



Innovative Economic Symposium 2021

New Trends in Business and Corporate Finance in COVID-19 Era



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**New Trends in Business and Corporate Finance
in COVID-19 Era**

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

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About the conference IES 2021

Date of the conference: 2021-11-11

The conference will be held under the auspices of the Rector of The Institute of Technology and Business in České Budějovice, Vojtěch Stehel, MSc, MBA, PhD.

Motto

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

Target

The IES 2021 conference brings together scientists and practitioners in economy, international relations, finance and marketing from Asia and Europe. It aims to collect innovative ideas about new trends in business and corporate finance in the current situation of the world economy.

Thematic Areas

- Digital Innovation Development
- Shocks in investment flows; investment decision-making
- Healthcare industry development in relation to the Coronavirus pandemics
- Capital market shocks
- Paradigm shifts in Business Management
- Adaptation of companies to process and robotic automation
- Monitoring of the financial health of businesses
- Changes in international trade
- Progress of macroeconomical variables
- Prediction of the future development of business and corporate finance

About organizers

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/>.

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)

A former active partner 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. More information about NCUT at www.ncut.ciss.org.cn.

Samara State University of Economics (SSEU)

The SSEU is the leading university in the Volga region. A practical-oriented approach in teaching is implemented in the University. 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. More information about Henan University at <http://iao.henu.edu.cn/yw/Home.htm>.

Conference report

In the light of the ongoing difficult global situation caused by the COVID-19 pandemics, this year, the conference took place online again using the communication platform ZOOM. The whole symposium was greatly organized by the team of organizers from Kookmin University, South Korea and from the Institute of Technology and Business, the Czech Republic.

On 11th November 2021, academics from Russia, South Korea, and the Czech Republic joined the virtual meeting to present their research and exchange expert knowledge.

This year, the thematic focus was New Trends in Business and Corporate Finance in COVID-19 Era which allowed describing the changes that occurred during the whole year in everybody's life.

The conference started with opening speech of prof. Ing. Marek Vochozka, MBA, Ph.D., dr. h.c., Rector emeritus of the Institute of Technology and Business in České Budějovice (VŠTE) and Prof. Hong Jae Yim, Ph.D., president of the Kookmin University in Seoul, South Korea, the main host of this year's conference. The conference programme consisted of two parallel plenary sessions. All presented contributions attracted the attention of wide audience. Each participant received The Book of Abstracts containing brief descriptions of the presented contributions.

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)

prof. Bingtao Song

Dean of School of Economics, Henan University, China

The Organizing Committee

The organizers in the host country (South Korea):

Prof. Najung Kim - Kookmin University, South Korea

Prof. Taehee Lee, Ph.D. - Dean, Kookmin University, South Korea

Prof. Jaekyung Yi, Ph.D. - Kookmin University, South Korea

Prof. Daeheon Choi, Ph.D. - Kookmin University, South Korea

Organizers in the Czech Republic:

Eva Dolejšová, MS, PhD - ITB in Ceske Budejovice (CZE)

Jakub Horák, MSc, MBA - ITB in Ceske Budejovice (CZE)

Simona Hašková, MSc, PhD - ITB in Ceske Budejovice (CZE)

The Scientific Committee

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Kookmin University, South Korea

Prof. Patrick Saßmannshausen
Regensburg University of Applied
Sciences, Germany

Prof. Byounggu Choi
Kookmin University, South Korea

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Istrian University of Applied Sciences of
Pula, Croatia

Dr. Katarína Valašková
University of Žilina, Slovak republic

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Technologies and Design, Ukraine

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University of Economics in Katowice,
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