

LEF

INTERNATIONAL CONFERENCE

# Liberec Economic Forum 2019

LIBEREC, CZECHIA

September 17 - 18

**MOTTO: RESEARCH AND INNOVATION - RESOURCE OF GLOBAL, REGIONAL AND ENTREPRENEURIAL COMPETITIVENESS.**

**Building P, TUL**  
Komenského 314/2, Liberec  
V-Kristiánov  
GPS: 50.768209, 15.063301

Please make sure you are registered and that you paid the conference fee.  
<http://lef.tul.cz/#fees>

If you have any questions, contact us:  
[lef@tul.cz](mailto:lef@tul.cz)  
<http://lef.tul.cz/#contact>

## CONFERENCE PROGRAMME

### TUESDAY September 17

- Plenary session - keynote speakers:  
Luboš Komárek, Jiří Kůs, and Aristidis Kaloudis
- Panel discussion- Entrepreneurship in the digital era
- Commented visit of the Liberec Town Hall
- Social evening

### WEDNESDAY September 18

Thematic parallel sessions

## CONFERENCE PUBLICATIONS

### 1. Conference PROCEEDINGS.

2. Extended and improved versions of the selected papers with topic Business Clusters: Innovation and Performance Drivers will be published in a monograph as **BOOK CHAPTERS**.

3. Extended and improved versions of the selected papers will be published in **ACC JOURNAL** and **ACTA INFORMATICA PRAGENSIA**.

**12.30**

**Registration** – Building P (Komenského 314/2, Liberec)

**13.00**

**Conference Opening** - prof. Ing. Miroslav Žížka, Ph.D., Dean of the Faculty of Economics, Technical University of Liberec

## Plenary session

### Keynote speakers:

- **Luboš Komárek**, the director of the Department of External Economic Relations of the Czech National Bank will present the topic “25years of financial and monetary stability of Czech National Bank“. Luboš Komárek is the author of many scientific articles and presentations mainly on currency exchange rates, asset prices, financial integration and financial stability.
- **Jiří Kůs**, Czech entrepreneur, psychologist, propagator of nanotechnologies and the concept of the third industrial revolution of American economist Jeremy Rifkin. He is the spiritual father of the Czech Republic is nano project and chairman of the Czech Association of Nanotechnology Industry. Jiří Kůs will present the topic “Innovation strategy of Czech Republic“.
- **Aristidis Kaloudis**, currently works at the Norwegian University of Science and Technology (NTNU), will focus on „ Quality of Government, stocks of innovation skills and level of economic activity in European regions“.

**15.00**

**Coffee Break**

## Panel discussion

**15.30**

**Panel discussion Entrepreneurship in Digital Era:**

- Digital Czech Republic and, how to support it
- Opportunity or threat to business (Internet of Things)
- Education for doing business in the digital Czech Republic

**17.00**

**Coffee Break**

**18.00**

Guided tour of Liberec Town Hall ((Square Dr. E. Beneše)

**19.00**

Conference dinner Pošta Café – Liberec (Square Dr. E. Beneše 24/584)

## Section Entrepreneurship and Social Responsibility

- 9.00-9.20** **KRISTÝNA MACHOVÁ** and **PETRA TAUŠL PROCHÁZKOVÁ**  
Sustainability and corporate social responsibility in business
- 9.20-9.40** **MICHAELA KRECHOVSKÁ, KATEŘINA MIČUDOVÁ** and **ALENA STAŇKOVÁ**  
Challenge of Sustainable Reporting: Case Study of Major Companies in the Czech Republic

## Section Entrepreneurship and Innovation

- 9.40-10.00** **JAROSLAV DEMEL** and **PETR BLASCHKE**  
Innovation Activities of Foreign Companies Presented in the Liberec Region
- 10.00-10.20** **EVA FUCHSOVÁ, JITKA LAŠTOVKOVÁ** and **MICHAELA JÁNSKÁ**  
Willingness to start up a business and the social capital in a regional context
- 10.20-10.40** **HEIKKI IMMONEN**  
A Systems Engineering -Inspired Method for Studying Entrepreneurship Programs
- 10.40-11.00** **Coffe Break**
- 11.00-11.20** **MARTINA BENESOVA** and **JOHN ANCHOR**  
The Earnings Expectations of Business Economics Students in the Czech Republic and England: the effect of seniority
- 11.20-11.40** **PETER MADZÍK** and **JÁN TAKÁČ**  
Comparison of AHP and Kano model to evaluate the importance of customer requirements in product design
- 11.40-12.00** **KAROL ČARNOGURSKÝ, ANNA DIAČIKOVÁ** and **PETER MADZÍK**  
Perception of customer environmental requirements in relation to the product
- 12.00-12.20** **MAHMOUD ELSAYED, AMR SOLIMAN** and **KARINA BENETTI**  
Credibility Modelling for Extreme Losses of Natural Hazards in Czech Republic: An Acturial Approach
- 12.20** **Lunch**

## Section Transparency in the public sector

- 9.00-9.20**      **HANA BENESOVA** and **JOHN R ANCHOR**  
Gift vs Bribe: What Counts As Corruption?
- 9.20-9.40**      **DIANA BÍLKOVÁ**  
Living Standard in OECD Member Countries
- 9.40-10.00**      **SIMONA HAŠKOVÁ**  
New Approach to Short-Term GDP Prediction: from Statistics to Fuzzy Model
- 10.00-10.20**      **PETR LÍMAN**  
Changes in Economic Institutions - Impact of The Great Depression on  
The United States' Government's Role
- 10.20-10.40**      **MARTIN PETŘÍČEK**  
Price elasticity in the market of accommodation services - empirical study  
in Berlin, Warsaw and Prague
- 10.40-11.00**      **Coffe Break**
- 11.00-11.20**      **ALEŠ KRESTA**  
Relationship of Fair Value Estimated by Analysts and Price Movement  
in Case of ČEZ, a.s. stock
- 11.20-11.40**      **KLÁRA KUBÍČKOVÁ**  
Strategic philanthropy and philanthropic strategy
- 11.40-12.00**      **MARTINA HEDVICAKOVA** and **ALENA POZDÍLKOVÁ**  
Analysis of Health Care Expenditures in the Czech Republic and  
European Union
- 12.00-12.20**      **BLANKA BRANDOVA**  
Nominal Convergence in the New EU Member States: Comparative Analysis
- 12.20**              **Lunch**

## Entrepreneurship and Industry 4.0

- 9.00-9.20** **JIŘÍ FRANEK, MIROSLAV HUČKA and ZUZANA CVANCAROVA**  
Factors of Entrepreneurial Opportunity and Discovery in the Digital Economy Age
- 9.20-9.40** **MARTIN ZELENKA and MAREK VOKOUN**  
Robotic process automation in the Czech financial sector
- 9.40-10.00** **KATEŘINA MARŠÍKOVÁ and ANASTASIA MAZURCHENKO**  
Digitalization: transforming the nature of HRM processes and HR professionals competencies
- 10.00-10.20** **JANA ŠIMANOVÁ and ALEŠ KOCOUREK**  
Readiness of Czech regions for Industry 4.0
- 10.20-10.40** **MIROSLAVA VLČKOVÁ, PETR ZEMAN and JIŘÍ ALINA**  
Analysis of the Financial Indicators in the Enterprises Affected by Industry 4.0
- 10.40- 11.00** **Coffee Break**
- 11.00-11.20** **PETR DOUCEK, MILOS MARYSKA and LEA NEDOMOVA**  
Economic Efficiency of Internet of Things
- 11.20-11.40** **EVA ŠÍROVÁ, MÁRCIO RODRIGUES and BEATRIZ MENDEZ**  
Challenges for achieving competitiveness in the EU automotive industry
- 11.40-12.00** **NATALIE PELLONEOVÁ and EVA ŠTICHHAUEROVÁ**  
Performance Evaluation of Automotive Cluster Member Companies in the Czech Republic and Slovakia
- 12.00-12.20** **ALEXANDER ZAYTSEV, JIRI KRAFT and ANDREY ZAYTSEV**  
Influence of implementation of the Lean Production concept on development of market structures
- 12.20-12.40** **VACLAV SOVA MARTINOVSKY and LUKAS SKRIVAN**  
Usability of cloud computing: a comparison study between IT companies in the Czech Republic and the USA
- 12.40-13.00** **JAN MINISTR**  
The Minimize of Employee Error or Fraud by Help of Compliance Management System
- 13.00-13.20** **PETR BARTOŠ and FILIP HABARTA**  
Optimization of clickable elements on the websites based on user behaviour
- 13.20** **Lunch**

## PROGRAM COMMITTEE

prof. Ing. Miroslav Žížka, Ph.D.  
doc. Ing. Klára Antlová, Ph.D.  
doc. Ing. Šárka Laboutková, Ph.D.  
doc. Ing. Petra Rydvalová, Ph.D.  
Prof John R Anchor  
dr Bogna Kaźmierska-Jóźwiak  
Prof. Dr. habil. Thorsten Claus  
Prof Aristidis Kaloudis

assoc. prof. Rudrajeet Pal  
prof. RNDr. Oto Hudec, CSc.  
Prof. Emma Galli, Ph.D.  
prof. dr hab. Andrzej Rapacz  
prof. Sigitas Vaitkevičius  
DR. Hab. Jacek Adamek, Prof.  
Ruey Komulainen  
Dr. Vlachos Vasileios

Technical University of Liberec, Czech Republic  
University of Huddersfield, United Kingdom  
University of Lodz  
Technical University Dresden, Germany  
NTU- Norwegian University of Science and  
Technology, Norway  
University of Boras, Sweeden  
Technická univerzita Košice, Slovensko  
University of Rome Sapienza, Italy  
Wroclaw University of Economics, Poland  
KTU Kaunas Lithuania  
Uniwersytet Ekonomiczny we Wrocławiu  
Kajaani University of Applied Science (Finland)  
University of Applied Sciences of Thessaly, Greece

## ORGANIZING COMMITTEE

Mgr. Tereza Semerádová, Ph.D.  
Ing. Zuzana Horčíčková, Ph.D.  
Ing. Bára Smolová



**TECHNICAL UNIVERSITY OF LIBEREC**  
Faculty of Economics



**THOMSON REUTERS**

**WEB OF SCIENCE**

The LEF 2019 International Conference is part of the Knowledge Transfer Week (from 16 to 23 September 2019) at the Faculty of Economics of the Technical University of Liberec. Information on other events is available at <http://sbc-tul.cz/business-workout/program>.