



HED

Hradec Economic Days



23

CONFERENCE PROGRAM

21ST INTERNATIONAL SCIENTIFIC CONFERENCE

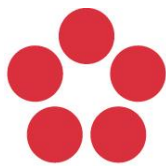
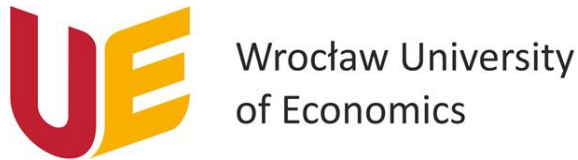
HRADEC ECONOMICS DAYS

13–14 APRIL, 2023

HRADEC KRÁLOVÉ

CZECH REPUBLIC





welcome you at the 21st Hradec Economic Days conference.

We also thank our partners who co-funded the conference:

ERASMUS+ KA2 project
no. 2020-1-CZ01-KA203-078313
Technology transfer together



Co-funded by the
Erasmus+ Programme
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EEA Funds 2014-2021 Education Program project
no. EHP-CZ-ICP-3-010
Developing the universities third responsibility;
Technology transfer to foster innovation



Hradec Králové region grant
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Brief program

13 April, 2023

09:00–10:00 registration and coffee,

10:00–12:00 plenary session,

12:00–13:00 lunch,

13:00–15:00 sessions,

15:00–15:30 coffee break,

15:30–17:00 Project Management discussion session, coffee tasting, special guest speech on Fundament-oriented Investing,

19:00–22:30 evening banquet.

14 April, 2023

08:30–09:00 registration and coffee,

09:00–10:00 Technology Transfer discussion session, virtual session,

10:00–10:30 coffee break,

10:30–12:30 Technology Transfer discussion session, virtual session,

12:30–13:30 lunch,

14:00–15:00 individual consultation on Technology Transfer and Financing.

The time allocated for an article presentation is ten minutes, the following five minutes are reserved for a discussion. The conference uses Central European Time. The poster session is available for the whole conference in the entrance corridor between building J and building A. Program changes are reserved.

= Hradec Economic Days =

13 April, 2023

Plenary session

10:00-12:00 at J1 room

Opening speech:

Petra Marešová

Chairman of Hradec Economic Days at the University of Hradec Králové

Josef Hynek

Dean at the University of Hradec Králové, Faculty of Informatics and Management

Invited speakers:

Jakub Seidler

Chief economist at the Czech Banking Association

Czech economic outlook 2023/2024

Tale Skjølstvik

Vicedean at the Oslo Metropolitan University

Sustainable business models and innovation

Michal Pohludka

CEO & Co-Founder of the GeneSpector and the Macromo, Ltd.

We believe in our passion to change the quality of life. Then, it is possible.

Business Economics

13:00-15:00 at J13 room

chair: Jan Mačí

Pavla Vrabcová, Hana Urbancová and Zuzana Pacáková

Challenges and Changes in Internal Communication within Organizations: The Role of Transparent Communication from the Top

Enikő Lőrinczová, Irena Jindřichovská and Jitka Šišková

Financial Reporting of the Main Electricity Suppliers in the Czech Republic and the Possible Reasons of the Increasing Prices of Energy

Lukáš Klarner, Petr Řehoř, Monika Maříková, Jaroslav Vrchota and Michaela Šebítková

What Fields of Management Are Affected by Industry 4.0 and What Changes Are Coming with It?

Vojtěch Beran and Natalie Pelloneová

The Impact of the COVID-19 Pandemic on Czech Gaming Brands

Jitka Burešová and Vojtěch Beran

The Brand Identity of a Local Company in the Liberec Region

Karel Alloh and Petra Šánová

Demands of the Selected Clientele in the Spa Hotel Industry after the COVID-19 Pandemic - Pilot Research

Public Economics and Administration

13:00-15:00 at J3 room

chair: Pavel Bachmann

Kristina Randlová, Zuzana Rajdlová, Peter Pažitný and Daniela Kandilaki

The use of Technology in Long-term Inpatient Care for People with Alzheimer's Disease

Zuzana Rajdlová, Kristina Randlová, Daniela Kandilaki and Peter Pažitný

Calculation of Costs of Mental Bulimia: Vomited Money

Mohammed Ibrahim Gariba and Romana Provaznikova

Assessing the Relationship Between Regional Policy Indicators in Visegrad Four Countries

Maria Dzikuć, Milan Edl and Maciej Dzikuć

Opportunities and Threats to the Development of RES in Rural Areas in the Czech Republic and Poland

Agata Surówka

Technical Infrastructure as a Factor of Competitiveness of Districts Located in the Areas of Impact of Airports in Poland

Project Management

13:00-15:00 at J12 room

chair: Jana Košťálová, Petr Tučník

Mladen Vukomanović

Vice President Profession Development at the IPMA Int.

Opening speech

Pavel Taraba

Current Trends in Project Management

Vladimir Obradović, Sara Stojilković and Marija Todorović

Improving the Individual and Organizational Competencies in the Project Management Office

Miroslav Krupa, David Šimůnek and Jiří Hájek

Hybrid Project Management: a Literature Review

Lukáš Melecký and Michaela Staníčková

Joys and Sorrows of Czech Project Management. Is the Knowledge of Techniques and Methodologies in the Czech Republic Sufficient and Required?

Martina Kuncová

Discrete-event Simulation and SIMPROCESS Software Usage in Project Management

John McGrath and Jana Košťálová

Assessment of Sustainability by Project Management Maturity Models

Jana Košťálová, Radek Doskočil, Lenka Širáňová and Branislav Lacko

Project Management in European Structural and Investment Funds Financed Projects in the Czech Republic

Modern Trends in Corporate Administration

13:00-15:00 at J2 room

chair: Václav Zubr

Kamilla Baša and Kristóf Domonkos

The Role of Employer Branding in Choosing a Workplace in South-West Slovakia

David Šimůnek

Decentralized Autonomous Organizations and Trust: Approach to Trust in DAO in the Context of Existing Trust Theory

Renáta Machová, Kamilla Baša, Patrik Baša and Zoltán Šeben

The Role of Personal Branding and Self-marketing in Terms of Looking for a Job in Slovakia and Hungary

Hana Travnickova and Kateřina Maršíková

On the Job and Off the Job Training in European Companies Context

Petra Kašparová and Ondřej Linhart

How to Work with Generation Z: Cluster Analysis Based on Emotional Intelligence of University Students

Marek Botek

Digital Wellbeing of University Teachers

Aneta Bobenič Hintošová

Cultural Differences between Czechia and Slovakia in the Light of Global Literacy

Michaela Heřmanová, Michal Prokop, Kateřina Kuralová, Lucie Kvasničková

Stanislavská, Ladilav Pilař and Martina Fejfarová

Targeted Application of the Work Design Questionnaire Using Self-Determination Theory to Generation Z

Zdena Hrušková

Critical Discursive Psychology of Informal Learning in an SME Coworking Space in Kuwait

Mixed session

13:00-15:00 at J15 room

chair: Martin Král

Tetiana Polozova, Irina Kolupaieva and Iryna Sheiko

Interrelations between digital development and IT&Hi-tech, R&D sectors, labor market in EU countries

Renáta Machová and Tibor Zsigmond

Banking Habits of Women in Hungary at the Time of Economic Difficulties – Pilot Study

Ondřej Šimpach

Mortality forecasting – which ARIMA model to choose for vector kt projection in Lee-Carter model?

Arkadiusz Piwowar

Water shortage in Polish agriculture and its economic consequences

Marek Furmankiewicz and Magdalena Raftowicz

Do area-based partnerships favour the development of short food supply chains? Analysis of local product offers on the websites of Local Action Groups in two regions of Poland

Discussion session: Project Management with IPMA

15:30-17:00 at J12 room

chair: Jana Košťálová

Jana Košťálová

Member of the executive committee at the IPMA CZ

Úvod do konceptu mezinárodní certifikace projektového managementu

Discussion panelists

Michal Beránek

CDO at the Veolia Central & Eastern Europe Zone, S.A.

Jan Doležal

CEO at the PM Consulting, Ltd.

Branislav Lacko

Assoc. Prof. at the Brno University of Technology, Brno

John McGrath

Project Management program guarantor at the Technological University Dublin

Lenka Švecová

Assoc. Prof. at the University of Chemistry and Technology, Prague

Coffee tasting

15:30-16:00 at the building J relax zone

Michal Dobrovolný

Fury Beans, Ltd.

Journey from Cultivation to Cup

Special guest speech

16:00-17:00 at J1 room

Jaromír Zahrádka

The University of Chemistry and Technology, Prague

Risk-adjusted valuation methods and value-based approach for Technology Transfer investments

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14 April, 2023

Mixed virtual session

[Click here to join](#)

8:30-13:00 at J15 room

chair: Martin Matějčíček, Anna Borkovcová

8:30-9:00 Connection test

Pengchen Wang and Rong Kang

CCUS Development in China and Forecast its Contribution to Emission Reduction

Hu Sheng and Kunwen He

Can the Opening of China-European Railway Express Enhance Technical Sophistication of Export from Chinese Cities ?

Xiaonan Peng

Study on the Impact of Opening to the Outside World on the Potential of Green Development
An Empirical Test Based on Panel Data from 31 Provinces in China

Jiali Chen and Hongzhi Tian

Measuring China's Digital Economy and Analyzing its Influencing Factors.

Di Zhang and Hongzhi Tian

Low-Carbon Transformation of China's Power Industry: Influencing Factors and Realization Path

Tiantian Zhang

Research on the Influencing Factors of Rural Labor Transfer in China

Mária Režňáková, Stanislava Štefánková and Michal Karas

Assessment of a Borrower's Creditworthiness in Intra-Group Financing

Dorjana Feimi and Fioralba Vela

Emotional Intelligence and Job Performance: Evidence from Albania context

Jiří Slezák

Taxation and Accounting of Cryptocurrencies from the Point of View of the Czech and Slovak Republic

Workshop: Technology Transfer

9:00-10:00; coffee break; 10:30-12:30 at J1 room

chair: Kamil Kuča

Kamil Kuča

University of Hradec Králové

Opening speech

Richard Schneider

CzechInvest

Technologická Inkubace

Markéta Kühnelová

Technology Agency of the Czech Republic

Současné Výzvy TAČR

Mariana Pacheco Blanco

AMIRES Inc.

Current Horizon Calls

Jaromír Zahrádka

The University of Chemistry and Technology, Prague

Science Equity, a New Class of VC Funds Investing in Technology Transfer

Martin Radina

Spadia Lab, Plc.

The Journey from Building my Company to Investing to Other Ones

Siti Hamidah Mohd-Setapar

Universiti Teknologi Malaysia

Commercialization of Natural-based Skin Care

Vojtěch Tambor

TRILAB Group, Ltd.

From Concept to Reality: How Additive Manufacturing is Disrupting Project Development and Driving Business Innovation

Individual consultation

14:00-15:00 at J2 room

Expert from the University of South Bohemia Technology Transfer Office