

PROGRAMME

Opening session

Chair: Ing. Daniel Pakši

9:00 | **doc. Ing. Aleš Melecký, Ph.D.**

Economics

Chair of session: prof. Ing. Martin Macháček, Ph.D. et Ph.D.

9:10 | **Ing. Lukáš Jursa**

Monetary Policy in New Normal: Does One Interest Rate Rule Them All?

Project no. SP2024/26 “Econometric Modeling of the Impacts of Economic Policy Interactions on Financial Stability”, Jan Janků

9:30 | **Ing. Vojtěch Koňářík**

Rationality in Economics: How to Face Climate Change?

Project no. SP2024/68 “Socioeconomic and environmental challenges for contemporary society”, Jan Belardi

9:50 | **Bc. Dominik Kolder**

Socioeconomic Factors in the Prevalence of Mental Illness in the Population Aged 0-25 Years

Project no. SP2024/77 “Approximation of exogenous and endogenous factors of effective allocation of public resources to support the implementation of digital and technological innovations in the public sector”, Iveta Vrabková

PROGRAMME 10:10-10:25 Coffee Break

Economy and Management

Chair of session: Ing. Jiří Franek, Ph.D.

- 10:25** **Muhammad Kamal Subhani**
Digitalisation in Human Resource Management: Applications in Organisations in the Czech Republic
Project no. SP2024/28 “Digital Transformation in the Management of Companies”, Terezie Krestová
- 10:45** **Ing. Katarzyna Zahrajová**
Artificial Intelligence – Law, Ethics, and Experiences
*Project no. SP2024/60 “Artificial Intelligence – Law, Ethics and Opportunities in Education”,
Martina Krügerová*
- 11:05** **Bc. Jakub Karas**
Determinants of Financial Savings in eAuctions: An Empirical Analysis from Czechia and Slovakia
*Project no. SP2024/92 “Procurement Management and Determinants of Electronic Auction Results”,
Markéta Zajarošová*
- 11:25** **Ing. Kristýna Stromská**
Customer Segmentation on Telecommunications Market Based on Satisfaction and Loyalty
*Project no. SP2024/94 “Analysis of mediators and outcomes of consumer behaviour in the B2C market”,
Kristýna Stromská*

PROGRAMME 11:45-12:15 Coffee Break

Finance

Chair of session: doc. Ing. Aleš Kresta, Ph.D.

12:15

Dai Qyuan

The study on the decision-making of M&A based on option game theory

*Project no. SP2024/03 “Stochastic modelling of financial investments in heterogeneous markets”,
David Ned'ela*

12:35

Han Bui Thi Ngoc

The role of chosen drivers in corporate social responsibility evaluation in Vietnam

Project no. SP2024/45 “Financial models with uncertain interactions”, Zdeněk Zmeškal

12:55

Gao Qian

Performance Evaluation of Portfolio Optimization Based on Different Risk Measures

Project no. SP2024/47 “Analysis and prediction of financial performance”, Aleš Kresta

13:15

Ing. Darina Jílková, MBA

Effects of Taxation on Household Expenditures: Key Role of Taxes or General Economic Situation?

Project no. SP2024/79 “The impact of direct taxation and over-indebtedness on households consumption and investment expenditures of corporations”, Dagmar Bařinová

PROGRAMME

Systems Engineering and Informatics

Chair of session: doc. Mgr. Ing. František Zapletal, Ph.D.

13:35

Bc. Jakub Illík, Bc. Barbora Kojdecká

Low-cost utilisation of UAV imagery for municipalities

Project no. SP2024/52 “Analysis of the possibilities of using unmanned aerial vehicles in regional planning and management”, Ivana Čermáková

13:55

Ing. Markéta Šindlerová, Ing. Jan Volný

Influence of sharing information on decision making processes in SMAA method

Project no. SP2024/83 “Additional Information in Decision Making and Evaluation Models”, Jan Volný