Innovative Economic Symposium 2019
Potential of the Eurasian Economic Union

http://ies.vstecb.cz/
Editors: Jakub Horák, Jaromír Vrbka, Zuzana Rowland
About the conference IES 2019

Date of the conference: 2019-11-07

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

Motto

“Coming together is a beginning; keeping together is progress; working together is success.” Henry Ford

Target

The IES 2019 conference brings together scientists and practitioners in economy, international relations, finance and marketing from Asia and Europe. The objective of the conference is to share knowledge and discuss the issues relating to economic potential, international business, Industry 4.0 and use of artificial intelligence in corporate practice and economy and corporate strategic decision-making in the global world.

Thematic Areas

Use of artificial intelligence in corporate practice and economy

- Prediction of future corporate development.
- Prediction of future development of macroeconomic parameters.
- Analysis of businesses in sectors of the national economy.
- Machine learning, large data.

International business

- Entrepreneurship, international business and economic growth.
- Strategy in international business.
- Intellectual capital, knowledge and innovations in international business development.
- Direct foreign investments.

Business administration view of the topic + Industry 4.0

- Digitizing, automation of the production.
- Sector and corporate adaptation to the conditions of Industry 4.0.
- Digital economy.
- Quantitative and qualitative methods of management decision-making
- Economic, social and environmental dimensions of strategic management.
- Decision-making methods and optimization, econometric modelling of corporate strategies.
- Risk management and portfolio optimization.
- Financial sustainability of small and medium-sized enterprises.
- Controlling and reporting.
- Social media marketing.

**Macroeconomic view of the topic**

- Economic consequences related to the defined economic area.
- Influence of economic parameters on the consumer.
- Consumer behaviour, international marketing, marketing modelling.
- Currency policy, theory of currency area.
- Renewable sources of energy, environmental legislation.

**About organizers**

**Institute of Technology and Business in České Budějovice (VŠTE)**
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.

**North China University of Technology (NCUT)**
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 under graduate 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.
Kookmin University
Kookmin University, the first private university after Korea’s independence, was established by Mr. Shin, Ik Hee and other main members of the Shanghai interim government of Korea. Deeply rooted in the four founding principles, humanism, nationalism, culturalism, and industrialism that Mr. Kim, Sung Gon had emphasized, Kookmin University has grown into a fixture of the academia of Korea with 24,000 students enrolled. Now universities of a knowledge based society have entered into a competition that is more severe than ever before. KMU is trying to solidify its educational foundation to maintain its role as a leading player by employing operative goals. The three operative goals are attracting outside funding, establishing the standards of reasonable distribution of resources, and building an efficient structural system. More information about Kookmin University at https://english.kookmin.ac.kr/.

Conference report
This year’s event took place on 7 November 2019 in the Spa Hotel Vita in České Budějovice, Czech Republic. The thematic focus of this year was Potential of the Eurasian Economic Union. Report on the symposium was also handed over to the President of the Czech Republic Miloš Zeman. The whole conference started with opening speech of prof. Ing. Marek Vochozka, MBA, Ph.D., Rector of the Institute of Technology and Business in České Budějovice (VŠTE). The participants of the conference were academics, officials and entrepreneurs from China, Russia, Korea, Ukraine, Mongolia, and the Czech Republic. The conference program consisted of four plenary sections and it is listed in the appendix. The topic Potential of the Eurasian Economic Union has been repeatedly mentioned as one of the promising opportunities for similar strategic partnerships at the Czech-Chinese level.

Under the auspices of IES2019
Within the framework of the project “Stabilization and development of SMEs in rural areas”, reg. No. TL01000349, the TACR Éta programme, an expert conference was organized under the auspices of the Innovative Economic Symposium 2019. The expert conference was organized in the cooperation with the Association of SMEs, EC and LAG, and focused on defining the issue of SMEs in rural areas and the identification of the main factors that limit the development of rural areas. At the conference, partial results of the solutions for individual areas were presented, and the participants were acquainted with the solution procedures and expected outputs including the possibilities of the ir application in business practice. At the same time, the conference was enable exchange of experience with the representatives of SMEs of all sectors and sizes, as well as the foreign participants in the conference. The conference was held on
27 November 2019 at Institute of Technology and Business in České Budějovice, Czech Republic, Building D, room 615.

**Expert guarantor**

*prof. Marek Vochozka*
Rector of the Institute of Technology and Business (CZE)

*prof. Taehee Lee*
Chair of International School, Kookmin University (ROK)

*prof. Zhao Jixin*
Dean of the School of Economics and Management, North China University of Technology (CHN)

**The Organizing Committee**

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

*prof. Zhao Jixin*, Dean of the School of Economics and Management, North China University of Technology (CHN)

*prof. Taehee Lee*, Chair of International School, Kookmin University (ROK)

*Jakub Horák, MSc.*, ITB in Ceske Budejovice (CZE)

*Veronika Machová, MSc., MBA*, ITB in Ceske Budejovice (CZE)

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

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

*Jaromír Vrbka, PhD., MBA* ITB in Ceske Budejovice (CZE)

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

*Tomáš Krulický, MSc.*, ITB in Ceske Budejovice (CZE)

*Petr Šuleř, PhD.*, ITB in Ceske Budejovice (CZE)
The Scientific Committee

prof. Dohyeon Kim,
Kookmin University (ROK)

prof. Patrick Saßmannshausen
Regensburg University of Applied Sciences (GER)

prof. Byounggu Choi
Kookmin University (ROK)

DrSc. Mario Bogdanović
senior research associate, high school professor (CRO)

prof. Svetlana I. Ashmarina
Samara State University of Economics (RUS)

Dr. Katarina Valašková
University of Žilina (SVK)

Dr. Simona Hašková
Institute of Technology and Business (CZE)

prof. Ding Hui
North China University of Technology (CHN)

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

Dr. Vojtěch Stehel
Institute of Technology and Business (CZE)

prof. Mateusz Grzesiak
WSB University (POL)

prof. Alla Kasych
Kyiv National University of Technologies and Design (UKR)

prof. Gregorz Slusarz
University of Rzeszow (POL)

prof. Katarzyna Bilinska
University of Economics in Katowice (POL)

Ing. Katarina Janoskova, Ph.D.
University of Žilina (SVK)

prof. Izabela Barbara Sztangret
University of Economics in Katowice (POL)
Conference program
Innovative Economic Symposium 2019
Potential of the Eurasian Economic Union
Spa Hotel Vita, November 7, 2019

8.30 – 9.30
Registration

9.30 – 10.00
Opening ceremony and Introduction

prof. Ing. Marek Vochozka, MBA, Ph.D.
Rector
Institute of Technology and Business in České Budějovice

10.00 – 11.10
Plenary session I.
Host: Pavel Rousek, Petr Šuleř

10.00 – 10.30 Petr Šuleř
ČEZ, a.s.
Nuclear Communication in the Global World

10.30 – 10.50 Pavel Rousek
Institute of Technology and Business
EU policy vs. government functions

10.50 – 11.10 Radim Dušek
Institute of Technology and Business
A decision-making method based on consumer spending data
11.10 – 12.40  
**Plenary session II.**  
Host: Pavel Rousek

**Inter-institutional cooperation – Universities, Faculties, Research**

- Kookmin University
- Peter the Great St. Petersburg Polytechnic University
- Kremenchuk Mykhailo Ostrohradskyi National University
- Henan University
- Samara State University of Economics

12.40 – 13.40  
**Lunch**

13.40 – 15.25  
**Plenary session III. (with discussion)**  
Host: Pavel Rousek

13.40 – 14.00 Taehee Lee  
Kookmin University  
*Tax base erosion, Google tax and platform market competition in Korea*

14.00 – 14.20 Pengfei Sheng  
Henan University  
*The nexus between household wastewater emissions and urbanization in China*

14.20 – 14.40 Natalia Pletneva  
Peter the Great St. Petersburg Polytechnic University  
*Problems of transformation in the tourism industry in the digital economy*

14.40 – 15.00 Iryna Trunina  
Kremenchuk Mykhailo Ostrohradskyi National University  
*Globalization impact on the world travel market development*

15.00 – 15.20 Olga Kalchenko, Svetlana Evseeva, Oksana Evseeva  
Peter the Great St. Petersburg Polytechnic University  
*Strategy of economic and social development of St. Petersburg until 2030 achievement*

15.25 – 15.55  
**Coffee break**

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**Organizer**

[Image: YSTE]

**Co-organizers**

[Image: University of St. Petersburg, KMU]

**Sponsor**

[Image: Jihočeský kraj]
15.55 – 17.15

*Plenary session IV. (with discussion)*
Host: Pavel Rousek

15.55 – 16.10 Zanabazar Altanchimeg, Jigjiddorj Sarantuya *(VIDEO)*
National University of Mongolia
*The factors effecting entrepreneurial intention of university students: case of Mongolia*

16.10 – 16.30 Eva Kalinová
Institute of Technology and Business
*Everything you know and need to know about neural networks*

16.30 – 16.50 Maxim Kiselev
Kremenchuk Mykhailo Ostrohradskyi National University
*Predicting and decision making in complex systems*

16.50 – 17.10 Radka Vaníčková
Institute of Technology and Business
*The human factors errors and identification of causes of successful / unsuccessful completion of business projects*

17.15 – 17.30

*Closing ceremony*
Pavel Rousek, others
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Number of participants and papers
Participants from around the world (mainly from Czech Republic, Russia, Ukraine, Poland, China, South Korea). Approximately 40 scientific papers. Full Paper length shall not exceed 10 pages. Expected Proceeding range is 420 pages (preface, content, 40 papers with 10 pages). A maximum of two articles per author and per volume is accepted.