



12TH SCIENTIFIC CONFERENCE FOR PH.D. STUDENTS AND YOUNG RESEARCHERS IN MANAGEMENT

PRAGUE UNIVERSITY OF ECONOMICS AND BUSINESS, FACULTY OF MANAGEMENT

15TH OCTOBER 2021

CONFERENCE PROGRAMME

8:30 WELCOME SPEECH

SESSION 1 (MORNING)

- 8:40 **KEYNOTE: MAKE IT MOVE: THE EFFECTIVENESS OF USING MOTION TECHNIQUES IN VISUAL MARKETING TRENDS**
LANA MULIER
- 9:10 **GENDER STEREOTYPES IN TOY INDUSTRY: „CREATABLE WORLD“ CASE**
KATERYNA MARTIUSHENKO, EDUARD PALOVCHYK
- 9:35 **THE VALUE OF A COMPANY PROFILE ON A SOCIAL NETWORK: THE CASE STUDY FROM HOTEL INDUSTRY**
ANTON SHAVSHUKOV, VALERIYA ALFEROVA
- 10:00 **RECRUITERS' PERCEPTION OF CHATBOT TECHNOLOGY IN HIRING A JOB CANDIDATE**
HELENA ŘEPOVÁ
- 10:25 **TRANSITIONAL COSTS: FROM PAYG TO FUNDING PENSION SCHEME**
JAN POKORNÝ
- 10:50 **ENTERPRISE ARCHITECTURE FRAMEWORK ADOPTION IN PUBLIC ADMINISTRATION OF CZECHIA – CONFORMITY OF MODELS**
MARTIN ROD

SESSION 2 (AFTERNOON)

- 12:15 **KEYNOTE: INTERNATIONAL COMPETITIVENESS OF SMES**
ESRA BAL KULAHİ
- 12:45 **IS THERE A RELATIONSHIP BETWEEN EFFICIENCY AND PROFITABILITY FOR THE LOGGING SECTOR IN THE CZECH REPUBLIC?**
MARKÉTA DOČEKALOVÁ, ROMAN FIALA, MARTINA KUNCOVÁ
- 13:10 **THE IMPACT OF ORGANIZATIONAL GROWTH AND ORGANIZATIONAL STRUCTURE ON ORGANIZATIONAL SILENCE**
ROMAN GOLOTOVSKIY
- 13:35 **AN ALTERNATIVE APPROACH TO CRISIS MANAGEMENT – REACTIVE CRISIS MANAGEMENT AND SYSTEM DYNAMICS**
ŠTĚPÁN MOLITOR
- 14:00 **KEYNOTE: ARTIFICIAL INTELLIGENCE SOCIAL DESIGN THINKING LAB: AUSTRIAN-CZECH COOPERATION**
JAN ZÁVODNÝ POSPÍŠIL

11:15 *COFFEE BREAK*

14:30 *COMMITTEE MEETING*

15:00 *AWARDS*



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LANA MULIER



Lana is a postdoctoral researcher in the Department of Marketing, Innovation, and Organisation, at the Faculty of Economics and Business Administration of Ghent University. She obtained a PhD in Business Economics in 2021 from the same institution. Her research focuses on consumer behaviour and digital marketing; she is especially interested in applying consumer psychology insights to the domains of visual advertising effectiveness and healthy food promotion. In her doctoral dissertation, she examined the effectiveness of using motion techniques in visual marketing trends. She has published in the Journal of Interactive Marketing and Foods, and her work has been presented at various international conferences, including ACR (Association for Consumer Research Conference), EMAC (European Marketing Academy Conference), ICORIA (International Conference on Research in Advertising), and SCP (Society for Consumer Psychology Conference).

ESRA BAL KULAHİ



Esra received her BA in International Trade and Business (in English) from Yeditepe University, where she was granted a full scholarship. She continued her academic career at Yeditepe University by studying for an MBA and gained her PhD in 2019 from the Istanbul University Business Administration department. During her PhD, she has worked as a research assistant at Isik University in the BA department and has been a guest lecturer at the University of Economics, Prague (Prague University of Economics and Business). She has several publications in prestigious marketing and management journals. Currently, she is a Junior Research Fellow at the Faculty of Management, Prague University of Economics and Business. Her research interests are consumer behaviour, entrepreneurship and innovation management and international business.

JAN ZÁVODNÝ POSPÍŠIL



Jan gained his master degree in Marketing and Social Communications from Tomas Bata University in Zlin, Czech Republic. In 2011, received his first doctorate in Media Communication from Paneuropean University in Bratislava, Slovak Republic. In 2012, Jan completed a doctoral program Management and Marketing at the Faculty of Management and Economics at Tomas Bata University and gained his PhD. He has been a lecturer at Prague University of Economics and Business, Faculty of Management in the Czech Republic since 2017. He has studied and conducted research in Slovenia (University of Ljubljana) and Canada (Vancouver, BC). Research interests include business management, consumer behaviour, marketing communications, the concept of sustainability, and media. He has co-authored the books "Media Education" (2010), "Media Relations" (2011), "How to Do Advertising" (2012), „Rational Consumer Behavior and the Influence of Irrationality" (2013).