

Thursday, November 09th 2023

09:15 **Registration of participants**

10:00 **Opening**

Michaela Krechovská (Dean Faculty of Economics, University of West Bohemia)

Dita Hommerová (Organizational Committee, University of West Bohemia)

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

Industry 4.0: Implementation of New Technologies in Companies and Regions of the Czech Republic

Nikola Krejčová, Hana Svobodová, Jan Mojžíš (Prague University of Business and Economics)

The Contribution of Top 3 German Automotive Suppliers Towards SDG Indicator 13.2.2.: Total Greenhouse Gas Emission

Melanie Gabriele Embacher (University of West Bohemia)

The Factors Influencing Open Innovation Adoption

Miroslav Špaček, Emil Vacík (University of Economics and Management Prague, University of West Bohemia)

Robotic Process Automation as a Driver for Sustainable Innovation and Entrepreneurship

Petr Průcha (Technical University of Liberec)

Success-critical factors for cross-border development of a shared service organisation

Maximilian Rusin (Konplan, s.r.o)

Modeling of competition relations

Petr Fiala (Prague University of Economics and Business)

12:00 **Lunch**

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

Industry-Connected Curriculum Design To Shape Future Professionals

Md Jawadur Rahman, Ruhul Amin Noel, Gabriele M. Murry (OTH Amberg-Weiden)

Teaching Entrepreneurship

Jiří Vacek (University of West Bohemia)

Human resources development and continuing vocational training: Comparison Czech Republic and Germany

Dana Egerová, Ludvík Eger (University of West Bohemia)

Comparison of gender diversity in management positions in the Czech Republic and Germany in relation to the adoption of quotas

Lucie Rotenbornová (University of West Bohemia)

Will more women in STEM sciences bridge the gender pay gap?

Olesya Petrenko, Jan Čadil (University of West Bohemia)

HR marketing strategy: a source of competitive advantage in the labour market

Světlana Myslivcová (Technical University of Liberec)

Coffee break (14.45 – 15.15)

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

Identification of barriers to the establishment and operation of re-use centres/points at city or municipal level

Daniela Šálková, Jana Hinke (Czech University of Life Sciences Prague)

Higher Education Institutions as Communication Channels for Sustainability

Laura Völkl (OTH Amberg-Weiden)

Brand seduction as a tool for brand's success: Conceptualizing the term

Matouš Haicl (Prague University of Business and Economics)

Consumption as a taboo: buying sex toys

Aneta Lejčková (Prague University of Business and Economics)

Music in the Time of COVID-19 - Mobility and Consumer Behavior connections

Otakar Kšír (Prague University of Business and Economics)

Specifics of the communication strategy applied on the Czech and German market by the selected company

Jaroslava Dědková, Otakara Ungerman (Technical University of Liberec)

The use of simulation instead of traditional parametric methods in inventory management

Kateřina Hušková (Technical University of Liberec)

“career4PROF” workshop

17:00 Jan Čadil (University of West Bohemia), Tobias Chilla (Friedrich-Alexander University Erlangen-Nürnberg)

18.30 - [Mostly for doctoral students and prospective candidates for doctoral studies and/or scientific work.](#)

19:00 **Dinner**

Friday, November 10th 2023

- 9:15 Contributions and discussion – chair: Milan Jeřábek (Masaryk University)**
The Czech border area as an external periphery with a focus on the Czech-Bavarian section (Šumava region)
Jaroslav Dokoupil (University of West Bohemia), Milan Jeřábek (Masaryk University)
The strategic dimension in cross-border development: Insights from the Czech-German border region
Dominik Bertram, Tobias Chilla, Stefan Hippe (Friedrich-Alexander University Erlangen-Nürnberg)
A program for cross-border cooperation between the Czech Republic and the Free State of Bavaria 2021–2027
Jan Přebáň (Pilsner Region)
What motivates Czech rural retailers? A qualitative study from an unfavorable entrepreneurship environment
Petr Cimler, Hana Kunešová, Tomáš Sadílek (University of West Bohemia)
The Use of the Digital Marketing when Presenting Šumava and Bayerischer Wald National Park
Liuba Turchyn, David Prantl (University of West Bohemia)
Current research on the significance of non-profit organizations' brands in the Czech republic following the german example
Dita Hommerová, Salvatore Alaimo, Olga Martinčíková Sojková (University of West Bohemia, Grand Valley State University)
Coffee break (10.45 – 11.15)
Contributions and discussion – chair: Petr Štumpf (University of West Bohemia)
Destination quality and its influence on visitor satisfaction in nature-based destination: a case study of Lipno region Czechia
Tereza Kubalová (Prague University of Business and Economics)
The use of artificial intelligence in marketing processes
Thorsten Vocke (University of West Bohemia)
The adoption of self-scanning systems by Czech and German consumers: how to convince the late majority and laggards?
Petra Kašparová (Technical University of Liberec)
Evaluation of the Progress in Sustainable Development Goals Fulfillment in Czechia and Germany
Alena Palacká, Jan Pokorný, Lucie Vallišová (University of West Bohemia)

12:30 Lunch

- 13:30 Contributions and discussion – chair: Dita Hommerová (University of West Bohemia)**
A sectoral comparison of developments in GHG efficiency of Czechia and its neighbouring countries
Dirk Beyer (Harz University of Applied Sciences)
Revenues from Excise Duties in the Member States of the European Union: Are Rates or Consumption More Important?
Jarmila Rybová (University of South Bohemia)
Gamification: an opportunity to enhance management control or dead end?
Vladimír Petřík, Michal Kolomazník (Czech University of Life Sciences Prague)
Visitor satisfaction and loyalty in tourism destination Mariánské Lázně
Petr Štumpf (University of West Bohemia)
Factors motivating Baby Boomers, X, Y and Z to change employers
Jaroslav Vrchota, Monika Maříková, Petr Řehoř (University of South Bohemia)
Final coffee break (15.30 – 16.00) THE END!!!

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