

DAY 1 – 22. 4. 2021

8.30–8.45	Opening speech	Mgr. Jitka Lidaříková, dr. Tomáš Jelínek
8.45–8.50	Deputy Minister of Industry and Trade	Ing. Martina Tauberová
8.50–9.05	Socio-economic Impacts of COVID-19 A representative of the University Hospital Olomouc	Chair: dr. Tomáš Jelínek assoc. prof. Milan Halenka
9.05–9.20	A representative of the Israel Ministry of Foreign Affairs	TBA
9.20–9.35	COVID-19 as a Challenge for Multidisciplinary Approach in Socio-Economic Research	assoc. prof. Jarmila Zimmermannová
9.35–9.50	Case Study on Soft-Diplomacy. The Role of Czech-Israeli Chamber During the COVID-19 Crises	Linda Štucbartová, DES, MBA
9.50–10.20	The Reality of Global Imbalances and COVID-19	dr. Lucía Morales
10.20–10.35	Fiscal Federalism in the Czech Republic – What Did the COVID-19 Pandemic Change?	assoc. prof. Lucie Sedmihradská
10.35–11.05	ESG Approach and COVID-19 Era: Current Necessity and Future Opportunities	assoc. prof. Judit Sági
11.05–11.15	COFFEE BREAK	
11.15–11.30	Spationomy Session Towards Simulation Gaming in Spatial Economy	Chair: dr. Vít Pászto
11.30–11.45	Geo-Spatial Analysis of Population Density and Annual Income to Identify Regional Socio-Demographic Disparities	dr. Vít Pászto dr. Nicolai Moos
11.45–12.00	Introduction to Geomarketing	assoc. prof. Jaroslav Burian
12.00–12.15	Geomarketing – Increase the Performance of Sales Team with Analytical Maps	Ing. Jaroslav Poláček
12.20–13.00	Workshop on the same topic	
12.15–12.30	The Role of Digital Technologies in Transforming Modern Societies (Directions, Risks and Protection Mechanisms)	assoc. prof. Barbora Bührenová
12.30–13.00	LUNCH BREAK	
13.00–13.15	The Best Paper Awards	assoc. prof. Jarmila Zimmermannová, dr. Michal Menšík
13.15–13.45	Business & IT Session Impact of COVID-19 on the Car Industry in the EU, CR, and on Koyo Bearings CR	Chair: dr. Michal Menšík Ing. Petr Novák
13.45–14.00	Circular Economy in Corporate Social Responsibility Strategies: Evidence from Non-Financial Reports of Russian Companies	dr. Yana Shokola, dr. Lyubov Khoreva
14.00–14.15	Influence of COVID-19 on Financing Business Activities: Lessons Learned from Self-Employed Persons	assoc. prof. Jarmila Duháček Šebestová, Ing. Pavla Pokorná, Ing. Petra Krejčí
14.15–14.30	Comparison the Anchoring Effect Application in Employee Management in Vysočina Region With Prague and Moravian-Silesian Region	dr. Omar Ameir, Ing. Mgr. Renáta Pavlíčková MBA
14.30–14.45	Optimized Production Technology (OPT) – Case Study of Implementation S-DBR Method	dr. Štefan Kolumber, dr. Michal Menšík
14.45–15.00	COFFEE BREAK	
15.00–15.15	Research of Cost Behavior and cost Behavior Models Design for More Efficient Cost Management	assoc. prof. Petr Novák
15.15–15.30	Business Schools and COVID-19 Challenges: Evidence from Selected European Countries	dr. Emil Velinov, assoc. prof. Pavel Štrach
15.30–15.45	Evaluation of Economic Impacts of Cyber Threats on Key Areas of the Information Environment	dr. Lukáš Pavlík, dr. Jiří Blahuta
15.45–16.00	Current Ransomware Trends	dr. Vladimír Šulc
16.00–16.10	Closing remarks of the 1st Day	dr. Michal Menšík

DAY 2 – 23. 4. 2021

9.00–10.00	Maps in Business & Economy Workshop	assoc. prof. Jaroslav Burian
10.00–10.15	COFFEE BREAK	
10.15–10.30	Ph.D. Session Socio-Economic Impact of COVID-19 and Hotel Security: A Research in Budapest	Chair: Ing. Richard Šmilňák, MBA Bulcsú Remenyik, Bagdadí Ali
10.30–10.45	The Reoccurring New Normal in Europe: An Early Comparison of the Last Two Crises Seen Through the Public Finance Perspective	Richard Šmilňák, MBA
10.45–11.00	Did Stay-at-Home-Orders Produced a Significant Effect on Consumer Spending and Employment in the US?	Alexander Shemetev, Martin Pelucha
11.00–11.15	Financial Instruments to Support the Bioeconomy in the EU	Michaela Perunová, Jarmila Zimmermannová
11.15–11.30	Managerial Decision-Making in Industrial Companies with Application of Queing Theory for Management of Automatization and Industry 4.0 Projects	Pavel Kološ, Jakub Závorka
11.30–11.40	Closing remarks	Richard Šmilňák, MBA

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