



Innovative Economic Symposium 2020

Stable Development in Unstable World



Innovative Economic Symposium 2020

Stable Development in Unstable World

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

Editors: Jakub Horák, Zuzana Rowland, Petr Šuleř

About the conference IES 2020

Date of the conference: 2020-11-13

Motto

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

Target

The IES 2020 conference brings together scientists and practitioners in economy, international relations, finance and marketing from Asia and Europe in order to collect innovative ideas and advance knowledge of globalization and deglobalization trends in the current situation of the world economy.

Thematic Areas

Stable Development in Unstable World

- Where is the world moving to and where is the economy in it?
- Institutionalization of innovations
- Network architecture of economic relations
- Competences for the future
- Smart change management
- Financial management of the company, investment decision making

Globalization and Fragmentation Forces of the Current World Economy

- Monetary and fiscal policy development as a factor of economic modernization
- Role of international trade in the economy globalization
- Impact of globalization and economic fragmentation on the enterprise's internal environment
- Financial conditions for entrepreneurship under the economic modernization
- Impact of scientific and technological progress on globalization and fragmentation of the economy.

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. Kookmin University 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/>.

Samara State University of Economics

The Samara State University of Economics was founded in 1931. Today SSEU is the leading university in the Volga region. The Ministry of Education and Science of the Russian Federation acknowledged SSEU to be an effective university. All educational programs have licenses and accreditation certificates and correspond to the international standards. A practical-oriented approach in teaching is implemented in Samara State University of Economics. The University has basic departments at regional enterprises, that allow the students to be involved into the practical activity during the educational process. The university is constantly developing. Foreign teachers, international internships and double degree programs are involved in the educational process. The graduates of SSEU get the European supplement to their diplomas, that confirms knowledge and skills, the level of specialist preparation and is recognized all over the world. The students and teachers of SSEU are provided with free electronic access to educational resources of leading universities in Russia and other countries, that allows them to get the latest information and scientific trends very fast. The cutting-edge educational technologies, including distance learning technology and e-learning are widely used in SSEU. More information about Samara State University of Economics at <http://www.sseu.ru/en>.

Henan University

Developing for nearly 110 years, HENU is a comprehensive university with 12 academic fields of study covering Humanities, History, Philosophy, Economy, Management, Law, Science, Engineering, Medicine, Agriculture, Education and Arts. Henan University has 37 schools and departments, 43 First-Level Disciplines for Master's Degree Granting and 20 First-Level Disciplines for Doctoral Degree Granting. HENU has 6 national key scientific research platforms, 2 national key social science research platforms and 4 key scientific research platforms of the Ministry of Education. Actively participating in internationalized education, HENU continuously broadens the channels of international exchange and cooperation, and has established partnership with more than 170 universities from 36 countries and regions around the world. More information about Samara State University of Economics at <http://iao.henu.edu.cn/yw/Home.htm>.

Conference report

The notion of an unstable world mentioned in the subtitle of this year's Innovative Economic Symposium was not only the main topic of the submitted scientific articles but also the main obstacle in organizing this year's conference.

Due to the precarious situation all over the world caused by the COVID-19 pandemics, it was unclear until the very last minute whether it would be possible to host the conference in person at the venue in Samara, Russia. Eventually, the worsening epidemiological situation as well as the applied restrictions made it impossible for the participants to meet in person.

Therefore, this year's event took place online using the communication platform ZOOM. On 13th November 2020, academicians from China, Russia, Korea, Malaysia, Slovakia, Ukraine or the Czech Republic joined the virtual meeting in order to present their research and exchange expert knowledge.

The thematic focus of this year was Stable Development in Unstable World. 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) and dr. Valentina Mantulenko representing the Samara State University of Economics, the main host of this year's conference. The conference programme consisted of two plenary sections. All participants presented their interesting contributions and expressed their hopes that next year, it will be possible to meet in person again.

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)

prof. Svetlana I. Ashmarina

Samara State University of Economics (RUS)

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., MBA, ITB in Ceske Budejovice (CZE)

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

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

Zuzana Rowland, Ph.D., MBA, ITB in Ceske Budejovice (CZE)

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

Valentina Mantulenko, Dr., Samara State University of Economics (RUS)

Eva Kalinová, MSc., ITB in Ceske Budejovice (CZE)

Jiří Kučera, MSc., 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. Katarína Valašková
University of Žilina (SVK)

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

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

assoc. prof. George Lăzăroiu
Spiru Haret University (ROU)

Dr. Pavol Ďurana
University of Zilina (SVK)

Dr. Jaromír Vrbka
Institute of Technology and Business
(CZE)

Dr. Petr Šuleř
Institute of Technology and Business
(CZE)

prof. Tomáš Klieřtik
University of Zilina (SVK)

Dr. Monika Březinová
University of South Bohemia (CZE)

Dr. Petra Pártlová
Institute of Technology and Business
(CZE)

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)

prof. Izabela Barbara Sztangret
University of Economics in Katowice
(POL)