



ECONOMIC COMPETITIVENESS AND SUSTAINABILITY

Conference Programme

28th International Conference

March 26th—27th, 2026

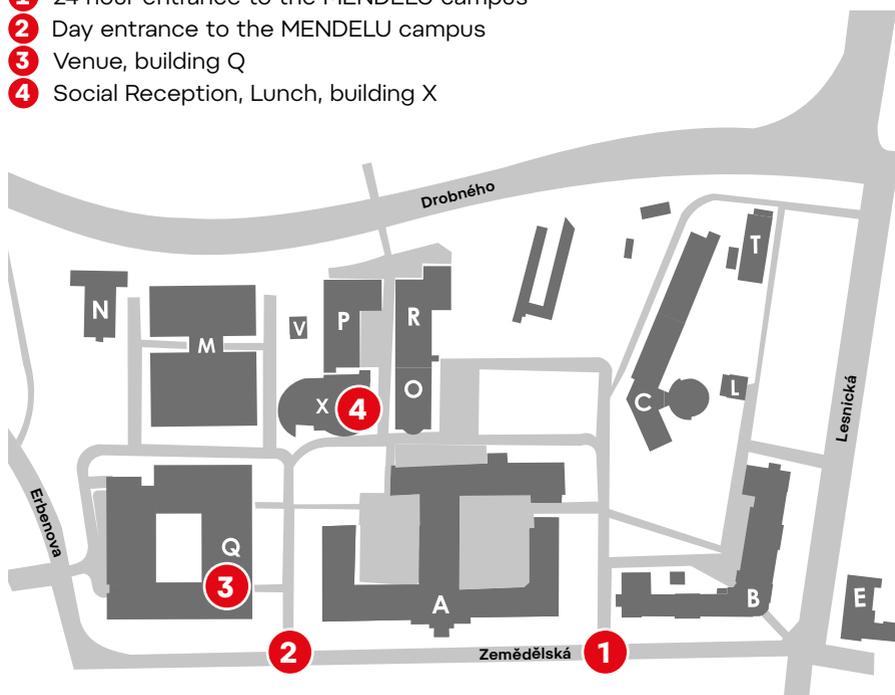
- **MENDELU**
- **Faculty**
- **of Business**
- **and Economics**

TRADITIONAL VENUE

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, Lunch, building X



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THURSDAY, 26th MARCH 2026

- 08:30–09:00** **Registration of Participants** *Foyer of building Q, Welcome refreshment*
- 09:00–11:00** **Plenary Session** *Room Q02, Building Q*
- **Welcoming Remarks** **Petr David**,
Vicedean, Faculty of Business and Economics
 - **Keynote Speakers**
Gonul Colak, Professor, University of Sussex Business School **“Government Debt, Corporate Debt, and Financial Crowding-In: A Cross-Country Analysis”**
Tomas Jandik, Professor, University of Arkansas **“Networks Everywhere: How Connectedness Shapes Risk, Information, and Value”**
 - **Best Paper Competition awarding ceremony** supervised by **Petr David**, Vice-Dean for Science and Research
- 11:00–11:30** **Coffee Break** *Foyer of Building Q*
- 11:30–13:30** **Parallel Conference Sessions I.** *see session programme*
- 13:30–14:30** **Lunch** *Canteen in Building X*
- 14:30–15:30** **Panel Discussion** *Room Q03, Building Q*
“Ethics, Excellence, and Algorithms: AI’s Future in Academia” **Gonul Colak, Tomas Jandik, Adéla Lekešová, Kamil Malinka and Tomáš Pitner**
- 15:30–16:00** **Coffee Break** *Foyer of Building Q*
- 16:00–18:00** **Parallel Conference Sessions II.** *see session programme*
- 18:00–22:00** **Social Evening** *Canteen in Building X. Dinner. Social programme.*

FRIDAY, 27th MARCH 2026

- 09:00–09:30** **Morning Coffee** *Foyer of Building Q*
- 09:30–11:30** **Parallel Conference Session III.** *see session programme*
- 11:30–12:30** **Lunch** *Canteen in Building X*



Gonul Colak, Professor, Head of Department of Accounting and Finance, University of Sussex Business School

Gonul Colak is a Professor of Accounting and Finance, currently serving as the Head of the Department of Accounting and Finance at the University of Sussex. Between September 2022 and November 2024, he also served as the Director of Research in the same department. Since January 2022, he has held a fractional Professor of Finance position at Hanken

School of Economics, where he served as the director of the PhD program in finance. Recently, he was a visiting scholar at Stern School of Business in New York University, Fordham University, and Turkish Central Bank's Istanbul School of Central Banking in Turkey. Previously, he held academic positions at Florida State University and Wichita State University. He also served as the chairman of the Graduate School of Finance (GSF) in Finland and was a member of the board in the Nordic Finance Network (NFN). He was also a member of the international advisory board of Sebelas Maret University in Indonesia for a period of three years. He currently serves as an associate editor for the *Journal of Financial Stability* and *The Financial Review*. His past academic work focused on corporate restructurings, equity issuance, political uncertainty, financial econometrics, firm capital structure, and corporate governance. He has publications in high-quality journals such as *Review of Financial Studies*, *Journal of Financial Economics*, *Journal of International Business Studies*, *Journal of Financial and Quantitative Analysis*, *Review of Accounting Studies*, *Journal of Business Ethics*, *Journal of Financial Intermediation*, and *Journal of Corporate Finance*. According to Scopus, his published work has been cited more than 1200 times, some of which are in high-impact journals. His current research interests cover a variety of topics, such as external financing of firms, CEO incentives, financial accounting, exchange delistings, investor relations, ESG/CSR, financial intermediation and banking, and monetary policy transmission.



Tomas Jandik, Professor of Finance and Dillard's Chair in Corporate Finance, Sam M. Walton College of Business, University of Arkansas

Tomas Jandik is Professor of Finance and the Dillard's Chair in Corporate Finance at the University of Arkansas, Sam M. Walton College of Business, where he has been a faculty member since 2000. He received his PhD in Finance from the Katz Graduate School of Business at the University of Pittsburgh and is a former Fulbright Scholar.

Dr. Jandik's research focuses on corporate finance, financial networks, supply chains, and international business. His work has been published in leading finance and business journals, including *Journal of Financial Economics*, *Journal of Financial and Quantitative Analysis*, *Financial Management*, *Journal of Corporate Finance*, and *Journal of International Business Studies*. His research has been featured in national newspapers and on National Public Radio, as well as in business and industry outlets such as Dow Jones MarketWatch, *Chief Executive*, *Risk Management*, and *EnergyBiz*. He has also presented his research at the U.S. Securities and Exchange Commission. He served as an Associate Editor for *The Financial Review* (2015–2021).



Adéla Lekešová

Adéla Lekešová is an AI implementation specialist and accountant at BDO Czech Republic, where she combines knowledge of financial processes with advanced expertise in artificial intelligence. She works within the accounting department while also serving as a core member of the firm's AI transformation team responsible for integrating AI tools and methodologies across the entire organisation. In this role, she contributes to strategy development, solution design, employee training, analytical work, and the deployment of targeted AI-based improvements into key financial and operational workflows.

Her combination of domain expertise and AI proficiency enables her to design and implement practical, process-specific solutions that enhance the efficiency, accuracy, and analytical depth of corporate financial management. Alongside her professional work, she is currently pursuing a master's degree in Financial Management at Mendel University, which complements her professional focus on integrating AI into financial processes.



Kamil Malinka

Kamil Malinka is an associate professor at FIT VUT in Brno and head of the Security@FIT research group, which focuses on information technology security. His research focuses primarily on the security aspects of artificial intelligence, such as the risks associated with the misuse of deepfakes. As part of his teaching activities, he teaches courses in the field of cyber security, where he systematically incorporates new trends and technologies, including AI, into his teaching and monitors how these technologies are changing education and practice.

His talk explores the cybersecurity challenges driven by recent advances in AI-through three lenses: AI as an attacker's tool, as a defender's tool, and as a target-with practical demos and a preview of emerging research directions.



Tomáš Pitner

Tomáš Pitner is a full professor and head of division in the Department of Informatics at the Faculty of Business and Economics, Mendel University in Brno. He earned his Ph.D. in Computer Science from Masaryk University in Brno in 1998, became an associate professor in Informatics at Masaryk University in 2008, and was appointed full professor in Applied Informatics at the University of Economics, Prague in 2022. His academic and leadership roles span research management, curriculum development, and long-term collaboration across academia and industry. His work combines cybersecurity, software engineering, and IoT, with a strong emphasis on innovation in cybersecurity education and on applied research with impact in sectors such as healthcare and power engineering. He has led multiple research initiatives and regularly connects emerging technologies with practice through industry-academia partnerships. More recently, he has also been exploring the use of AI in multimodal data processing, particularly for applications in the agricultural sector.

SESSION I-A:**Sustainable Consumer Behaviour**Chair of the session: **Irena Baláková**Room: **Q14, 1st floor of Building Q**

Ruta Petrauskiene, Mantas Svazas: *The Impact of Social Marketing Interventions on Sustainable Consumption Intentions: A theory of Planned Behavior Analysis* (discussant: Michal Pšurný)

Shovan Nasim Haider and Miloslava Chovancova: *From Values to Action: Explaining the Intention-Behavior Gap in Green Fashion Consumption among Generation Z in Bangladesh* (discussant: Martina Opálková)

Martina Opálková: *Do Sustainable Values Translate into Purchases? Evidence from Generation Z in the Running Products Market* (discussant: Ruta Petrauskiene)

Michal Pšurný, Petr David, Stanislav Mokrý and Břetislav Andrlík: *Unlocking the Drivers and Barriers of Public Transport: Insights from the IDS JMK Region in the Czech Republic* (discussant: Soňa Kukučková)

Nina Benková, Soňa Kukučková and Stanislav Mokrý: *Framing the Vote: Visual and Writing Style Influences on Online Participatory Budgeting Decisions* (discussant: Shovan Nasim Haider)

SESSION I-B:**Digital Transformation and Sustainability I**Chair of the session: **František Dařena**Room: **Q15, 1st Floor of Building Q**

Nurul Afiqah Binti Azmi, Ahmad Tajjudin Rozman, Asma Addenan and Rohayu Ab Majid: *Exploring the Critical Success Factors of Green Infrastructure Investment in Emerging Markets* (discussant: Sanela Arsić)

Sanela Arsić, Aleksandra Radić and Anđelka Stojanović: *Integrating Circular Economy Indicators into Digital Transformation: The Role of ERP Systems in Enhancing Sustainability across EU Countries* (discussant: Nurul Afiqah Binti Azmi)

Markéta Nedělová, Eliška Chylíková, Ivo Písařovic, David Procházka and Jaromír Landa: *Bridging the Experience Gap: The Role of Extended Onboarding in Educational VR* (discussant: David Velner)

Eliška Chylíková: *User Experience and Cognitive Load Metrics for Mixed Reality Environments: A Scoping Review* (discussant: Ivo Písařovic)

David Velner, Radmila Velnerová and Petra Poullová: *Open Data as an Opportunity for Digital Transformation of Public Administration* (discussant: Eliška Chylíková)

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

Chair of the session: **Radek Náplava**

Room: **Q25, 2nd floor of Building Q**

Boris Fišera, Zuzana Košťálová and Štefan Lyocsa: *Sentiment Driven Loans*
(discussant: Evans Yeboah)

Michal Škára and Ladislava Issever Grochová: *Do Inequality and Fiscal
Redistribution Matter when Credit Bites Back?* (discussant: Boris Fišera)

David Kurjak: *From Signals to Outcomes: Evidence from Slovakia*
(discussant: Michal Škára)

Gábor Kutasi and Bernadett Németh: *The Impact of International Capital
Inflows on Latin America's Economic Growth* (discussant: David Kurjak)

Evans Yeboah: *Foreign Direct Investment, Oil Revenues and Trade as
Determinants of Economic Growth in GCC Countries* (discussant: Gábor
Kutasi)

SESSION I-D:**EU Investment Competitiveness and Productivity I**

Chair of the session: **Lubor Lacina**

Room: **Q23, 2nd floor of Building Q**

Carsten Colombier: *Does Government Size Matter for Economic Growth? New
Results from a Historical Dataset* (discussant: Tomáš Slavík)

Sławomir Kuźmar: *From Core to Periphery? Assessing Remote Work's Potential
to Rebalance EU Regional Development* (discussant: Dunja Spasejovic)

Lubor Lacina and Dunja Spasojevic: *Budgetary Implications of Future EU
Enlargement* (discussant: Carsten Colombier)

Tomáš Slavík and Jan Hanousek: *Technical Efficiency in EU Agriculture: The
Role of Pillar I and Pillar II Subsidies* (discussant: Lubor Lacina)

SESSION I-E:

Leadership and Sustainable Workforce

Chair of the session: **Martin Lakomý**

Room: **Q28, 2nd floor of Building Q**

Javad Shahreki, Ghulam Kalsoom, Roman Zámečník and Zuhair Abbas:

Digital Transformation of HRM: Driving Employee Performance, Organizational Success, and Sustainable Growth (discussant: Lukáš Zajíček)

Petra Skořepová and Petra Marešová: *Closing the Green Gap: Harmonizing Project and Process Approaches in Higher Education Via Sustainable Leadership and Digital Internal Marketing* (discussant: Tereza Frömmelová)

Tereza Novotná and Jana Janderová: *Governance Disclosure in ESG Reporting: Comparative Analysis of EU and OECD Frameworks - A Case Study of Czech Companies* (discussant: Dana Chlupová)

Tereza Frömmelová and Kateřina Pojkarová: *Trust between Individuals: An Empirical analysis Inspired by Covey and Sinek* (discussant: Ghulam Kalsoom)

Dana Chlupová: *Gamification as a Tool for Improving Team Work Efficiency* (discussant: Petra Skořepová)

Lukáš Zajíček: *Case Study of Team Academy® Karviná: From Individual and Team Growth to Entrepreneurial Mindset and Cultural Competency* (discussant: Tereza Novotná)

SESSION II-A:**Capital Markets, Corporate Finance & Accounting I**Chair of the session: **Jan Hanousek**Room: **Q14, 1st Floor of Building Q**

Jana Němcová and Milena Otavova: *Who Interprets Fair Value? Regulation, Reputation, and Stock Market Reactions in European Real Estate Firms*
(discussant: Jan Hanousek, Jr.)

Simon Hvizd, Michala Moravcová and Peter Albrecht: *Bitcoin Connectedness and Portfolio Diversification across Economies with High Cryptocurrency Adoption* (discussant: Jana Němcová)

Daniel Pastorek and Peter Albrecht: *Settlement Frictions in Cryptocurrency Markets* (discussant: Tomáš Prosecký)

Tomáš Prosecký: *Impact of Single-Stock ETFs on the Stability of Underlying Assets* (discussant: Daniel Pastorek)

Daniel Bradley, Jan Hanousek Jr, Jan Hanousek and Dominik Svoboda:
Bot-induced Social Media Manipulation and Stock Market Distortion
(discussant: Peter Albrecht)

SESSION II-B:**Law and Economics**Chair of the session: **Ondřej Pavelek**Room: **Q43, 4th floor of Building Q**

Martin Hulényi, Jan Fidrmuc, Irakli Barbakadze and Ketevani Kapanadze:
Russia's Wartime Economy: Measuring Regional Inequalities from Outer Space
(discussant: Ondřej Pavelek)

Ondřej Pavelek and Marek Litzman: *Towards an Economic Analysis of Non-Material Damage in Homicide* (discussant: Jana Bedlovičová)

Barbora Mazúrová, Ján Kollár and Mária Kanderová: *Unpaid Work in Everyday Life of Gen Z – Inequalities and Determinants* (discussant: Jan Fidrmuc)

Jana Bedlovičová: *Minimum Standards of Care for Minors in Unpaid Childcare: Criminal and Administrative Offence Thresholds for Neglect*
(discussant: Barbora Mazurová)

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

Chair of the session: **Radek Náplava**

Room: **Q25, 2nd Floor of Building Q**

Luděk Kouba and Michal Mádr: *What Is the Future of the European Welfare State? Personal and Cultural Determinants of the Demand for Income Redistribution* (discussant: Steven Yamarik)

Ádám Marton: *Technological Progress, R&D Investment, and Labour Market Outcomes in the EU: A Panel GMM Approach* (discussant: Michal Mádr)

Tomáš LeBrun: *From Homo Laborans to Homo Significans: Individual Socio-Economic Value through the General Theory of Sign Capital* (discussant: Ádám Marton)

Steven Yamarik and Nathan Perish: *The Effects of Cultural Institutes on Bilateral Trade* (discussant: Tomáš LeBrun)

SESSION II-D:**EU Investment Competitiveness and Productivity II**

Chair of the session: **Lubor Lacina**

Room: **Q23, 2nd floor of Building Q**

Gábor Kutasi and Oleg Tankovsky: *Conditionality, CAP Reform and Enlargement: Budgetary Consequences for V4 Countries* (discussant: Jan Saro)

Jan Saro and Vojtěch Šimůnek: *Deep Reinforcement Learning for Optimizing EU Agricultural Greenhouse Gas Mitigation Policies* (discussant: Oleg Tankovsky)

SESSION II-E:**Cybersecurity in Post-Quantum Era**

Chair of the session: **Tomáš Pitner**

Room: **Q28, 2nd floor of Building Q**

Jiří Balej, Andrej Juríčka and Jiří Passinger: *Next-Generation VPNs: a Comparative Analysis of QUIC, WireGuard, IPsec, and SSLVPN* (discussant: Tomáš Sochor)

Tomáš Sochor and Hana Sochorova: *Post-Quantum Cryptography: Current State of Standardization and Deployment* (discussant: Sergii Lysenko)

Sergii Lysenko, Tomáš Sochor, Oleh Savenko and Nadiia Lysenko: *Method for Evaluating the Effectiveness of Synthesis of Distributed Computer Systems Resistant to Cyberattacks* (discussant: Jiří Balej)

SESSION III-A:**Capital Markets, Corporate Finance & Accounting II**Chair of the session: **Jan Hanousek**Room: **Meeting room of the Department of Finance and Accounting, 3.76**

Klára Plecítá and Jan Hanousek: *Beyond ETS Firms: Indirect Effects of Carbon Pricing on Profitability, Growth, and Investment in Europe* (discussant: Patrik Vaněk)

Iva Hasíková and Jan Hanousek: *How VAT Enforcement Shapes Trade Statistics: Evidence from the EU VAT Quick Fixes* (discussant: Jarko Fidrmuc)

Patrik Vaněk, Chia-Lin Chang and Eleanor Doyle: *One Measure to Rule them All? Revisiting Multinationality Metrics Through the Lens of Taiwanese MNE* (discussant: Iva Hasíková)

Florian Horky, Florentina Paraschiv, Joel Sarkisyan and Endre Jo Reite: *ESG Rating Divergence in Mergers and Acquisitions* (discussant: Klára Plecítá)

Jarko Fidrmuc, Florian Horky, Jan Klacso and Reiner Martin: *Why do SMEs not Apply for Loans? Bank Loan Application Behavior and Access to Finance in the Eurozone* (discussant: Jan Hanousek, Sr.)

Jan Hanousek Jr., Jan Hanousek Sr. and Tomas Jandik: *Beneath the Layers of Business Groups with Private Subsidiaries: Cost of Capital, Earnings Management, and Risk Ring-Fencing* (discussant: Florian Horky)

SESSION III-B:**Cybersecurity in Enterprise and Critical Systems**Chair of the session: **Tomáš Pitner**Room: **Meeting room of the Department of Marketing and Trade, 4.74**

Sanela Arsić, Aleksandra Radić and Đorđe Nikolić: *ERP System Security through the Eyes of Users: Evidence from Serbian Enterprises* (discussant: Martin Záklasník)

Miroslav Jaroš and Tomáš Pitner: *Measuring Security Weaknesses in AI-Generated Code* (discussant: Aleksandra Radić)

Martin Záklasník, Andrej Gono, Oldrich Faldik, Radim Farana and Oldrich Trenz: *Designing an AI-Powered Job Recommendation System* (discussant: Miroslav Jaroš)

SESSION III-C:

Economic Policy III

Chair of the session: **Radek Náplava**

Room: **Q25, 2nd floor of Building Q**

Vivien Czezele, Viktória Endrődi-Kovács and Ádám Marton: *Mapping Geopolitical and Economic Uncertainties in Global Trade Networks: The Case of Electronic Integrated Circuits* (discussant: Jaromír Běláček)

Jan Vavřina, Petr Marada and Lubor Lacina: *The EU Pig Breeding Industry in the Context of the Mercosur Free Trade Agreement: Current Challenges and Potential Socio Economic and Biodiversity Trade offs* (discussant: Vivien Czezele)

Alexander Shemetev: *Healthcare Gridded Uncertainty Impact Matrix (HGUM) in Static and Trend Perspectives: Policy Insights from the Czech Republic* (discussant: Jan Vavřina)

Jaromír Běláček: *Econometric Model of Generalized Linear Regression for Predicting Future Numbers of Insured People by General Health Insurance Company of the Czech Republic - Comparison of Results after Five Years* (discussant: Alexander Shemetev)

SESSION III-D:

Digital Transformation and Sustainability II

Chair of the session: **František Dařena**

Room: **Q15, 1st Floor of Building Q**

Krystian Jaworski and Adam Wałach: *Inflation Forecasting with Large Language Models: A Real-Time Evaluation against Central Bank Projections* (discussant: Anastasiia Lukianenko)

Anastasiia Lukianenko and Miloslava Chovancová: *Building Consumer Trust Through Socially Responsible AI Practices: A Case Study of Coca-Cola* (discussant: Jan Vavřina)

Jan Vavřina and Jan Přichystal: *Current State and Limitations of Topic Modeling Approaches* (discussant: Krystian Jaworski)

Conference proceedings of full papers.

Conference participants will have the opportunity to submit the papers they present at the conference for publication in one of these journals:

→ **EJOBSAT**

(ISSN 2336-6494 Print, ISSN 2694-7161 Online)

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→ **Review of Economic Perspectives**

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All papers must represent original and unpublished work that is not currently under review.

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Economic Competitiveness and Sustainability

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LANGUAGE: English

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