

Thursday, November 13th 2025

09:15 Registration of participants

10:00 Opening

Dita Hommerová (Organizational Committee, University of West Bohemia)

10:15 Contributions and discussion – chair: Mathias Eickhoff (ZF Engineering Plzeň, s.r.o.)

Leadership in global enterprises – some experiences

Mathias Eickhoff (ZF Engineering Plzeň, s.r.o.)

Microaggressions and chilly climate: An empirical study of gender-specific perceptions and organizational intervention possibilities

Jessica Schneider, Antonia Falk, Nicole Schmidt (OTH Amberg-Weiden)

Organisational resilience as a key (complement?) to sustainability: theoretical perspectives and future research directions

Veronika Vašíčková (Prague University of Economics and Business)

The Midlife shift: A look into entrepreneurship after 40+

Jarmila Duháček Šebestová (Silesian University in Opava)

A Comparative Analysis of Job Dynamics in Germany and the Czech Republic via LinkedIn

Md Jawadur Rahman, Aman Jaiswal, Gabriele M. Murry (OTH Amberg-Weiden)

Implementation of Measures Against Technostress in Manufacturing Companies in the Czech Republic

Kamila Němečková, Petr Řehoř, Markéta Kocourková, Lukáš Klarner (University of South Bohemia)

12:00 Lunch

13:00 Contributions and discussion – chair: Christiane Hellbach (OTH Amberg-Weiden)

Personality traits and stimulus characteristics as determinants of consumers' scent perception

Sarah Victoria Mohr, Stefan Wengler, Joachim Riedl, Hof University; Marcin Czaban, (University of Bayreuth, University of Applied Sciences Hof, Betriebswirtschaftliches Forschungszentrum für Fragen der mittelständischen Wirtschaft BF/M-Bayreuth)

Divided by a border, united by history: comparing Czech and Slovak perceptions of hotel social media marketing

Petr Janeček, Lukáš Pichlík, Liuba Turchyn (University of West Bohemia)

Meme marketing and brand communication on Instagram reels

Otakar Kšíř (Prague University of Business and Economics)

Sociodemographic determinants of sustainable behavior in the Czech general public

Laura Völkl (University of West Bohemia)

Factors for startup success: insights from recent research

Lukáš Pilc, Petra Taušl Procházková (University of West Bohemia)

Sustainable development at Czech universities

Zuzana Huňková (Palacký University Olomouc)

Coffee break (14.45 – 15.15)

Contributions and discussion – chair: Tomáš Kincl (Prague University of Business and Economics)

Turning waste into value: Communities leading the change

Lukáš Václavík (Servisní Společnost Odpady Olomouckého kraje)

Sugar price dynamics at daily frequency: A structural equation approach

Tereza Malátková, Mikuláš Gangur (University of West Bohemia)

Lessons learnt on green finance in Zimbabwe

Duncan Chandabemba Ngwenya, Emmanuel Asiedu, Milan Jilek, Eva Cudlínová,

Roman Buchtele (University of South Bohemia)

Knowledge valorisation through Blue Ocean Strategy

Emil Vacík (University of West Bohemia), Miroslav Špaček

Comparison of labor productivity in the Czech Republic and Germany

Václav Procházka, Olga Martinčíková Sojková, David Martinčík (University of West Bohemia)

Study on state economic support for non-profit volunteer organizations according to the volunteer service ACT

Nataša Diatková (University of West Bohemia)

I. “career4PROF” workshop

17:00 Michal Mičík (University of West Bohemia)

Mostly for doctoral students and prospective candidates for doctoral studies and/or scientific work.

18.30

II. Workshop: Potentials of ‘new data’ for border studies

17:00 Tobias Chilla, Stefan Hippe (Friedrich-Alexander University Erlangen-Nürnberg),

Vít Pászto, Karel Macků (Palacký University Olomouc)

18:30

19:00 Dinner

Friday, November 14th 2025

9:15 Contributions and discussion – chair: Milan Jeřábek (Masaryk University)
Economic integration across borders at the regional level – three case studies
Tobias Chilla, Dänzer Melissa et al. (Friedrich-Alexander University Erlangen-Nürnberg)
Superregion: shared innovation visions
Milan Edl (RRA Pilsen, University of West Bohemia)
A program for cross-border cooperation between the Czech Republic and the Free State of Bavaria 2021–2027
Jan Přibáň (Pilsner Region)
The situation in the spa industry in the Czechia-Germany border region (based on selected spa towns)
Jaroslav Dokoupil, Martin Kebza, Daniel Bečvář, Zbyněk Machát (University of West Bohemia)
Tourism as part of cross-border exploration – the example of the Czechia/Moravia/Slovakia border region
Milan Jeřábek (Masaryk University)
Comparison of destination brand management systems: The case of the USA and Czechia
Kristýna Tejklová, Martin Poul (University of West Bohemia)
Coffee break (10.45 – 11.15)
Contributions and discussion – chair: Dan Šťastný (University of Economics and Management Prague)
The potential of new data sources for border-related knowledge gaps
Tobias Chilla, Stefan Hippe (Friedrich-Alexander University Erlangen-Nürnberg), Vít Pászto, Karel Macků (Palacký University Olomouc)
Strategic aspects of a user-centered approach in automotive innovation: Insights from automated parking systems
Marcin Czaban, Sarah Victoria Mohr, Joachim Riedl, Stefan Wengler (University of Applied Sciences Hof)
Application of the Promethee method for multi-criteria supplier evaluation of rum in decision support systems
Josef Číž (University of West Bohemia)

The intensity of discussion on artificial intelligence in ERP systems - a short inquiry
Martin Polívka, Jan Pokorný (University of West Bohemia)

12:30 Lunch

13:30 Contributions and discussion – chair: Dita Hommerová (University of West Bohemia)
Targeted marketing communication of the K-pop music genre and its economic impact
Julie Urbaníková, Dita Hommerová (University of West Bohemia)
Crisis Resilience and Stakeholder Value Distribution in Czech and German Agriculture
Dirk Beyer (Harz University of Applied Sciences), Jana Hinke (Czech University of Life Sciences Prague)
Current opportunities for Czech startups leading to successful entry into foreign markets
Jaroslava Dědková, Otakar Ungerman (Technical University of Liberec)
Flexibility versus job security - Employment outside the main employment relationship in the Czech Republic and Germany
Lucie Peterková, Jana Hinke (University of West Bohemia), Dirk Beyer (Harz University of Applied Sciences)
University branding for Generation Z: A systematic literature review of effective communication in higher education
Kateřina Newton (University of West Bohemia)
Spa and wellness in the Czech Republic: Public attitudes as an opportunity or challenge for the Karlovy Vary region
Petr Janeček, Jan Tluchoř, Zuzana Hladká (University of West Bohemia)
Customer and expert views on assistance in personalization: A comparative analysis
Michal Kupec, Petr Janeček (University of West Bohemia)
Climate change and irrigation needs: Wefe nexus and stakeholder preferences in Slovakia
Ján Pokrivčák, Miroslava Rajčániová, Marian Tóth, Miroslav Holec
Final coffee break (15.30 – 16.00) THE END!!!

Individual talks – cooperation in research, development, and projects, and visiting the spa. 😎



Thank you for your **evaluation**.



**FACULTY OF ECONOMICS
UNIVERSITY OF WEST BOHEMIA
IN PILSEN**