



ECONOMIC COMPETITIVENESS AND SUSTAINABILITY

Conference Programme

**24th International Conference
March 24th-25th, 2022**

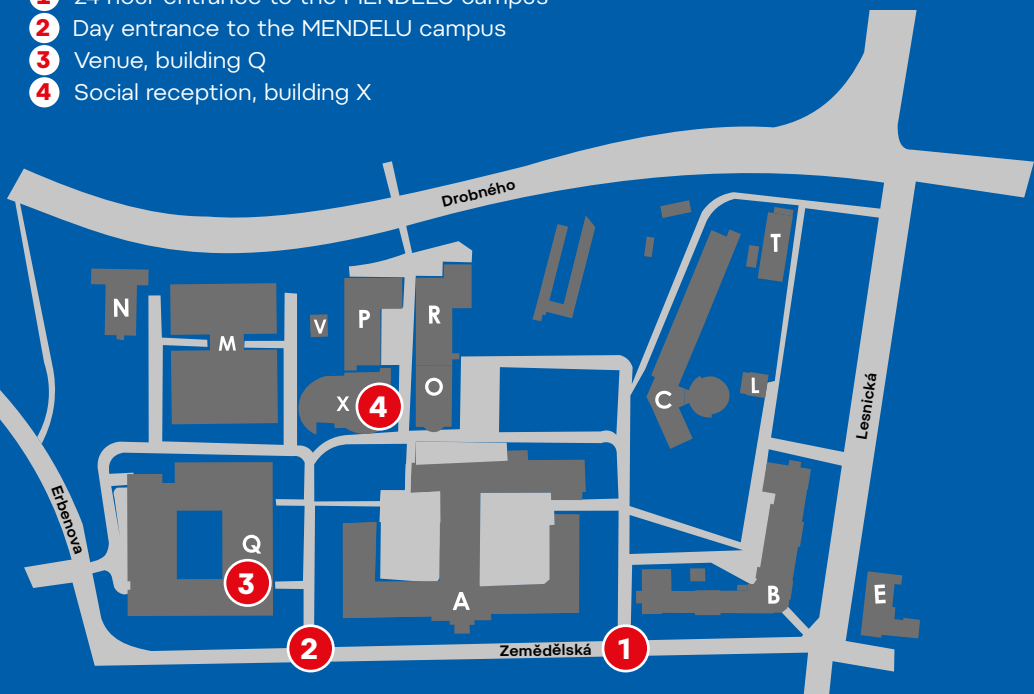
- **MENDELU**
- **Faculty**
- **of Business**
- **and Economics**

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, building X



Wi-fi: mendelu-host
Login: ecos2022
PASSWORD: ecos2022

Cloakroom: THU 8:00-17:00, FRI 8:30-14:00



Conference team in MS Teams: ECOS 2022

Recommendations:

Try to log into the MS Teams before the conference day to prevent any possible problems.

Connect to your Parallel Session at least 5 minutes in advance.

For questions use  Chat or  Hand.

Each presentation is allowed up to 15 minutes.

Each discussion is allowed up to 5 minutes.

CONFERENCE PROGRAMME

THURSDAY, 24th MARCH 2022

08:00–08:45 **Registration of Participants** *Foyer of Building Q, Welcome refreshment*
→ [Connection via MS Teams, team ECOS 2022](#)

08:45–10:30 **Parallel Sessions I.** *see session programme*

10:30–11:00 **Coffee Break** *Foyer of Building Q*

11:00–12:30 **Parallel Sessions II.** *see session programme*

12:30–13:20 **Lunch** *Foyer of Building Q*

13:20–14:30 **Plenary Session** *Room Q02, Building Q*

- **Welcoming Remarks** **Veronika Solilová**, Vice-Dean for Science and Research, Faculty of Business and Economics
- **Best Paper Competition awarding ceremony** supervised by **Veronika Solilová**, Vice-Dean for Science and Research

Sponsored by



- Keynote Speaker **Eva Zamrazilová** **"Inflation in the spotlight."**

14:30–15:00 **Coffee Break** *Foyer of Building Q*

15:00–16:30 **Cultural Programme** *see page 12*

17:00–22:00 **Social Evening** *Building X, 1st Floor*
Dinner. Traditional dulcimer music and social programme.

FRIDAY, 25th MARCH 2022

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

09:00-10:30 **Plenary Session** *Room Q02, Building Q*

Keynote Speakers:

- **Jack Hou** "Weather Shocks, Agriculture Productivity and Green GDP."
- **Florentina Paraschiv** "Sustainable Finance Trends Reshaping the Markets"

10:30-11:00 **Coffee Break** *Foyer of Building Q*

11:00-13:00 **Parallel Sessions III.** *see session programme*

13:00-14:00 **Lunch** *Foyer of Building Q*



Eva Zamrazilova, Chairwoman
of the Czech Fiscal Council

Eva Zamrazilova is a leading Czech economist who served on the Board of the Czech National Bank between 2008 and 2014. She completed her master's and doctoral studies at the University of Economics, Prague, and began teaching statistics theory and economic statistics there in 1990.

Concurrently, as a researcher at the Institute of Forecasting at the same university, she participated in many studies on the transformation of the Czech economy. She also worked at the Economic Institute of the Czechoslovak Academy of Sciences and the Research Institute of Labour and Social Affairs. Since 1994, she worked at Komerční banka on its Macroeconomic Analysis and Forecasting team. In February 2008, the President of the Czech Republic appointed her to the Board of the Czech National Bank; she took office on 1 March 2008. After concluding her six-year mandate, she became the Chief Economist of the Czech Banking Association in 2014. Four years later, in January 2018, she was appointed Chairwoman of the Czech Fiscal Council. She continues to lecture macroeconomic analysis at the University of Economics, Prague. Eva Zamrazilova's first-term mandate at the Czech Fiscal Council is for six years.



Jack Hou, Professor of Economics
at California State University, Long Beach

Jack W. Hou is Professor of Economics at California State University, Long Beach. He received his Ph.D. from Yale University in 1989.

He was President of the Chinese Economists Society (CES) in 2007–08. He was President of the Western Social Science Association (USA) in 2010–11, and also an officer

of the Western Economic Association (USA). He was the senior coeditor of the Contemporary Economic Policy (a publication of the Western Economic Association) till 2010, and was re-appointed as the Specialized Co-Editor of the Contemporary Economic Policy in 2014. He has served as an Associate Editor for Economic Modeling since 2018, and on the editorial board of numerous economic journals.

He has been a visiting professor at Purdue University, Soochow University (Taiwan), and most recently at UCLA. He has been a Research Fellow at the Teaching and Learning Institute (USA), and the China Enterprise Institute (Taiwan).

He is a Visiting Professor at Huazhong University of Science and Technology, University Fellow Professor at Nankai University, Adjunct Chair Professor at Jinan University, among others.

He has been the keynote speaker (either at the opening ceremony or closing ceremony) at various conferences in the U.S., Germany, France, Japan, and China. He has published extensively in referee journals in North America, Europe, and in Asia; and contributed Chapters to many books. His research focuses on the Chinese Economy (Labor, Aging, Trade, and Political Economy), Labor Economics, International Trade/Finance, and Economic History. His most recent interest has shifted to environment, sustainability, and finance.



Florentina Paraschiv, Chair of Finance
at the Zeppelin University, Germany

Prof. Dr. Florentina Paraschiv holds a Chair of Finance at the Zeppelin University (Germany) and is further affiliated with the NTNU Business School (Norway) and the University of St. Gallen (Switzerland). She studied International Economic Transactions (diploma) and Banking and Capital Markets (Master's) at Babes-Bolyai University in Cluj-Napoca. This was followed by a teaching

assistantship at her alma mater, followed by a visiting term at the Institute of Economics at the University of Zurich. She then completed her PhD at the Institute for Operations Research and Computational Finance at the University of St. Gallen. Subsequently, she was awarded an assistant professorship there, at the end of which she successfully earned her post-doctoral qualification. Florentina Paraschiv then moved on to the Faculty of Economics and Management at the Norwegian University of Science and Technology (NTNU) in Trondheim, where she was initially an Associate Professor and later Professor of Financial Economics and Head of the newly founded NTNU Centre for Banking and Finance. At the same time, she remained associated with the HSG as a lecturer.

Florentina Paraschiv has also been a visiting researcher at the University of Duisburg-Essen, the University of Vienna, the University of Oslo, the London Business School, and the Isaac Newton Institute at the University of Cambridge. Her research results in energy finance have been awarded several times.

Her research and teaching activities cover several areas in Banking and Finance with particular emphasis on Sustainable Finance. She focuses on the strategic implications of sustainability challenges for financial systems. In her on-going research, Paraschiv proposes solutions to respond to financial risks posed by social and sustainability issues, including Environmental, Social, and Governance (ESG) investing.

SESSION I-A: FinTech for SustainabilityChair of the session: **Ondřej Mikulčík, Association CTIT**Room: **Q15, 1st floor of Building Q**

Panel Discussion: *How technology can make the world of finance better in general and especially in terms of sustainability.*

SESSION I-B: SocioeconomicsChair of the session: **Jan Vavřina**Room: **Q13, 1st floor of Building Q**

Lucie Sedláková: *Motivation to employ people with disabilities*
(discussant: Ivo Horák)

Ivo Horák and Petr Marada: *Economic Evaluation of the Selected Ecologically Significant Element in Agriculture* (discussant: Jan Vavřina)

Ivo Horák: *The Future of the International Competitiveness of the European Agriculture with the new Green Deal Policy* (discussant: Jan Vavřina)

Libor Kyncl and Bohumil Vitek: *Liability for Damage Caused During the Exercise of State Power by a Decision or Incorrect Official Procedure*
(discussant: Lucie Sedláková)

Jan Vavřina and Lubor Lacina: *The smallest farms in the EU: A sustainable financial perspective behind 2023?* (discussant: Libor Kyncl)

SESSION I-C: Economic Policy (A)

Chair of the session: **Radek Náplava**

Room: **Q14, 1st floor of Building Q**

Peter Albrecht: *Spillover effects between commodities and Australian currency* (discussant: Maria Siranova)

Patrik Vaněk: *Comparison of Classifications of Firm-Level Multinationality* (discussant: Radek Náplava)

Maria Siranova, Magdalena Szyszko and Aleksandra Rutkowska: *Effects of central bank communication in European inflation targets* (discussant: Peter Albrecht)

Michal Mádr and Radek Náplava: *Polarization between companies in European industries* (discussant: Patrik Vaněk)

SESSION I-D: Marketing and Management

Chair of the session: **Marek Záboj**

Room: **Q16, 1st floor of Building Q**

Pavel Žiaran and Eva Čechalová: *Measurement of electrodermal activity – a better way of understanding the client in the frame of the personal finances* (discussant: Jana Pavelková)

Michal Pšurný, Irena Antošová and Jana Stávková: *What forms of online shopping do youth consumers prefer. And by which devices?* (discussant: Marek Záboj)

Jana Pavelková and Jana Turčínková: *Attracting new students to business schools – How to get positive WOM?* (discussant: Michal Garaj)

Ivana Butoracová Šindleryová and Michal Garaj: *Regional self-government and strategic planning: comparison of cases in Czechia and Slovakia* (discussant: Pavel Žiaran)

Marek Záboj: *Consumer Preferences in Purchasing Process Decision of Regional Food* (discussant: Michal Pšurný)

SESSION II-A: Intelligent TechnologiesChair of the session: **Ivo Pisařovic**Room: **Q15, 1st floor of Building Q**

Mikuláš Muroň, David Procházka and František Dařena: *Map as a conversational interface evolution of maps for the era of chatbots* (discussant: Martin Zejda)

Tomáš Jakúbek, Roman Valovič and Jan Přichystal: *Summary of Financial Articles* (discussant: Christian Fauska)

Martin Zejda, David Procházka and František Dařena: *Design patterns for augmented reality user interface: taking actions* (discussant: Mikuláš Muroň)

Christian Fauska: *Interdependence of INDUSTRY 4.0 and engine maintenance* (discussant: Ivo Pisařovic)

Ivo Pisařovic, František Dařena, David Procházka and Vít Janiš: *Preprocessing of Normative Documents for Interactive Question Answering* (discussant: Tomáš Jakúbek)

SESSION II-B: Specific Economic Policy Issues (A)Chair of the session: **Svatopluk Kapounek**Room: **Q13, 1st floor of Building Q**

Štefan Lyócsa, Tomáš Plíhal and Tomáš Výrost: *Forecasting Day-ahead Expected Shortfall on the EUR/USD Exchange Rate: The (I)relevance of Implied Volatility* (discussant: Svatopluk Kapounek)

Jarko Fidrmuc, Svatopluk Kapounek and Zuzana Kučerová: *Time-Frequency Analysis of Cryptocurrency Attention* (discussant: Florian Horký)

Klára Zálešáková: *Stock market development as a leading indicator of future economic growth in the BRICS countries* (discussant: Svatopluk Kapounek)

Florian Horký, Carolina Rachel and Jarko Fidrmuc: *Price Dynamics of Non-Fungible Token: The Case of the Digital Arts Market* (discussant: Tomáš Plíhal)

Stephen P. Ferris, Jan Hanousek, Jan Hanousek, Jr. and Svatopluk Kapounek: *Corporate Pyramid Effects in the Creation and Resolution of Financial Distress* (discussant: Zuzana Kučerová)

SESSION II-C: Economic Policy (B)

Chair of the session: **Luděk Kouba**

Room: **Q14, 1st floor of Building Q**

Emre Gokceli: *Foreign Direct Investment, Domestic Investment, and Economic Growth: Evidence from OECD Countries* (discussant: Luděk Kouba)

Menbere Workie Tiruneh, Boris Fissera and Nikolaos Antonakakis: *Telling More with Less: Competitiveness or Productivity?* (discussant: Martin Kaloudis)

Martin Kaloudis: *From quality to quantity: how can Digital Sovereignty be parsed into measurable components?* (discussant: Menbere Workie Tiruneh)

Andreas Bergh, Christian Bjørnskov and Luděk Kouba: *The Growth Consequences of Socialism* (discussant: Emre Gokceli)

SESSION II-D: Finance (A)

Chair of the session: **Jolana Stejskalová**

Room: **Q16, 1st floor of Building Q**

Renat Dashkin: *Debt, Liquidity, Profitability and Investment Behavior on the Corporate Level* (discussant: Roman Hlaviczka)

Roman Hlaviczka, Dagmar Bařinová and Michaela Dlabajová: *Youth financial literacy and responsibility for their debts, including their enforcement in execution and debt relief process in the Czech Republic compared to EU* (discussant: Renat Dashkin)

Hui Shen and Jianing Zhang: *The Performance Impact on Revenue of the Football Clubs* (discussant: Jolana Stejskalová)

Jolana Stejskalová and Hsiu-Lang Chen: *A Collection of Wisdom in Predicting Sector Returns* (discussant: Hui Shen)

SESSION III-A: Innovations in Local Government Budgeting in Terms of Economic Competitiveness and Sustainability

Chair of the session: **Daniel Klimovský**

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

Mária Murray Svidroňová, Alena Kaščáková and Bohumír Krátky:

The impact of participatory budgeting on civic participation (discussant: Soňa Kukučková)

Juraj Nemeč: *Program-performance based budgeting on local*

self-government level in Slovakia: unfulfilled expectations (discussant: Daniel Klimovský)

Soňa Kukučková and Eduard Bakoš: *Barriers to participatory budgeting*

in the COVID-19 crisis and their identification in Czech municipalities. (discussant: Mária Murray Svidroňová)

Irena Szarowská: *Can be found a more transparent system of regional*

financing? (discussant: Eduard Bakoš)

Daniel Klimovský: *Recent Innovations in Local Government Budgeting*

in Slovakia: Practical and Research Perspectives (discussant: Juraj Nemeč)

SESSION III-B: Specific Economic Policy Issues (B)

Chair of the session: **Jarko Fidrmuc**

Room: **Q13, 1st floor of Building Q**

Boryana Madzharova and Jan Hanousek: *Poland's Special Economic Zones:*

Regional Effects and Firm Responses (discussant: Jan Fidrmuc)

Boris Fišera: *Exchange Rates and the Speed of Economic Recovery: The Role*

of Financial Development (discussant: Svatopluk Kapounek)

Jan Fidrmuc, Martin Hulényi, Kristína Gardoňová and Zuzana Zavorská:

A highway is not a panacea: Evaluating local impact of a new highway on the labor market in Slovakia (discussant: Boryana Madzharova)

Štěpán Mikula and Josef Montag: *Roma and Bureaucrats: A Field Experiment*

on Ethnic and Socioeconomic Discrimination (discussant: Svatopluk Kapounek)

Jan Hanousek and Anastasiya Shamshur: *Owner type, firm structure, and*

investment of private firms (discussant: Jarko Fidrmuc)

Jarko Fidrmuc, Fabian Reck and Yannick Scharf: *Economic and Institutional*

Effects of Populism (discussant: Jan Hanousek)

online participant x **personal participant**

SESSION III-C: Strategies in Business Economics

Chair of the session: **Markéta Mlčúchová**

Room: **Q14, 1st floor of Building Q**

Sebastian Schroedel: *Sustainable Business Model Pattern Database: A smart way of innovation* (discussant: Markéta Mlčúchová)

Torsten Huschbeck: *Embedding strategic management in the police force's organizational culture* (discussant: Ioannis Koukoumliakos)

Ioannis Koukoumliakos, Ioanna Grigoriou, Dimitrios Leontis and Stergiani Florokapi: *The contribution of innovation to the strengthening of the Strategic Management and to the development of the economy.* (discussant: Jana Šimáková)

Jana Šimáková and Tomáš Pražák: *Investment and R & D Expenditure's Impact on the Company Performance in the Industry 4.0 Era* (discussant: Torsten Huschbeck)

Markéta Mlčúchová: *A Review of Platform Business Models* (discussant: Sebastian Schroedel)

SESSION III-D: Finance (B)

Chair of the session: **Daniel Pastorek**

Room: **Q16, 1st floor of Building Q**

Fátima Sol Murta and Paulo Gama: *Does sustainability drive bank lending activity? A note* (discussant: Isaac Mantey)

Isaac Mantey: *The Role of Corporate Governance in Foreign Direct Investment: A Review of Ghana's Pharmaceutical Manufacturing Industry* (discussant: Fátima Sol Murta)

Bowen Tian and Jianing Zhang: *Does oil price affect the performance of electronic-vehicle companies in China?* (discussant: Chen Jin)

Erasmus Yaw Afriyie: *Custom-Made Internal Control Systems and Bank Performance; Evidence from Ghana* (discussant: Daniel Pastorek)

Chen Jin and Jianing Zhang: *The Impact of COVID-19 on the European and Chinese Financial Market* (discussant: Bowen Tian)

Daniel Pastorek, Michal Drábek and Peter Albrecht: *Confirmation of T+35 Fails-To-Deliver Cycles: Evidence from GameStop Corp.* (discussant: Erasmus Yaw Afriyie)

1/ Tour in Villa Tugendhat →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.

Thursday 24.3.2022, 15:00–16:30 Extended Tour

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.

2/ Tour in Brno City Centre

You may read more about Brno on this website: →www.gotobrno.cz/en/

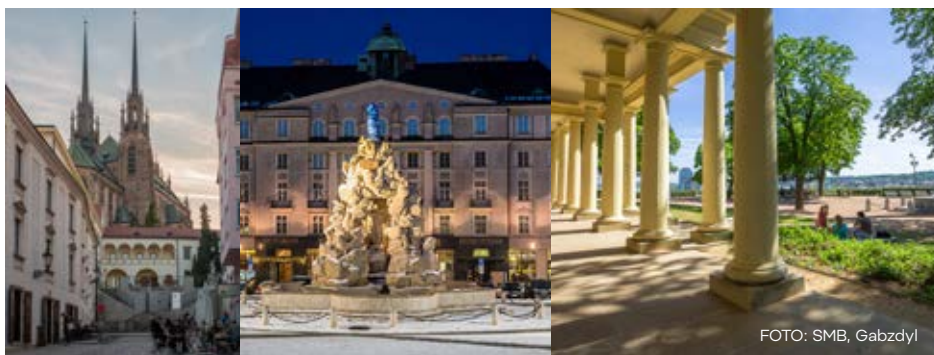


FOTO: SMB, Gabzdyl

Brno is full of valuable historical buildings and interesting places. During the guided tour in Brno City centre, participants will be introduced to the main sights in the city centre:

Old Town Hall – courtyard, Brno dragon, Cabbage Market portal – Baroque Parnas Fountain, Reduta Theatre, statue of W. A. Mozart, Holy Trinity Column, Dietrichstein Palace, Capuchin Square; St. Peter and Paul Cathedral (including interior); Denis Gardens – obelisk, view of Špilberk.

Thursday 24.3.2022, 15:30–16:30

Conference participants are invited to select one of the publishing options:



→ **Forum Scientiae Oeconomia**

(ISSN 2300-5947)

indexed in Scopus

ojs.wsb.edu.pl/index.php/fso



→ **European Journal of Business Science and Technology - EJOBSAT**

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

indexed in Scopus, RePEc, DOAJ

www.ejobsat.cz

Scientific Conference Board

- **František Dařena** (Mendel University in Brno, Czech Republic)
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- **Barbora Šiklová**
- **Hana Mauderová**

**CALL FOR
PAPERS:**



Economic Competitiveness and Sustainability

MARCH 30th—31st, 2023

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

LANGUAGE: English

● MENDELU
● Faculty
● of Business
● and Economics

