



# **ECONOMIC COMPETITIVENESS AND SUSTAINABILITY**

## **Conference Programme**

**26<sup>th</sup> International Conference  
March 21<sup>st</sup>-22<sup>nd</sup>, 2024**

- **MENDELU**
- **Faculty**
- **of Business**
- **and Economics**

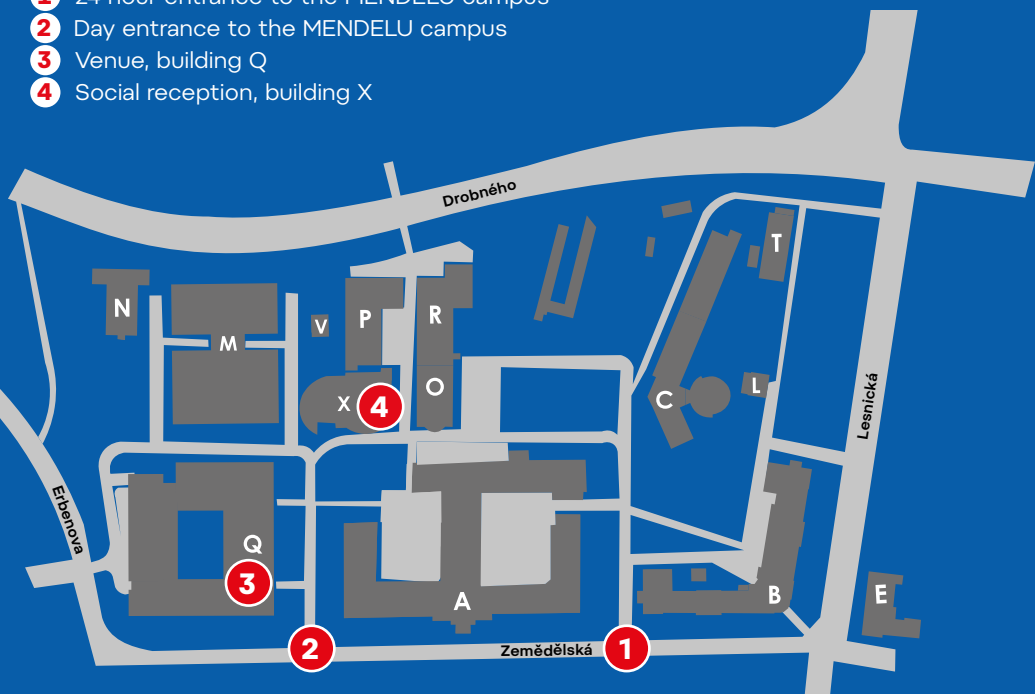
## TRADITIONAL VENUE

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Campus of Mendel University in Brno,  
Faculty of Business and Economics,  
Zemědělská 1, Brno  
Czech Republic

### MENDELU Campus Plan

- 1 24 hour entrance to the MENDELU campus
- 2 Day entrance to the MENDELU campus
- 3 Venue, building Q
- 4 Social reception, building X



Wi-fi: mendelu-host  
Login: **ecos2024**  
PASSWORD: **ecos2024**

**Cloakroom: THU 9:00-17:30, FRI 9:00-14:30**

## CONFERENCE PROGRAMME

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### THURSDAY, 21<sup>st</sup> MARCH 2024

**09:00–10:00** **Registration of Participants** *Foyer of building Q, Welcome refreshment*

**10:00–12:00** **Plenary Session** *Room Q02, Building Q*

- **Welcoming Remarks** **Svatopluk Kapounek**,  
Dean, Faculty of Business and Economics
- **Best Paper Competition awarding ceremony** supervised  
by **Petr David**, Vice-Dean for Science and Doctoral studies
- **Keynote Speakers**  
**Jarko Fidrmuc** "Economic and Institutional Implications  
of Populism in CEECs"  
**Daniel Münich** "Scientific Publication Performance in  
Post-communist Countries: Still Lagging far Behind"
- **Best Paper Presentations**
  - Junior Category
  - Senior Category

**12:00–13:00** **Lunch** *Foyer of Building Q*

**13:00–15:00** **Parallel Conference Sessions I.** *see session programme*

**15:00–15:30** **Coffee Break** *Foyer of Building Q*

**15:30–17:30** **Parallel Conference Session II.** *see session programme*

**18:00–22:00** **Social Evening** *Foyer of Building X.*  
Dinner. Traditional dulcimer music and social programme.

### FRIDAY, 22<sup>nd</sup> MARCH 2024

**08:30–09:00** **Morning Coffee** *Foyer of Building Q*

**09:00–11:00** **Parallel Conference Session III.** *see session programme*

**11:00–12:00** **Lunch** *Foyer of Building Q*

**12:00–14:00** **Parallel Conference Session IV.** *see session programme*

## KEYNOTE SPEAKERS

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**Jarko Fidrmuc**, Professor at the Zeppelin University, Chair of International & Digital Economics, Friedrichshafen

Prof. Dr. Jarko Fidrmuc is a professor of international and digital economics at the Zeppelin University Friedrichshafen, Germany. He received his PhD degree in economics at the University of Vienna in 1999. He is also affiliated as a research fellow at the Mendel University Brno, CESifo Munich, and the Institute of East and Southeast European Studies (IOS). He worked previously also for Oesterreichische Nationalbank, University of Munich, and Institute of Advanced Studies in Vienna. His research concentrates on international macroeconomics and finance, digitalization and globalization.



**Daniel Münich**, Professor of Professional Practice, CERGE – EI, Praha

Daniel Münich is a Professor of Professional Practice at CERGE-EI, a joint academic workplace of CERGE at the Charles University and Economics Institute (EI) of the Czech Academy of Sciences. He serves as executive director of an academic think-tank [IDEA at CERGE-EI](#) focusing on applied and policy and oriented empirical research. On top of his teaching and research in the areas of education, labour markets and R&D assessment, he has served as an advisor to various national and international institutions. He participated in numerous expert teams preparing national reforms and strategies in the areas of education, employment, and taxes & benefits. Since January 2022 he serves in the Council of Advisor to the Prime Minister of the Czech Republic and since June 2022 is a member of the National Economic Council of the Government. More details here [www.cerge-ei.cz/people/daniel-munich](http://www.cerge-ei.cz/people/daniel-munich)

**SESSION I-A:****Enterprise Information Systems and Technologies I**Chair of the session: **František Dařena**Room: **Q16, 1<sup>st</sup> floor of Building Q****Radim Farana:** *The Usability of Algorithms from Graph Theory in the Field of Multicriteria Analysis* (discussant: Jan Saro)**Pavel Turčinek and Vojtěch Krejsa:** *Digitization of the Methodology for Assessing the Sustainability of Plant Production Systems* (discussant: Jan Přichystal)**Jan Saro, Luděk Stádník and Helena Brožová:** *Decision Support System Using Scoring Dairy Disease for Proactive Improvement of Herd Health* (discussant: Radim Farana)**Michaela Veselá and Oldřich Trenz:** *Survey of Large Language Models on the Text Generation Task* (discussant: Jana Dannhoferová)**Jan Přichystal and Roman Valovič:** *Analytical Platform* (discussant: Pavel Turčinek)**Jana Dannhoferová and Petr Jedlička** **Protect Yourself from AI Hallucinations:** *Causes and Solutions* (discussant: Michaela Veselá)**SESSION I-B:****Enterprise Information Systems and Technologies II**Chair of the session: **Jaromír Landa**Room: **Q14, 1<sup>st</sup> floor of Building Q****Katarína Kovalčíková, Zuzana Špendel and Ivana Rábová:** *Modernizing Business Processes via Open-Source Integration* (discussant: Ashish Bakshi)**Ashish Bakshi, Andreas Kotulla, Oldřich Faldík and Oldřich Trenz:** *Open-Source Compliance: A Tactical Approach* (discussant: Katarína Kovalčíková)**Miroslav Jaroš, Jiří Podivín, Petr Pernes and Oldřich Trenz:** *Use of Annotated Image Data for Fruit Diversity Analysis* (discussant: Jaromír Landa)**Jan Strnad and Jaromír Landa:** *Mobile Augmented Reality Object Detection Application* (discussant: Miroslav Jaroš)**Tomáš Šmerda and Andrej Gono:** *AR Manuals Using Object Recognition on Mobile Devices* (discussant: Michal Mitter)**Michal Mitter, Jaromír Landa, Ivo Pisařovic, David Procházka and Michael Varga:** *3D Geospatial Data Visualization in VR* (discussant: Tomáš Šmerda)

**SESSION I-C:****Economic Policy I**

Chair of the session: **Radek Náplava**

Room: **Q15, 1<sup>st</sup> floor of Building Q**

**Jarko Fidrmuc and Steven Yamarik:** *Is Public Capital Productive? New Evidence from American States* (discussant: Marek Litzman)

**Adam Marton and Gábor Kutasi:** *Guns or Butter: Cluster Analysis of EU Welfare Effects Caused by the Russian-Ukrainian War* (discussant: Patrik Vaněk)

**Michal Mádr and Luděk Kouba:** *Do Trusting People Vote for Green Parties? Evidence from the European Regions* (discussant: Boris Fišera)

**Aleš Franc, Soňa Kukučková and Marek Litzman:** *Too Far to Go to Work? Examining the Effect of Changes in the Time Taken to Commute on Regional Unemployment* (discussant: Adam Marton)

**Vitor Castro and Boris Fišera:** *Determinants of the Duration of Economic Recoveries: The Role of, Too Much Finance'* (discussant: Michal Mádr)

**Patrik Vaněk, Eleanor Doyle and Luděk Kouba:** *Pacific Rim Titans and Emerging South: Decoding Economic Decision-Making Power Shift in the 21<sup>st</sup> Century* (discussant: Steven Yamarik)

**SESSION II-A:****Enterprise Information Systems and Technologies III**Chair of the session: **František Dařena**Room: **Q16, 1<sup>st</sup> floor of Building Q****Ankit Tripathi, Arpit Tripathi, Oldřich Trenz and Pawan Kumar Mishra:***Comparative Analysis of Selected Time Series Forecasting Approaches for Indian Markets* (discussant: Michal Dufek)**Jan Horáček and Jiří Rybička:** *Smart Occupancy Detector for Model Railroad* (discussant: Petr Pernes)**Petr Pernes, Miroslav Jaroš, Jiří Podivín and Oldřich Trenz:** *Microcontrollers Suitable for Artificial Intelligence* (discussant: Jan Horáček)**Michal Dufek and Jiří Štastný:** *Swarm PPO: Multi-Agent Optimal Control* (discussant: Ankit Tripathi)**Martin Záklasník, Veronika Konečná, Oldřich Faldík and Oldřich Trenz:** *Enhancing Micro-Credentials with Blockchain* (discussant: Andrej Gono)**Andrej Gono:** *Secure Access to IoT Devices Using Blockchain* (discussant: Jiří Balej)**Andrej Juríčka and Jiří Balej:** *Adaptive Datacenter Monitoring Based on the LoRaWaN Network Infrastructure* (discussant: Martin Záklasník)**Jiří Balej and Tomáš Sochor:** *Performance Comparison of HTTP/3 Server Implementations* (discussant: Andrej Juríčka)**SESSION II-B:****Digital Transformation and Sustainability**Chair of the session: **Eva Šerá**Room: **Q14, 1<sup>st</sup> floor of Building Q****Yifan Tu:** *Revolutionizing Fashion Sustainability: the Role of Social Media in Advancing Sustainable Value Chain Innovations* (discussant: Gert Manning)**Dominique Futterer and Anna-Maria Wassermann:** *Role of Digital Maturity and Customer Profiling: Potentials for Lead Generation – a Study in Oil and Gas Industry* (discussant: Thomas Laudal)**Gert Manning, Hana Stojanová and Wolfram SOPHA:** *Human Resource Competencies in the Automotive Industry 4.0 – Results of a Systematic Literature Review* (discussant: Nadia Mtchedlidze)**Thomas Laudal:** *Measuring the Dominance of Public Goods* (discussant: Yifan Tu)**Nadia Mtchedlidze:** *Artificial Intelligence in Georgia: Emerging Challenges and Opportunities* (discussant: Dominique Futterer)

**SESSION II-C:****Economic Policy II**

Chair of the session: **Radek Náplava**

Room: **Q15, 1<sup>st</sup> floor of Building Q**

**Andelka Stojanović, Isidora Milošević and Sanela Arsić How:** *Does a Country's Level of Economic Development Influence Digital Advancement? Evidence from European Countries* (discussant: Pavlína Komosná)

**Vivien Czezelí, Jarko Fidrmuc and Gábor Kutasi:** *Regional Favouritism: Testing the Hungarian Manufacturing Firms* (discussant: Ondřej Rolník)

**Pavlína Komosná and Ladislava Issever Grochová:** *The Contribution of the Creative Industries to the Economic Growth* (discussant: Tomáš Pavlíček)

**Ondřej Rolník:** *The Impact of Current Socio-Economic Trends on Political Polarisation in the Regions of European Union* (discussant: Piotr Podsiadlo)

**Piotr Podsiadlo:** *On the Nature of the Economic Crisis – a View from Four Years Perspective from the COVID-19 Pandemic Announcement* (discussant: Vivien Czezelí)

**Tomáš Pavlíček:** *The Drop in Working Hours During the Pandemic in the Czech Republic and Austria* (discussant: Andelka Stojanović)



## SESSION III-A:

**Finance I**Chair of the session: **Aleš Maršál**Room: **Q14, 1<sup>st</sup> floor of Building Q**

**Martin Černek, Svatopluk Kapounek and Alexandra Matulová:** *Reassessing the Effect of CSR Activities on the Firm Performance* (discussant: Xinyi Yuan)

**Xinyi Yuan:** *CSR Disclosure's Influence on Listed Companies' Loan Access in China* (discussant: Svatopluk Kapounek)

**Jan Hanousek, Jan Hanousek, Anastasiya Shamshur and Jared Williams:** *Capital Structure and Risk Distribution in European Business Groups* (discussant: Anna Warchlewska)

**Anna Warchlewska:** *Rethinking Consumers' Behavior Models. A Financial Behaviour Perspective* (discussant: Nikola Sobotková)

**Nikola Sobotková:** *A Literature Review of Business Performance Measurement* (discussant: Jan Hanousek)

## SESSION III-B:

**Marketing and Management**Chair of the session: **Marek Záboj**Room: **Q16, 1<sup>st</sup> floor of Building Q**

**Nataliia Parkhomenko:** *Competitive Positioning of Agricultural Enterprises* (discussant: Torsten Huschbeck)

**Michal Beňo, Jan Kříž, Dagmar Cagáňová and Zuzana Cagáňová:** *Nature of Internal Communication Among E-Workers, Case Study* (discussant: Lothar Huschbeck)

**Katarína Bírová and Patrik Rovný:** *Foreign Trade of Wine and Fresh Grapes in the Visegrad Countries* (discussant: Nataliia Parkhomenko)

**Julian Hoesen:** *Influence of Product Price on Consumer Perceptions of the Authenticity of Sustainability Labels* (discussant: Zuzana Cagáňová)

**Lukas Baulig and Torsten Huschbeck:** *Health Management in the Workplace – an Empirical Study on Health Risks* (discussant: Katarína Bírová)

**Torsten Huschbeck, Lothar Huschbeck and Jürgen Weltermann:** *Public Authorities and Risk Management – an Empirical Study on Risk Management by the Police* (discussant: Julian Hoesen)

**SESSION III-C:****Economic Policy - Public Finance**

Chair of the session: **Soňa Kukučková**

Room: **Q13, 1<sup>st</sup> floor of Building Q**

**Jakub Borowski, Jarko Fidrmuc and Krystian Jaworski:** *Convergence, Inequality and Inflation Synchronization* (discussant: Marek Litzman)

**Soňa Kukučková, Marek Litzman and Eduard Bakoš:** *Democratic Governance in Action: Exploring the Influence of Participatory Budgeting on Voter Engagement Across Various Elections.* (discussant: Mária Murray Svidroňová)

**Mária Murray Svidroňová and Nikoleta Jakuš Muthová:** *Behavioural Experiments in Public Sector* (discussant: Soňa Kukučková)

**Iva Hasíková:** *Different Insight into the VAT Gap Using MIMIC Model* (discussant: Marek Litzman)

**Jitka Matějková:** *Assessing Public Works Procurement in the Czech Republic's Over-Limit Regime: Survey Results and Recommendations for Contracting Authorities* (discussant: Eduard Bakoš)

## SESSION IV-A:

**Finance II**Chair of the session: **Aleš Maršál**Room: **Q14, 1<sup>st</sup> floor of Building Q**

**Peter Albrecht, David Maňoušek and Daniel Pastorek:** *Riding the Waves of Crypto Sentiment: Examining the Dynamics Between Returns and Sentiment in the Cryptocurrency Market* (discussant: Jolana Stejskalová)

**Peter Albrecht and Evžen Kočenda:** *Event-Driven Changes in Return Connectedness Among Cryptocurrencies* (discussant: Klára Plecítá)

**Stephen Ferris, Jan Hanousek Jr., Jan Hanousek and Jolana Stejskalová:** *Unmasking an Unseen Influence: Uniformed Retail Investors and Their Capital Market Effects* (discussant: Peter Albrecht)

**Klára Plecítá:** *Purchasing Power Parity in the Euro Area: Time Series Evidence* (discussant: Daniel Pastorek)

## SESSION IV-B:

**Strategies in Business Economics**Chair of the session: **Marcel Ševela**Room: **Q13, 1<sup>st</sup> floor of Building Q**

**Luca Leib:** *Influence of Project Frequency and Organization of Resources on Project Performance* (discussant: Maximilian Liepert)

**Maximilian Liepert:** *A Meta-Analysis on Private Equity Technology-Drive Value Creation* (discussant: Robert Piotr Dombek)

**Robert Piotr Dombek:** *Modelling Company Pension Schemes More Efficiently. What Germany Can Still Learn in an International Context?* (discussant: Jan Vavřina)

**Jan Vavřina and Lubor Lacina:** *The Challenge of Self-Sufficiency in Pork Meat Production: Past Evidence of Microfinance Data in Selected EU Member Countries for Future Economic Sustainability* (discussant: Luca Leib)

## SESSION IV-C:

### Sustainability

Chair of the session: **Jana Turčínková**

Room: **Q16, 1<sup>st</sup> floor of Building Q**

**Florian Horky and Jarko Fidrmuc:** *Financial Development and Renewable Energy Adoption in EU and ASEAN Countries* (discussant: Aleksandra Nocoň)

**Aleksandra Nocoň and Anna Pyka:** *ESG Concept Implementation Based on the Polish Banking Sector Experience* (discussant: Florian Horky)

**Ivo Horák, Marek Litzman and Petr Marada:** *Soil Erosion Costs and Benefits of Conservation Grassland: the Case of the Czech Republic* (discussant: Michal Pšurný)

**Kay Mattern:** *Influences of CSR/Sustainability Management on the Development of ISO Certifications of Management System Standards* (discussant: Markéta Matulová)

**Markéta Matulová:** *Construction of a New DEA-Based Circular Economy Index* (discussant: Ivo Horák)

**Michal Pšurný, Stanislav Morký and Jana Stávková:** *Requirements for a Sustainable Consumption Product from the Perspective of the Young Generation Consumer* (discussant: Gianfranco Walsh)

**Gianfranco Walsh, Mario Schaarschmidt and Klaus-Peter Wiedmann:** *Making Food Packaging More Sustainable by Putting the Consumer into the Driver's Seat?* (discussant: Kay Mattern)

Tour in Villa Tugendhat → [www.tugendhat.eu/en/](http://www.tugendhat.eu/en/)



FOTO: SMB, Židlický

Architectural purity, interconnection of interior and exterior, timeless technical equipment, noble and exotic materials and, above all, a high level of preservation – these are the main attributes that led to Villa Tugendhat being inscribed on the UNESCO World Heritage List in 2001.

**Friday 22. 3. 2024, 14:00–15:30 Extended Tour**  
**meeting point for the tour will be at 13:40**  
**at the gate in front of the Q building**

A 90-minute guided tour of Villa Tugendhat, which will introduce the entire building to you including the technical facilities. There is, of course, information about the context of the villa's creation and its history up to the present day. The ticket also includes access to the garden and exhibition rooms.

## CONFERENCE OUTPUTS

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Conference participants will have the opportunity to send their papers presented at the conference for publishing in one of these journals:



### →IJAR

[www.ijdar.org/aims-and-scope](http://www.ijdar.org/aims-and-scope)

(ISSN 1433-2833 Print, ISSN 1433-2825 Online),  
indexed in Scopus, DOAJ, EBSCO Publishing,  
CrossRef



### →EJOBSAT

<https://www.ejobsat.cz/>

(ISSN 2336-6494 Print, ISSN 2694-7161 Online)  
indexed in Scopus, RePEc, DOAJ

Only the high-quality papers successfully passing  
a review process will be considered for publishing.

## Scientific Conference Board

- **František Dařena** (Mendel University in Brno, Czech Republic)
- **Petr David** (Mendel University in Brno, Czech Republic)
- **Jan Hanousek** (Mendel University in Brno, Czech Republic)
- **Svatopluk Kapounek** (Mendel University in Brno, Czech Republic)
- **Zuzana Kučerová** (Mendel University in Brno, Czech Republic)
- **Soňa Kukučková** (Mendel University in Brno, Czech Republic)
- **Aleš Maršál** (Mendel University in Brno, Czech Republic)
- **Radek Náplava** (Mendel University in Brno, Czech Republic)
- **Jolana Stejskalová** (Mendel University in Brno, Czech Republic)
- **Eva Šerá** (Mendel University in Brno, Czech Republic)
- **Marcel Ševela** (Mendel University in Brno, Czech Republic)
- **Jana Turčínková** (Mendel University in Brno, Czech Republic)
- **Marek Záboj** (Mendel University in Brno, Czech Republic)

## Organisation Board (Mendel University in Brno, Czech Republic)

- **Petr David**
- **Hana Vránová**
- **Barbora Šiklová**
- **Andrea Prudilová**
- **Silvie Trávníčková**

**CALL FOR  
PAPERS:**



# **Economic Competitiveness and Sustainability**

**MARCH 27<sup>th</sup>—28<sup>th</sup>, 2025**

**VENUE:** Campus of Mendel University in Brno,  
Zemědělská 1, Brno, Czech Republic

**LANGUAGE:** English

● MENDELU  
● Faculty  
● of Business  
● and Economics