

**Faculty of Business and Economics
of Mendel University in Brno**



European Scientific Conference of Ph.D. Students

PEFnet 2011

1.12. – 2.12.

Programme



Thursday, 1st December 2011

18:30 – 22:00 **WELCOME RECEPTION** University Canteen (Building O)

Friday, 2nd December 2011

8:00 – 9:00 **REGISTRATION** Foyer, Building Q, Ground floor

9:00 – 10:20 **PLENARY SESSION** Plenary Room Q02, Building Q, Ground floor
Moderator: *doc. Ing. Svatopluk Kapounek, Ph.D.*

- *Prof. Ing. Jana Stávková, CSc.: Welcoming Remarks*
- *PhDr. Michael Muench: „Marketing as management philosophy for non-profit organizations“*
- *Ing. Katarína Zemková: „Ex post analysis of convergence trends of the GDP per capita PPP of selected European countries“*
- *Ing. Dita Dlabolová: „Possibilities of Adaptive Testing Methods in Education“*

10:30 – 13:20 **CONFERENCE SESSIONS** Boardroom according to the selected session

13:30 – 14:20 **LUNCH** University Canteen (Building O)

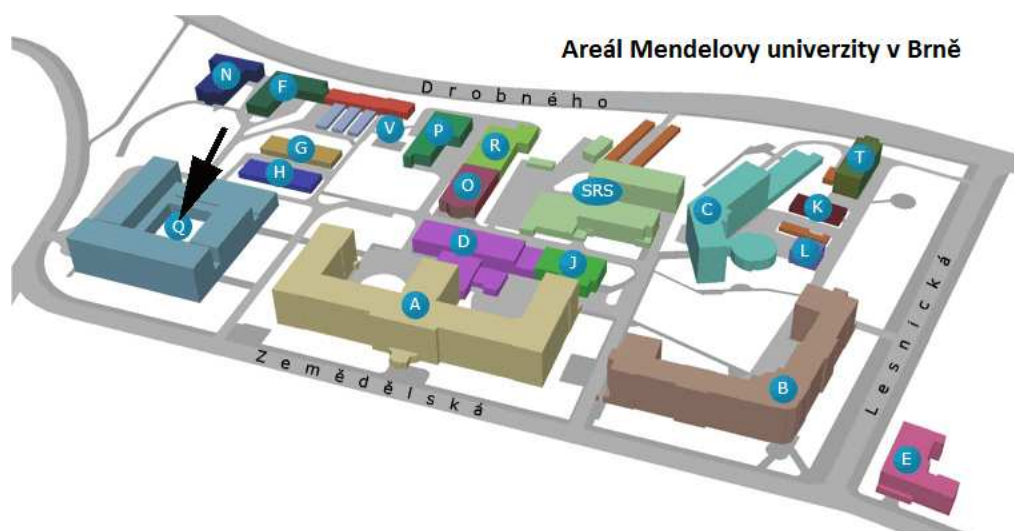
14:30-16:30 **CONFERENCE SESSIONS** Boardroom according to the selected session

Place:

Mendel University in Brno

Faculty of Business and Economics

Zemědělská 1, Brno, Building Q



Programme of Conference Sessions in Detail

2. December 2011

Management Department of Management, board room, 4-th floor, right side

Track director: Doc. PhDr. Ivo Rolný, Ph.D.

Time	Author	Paper title
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10:20	Sedliaková	Leadership theories in human resources of management
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10:35	Kmeť	Key Indicators of Successful Mergers & Acquisitions
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10:50	Bízík	Substance and action in SECI model – creation of spirals
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11:05	Čulíková	Energy production management of renewable resources
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11:20	Špačková	Type of innovative activities as the one of...
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11:35	Peťo	Supply Chains – From History to Current Complexity
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11:50	Stehlíková	Main factors for evaluation employees of company...
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12:05	Rak	Internal communication of the selected enterprise in...
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12:30	Horáček	The position of pension funds in the Czech republic
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13:30		Lunch
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Marketing

Department of Marketing and Trade, board room,
2-nd floor, right side

Track Director:

Ing. Šárka Stojarová, Ph.D. / Ing. Jana Turčínková, Ph.D.

Time	Authors	Paper title
10:20	Muench	Marketing as management philosophy for non-profit organizations
10:35	Ubrežiová, Horská	Perception and Approach towards Corporate Social Responsibility in SMEs: Case Study of Slovak and Czech Republic
10:50	Štetka	Social media in marketing and its effectiveness
11:05	Filová	Online reference groups: market maven and opinion leadership measurement
11:20	Procházková Z., Procházková L.	Income situation of agriculture households and causes of their inequality
11:35	Skálová	Changes in consumer behavior in selected EU countries
11:50	Mrkosová	The offer of adrenaline activities in the tourism market in the Czech Republic
12:05	Dokoupilova	Branding as a Part of Marketing Strategy and Relation to Customers' Satisfaction in the Market of Services
13:30		Lunch



Business Economics Department of Accounting and Taxes,
& Accounting board room, 2-nd floor, left side

Track Director: Ing. Jan Vavřina, Ph.D./ doc. Ing. Petr David, Ph.D.

Time	Author	Paper title
10:20	Kútna	Impact of the repayment of the excess period and VAT rates on the financial flows of the agricultural companies
10:40	Zořák	Tax Administration in Austria
11:00	Pinková, Kamínková	Theoretical and Practical Aspects of Corporate Life Cycle
11:20	Růžičková	Historical Perspectives on the Term Value in the context of Primary Company Objective
11:40	Bartůňková	Would the Implementation of IFRS for SMEs Influence Financial Statements of Czech Businesses?
12:00	Sobotková	CCCTB and specific anti-abuse provisions
12:20	Semerád	Carousel fraud: a proposed solution
13:30		Lunch



Informatics

Department of Informatics, board room, 1-st floor

Track Director:

Ing. František Dařena, Ph.D.

Time	Author	Paper title
11:05	Klegová	Enterprise Content Management and ROI
11:20	Čermák, Procházka	Mobile augmented reality
11:35	Dusíková	Automatic creation of parsers in Desátomat software tool
11:50	Hornáková	ERP system and its use in practice
12:05	Landa, Koubek	3D reconstruction and its use in virtual prototyping
12:20	Landa	Designing user interface for Management Cockpit
12:35	Dlabolová	Possibilities of Adaptive Testing Methods in Education
12:50	Turčínek	Possibilities of support of managerial decisions on the Web platform
13:30		Lunch

Statistics

Department of Statistics and Operational Research, board room,
3-rd floor, right side, room 4.55

Track Director: doc. Ing. Václav Adamec, Ph.D.

Time	Author	Paper title
10:20	Chrenko, Čitáryiová	Human development and the ecological footprint
10:35	Paľkovič	Horizontal price transmission in pork meat markets within central Europe
10:50	Ambrožová	Evaluation of optimization models to support managerial decision making in agriculture
11:05	Koráb	Triangulation of research methods and quantifying semiquantitative data: a practical approach to measuring attitudes"
11:20	Antošová	The various types of heuristics used for the multiple traveling salesman problem
13:30		Lunch



Economics

Department of Economics, board room, 4-th floor, left side

Track Director:

doc. Ing. Pavel Syrovátka, Ph.D. / Ing. Nikola Najman

Time	Author	Paper title
10:20	Zemková	Ex post analysis of convergence trends of the GDP per capita PPP of selected European countries
10:35	Poledníková	The Overall Evaluation of Cohesion in Visegrad Four Countries and Regions
10:50	Beranová	Criticism of Gross Domestic Produkt
11:05	Kafoněk, Hunkes	Reliability of the OECD Composite Leading Indicator
11:20	Svitálková	The most important economical crisis indicators
11:35	Ziaran	Impact of inflation targeting in selected countries, an empirical evidence
11:50	Najman	Loss of own monetary policy: Should the Czech Republic be afraid?
		Cofee break
12:30	Borbélyová	The extension of transitional period on the purchase of agricultural land by foreigners and prices of the agricultural land in the selected countries of the EU
12:55	Prevužňáková	Analysis of cultivation of the sugar beet in Slovakia
13:20	Lajdová	Analysis of dairy sector: the case of Slovakia
		Lunch
14:30	Chytilová	Methodological Note on Experimental Economics
14:45	Veselý	Experimental study of decision-making: End effect in the Prisoner's Dilemma game with known finite end
15:00	Špánik	Analysis of selected factors for demand and other economic indicators for the selected product



Finance & Law

Department of Finance, board room, 3-rd floor, left side

Track Director:

doc. Ing. Svatopluk Kapounek, Ph.D. / doc. JUDr. Ing. Radek Jurčík, Ph.D.

Time	Author	Paper title
10:20	Aepler	Need for Change - the path of retrograde analyzed CFO towards the progressive entrepreneur. The future perspective of the finance department in companies.
10:35	Sendek	Qualitative and quantitative aspects of the eHealth research
10:50	Man	Evaluation of the amendment of the Public Procurement Act according to transparency in ordering procedures
11:05	Grebíková	The effect of changes of Income tax law and Value added tax law on the development of financial leasing in the Czech Republic
11:20	Konečný	Liquidity of the company depending on the corporate- and market life cycle
11:35	Gottwald	Bond Duration and Securing Against Risk of Change in Interest Rate
11:50	Burešová	The Impact of Regulations of Financial Markets
		Coffee break
12:30	Sobotka	Liquidity gap method and its importance in bank liquidity risk measurement
12:55	Oralová	Methodological aspects of the DSGE models and assessment their suitability through Multicriteria Decisional Analysis
13:30		Lunch



Demonstrators Deans office, board room, ground floor

Track Director: Ing. Josef Zrůst, Ph.D.

Time	Author	Paper title
10:20	Havlenová	Analysis of different types of tickets to the Prague Botanic Garden in 2009
10:35	Kabelka, Zídek	Integrace databázových technologií Google do redakčního systému Drupal
10:50	Košiček, Tesař, Dařena	Systém pro podporu logistiky v oblasti dodavatelských řetězců
11:05	Králová	Vliv vybraných faktorů na zadluženost domácností ČR
11:20	Kříž	Innovative city as an essential element of the knowledge economy
11:35	Malo, Podborský	Podpora využití výsledků výzkumu uplatnění e-technologií v podnikovém prostředí
11:50	Mitáček	Zjišťování bodu optima spotřebitele v ordinalistické teorii pomocí absolutního extrému
12:05	Nevídal	Comparison of applications supporting competitive intelligence platform designed for the Web
12:20	Šormová	Problem Solving Tutor
12:35	Šormová	Study Text for the Course of Graph Theory
12:50	Venců	New features in system TeXonWeb
13:05	Záboj	Porovnávání vybraných komerčních systémů na podporu rozhodování
13:30		Lunch
14:30	Zach	Analýza softwarového nástroje pro úpravu sady instrukcí osazovacího stroje firmy Honeywell
14:45	Zámková, Jelínková	The assessment of leisure-time of students with respect to future entry into the labor market
15:00	Zídek	Tvorba video-tutoriálů pro kurzy počítačové grafiky

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All submitted papers were reviewed and published in conference proceedings.

Language of the Conference: English

Organized in cooperation with Czech Association for Case Method Research and Application.

Programme Committee Chair:

Doc. Ing. Pavel Žufan, Ph.D.
Vice-Dean
FBE MENDELU

Conference Organizer:

Bc. Petra Pečinková
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FBE MENDELU

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