



EDAMBA 2011

International Scientific Conference for Doctoral Students and Young Researchers
University of Economics in Bratislava – 29th – 30th September 2011



Conference Programme Overview

	Thursday 29th September 2011	Friday 30th September 2011
9:00 – 10:30		Bonus Session – prof. John Hudson, University of Bath „Enhance Your Potential to Publish in International Referred Journals“ <i>Meeting Room, Old Building</i>
10:30 – 11:00		Break, Refreshments
11:00 – 13:00	Registration <i>Conference Room, Building of Faculty of National Economy and Faculty of Commerce, Ground Floor</i>	Section 1A – Room 4B 26 Section 1B – Room 5B 26 Section 4 – Room 5D 18
13:00 – 15:30	Opening of the Conference – prof. Rudolf Sivák, Rector of the University of Economics in Bratislava Plenary Session <i>Conference Room, Building of Faculty of National Economy and Faculty of Commerce, Ground Floor</i>	13:00 – 14:00 Lunch, Award of the Prize for Best Paper <i>Conference Room, Building of the Rectorate, Ground Floor</i>
15:30 – 16:00	Break, Refreshments	14:00 – 19:00 Field Trip (due to the lack of interest cancelled)
16:00 – 17:30	Section 1A – Room 4B 26 Section 1B – Room 5B 26 Section 2 – Room 3B 26 Section 3 – Room 1B 02 Section 5 – Room 5D 18	
17:30 – 17:45	Break, Refreshments	
17:45 – 19:15	Section 1A – Room 4B 26 Section 1B – Room 5B 26 Section 2 – Room 3B 26 Section 3 – Room 1B 02 Section 4- Room 5D 18	
19:30 – 20:30	Welcome Reception <i>Conference Room, Building of Faculty of National Economy and Faculty of Commerce, Ground Floor</i>	

Conference Sessions:

- 1A** Economic Theory, Economic Policy, Public Administration and Regional Development
- 1B** Global Economics, International Economic Relations
- 2.** Finance and Banking, Insurance
- 3.** Marketing and Business Management, Commerce and Services Management, International Business Management
- 4.** Accounting, Quantitative Approaches in Economics, Econometrics and Operational Research
- 5.** Financial Management, Business Economics and Management



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OPENING OF THE CONFERENCE

CONFERENCE ROOM (Ground Floor, Building of the Faculty of National Economy and Faculty of Commerce)

13:00	Dr. h. c. Prof. Rudolf Sivák, PhD., Rector of the University of Economics in Bratislava
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PLENARY SESSION

CONFERENCE ROOM (Ground Floor, Building of the Faculty of National Economy and Faculty of Commerce)

THURSDAY – 29 th September 2011		
13:10 – 15:30	13:10	Urban Kováč, PhD. - <i>Using Copulas in Risk Analysis</i>
	13:35	Alexander Rozin, PhD. – <i>Events as an Integral Part of an Exhibition Centre Marketing</i>
	14:00	Michal Ščepán, PhD. – <i>The World Trade Organization and Democracy Issues</i>
	14:30	Univ-Prof. Doz. Dr. Irena Zavrl– <i>The Former Yugoslavia and Its Successor States: Differences (and Similarities) on the Linguistic, Cultural and Economic Level</i>
	15:00	Tomáš Výrost, PhD. – <i>Modelling of CEE Stock Returns: Selected Results</i>

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SECTION 1A – ECONOMIC THEORY, ECONOMIC POLICY, PUBLIC ADMINISTRATION AND REGIONAL DEVELOPMENT

ROOM 4B 26 (4th Floor, Building of the Faculty of National Economy and Faculty of Commerce)

THURSDAY – 29th September 2011 – ROOM 4B 26		
16:00 – 17:30	16:00	Sergey Avetisyan – <i>HR and Regional Development (Republic of Armenia)</i>
	16:30	Daniela Zajková – <i>The Household Consumption as the Important Macroeconomic Indicator</i>
	17:00	Katarína Belanová, PhD. – <i>New Environmental Governance of Biodiversity</i>
17:30 – 17:45		Break, refreshments
17:45 – 19:15	17:45	Alena Bušíková – <i>The Position of Slovak Universities in the International Rankings: Why Aren't We Catching up?</i>
	18:15	Oleksandra Griekhovodova - <i>Analysis of the Interaction SME and Housing and Communal Services in Ukraine</i>

FRIDAY – 30th September 2011 – ROOM 3B 26		
11:00 – 13:00	11:00	Dana Bajusová, Mária Špesová - <i>The Cooperation Between Self Government and Business Sector in the Knowledge Economy</i>
	11:30	Martin Chovanec - <i>Relationship Between Localization of Creative Occupations and Urban Amenities in Slovak Republic</i>



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SECTION 1B – GLOBAL ECONOMICS, INTERNATIONAL ECONOMIC RELATIONS

ROOM 5B 26 (5th Floor, Building of the Faculty of National Economy and Faculty of Commerce)

THURSDAY – 29 th September 2011		
16:00 – 17:30	16:00	Ľubomír Billý, Paula Puškárová – <i>Current Trends in Innovation Activities in the EU</i>
	16:30	Martin Grančay – <i>The Role of Regional Identity in Aircraft Ordering</i>
	17:00	Martin Grešš – <i>New Economics of Labor Migration and Classical Approaches</i>
17:30 – 17:45	Break, refreshments	
17:45 – 19:15	17:45	Anita Perska – <i>Participation of Local Governments in Partner Network as a Driver for the Poznań Metropolis</i>
	18:15	Marián Šabo – <i>New Dynamics in Latin America – EU – USA Relations</i>
	18:45	Aisulu Kozhabayeva – <i>Industrial Development of Kazakhstan Between Years 2010-2014 and Cooperation with Slovakia</i>

FRIDAY – 30 th September 2011		
11:00 – 13:00	11:00	Ľubomír Billý, Miriama Vašková - <i>The Impact of the Global Economic Crisis on the Economy of the Slovak Republic with Regard to Labor Market</i>
	11:30	Chalotorn Sinproh – <i>Global Imbalances and Potential of Developing Countries</i>
	12:00	Kludia Pytel'ová - <i>System of Exchange Rates and Multilateral System of Payments under the IMF</i>
	12:30	Margita Hulmanová – <i>Comparison of Economic and Social Consequences of Unemployment of Young People in Slovakia and Great Britain</i>



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SECTION 2 – FINANCE AND BANKING, INSURANCE

ROOM 3B 26 (3th Floor, Building of the Faculty of National Economy and Faculty of Commerce)

THURSDAY – 29 th September 2011		
16:00 – 17:30	16:00	Oksana Belyayeva – <i>Transformation of the Banking System and Lending in the Central and Eastern European Countries</i>
	16:30	Vladimír Janůšek – <i>Lessons from Financial Deregulation</i>
	17:00	Eduard Baumöhl, Štefan Lyócsa – <i>Breaks in Dynamic Conditional Correlations of CEE-3 Stock Market Indices</i>
17:30 – 17:45		Break, refreshments
17:45 – 19:15	17:45	Mária Vojtková – <i>Analysis of “Hot Money” Flows in Eurozone Countries</i>



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SECTION 3 – MARKETING AND BUSINESS MANAGEMENT, COMMERCE AND SERVICES MANAGEMENT, INTERNATIONAL BUSINESS MANAGEMENT

ROOM 1B 02 (1st Floor, Building of the Faculty of National Economy and Faculty of Commerce)

THURSDAY – 29 th September 2011		
16:00 – 17:30	16:00	Ľuboš Valo – <i>Company Culture and Internationalization</i>
	16:30	Ivan Bzdúšek – <i>Factors Affecting the Image of the Slovak Retail Chains in the Minds of the Young Generation Customers and the Evaluation of the Image COOP Jednota</i>
	17:00	Mária Vasiľová - <i>Modelling the Diffusion of Technology Innovation: A Marketing Approach</i>
17:30 – 17:45		Break, refreshments
17:45 – 19:15	17:45	Georg Kodydek – <i>Leading Multicultural Work Groups. A Challenge for Students in a Diverse Environment</i>
	18:15	Zuzana Nižníková, Denisa Bilohuščinová – <i>Marketing Communication of Bioproducts</i>



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SECTION 4 – ACCOUNTING, QUANTITATIVE APPROACHES IN ECONOMICS, ECONOMETRICS AND OPERATIONAL RESEARCH

ROOM 5D 18 (5th Floor, Building of the Faculty of National Economy and Faculty of Commerce)

THURSDAY – 29 th September 2011		
17:45 – 19:15	17:45	Peter Ďurka, Ľubica Hurbánková – Short-period Forecast of Gross Money Expenditures of Private Households Using ECM
	18:15	Anna Hollá – <i>Eco-Eco Optimizing Model Utilization in the Closed-Loop Supply Chain</i>
	18:45	Gökhan Turan – <i>Portfolio Selection with Lagrangian Relaxation</i>

FRIDAY – 30 th September 2011		
11:00 – 13:00	11:00	Lucia Švábová – <i>Pricing of European Options Using the Finite Difference Method</i>
	11:30	Roman Gavuliak - <i>Analysis of Sustainable Development in the Area of Social Inclusion</i>
	12:00	Kamil Krauspe - <i>An Evolutionary Algorithm for Graph Augmentation</i>



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SECTION 5 – FINANCIAL MANAGEMENT, BUSINESS ECONOMICS AND MANAGEMENT

ROOM 5D 18 (5th Floor, Building of the Faculty of National Economy and Faculty of Commerce)

THURSDAY – 29 th September 2011		
16:00 – 17:30	16:00	Igor Hudák – <i>Influence of Financial Crisis on the Slovak Mechanical Engineering Companies</i>
	16:30	Michaela Kinčáková - <i>Impact of the Global Economic Crisis on Small and Medium-Sized Enterprises in Slovakia</i>
	17:00	Zuzana Tekelová - <i>Small and Medium Enterprises in Malta</i>