



**Ekonomická
fakulta
Faculty
of Economics**

**Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice**

INPRO
INTERNATIONAL
SCIENTIFIC
CONFERENCE

**F
R
U
M**

2025

***Economy
Under Pressure***

PROGRAMME

November 6 – 7, 2025

THURSDAY, November 6, 2025

CONFERENCE PROGRAMME

09:00 – 10:00	REGISTRATION	Building F/Atrium
10:00 – 11:30	PLENARY SESSION CONFERENCE OPENING doc. RNDr. Zuzana Dvořáková Líšková, Ph.D. Dean, Faculty of Economics, University of South Bohemia in České Budějovice doc. Ing. Ladislav Rolínek, Ph.D. Vice-dean for Science and Research, Faculty of Economics, University of South Bohemia in České Budějovice PLENARY SPEAKERS doc. Ing. Robin Maialeh, Ph.D., LL.M. Research Institute For Labour And Social Affairs (Czech Republic) <i>" Myths of Public Finance Consolidation "</i> Anthony T. Lo Sasso, Ph.D. DePaul University, Chicago, USA <i>„Intermediation in Health Insurance Markets "</i>	Building F /Room F3
11:30 – 13:00	Lunch Break	Canteen, Menza
13:00 – 17.30	PARALLEL SESSIONS	Building F
18:30 – 21:30	Gala Dinner	Restaurant Solnice České Budějovice

FRIDAY, November 7, 2025

SOCIAL PROGRAMME

07:50–11:00	BANES, spol. s r.o., Soběslav	Meeting in front of Building F
-------------	-------------------------------	--------------------------------

THURSDAY, November 6, 2025 – Parallel Sessions

Name of the Section	Chair	Building F/Room
Resilient regions: Sustainability Under Pressure of Global Challenges and Uncertainty	doc. Ing. Eva Cudlínová, CSc.	F 002
Economy resilience: macroeconomic and microeconomic perspective	Ing. Jiří Alina, Ph.D.	F 002
Recent and future trends and challenges in retail, international trade, marketing and tourism	doc. Ing. Kamil Pícha, Ph.D. MBA	F 003
Management of change and innovation	doc. Ing. Martin Pech, Ph.D.	F 004
Finance, Accounting and Taxes	doc. Ing. Milan Jílek, Ph.D.	F 005
Economics of agriculture: new challenges and opportunities	doc. Ing. Radek Zdeněk, Ph.D.	F 005

PARALLEL SESSION**Resilient regions: Sustainability under pressure of global challenges and uncertainty****Chair: Eva Cudlínová****Room F 002**

Time	Participant	Presentation Title
13:00-14:40	Roman Buchtele , Eva Cudlínová, Josef Maxa	The local economic impact of wetland revitalisation in Šumava
	Roman Buchtele , Lukáš Klarner, Petra Matoušková	Enterprise environmental transparency and ESG implementation
	Antonín Hořčica	The use of RHDl and SHDI for measuring sustainability in EU regions
	Duncan Chandabemba Ngwenya , Emmanuel Asiedu, Milan Jilek, Eva Cudlínová, Roman Buchtele	The sustainability-adoption paradox: Why high adopting MSMES report more barriers - evidence from Zimbabwe
	Denisa Bláhová, Vojtěch Vaněček	Institutional limits of housing subsidies in the Czech Republic: A regional development perspective

Instruction: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.

PARALLEL SESSION**Economy resilience: Macroeconomic and microeconomic perspective****Chair: Jiří Alina****Room F 002**

Time	Participant	Presentation Title
15:00 – 16:40	Mike Djesa/ONLINE	Economic resilience: The role of monetary policy and firm characteristics in corporate investment
	Štěpán Kučera , Marek Litzman, Soňa Kukučková/ONLINE	When travel time falls: Infrastructure-driven changes in commuting and employment in the Czech Republic
	Vít Kubal , Ivana Faltová Leitmanová	Does redistribution promote human development? The role of migration and inequality
	Pavla Herclíková , Martina Novotná, Tomáš Volek	Economic drivers of sustainability in the textile industry
	Jaroslav Šetek, Jiří Alina , Tereza Bartůňková	Challenges of Czech defence policy: Integrating sustainability and economic resilience

Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.

PARALLEL SESSION**Recent and future trends and challenges in retail, international trade, marketing and tourism****Chair: Kamil Pícha****Room F 003**

Time	Participant	Presentation Title
13:00 – 16:00 (including coffee break)	Nikoleta Lenčėšová , Zuzana Lušňáková, Dominika Priečková/ONLINE	Cognitive ergonomics' impact on employee well-being and performance: A bibliographic analysis
	Lucie Tichá, Pavol Kita, Kamil Pícha	Characteristics of business model in retail
	Peter Vaško , Jakub Berčík, Patrik Jurčíšin, Tomáš Krahulec, Adrian Rajtár/ONLINE	Subliminal effects of music in the shopping environment an empirical analysis of consumer preferences and behavior
	Lea Rubínová /ONLINE	The impact of marketing strategies on the sustainable purchasing behavior of the young generation: A generational and communication perspective
	Mariami Denosashvili /ONLINE	What are the antecedents to fast-food customer loyalty?
	Hana Bílková , Roman Švec, Kamil Pícha	Mental health care as a specific tourism product
	Matěj Pejsar , Ľudmila Novacká	Partnership Competences and Barriers in Destination Offer Development
	Petra Vysušilová, Petra Martíšková, Roman Švec	Exploring the role of community tourism in sustainable destination development – the case of Římov

Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.

PARALLEL SESSION

Management of change and innovation

Chair: Martin Pech

Room F 004

Time	Participant	Presentation Title
13:00-17:30 (including coffee break)	Kamila Němečková , Petr Řehoř, Markéta Kocourková, Lukáš Klarner, Jaroslav Vrchota, Petra Matoušková	Monitoring stressors in manufacturing companies in the Czech Republic
	Jozef Kovács , Ivana Mišúnová Hudáková, Romana Sobotová, Rastislav Solej, Natália Mišíková	Regional disparities in R&D and innovation expenditures: A comparison between the Bratislava region and other Slovak regions
	Michaela Doubková	The future of work in the age of artificial Intelligence
	Dávid Rybjanský , Róbert Hanák	Measurement approaches for evaluating the technological and organizational factors of artificial intelligence implementation in businesses
	Diana Pallérová	The role of machine learning adoption in enterprises: Literature review and European insights
	Lukáš Klarner , Petr Řehoř, Petra Matoušková, Jaroslav Vrchota, Kamila Němečková	Artificial intelligence in small and medium-sized companies – comparative analysis of V4 region
	Corinna Frommelt , Christian Toros/ONLINE	Artificial intelligence in compliance and corporate governance – risk or opportunity?
	Matej Zorád , Zuzana Kapustová, Natália Turčeková/ONLINE	Artificial intelligence as a driver of innovation and sustainable growth in business and bioeconomy
	Petra Skořepová , Petra Marešová/ONLINE	Change management in higher education administration: Perceptions of an AI chatbot for student affairs office
	Filip Horák /ONLINE	Use of digital twins in healthcare and cost monitoring: A scoping review
	Johana Paluchová, Peter Šedík, Jakub Berčík, Peter Vaško, Patrik Jurčíšin /ONLINE	Auditory Environments in fashion retail: Music's impact on consumer
	Petra Matoušková , Jaroslav Vrchota, Lukáš Klarner, Petr Řehoř, Roman Buchtele, Kamila Němečková	Innovation and the introduction of new business processes: The situation of Czech companies in the context of Central Europe

Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.

PARALLEL SESSION

Finance, Accounting and Taxes

Chair: Milan Jílek

Room F 005

Time	Participant	Presentation Title
13:00-15:20 (including coffee break)	Tomáš Mazán , Miriana Šípová ONLINE	Recent developments in corporate taxation in the V4 countries
	Miriana Šípová , Miroslav Michalec, Rastislav Solej/ONLINE	The role of family background in shaping financial literacy among young people in Slovakia
	Vít Pečonka, Petr Jablonský ONLINE	Predictive capabilities of working capital as an indicator of impending insolvency of a company in the Czech Republic
	Lucie Klištincová	Balanced scorecard as a complementary tool for bankruptcy prediction
	İbrahim YILDIRIM /ONLINE	The use of AI for accounting audits
	Jaroslava Pražáková , Jarmila Rybová, Jana Lososová	Typical approaches to family businesses financing in the Czech Republic in period 2020-2022
	Milan Jílek	Fiscal consolidation and government behaviour: The role of fiscal decentralisation in European OECD countries

Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.

PARALLEL SESSION

Economics of agriculture: New challenges and opportunities

Chair: Radek Zdeněk

Room F 005

Time	Participant	Presentation Title
15:40-17:20	Eliška Svobodová , Ivo Zdráhal, Barbora Daňková, Marika Tkáčová, Soňa Raszková, Kristina Somerlíková	The size factor in the inclusion of regional foods in school canteen: An empirical analysis
	Jacobus van Burgsteden /ONLINE	Barriers to strategic analysis and smart technology adoption in developed dairy farms: A qualitative pilot study
	Jan Mikula, Jan Vavřina /ONLINE	EU CAP environmental actions for land management with a focus on the economic sustainability of agri-businesses
	Kateřina Mazancová	The impact of agricultural subsidies on the economic situation of the state
	Daniel Kopta, Jana Lososová, Petr Zeman	Predicting the profitability of agricultural enterprises using non-financial ratios

Instruktion: Presenters Shall Prepare PowerPoint or Pdf Presentations of 15 Minutes.