

Conference Programme

**21st International Conference
MEKON 2019**

February 7th, 2019
Faculty of Economics, VSB – TU Ostrava



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The plenary session of the conference **starts at 9 am in the room A325** and the parallel sessions begin right after the plenary session at the same floor.

Building A - 3rd floor, Faculty of Economics, VSB-Technical University of Ostrava
Sokolská třída 33, 702 00 Ostrava.

Time schedule

08:00 – 09:00 Registration

09:00 – 10:00 **Plenary session**

Keynote speech: Zuzana Brixiová

Impact of growth on public debt sustainability in Central, Eastern and Southeastern Europe

10:00 – 10:20 Coffee break

10:20 – 11:45 **Parallel sessions**

11:45 – 13:00 Lunch break

13:00 – 14:20 **Parallel sessions**

14:20 – 14:40 Coffee break

14:40 – 15:40 **Best conference papers session**

The meeting for those interested in **the city hall tower visiting will be held at 4 pm in front of the main building A.**

Faculty of Economics, VSB-Technical University of Ostrava

Sokolská třída 33, 702 00 Ostrava

Gala banquet starts at 5 pm in the room E115

Building E - ground floor, Faculty of Economics, VSB-Technical University of Ostrava
Havlíčkovo nábřeží 38, 702 00 Ostrava



Session I: Economics

Room A315

Time	10:20 - 11:45
Honorary chairman:	Associate Professor Aleš Melecký
Guarantee of the session:	Jiří Gregor
Zuzana Čarnogurská <i>Technical University of Košice</i>	High-skilled Labor on the Move: The 'Brain Drain' Phenomenon in Europe
Martin Maděra <i>VSB – Technical University of Ostrava</i>	Stock Value and Currency Exchange Rate Prediction Using an Artificial Neural Network Trained by a Genetic Algorithm
Xiaoshan Feng <i>VSB – Technical University of Ostrava</i>	Credit Risk Management and Financial Performance of Selected Commercial Banks in The Czech Republic
Biwei Guan <i>VSB – Technical University of Ostrava</i>	Efficiency and Evaluation of Insurance Industry Supervision in China
Time	13:00 - 14:20
Honorary chairman:	Professor Jaromír Gottvald
Guarantee of the session:	Emil Adámek
Matěj Šponiar <i>VSB - Technical University of Ostrava</i>	VAR Model as a Tool for Evaluating the Interaction of Fiscal and Monetary Policy in the Czech Republic
Jakub Pavelek <i>VSB - Technical University of Ostrava</i>	An Empirical Verification of Crowding-Out in European Countries
Tereza Powadová <i>VSB – Technical University of Ostrava</i>	The Impact of Fiscal Decentralization on the Economic Growth

Session II: Management

Room A308

Time	10:20 - 11:45
Honorary chairman:	Associate Professor Petra Horváthová
Guarantee of the session:	František Konečný
Xian Wang <i>VSB – Technical University of Ostrava</i>	Research on Evaluation Index System of Enterprise Knowledge Innovation Ability from the Perspective of Knowledge Heterogeneity
Gabriela Poláková <i>VSB – Technical University of Ostrava</i>	The Project Implementation a Performance Reward Strategy Using PERT Method
Barbora Franková <i>VSB – Technical University of Ostrava</i>	Managing Project Using Critical Path Method
František Konečný <i>VSB – Technical University of Ostrava</i>	Comparison of Corporate Social Responsibility Programmes with the ANP Method
Time	13:00 - 14:20
Honorary chairman:	Associate Professor Petra Horváthová
Guarantee of the session:	František Konečný
Patrycja Okraska <i>Lodz University of Technology</i>	Design Thinking as a Tool Used by Students in their Learning Process
Alina Czapla <i>University of Economics in Katowice</i>	Corporate Social Responsibility in the SMEs' Sector in the Context of Networking
Katarína Seifriedová & Jakub Galia <i>VSB – Technical University of Ostrava</i>	The Analysis of Women's Motivation for the Theatre Attendance

Session III: Business Administration

Room A304

Time	10:20 - 11:45
Honorary chairman:	Professor Jan Sucháček
Guarantee of the session:	Jiří Franek
Martina Žwaková <i>VSB – Technical University of Ostrava</i>	The Assessment of Selected Environments Based on Conditions Supporting Development of Digitalization – A Regional Based Approach
Xiaojuan Wu <i>VSB – Technical University of Ostrava</i>	Research on the Implementation of CSR of Listed Companies in Chinese Household Appliance Industry
Mateusz Janas <i>Cracow University of Economic</i>	Internationalization of Small and Medium-Sized European Enterprises as a Determinant of Development
Sasan Barak <i>VSB – Technical University of Ostrava</i>	Deep Learning for Forecasting Model Selection

Session IV: Law and Public Economics

Room A313

Time	10:20 - 11:45
Honorary chairman:	dr Michal Kozieł
Guarantee of the session:	Martina Krügerová
Adrian Bielecki <i>University of Warsaw</i>	Interlocking Directorates under Polish Merger Control System
Csilla Kohlhoffer-Mizser, Sandra Lizzeth Hernández Zelaya, Felix Puimé Guillén & Fernando Enrique Reyes Reina <i>Óbuda University,</i> <i>Pontifical University of Salamanca,</i> <i>University of A Coruña,</i> <i>Salamanca University</i>	What Is the Price of the Conflict? Decisions in the Light of Hungarian and Spanish Alternative Dispute Resolutions
Marta Ostrowska <i>University of Warsaw</i>	Does New Technology Fit Legal Regulations? Insurance Business Perspective
Diana Renata Bożek <i>University of Warsaw</i>	Clients Protection in Insurance Law - Where Are We Heading?
Time	13:00 - 14:20
Honorary chairman:	Associate Professor Iveta Vrabková
Guarantee of the session:	Izabela Ertingerová
Maciej Balcerowski <i>Nicolaus Copernicus University in Toruń</i>	Lloyds Market in the Context of Brexit
Ewa Tamara Szuber-Bednarz <i>The Jacob of Paradies University</i>	The Importance of State Territorial Sovereignty
Izabela Ertingerová <i>VSB - Technical University of Ostrava</i>	Information Asymmetry in Residential Social Services

Session V: Finance

Room A314

Time	10:20 - 11:45
Honorary chairman:	Professor Tomáš Tichý
Guarantee of the session:	Hana Dvořáčková
Adéla Špačková <i>VSB – Technical University of Ostrava</i>	Comparison of Probability Distributions
Filip Lessl <i>VSB – Technical University of Ostrava</i>	Financial Performance of a Company Evaluated on the Basis of Selected Approaches
Maryam Olfati <i>VSB – Technical University of Ostrava</i>	Derivation of Weights in a Multi-Criteria Decision Making Problem Using DEAHP
Hana Dvořáčková <i>VSB – Technical University of Ostrava</i>	Different Points of View on the Disposition Effect in the Experimental Currency Trading
Time	13:00 - 14:20
Honorary chairman:	Professor Tomáš Tichý
Guarantee of the session:	Hana Dvořáčková
Arkadiusz Orzechowski <i>SGH Warsaw School of Economics</i>	Pricing Options in Heston-Like Models via Fourier Transform
Yuan Tian <i>VSB – Technical University of Ostrava</i>	Comparison of Gaussian Copula Extensions for CDO Pricing
Maidiya Bahate <i>VSB – Technical University of Ostrava</i>	Behavior Finance: Bitcoin Price with Internet Searching Trends
Anlan Wang <i>VSB – Technical University of Ostrava</i>	Optimization of Portfolio Composed from Nasdaq 100 Stocks

Session of the Best Conference Papers

Room A325

Time	14:40 – 15:40
Honorary chairman:	Professor Dana Dluhošová
Guarantee of the session:	Ondřej Badura
Hubert Foks & Andrzej Marcinkowski <i>TUL - Lodz University of Technology</i>	Circular Economy Concept from the Perspective of Manufacturing Industry
Yajun Meng <i>VSB - Technical University of Ostrava</i>	Wage Differential Between Female and Male Employee in China
Katarzyna Czerná <i>VSB – Technical University of Ostrava</i>	Evaluation of Innovation Activities Realized by the Selected Size of Enterprises in the Manufacturing Industry