



# Innovative Economic Symposium 2017

Strategic Partnerships in International Trade



## **Innovative Economic Symposium 2017**

**Strategic Partnership in International Trade**

<http://ies.vstecb.cz/>

Editors:

- prof. Ing. Jan Váchal, CSc.
- doc. Ing. Marek Vochozka, MBA, Ph.D.

- Bc. Jakub Horák

Publication was created with the support of South Bohemian Region.

# About the conference IES 2017

**Date of the conference: 2017-10-19**

**The conference will be held under the auspices of President of the Czech Republic Ing. Miloš Zeman, CSc.**

## **Motto**

*"The business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs."* Peter F. Drucker

## **Target**

The conference brings together scientists in economics, international relations, finance and marketing both from China and Europe. The conference aims to exchange knowledge and discuss issues related to market mechanisms, international business and strategic decisions.

## **Primary Issues**

Competitive strategies in international trade. Entrepreneurship, international trade and economic growth. Quantitative and qualitative methods in management decision making with a focus on international trade. Economic, social and environmental dimensions of strategic management in international business. Intellectual capital, knowledge and innovation in the development of international trade. Decision-making methods and optimization econometric modelling in corporate strategy. Consumer behavior, international marketing, marketing modelling.

## **Thematic Areas**

### **Primary Issues**

- Competitive strategies in international trade.

- Entrepreneurship, international trade and economic growth.
- Quantitative and qualitative methods in management decision making with a focus on international trade.
- Economic, social and environmental dimensions of strategic management in international business.
- Intellectual capital, knowledge and innovation in the development of international trade.
- Decision-making methods and optimization econometric modelling in corporate strategy.
- Consumer behavior, international marketing, marketing modelling.

#### **Alternative Issues**

- Risk management and portfolio optimization.
- Financial sustainability of SMEs.
- Sustainability in logistics / environmental management in the supply chain.
- Monetary policy / currency area theory.
- Foreign direct investment.
- Renewable energy / environmental legislation.
- Social – medial marketing.

#### **About organizers**

The primary focus of VŠTE activities is the implementation of full-time and part-time studies for professional bachelor's and master's degree programmes. The professional study programmes are supported by cooperation with regional entrepreneurs. VŠTE's other priorities include applied research, the implementation of innovative technologies and knowledge transfer into areas that are current and crucial with regards to the regions needs. More information about VŠTE at [www.vstecb.cz](http://www.vstecb.cz).

North China University of Technology (NCUT), located on the western side of Beijing, is a multi-disciplinary university that combines the natural sciences and engineering with liberal arts, economics, management and law. NCUT targets the development of qualified, high-level, application-oriented professionals with

solid basic theoretical knowledge and strong practical skills and creative abilities. A quality education is the university's lifeline. Teaching is a primary focus at NCUT and the center of its activities, while the university also emphasizes the importance of research and the contribution research can make both to the educational environment and to address local and national needs. The undergraduate program offers a full range of undergraduate degrees; there are also numerous graduate degree programs, as well as continuing education programs. The academic education is complemented with moral, intellectual, physical and aesthetic training in order to build well-rounded students prepared to meet the challenges of modern society. More information about NCUT at [www.ncut.ciss.org.cn](http://www.ncut.ciss.org.cn).

### **Conference report**

Conference Innovative Economic Symposium 2017 took place on 19 October 2017 in the Spa Hotel Vita in České Budějovice. The thematic focus of this year was Strategic Partnership in International Trade. The whole conference started with opening speeches of doc. Ing. Marek Vochozka, MBA, Ph.D., Rector of the Institute of Technology and Business in České Budějovice (VŠTE) and prof. Zhao Jixin, Dean of the Faculty of Economics and Management of the North China University of Technology in Beijing (NCUT). The participants of the conference were academics, officials and entrepreneurs from China, Russia, and the Czech Republic. The topic One Belt, One Road, has been repeatedly mentioned as one of the promising opportunities for similar strategic partnerships at the Czech-Chinese level.

### **Expert guarantor**

*prof. Jan Váchal,*

Vice-Rector of the Institute of Technology and Business (CZE)

*doc. Marek Vochozka*

Rector of the Institute of Technology and Business (CZE)

## **The Organizing Committee**

*doc. Marek Vochozka*, Rector of ITB, School of Expertness and Valuation, The Institute of Technology and Business in Ceske Budejovice (CZE)

*prof. Liu Yongxiang*, Dean of SEM, School of Economics and Management, North China University of Technology (CHN)

*Pavel Rousek, Ph.D.*, ITB in Ceske Budejovice (CZE)

*Simona Hašková, Ph.D.*, ITB in Ceske Budejovice (CZE)

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*Zuzana Rowland, MSc.*, ITB in Ceske Budejovice (CZE)

*Jakub Horák, Bachelor*, ITB in Ceske Budejovice (CZE)

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*prof. Liu Yongxiang*  
North China University of  
Technology (CHN)

*prof. Shen Zhili*  
North China University of  
Technology (CHN)



## CONFERENCE ORGANISERS

Institute of Technology and Business in České Budějovice



North China University of Technology



## CONFERENCE SPONSORS

Conference Innovative Economic Symposium 2017 is co-financed with the support of the South Bohemian Region.



***Conference program***  
**Innovative Economic Symposium 2017**  
**Strategic Partnerships in International Trade**  
Spa Hotel Vita, October 19, 2017

***10.00 – 10.10***

***Opening ceremony***

Ing. Pavel Rousek, Ph.D.

***10.10 – 10.30***

***Introduction***

**doc. Ing. Marek Vochozka, MBA, Ph.D.**

Rector

The Institute of Technology and Business in České Budějovice

**prof. Zhao Jixin**

Dean

North China University of Technology

***10.30 – 12.00***

***Plenary session***

Host: Ing. Pavel Rousek, Ph.D.

**Associate Prof. Natalia Pletneva, Ph.D.**

Peter the Great St. Petersburg Polytechnic University

*Issues of Ecostrategies Implementation for Tourism Enterprises in Russia*

**Prof. Maksim Kiselev, DSc.**

Saratov Socio-Economic Institute

*Two Types of Management Mistakes and How to Avoid Them*

**Associate Prof., Olga Kalchenko, Ph.D.**

Peter the Great St. Petersburg Polytechnic University

*Fuzzy sets and real options approaches for innovation-based investment projects effectiveness evaluation*

**Prof. Alla Yakunina, DSc.**

Saratov Socio-Economic Institute

*Liberalization of Russian gas exports: benefits and challenges*

**Mr. Li Chenguang, Ph.D.**

North China University of Technology

*Market opportunity and Policy support for chinese old aging industry: an application of text mining*

**13.00 – 14.30**

**Plenary session**

Host: Ing. Pavel Rousek, Ph.D.

**Mgr. Petr Šuleř**

ČEZ Group

*Impact of Crisis Communication with the Media*

**Tu Shu, Zhonglan Wang**

North China University of Technology

*Chinese Language Teaching in the Czech Republic*

**Ing. Marek Vokoun, Ph.D.**

The Institute of Technology and Business in České Budějovice

*Innovation activities of firms: the case of 8 cis waves in the Czech industry between 2001 and 2014*

**15.00 – 17.00**

**Plenary session**

Host: Ing. Marek Vokoun, Ph.D.

**Prof. Dr. Yury Korobov**

Saratov Socio-Economic Institute

*Global Banking: Transformation, Innovation & Competition*

**Ing. Pavel Rousek, Ph.D.**

The Institute of Technology and Business in České Budějovice

*The Impact of the Economic Crisis on Municipal Expenditures*

**Ing. Simona Hašková, Ph.D.**

The Institute of Technology and Business in České Budějovice

*Strategic Partnership of Independent States as a Game*

**Ing. Lenka Dvořáková**

The Institute of Technology and Business in České Budějovice

*CZ GDP Prediction via neural networks and Box-Jenkins Method*

**Ms. Liu Yaqing Ph.D.**

North China University of Technology

*Research on the Relationship between Sino-EU Trade and Economic Growth*

**17.00 – 18.00**

**Closing ceremony**

Ing. Pavel Rousek, Ph.D.

Organizer



Co-organizer



Sponsor





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### Conference program

09:00—10:00	Participant registration
10:00—10:30	Opening ceremony
10:30—12:00	Plenary session
12:00—13:00	Lunch
13:00—14:30	Plenary session
14:30—15:00	Coffee break
15:00—17:00	Plenary session
17:00	Closing ceremony

<http://ies.vstecb.cz/>

**19 October 2017**

Spa Hotel Vita  
České Budějovice, Czechia

### Sponsors and Partners



Jihočeský kraj

### Expert Guarantors

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