions Of Employment Of Women In The Visegrad Group Countries
REGNEROVA OLGA REGNEROVA MARTA	Globalization-Natural Capital-Production-Consumption-Wastage
LENARTOVA GIZELA	The Impact Of Globalization On International Taxation In The World And Eu
ZAUSKOVA ANNA GRIB LUKAS	Globalisation And Its Impact On Use Of Modern Marketing Tools In Eco-Innovation Processes
VARVAZOVSKA PAVLA JARKOVSKA MARTINA	Influence Of Globalisation And Localisation In The Field Of Lifelong Learning



ZIDOVA NIKOLA
ADAMOVA MARKETKA
KRNINSKA RUZENA

Stress Management At Workplace

15:30 – 16:00 *Coffee break*

16:00 – 18:00 *Paper sessions*

Chairman: LENARTOVA Gizela University of Economics in Bratislava,
Slovak Republic
REZNAKOVA Maria Brno University of Technology, Czech
Republic
TOTH Marian Slovak University of Agriculture in Nitra,
Slovak Republic

Presentation:

SALKOVA DANIELA Availability Of Foodstuffs Intended For Special
EICHLER MICHAL Nutrition With Focus On Gluten-Free Products As A
Part Of Global Health Situation

SYNAK FRANTISEK The Impact Of Driving Resistances Of A Vehicle On
RIEVAJ VLADIMIR Global Pollution

MORESOVA MARIA The Social-Economic Importance Of Family
SEDLIACIKOVA MARIANA Businesses In The Process Of Globalization

TOMOVA ANNA Clustering European Air Navigation Service Providers:
SKULTETY FILIP Is Fragmentation Really An Issue?
KIRSCHNEROVA IVANA

REZNAKOVA MARIA Factors Affecting Business Performance In The Open
STRNADOVA MICHALA Economy

NOVAK JAROMIR Connection Of Management, Economy, Security,
Power And Globalization

MADUDOVA EMILIA The Global Fashion Value Chain
MAJERCAKOVA MARGITA

ADAMOVA MARKETKA The Importance Of Soft Skills In Human Resource
SUSTER FILIP Management
ZIDOVA NIKOLA
KRNINSKA RUZENA

KOVARNIK JAROSLAV Selected Topics Of Foreign Trade In The Czech
HAMPLOVA EVA Republic And In Slovakia

19:00 *Social evening*



SESSION 1

THURSDAY 5TH OCTOBER 2017

Meeting room: **KABARET**

Official language: *English*

9:00 – 12:00 *Paper sessions*

Chairman: CENIGA Pavel University of Zilina, Slovak Republic
 BALCERZAK Adam Nicolaus Copernicus University, Poland
 SWADZBA Stanislaw University of Economics in Katowice,
 Poland

Presentation:

KORNASZEWSKI MIECZYSLAW, PNIENSKI ROMAN	Global Costs Of Railway Automation Devices Exploitation And Maintaining
WOJCIECHOWSKI JERZY	European Electricity Clearing Systems
RODIONOVA IRINA A., SHUVALOVA OLGA V., SAKHARCHUK NATALIA S.	The Impact Of Globalization On The Development Of Alternative Energy In Russia
LYAKINA MARIA, VOLKOVA ELENA, TRETAK VLADIMIR	The Global Tendencies Of Transport Systems Development In Agglomerations
NOWAKOWSKI WALDEMAR, CISZEWSKI TOMASZ, LUKASIK ZBIGNIEW	The Human As The Weakest Link In Ensuring Technical Safety
OLCZYKOWSKI ZBIGNIEW	Global Responsibility For The Quality Of Electricity
MELNIKOV YURY B., ONOKHINA ELENA A., SHITIKOV SERGEY A.	Algebraic Approach To Reforming The Activities Of The Tax Authority In The Context Of Globalization
VALANTIEJUS GEDIMINAS KATUOKA SAULIUS	The International Trade Between The Eu And India Under The Conditions Of Globalization: A Case Study Of Practical Regulatory Problems In The Eu And Individual Member States
JERZY WOJCIECHOWSKI, ZBIGNIEW OLCZYKOWSKI, ZBIGNIEW LUKASIK	Actions Of Poland For The Unification Of Electricity Sector In Europe
KOZMA TIMEA	Corporate Competitiveness And Its Supply Chain Management Aspects



University of Zilina
Faculty of Operation and Economics of Transport and Communications



LUKASIK ZBIGNIEW, KUSMINSKA-
FIJALKOWSKA ALDONA, KOZYRA
JACEK, OLSZAŃSKA SYLWIA

Analysis Of Revenues And Costs Of A Transport
Company Operating In The European Union

PNIEWSKI ROMAN, KORNASZEWSKI
MIECZYSLAW

Global Safety Of Traffic Control Systems In
Anthropotechnical Aspects

CISZEWSKI TOMASZ
NOWAKOWSKI WALDEMAR

Life-Cycle Cost Analysis For Rail Control Systems

12:00

Lunch



SESSION 2

THURSDAY 5TH OCTOBER 2017

Meeting room: **BLUE**

Official language: *English, Slovak, Czech*

9:00 – 12:00 *Paper sessions*

Chairman:	GAVUROVA Beata	Technical University of Kosice, Slovak Republic
	HASKOVA Simona	The Institute of Technology and Business in Ceske Budejovice, Czech Republic
	NOVACKOVA Daniela	Comenius University, Bratislava, Slovak Republic

Presentation:

CEBAKOVA ANDREA PUTNOVA ANNA	Innovation Potential In Small And Medium Companies In The Czech Republic In The Segment Of Civil Engineering Industry
SUHANSKI ADELA-STEFANKA LANCARIC DRAHOSLAV SAVOV RADOVAN	Determinants Of Planning In The Slovak Enterprises In Globalization Era
KNEZACKOVA RADKA	Criminality Of Foreigners In The Context Of Globalization And Integration
SOVIAR JAKUB HOLUBCIK MARTIN VODAK JOSEF	Electromobility As A Global Market Trend
PETERKOVA JANA	Economic Paradiplomacy - Forms And Features Of Cooperation With The State Administration
TOMCIKOVA LUBA SVETOZAROVOVA NELLA	Roles, Responsibilities And Skills Of Global Managers In An International Work Environment
PELLESOVA PAVLINA	The Globalization Impact On The Tourism Market In The Czech Republic
STOPKA ONDREJ CHOVANCOVA MARIA JERABEK KAREL KLAPITA VLADIMIR KAMPF RUDOLF	Application Of The Activity-Based Costing Method For Management Of Overhead Costs Within International Railway Transportation
KLEMENTOVA JARMILA	Globalization Trends In The Enterprise Management With An Emphasis On The Socio- Economic Factors



HAKALOVA JANA
PALOCHOVA MARCELA
PSENKOVA YVETTA

Globalization Trends In Financial Accounting
And Taxation Of Business Entities In Compliance
With The Implementation Of Eu Directives And
Upcoming Recodification Of Tax Legislation In
The Czech Republic

FLEISCHMANN LUBOS

International Comparison Of Ratio Of
Government Debt To Gross Domestic Product
Over Time

POSPISIL RICHARD
OANCEA BOGDAN
DRAGOESCU RALUCA

The Current Sustainability Of Local Budgets In
The Czech Republic

12:00 – 13:00

Lunch

13:00 – 16:00

Paper sessions

Chairman:

KRAL Pavol

University of Zilina, Slovak Republic

MILOSOVICOVA Petra

Comenius University, Bratislava, Slovak
Republic

VODAK Josef

University of Zilina, Slovak Republic

Presentation:

STEFANKOVA STANISLAVA

Valuation Of Intangible Assets: Estimating The
Value Of Patent

SOLTES VIKTOR
STOFKO STANISLAV

Selected Aspects Of Quality Of Life During The
Process Of Globalization

MILOSOVICOVA PETRA

The Intercultural Education At Faculty Of
Management Of Comenius University In
Bratislava

VARMUS MICHAL
KUBINA MILAN
KOMAN GABRIEL

The Impact Of Globalization On The Sports
Industry And The Management Of Sports
Organizations

PSENKOVA YVETTA
PALOCHOVA MARCELA
HAKALOVA JANA

Tax Burden Of Employment Income In The
Selected Countries Of The European Union In
The Context Of Globalization And Harmonization

NOVAKOVA MICHAELA

Globalization And Its Impact On Changes In
Volunteering

POLACKOVA HANA

The Effects Of Globalisation On The Economic
Development Of Slovakia From The 20's of The
20th Century To The Present And Its
Manifestations In The Structure Of Employment



PONGRACZ EVA

The Effects Of Globalisation On Slovak Labour
Market - Opportunities And Problems

ZEITHAMER TOMAS R.
POSPISIL JIRI

Stationary Fields Of Retail Gravitation In
Mechanisms Of Globalization Relating To The
Sun-Earth Relations

NOVAK SEDLACKOVA ALENA
NOVAK ANDREJ

Approach To The Economic Regulation Of
Airports In The Territory Of Eu With Emphasis
On Central Europe

ROSTASOVA MARIA
ROVNANOVA ALEXANDRA
VALICA MAREK

Globalization Trends In Use Of Virtual Value
Chain In Selected Companies

GUCIK MARIAN
MARCIS MATUS

Changes In Tourism Demand Of The Visegrad
Group Inhabitans In The Condition Of
Globalization



SESSION 3

THURSDAY 5TH OCTOBER 2017

Meeting room: **GREEN**

Official language: *English, Slovak, Czech*

9:00 – 12:00 *Paper sessions*

Chairman:	SULIKOVA Rozalia	Comenius University in Bratislava, Slovak Republic
	SEDLIACIKOVA Marianna	Technical University in Zvolen, Slovak Republic
	ZEMANOVICOVA Daniela	Comenius University in Bratislava, Slovak Republic

Presentation:

RIEVAJOVA EVA PRIVARA ANDREJ	Migration Of Qualified Workers In The Context Of Creating Knowledge-Based Economies
SIMONOVA STANISLAVA FOLTANOVA NIKOLA	Systematic Approach For The Lessons Learned Sharing
SOROKOVA TATIANA PETRIKOVA DANIELA	The Power Of The Mark In The Palne Of The Global Value Chain
KOSTKOVA MIROSLAVA	Competitiveness Of The Region's Tourist Attractiveness As A Tool Of Globalization
KOMARKOVA JITKA KWAME SAFORO SAMUEL	Sustainable Development Of Selected Eu Countries In Age Of Globalisation – A Case Study
KOTLEBOVA JANA	Euro Area And Japan – Different Markets, Similar Unconventional Monetary Measures, Same Dilema
KRNINSKA RUZENA ADAMOVA MARKETA ZIDOVA NIKOLA	Corporate Culture As A Motivating Factor
ARENDAS PETER	Investing In Global Financial Markets, Utilizing The Halloween Effect: The Case Of The Exchange Traded Funds



KOPACKOVA HANA
LIBALOVA PETRA

The Rise Of Smart Cities – Result Of Global Problems Or Technology Challenge?

PICHOVA SIMONA

Determination Of The Value Of Public Library Services In A Globalized Society

SIMO-SVRCEK SAMUEL
PALUS HUBERT
PAROBEK JAN
SUPIN MIKULAS

The Importance Of Utilisation Of Wood As A Renewable Material In The Context Of The Green Economy

POLACKOVA HANA

The Effects Of Globalisation On The Economic Development Of Slovakia From The 20's of The 20th Century To The Present And Its Manifestations In The Structure Of Employment

12:00 – 13:00

Lunch

13:00 – 16:00

Paper sessions

Chairman:

DRULAKOVA Radka

University of Economics, Prague, Czech Republic

PASKRTOVA Lucia

Comenius University, Bratislava, Slovak Republic

VARMUS Michal

University of Zilina, Slovak Republic

Presentation:

ZEMANOVA STEPANKA
DRULAKOVA RADKA

Global Reporting Initiative And Its Impacts In V4 Countries: Making Business More Sustainable?

ZEMANOVICOVA DANIELA
VASAKOVA LIVIA

Corruption As A Global Problem

WEFERSOVA JARMILA

German Labour Market In Times Of Globalization And The Future Of The Welfare

KUREKOVA LUCIE
HEJDUKOVA PAVLINA

Interregional Migration And Globalization: The Empirical Study In Selected Countries Eu

PASKRTOVA LUCIA

Economic And Trade Agreement Between The Eu And Canada In Globalised World

NOVY MILOS

Macroeconomic And Microeconomic Implications Of Globalization And Public Choice Theory

BARTEKOVA MARIA
SLAHOR LUDOMIR

Impact Of Globalization On The State Financial Aid Scheme For Students Of Higher Education Institutions: The Case Of Slovakia



University of Zilina
Faculty of Operation and Economics of Transport and Communications



HEJDUKOVA PAVLINA
KUREKOVA LUCIE

KOSICIAROVA INGRIDA
NAGYOVA LUDMILA
SEDLIAKOVA MARTINA

ROLENC JAN MARTIN

Migration Of Nurses: Serious Global Health
Problem

The Use Of Online Marketing In The Practice Of
Selected Chocolate Company

How Globalised Are We? Comparison Of
Globalisation In The Czech Republic, Slovakia
And Sweden



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