



CONFERENCE PROGRAM

22ND INTERNATIONAL SCIENTIFIC CONFERENCE
HRADEC ECONOMICS DAYS

11–12 APRIL, 2024

HRADEC KRÁLOVÉ
CZECH REPUBLIC





Wrocław University
of Economics



CRACOW
UNIVERSITY
OF ECONOMICS

welcome you at the 22nd Hradec Economic Days conference.

We also thank our partners who co-funded the conference:

EEA Funds 2014-2021
no. EHP-BFNU-OVNKM-4-214-01-2022
UHK bootcamp



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Program overview

11 April, 2024

09:00–10:00 registration and coffee,

10:00–12:00 plenary session,

12:00–13:00 lunch,

13:00–15:00 sessions, UHK bootcamp discussion session,

15:00–15:30 coffee break,

19:00–22:30 evening banquet.

12 April, 2024

08:30–09:00 registration,

09:00–12:00 virtual session,

12:00–13:00 lunch.

The time allocated for an article presentation is ten minutes, the following five minutes are reserved for a discussion. The conference uses Central European summer time. The poster session is available for the whole conference in the entrance corridor between building J and building A. Program changes are reserved.

= Hradec Economic Days =

11 April, 2024

Plenary session

10:00-12:00 at J1 room

Opening speech:

Petra Marešová

Chairman of Hradec Economic Days conference

Josef Hynek

Dean of the Faculty of Informatics and Management at the University of Hradec Králové

Keynote speakers:

Alan Gibbons

Ambassador of Ireland to the Czech Republic

Czechia's 20th Anniversary of EU Accession – A Perspective from Ireland on EU Membership

Magnus Svendsen & Jørgen Sjøvik

Founders of Oslo Analytic

Beyond the Degree: How Oslo Analytic Was Built on the Pillars of Education

Josef Diblík

External CFO and Consultant

Why, when and how to sell a company?

Business Economics

13:00-15:00 at J6 room

chair: Libuše Svobodová

Karel Tomšík, Klára Bartoňová, Jiří Marušiak, Michal Čermák, Vojtěch Blažek, Karel Malec and Mansoor Maitah

Global Trends in Fertilizer Commerce: A Dual Analysis of General and Nitrogen Fertilizer Markets

Peter Marinič

Is Agriculture 4.0 in Czech Republic more real than Industry 4.0? Analysis of selected macroeconomic indicators

Pavel Danihel and Jana Kajanová

The Impact of Pandemic and Energy Crisis on the Financial Performance of Small and Medium-sized Enterprises in European Countries

Lucie Mařanová

Differences between management teaching at universities and the used practice

Lukáš Klarner, Petr Řehoř, Jaroslav Vrchota and Monika Maříková

Factors and Barriers to Change Implementation in Micro, Small, and Medium-Sized Enterprises

Renáta Křečková, Daniela Šálková and Sergei Yekimov

Impact of Selected Macroeconomics Variables on Tourism Demand in Czech Republic

Public Economics and Administration

13:00-14:30 at J3 room

chair: Pavel Bachmann

Diana Bílková

The Impact of the Energy Crisis on the Income from the Work of Employees in Selected Sectors of the Czech Economy

Aranka Bergnerová, Lukáš Moravec, Josef Horák and Jiřina Bokšová

Tax implications of the electromobility development in the Czech Republic 2015 – 2023 within the context of policies EU

Marie Soukupová and Radek Doskočil

Systematic Review of Current Risk Management Methods in Cybersecurity for Healthcare

Eva Daniela Cvik, Jana Hinke and Gabriela Kukalová

The Analysis of Legal Regulations for Establishing and Operating Reuse Centers or Points

Modern Trends in Corporate Administration

13:00-15:00 at J2 room

chair: Václav Zubr

Vladimír Petrík and Michal Kolomazník

Product Governance Regime of MiFID II as the Managerial Application of the PDCA Cycle

Karel Alloh, Michal Čermák, Petra Šánová and Josef Abrhám

Assessing socio-demographic influences on perceptions of the benefits of short-term rentals in the sharing economy: a pilot study

Michal Kuběnka, Irena Honková and David Zejda

E-Invoice Adoption in the Czech Republic (Forms, Exchange Channels, and Formats)

Eva Jaderná and Lukáš Gerhardt

Sustainability in transportation through the eyes of Czech consumers

Jana Kozáková, Renata Skýpalová, Ivan Holúbek, Radovan Savov and Tomáš Jeřábek

From Tradition to Recognition: Exploring pre-1989 CSR in Slovakian Agriculture

David Šimůnek

Assessing Scrum's Contribution to Speed up Change Delivery: A Literature Review

Mathematical Models of Economic Systems

13:00-14:30 at J15 room

chair: Pavel Pražák

Jan Pelikán

DEA with Linear Object Function

Josef Jablonský

Two-stage Serial Data Envelopment Analysis Models: Comparison of Approaches

Jan Vlachý

Obstacles and Solutions to Integrating LCC and LCA

Jiří Černožorský, Stanislav Šafránek and Kamila Štekerová

Game Theory and Agent-Based Models in Epidemiology: Exploration of Strategies with NetLogo

Discussion session

13:00-15:00 at J13 room

chair: Petra Marešová

Petra Marešová, Pavla Matulová

Design Thinking & Value Proposition, SWOT & Pitch

Josef Diblík

Shareholder value and value creation

= Hradec Economic Days =

12 April, 2024

Mixed virtual session

[Click here to join](#)

9:30-12:00 at J15 room

chair: Anna Borkovcová, Michal Zilvar

9:00-9:30 Connection test

Matthias Bender and Lubica Bajzikova

Talent Management: Insights into Recruitment in the SME Environment

Agata Surówka

A quantitative picture of the diversity of technical infrastructure in the catchment areas of airports in Poland

Dechao Liu, Rui Guan, Rong Kang and Nan Li

Carbon Emissions of Chinese Urban Households Driven by Income: 1995-2014

Tianjiao Zhang, Junli Liu, Mengfan Duan, Rui Guan and Rong Kang

The Carbon Reduction Effect of Green Finance: Based on the Evaluation of the Effect of China's Green Finance Reform and Innovation Policies

Adéla Šrámková

Relationship between Corporate Social Responsibility and Corporate Financial Performance

Discussion session

10:00-12:00 at J13 room

chair: Petra Marešová

Magnus Svendsen, Jørgen Sjøvik

Entrepreneurial Mindset & Team Building

10:00-12:00 at J32 room

Magnus Svendsen, Jørgen Sjøvik, Ondřej Krejcar, Pavla Matulová

Individual consultation

Poster session

11–12 April at the corridor between A and J building

Jakub Beneš, Jaroslav Langer and Antonín Slabý

Costs optimization of the search for goods and accompanied route planning based on algorithms of Traveling Salesman Problem

Lukáš Cíbik and Martin Švikruha

Public Economics in the Context of Local Territorial Self-Government in Slovakia: A Study of Key Financial and Economic Aspects

Maciej Dzikuć, Arkadiusz Piwowar, Milan Edl and Maria Dzikuć

Economic determinants for the development of hydropower in the Czech Republic and Poland

Renáta Křečková, Daniela Šálková and Sergei Yekimov

Impact of selected macroeconomics variables on Tourism demand in Czech Republic

Gabriela Kukalová, Lukáš Moravec, Jana Hinke, Michaela Chladíková and Aranka Bergnerová

Social Benefits Fraud Czech Case Study

Jana Košťálová, Radek Daskocil, Lenka Siranova and Branislav Lacko

Project Management in the Time of VUCA: Threat or Opportunity?

Erika Ľapinová

Income inequality of population in European countries during COVID-19

Klaudia Paskudzka, Anna Sylwia Kowalska, Anna Olszańska, Joanna Szymańska and Martin Král

An Overview on Sustainable Competitiveness in the Visegrad Group Countries – Comparative Analysis

Daniela Šálková and Aditya Ramanand Singh

Role of Global Trade in the Circular Economy

Miroslava Vlčková

Circular economy from the perspective of accounting data during the pandemic period

Jie Wei, Yuhang Song and Yujia Ren

Measurement of innovation in the core industry of China's digital economy: A text-based approach