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Váchová, L. (ed.)

Abstract Proceedings FMSCICON2018

9th Scientific Conference for Ph.D. Students and Young Researchers

November 16th, 2018
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OECONOMICA
Nakladatelství VŠE

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Content

Agfa Vista Iso 200 Boiled in Cider Vinegar with Added Lemon-Vodka Mixed with Orange Juice and a Pinch of Washing Powder: Lomography, Dit Creative Misuse Practices and the Dynamics of Contemporary Popular Culture

Michal Šimůnek

In contemporary digital and online photo-culture in which most of us take photographs with smartphones and majority of images never escape their digital mode of existence, doing analogue photography can be considered as a peripheral and obsolete photographic practice. However, this does not seem to apply to Lomography as it has evolved from the 1990's artistic endeavour of a few Vienna based artists into commercially and culturally very successful enterprise. Although there are several reasons for contemporary revival of analogue photography, the present paper deals particularly with the politics of consumption and brand community practices orchestrated by Lomographic Society International (LSI).

Empirically based on netnographic research – see R. V. Kozinetz. *Netnography: Redefined* (2015) – of Lomography community maintained by online hub lomography.com, the present paper focuses on DIY creative misuse practices of Lomography enthusiasts and analyses the processes of their incorporation for commercial and branding purposes of LSI. Theoretically drawing mainly on John Fiske's conception of the dynamics of popular culture – see, in particular, *Reading the Popular* (1989) and *Understanding Popular Culture* (1989) – the author argues that (1) DIY practices of lomographers are deeply ambivalent as they permanently oscillate between creative and conventionalised, subversive and commercialised, authentic and commodified meanings; (2) the DIY spirit itself is brilliantly commodified by LSI as it is promoted as a core brand value and as such is sold to lomographers symbolically attached to commodities marketed by LSI; (3) the digital marketing and branding rhetoric employed by LSI further strengthens the commodification of DIY spirit by blurring the borders between user generated content and marketing appeals.

Finally, reflecting on his experience of researching Lomography by doing Lomography and becoming an active member of Lomography community, the author highlights, that entering the Lomography community one is inevitably entering the tautological world of meanings, signs, practices and pleasures, the world where everything signifies, and everyone points at only and exclusively Lomography itself. As such, it is argued, Lomography community can be considered as a living laboratory where it is possible not only to observe the dynamics between *commercial* and *popular* interests and meanings, but also a laboratory where we can study several important aspects of the changing role of DIY spirit in contemporary consumer culture.

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Being Hybrid: Consumption Practices and Reflexivity in online/offline Hybridity

Klára Šimůnková

This presentation builds on the last year`s conference speech which introduced the concept of hybrid space as the space of our everyday and concluded with the notion that the blurring of the real and the virtual changes the very essence of our Being and social interactions by destroying the traditional dichotomies of day/night, work/leisure, private/public, inside/outside which have structured our everyday life so far. In this context the author now presents some further findings regarding the conceptualization of hybrid space and its consequences.

First, she suggests that the blurring of the digital and the physical via mobile technology makes online-offline duality outdated as switching between our digital and physical selves is being more and more automated and unconscious. Awareness of our presence in the world encapsulates both online and offline being, being online is part of being human and feeling whole. Without access to the internet or without connection to our virtual selves (and others), we feel incomplete. Therefore, it is more than reasonable to accept online/offline hybridity as a point of departure, a frame of reference from which all further, be it social, economic or managerial, inquiry should begin.

Second, the author points out that mobile devices are no more just only communication tools. The miniaturization makes them transparent in the sense that they recede into the background of our attention, reflexivity and their presence becomes increasingly invisible – instead of being *apart* from us, mobile technology is becoming *a part* of us. This changes completely the way we experience our daily lifes and brings to mind Heidegger`s famous *ready-to-hand* (as contrast to *present-at-hand*) way of approaching the world, which will be discussed briefly.

Third, the author emphasizes that mobile devices are in this context becoming ubiquitous, generally accepted and beloved black boxes, and scatches some examples of the consequencies of this ready-to-hand approach and investigates the level of a consumer/decision-maker/user`s reflexivity examining empirical data obtained from the pilot study presented last year.

Finally, the author concludes with briefly delineating some necessary updates regarding our understanding of contemporary "hybrid" consumption practices.

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The Seductive Features of Postmodern Marketing

Matouš Haicl

Context

The postmodern age is characterized by the rapid development of tactics used for appealing to customers by brands. For their character, some of these new techniques are sometimes called seductive. To seduce customers is to affect their emotions, to subtly enter their unconsciousness and to arouse their affection for the brand. In a more general sense, to be successful in some hypercompetitive sectors it becomes essential to build a unique relationship with a customer. Product's brand is a key medium in such process. The top brands are often the ones that managed to seduce people, whose highest rungs of their priority ladders are now occupied by their loving brands. To create this bond with a customer, specific incentives are used which can be observed and studied.

Objective

The aim of this study is to demonstrate the seductive features of postmodern brand communication.

Method

Particular techniques were detected in case studies based on the preceding desk review, which explored the attributes of a seductive character. The concept of seduction introduced by J. Baudrillard, G. Lipovetsky and other sociologists and philosophers was compared with the recent perspectives concerning this term. The final definition of seduction, suitable for empirical research, was applied to current data. The case studies were conducted using information on websites, social media and also with regard to older case studies.

Results

The seductive features of various brand's communication were identified, described and compared.

Conclusion

The results support the thesis that seduction is an important aspect of modern marketing. However, only some brands were studied and at this point of the research it is not possible to consider seduction more that one of the approaches of contemporary marketing practice. Acquired findings provide marketing management with some important implications.

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Economic Impact of the GDPR Implementation – Case of Specified Economic Entity

Marie Černá and Pavlína Hejduková

Context

Legislative framework in the field of data protection changes with respect to society development. In the Czech Republic, the same way as in other EU member states, is currently valid the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27

April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation). Compliance with this Regulation has been solved by individual economic entities differently with various impacts on their activities.

Objective

Objective of this contribution is to identify and evaluate actual impacts of the GDPR implementation on the processes of analyzed economic entity and compare them with impacts predicted by this and other specified organizations before May 25, 2018.

Method

Qualitative research (based on quantitative research outcomes) – document analysis, case study based on semi-structured interview (focus – economic management of the organization). Respondents: 3 employees of selected medium-sized organization (responsible for economic management and finance) providing its activities in West Bohemia.

Results

Conducted research identified the most significant weak areas related to the GDPR implementation as considerable time and cost requirements associated with implementation process. Respondents included in quantitative pre-research confirmed the expectation that significant part of companies in private sector did not take the date May 25, 2018 as obligatory for the GDPR implementation. Qualitative research showed that organizations of public sector took the opposite approach. Transition of company processes to the current legislative conditions is obligatory, therefore it has to be done in time.

Conclusion

Analyzed organization estimated time and costs requirements associated with the GDPR implementation correctly. Results of qualitative research are consistent with previous quantitative research results.

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Performance Myopia: The Effect of Pay-For-Performance Incentives on Exploration and Coordination

Věra Králová and Pavel Král

Context

Incentives are one of the core practices of strategic human resource management and their effect on motivation and performance has been studied extensively. A special attention is devoted to pay-for-performance (PFP) incentives and the research on the effect of PFP incentives on performance brings contradictory results. More importantly, incentives are not an isolated process; the effect of incentives goes beyond individual or organizational performance because they affect entire organization. Despite incentives are included in most of organizational design frameworks, the effect of incentives on other components of organizational design has been neglected.

Objective

The study uses the organizational design framework to focus on neglected relations between incentives and other components of organizational design. The purpose the study is to explore what components of organizational design and how are influenced by PFP incentives.

Method

A case study research design was used. The data were collected in a small company, in which incentive system was changed to PFP incentives as a part of substantial changes in organizational design. Data were collected through interviews with employees, supported by internal documentation and observation. Thematic analysis was used to analyse the data.

Results

In the case, PFP incentives lead to higher performance on the one hand, but the PFP incentives restricted new exploratory strategy and harmed cooperation on the other hand. The effect of PFP incentives on exploration and cooperation was slow, and hardly visible, predominantly as a result of unintentionally deviated attention.

Conclusion

The study points out that focusing solely on performance when designing incentive systems may be myopic because PFP incentives may have a detrimental effect on other components of organizational design. Based on the results, the paper provides a set of suggestions to consider when implementing PFP incentives.

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Competitiveness in Relation to a Strategic Approach as a Response to Current Trends in Brewery Industry from the Side of Various Sized Czech Breweries

Iveta Musilová

Context

The current competitive environment operating under conditions of global competition is characterized by increasing uncertainty and discontinuity. The primary objective of enterprises is to ensure constant competitiveness based on the overview of the main variables/trends. The choice and implementation of an appropriate strategy is also the key to sustainable success. The dynamically developing industries include brewing, which was analyzed.

Objective

The aim of this paper is to combine the results of two pilot surveys and to point out a part of the strategic approaches of various sized breweries. Based on the objectives of the pilot surveys: Analyzing the process of creating and implementing a business strategy on the example of small and medium breweries; Responding to current trends of the socio-cultural environment by selected groups of large breweries.

Method

Five breweries of various sizes operating in Czech brewing were the research sample: the brewery Rychtář, Municipal Brewery in Polička, three groups of large breweries (on request marked as A, B and C). The questionnaire was conducted with consumers to identify trends. Primary data was collected at selected breweries through semi-structured interviews, followed by a search of secondary data – brewery documents including the annual accounts.

Results

Two pilot surveys show the basic approach of analyzed small and medium breweries to the business strategy and the strategic reaction of selected groups of large breweries to current trends in brewing. Analyzed breweries can be included among Porter's Generic Differentiation strategy, as it is a competitive advantage and thus differentiation from competition to gain potential or maintain an existing customer.

Conclusion

The assumption is that the size of the organization, but mainly the ability to quickly adapt to the environment and its individual factors and trends, plays a role in formulating the strategy and its successful implementation in the context of competitiveness. Keywords: Competitiveness, Strategic Approach, Business Strategy, Socio-cultural Environment, Breweries

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Early Identification of Defects

Blanka Bártová

Context

Modern manufacturing is driven by the rapid technological changes. High-value manufacturing processes are increasingly moving towards flexible and intelligent production systems. Quality of products is crucial issue for manufacturing companies, so it is necessary to pay attention to emerging defect products. In contrast to the use of traditional methods the "modern" constantly evolving data mining methods are being used increasingly more frequently.

Objective

The main objective of this paper is to detect the potential cause or part of the production process where most of the defect products arise. For this purpose the dataset from semiconductor manufacturing process has been used.

Method

Firstly it was necessary to deal with the dataset quality. The significant multicollinearity was found in the data, for detect and delete the collinear variables has been used method VIF. The MICE-CART method has been used for the imputation, because the original dataset contained more than 5% of missing values. In further analysis the K-means clustering method has been used for separating the failed products from the flawless ones. After that for the failed products the hierarchical clustering method has been used for creating groups of defect products with the similar properties.

Results

There were found 5 groups of products with similar properties and probably with similar source of defects. From these clusters of defect products 3 are significant and should be subjected to the analysis directly in the production process.

Conclusion

In this paper the data quality of dataset from semiconductor manufacturing was handled. The 3 significant clusters of defect product with possible the same cause of error have been mined from this dataset. To better identification of sources of scarcity, further analysis of the manufacturing process itself needs to be done.

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Monetary Transmission Mechanism in Belarus Economy

Aliaksandr Prystaŭka

Context

Transmission mechanism is the process of how one object affects another, how this effect diffuse in the system we research and how long the influence of any impulse will take place. In particular, the mechanism of monetary transmission in the economy describes in what way changes in different economic variables (GDP, inflation/exchange rate, expectations, etc.) have an influence on state of the economy (growth rate, inflation rate, consumption level and other).

Objective

The research provides the overview of different theoretic channels of monetary transmission and ways of economic variables interrelation, basic description of some econometric models that can be used for transmission channels researching (and have been used, in particular, by National Bank of the Republic of Belarus), the description of built SVAR-model for Belarus economy with the results interpretation. The model helps to get the understanding how three main channels – exchange rate channel, percentage channel and credit channel – work in the economy of the Republic of Belarus.

Method

Using of econometric approach made it possible to compare theoretical expectation of the transmission mechanism work with the practical results and to highlight the main features of the monetary channels in Belarus economy.

Results

The model helps to build impulse response functions for monetary transmission in Belarus that shows force and time of reaction to changes of different variables (in our research the model includes: money supply, exchange/interest/inflation rates, internal demand, Belarus GDP-gap, Russia GDP, export/import, oil prices, RUB/USD exchange rate).

Conclusion

Practical results of transmission mechanism modelling for Belarus economy shows that all of three main monetary channels are workable, but percentage and credit channels work with some restrictions. The restrictions mainly caused by weak financial market development, significant dollarization of the economy and broad government intervention in the work of market mechanism.

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Constraints of Business Process Management in Banking Systems

Norbert Hodža

Context

Banking systems are about wide range of business processes with related rules which is aimed to security, functionality and necessary deliveries to surrounding environments. Such environment contains many processes and rules in relation with human power supported by large IT systems. Technology respectively and business process management development together with demand on products innovation are in conflict with non-dynamic banking environment. It's hard to distinguish few specific reasons how to achieve flexibility and agility for large system in general so existing business processes are in scope of this research.

Objective

Paper analyses gap of understanding between former business processes and real importance of good process modeling to achieve process development. There could exist several reason for business process development such change of current operating model, application of new security rules, upgrade of banking IT systems, product development or process reengineering. Reason for changes are typically organization or technology changes but it could be driven by many other triggers. Constraints of business process management in banking systems lies on need for more powerful dynamic of changes and also bad understanding the real meaning of process management. Research question could be set as how business process modelling steps could be used to achieve better understanding (or application) to put the forefront of interest into business processes.

Method

Current processes in banking systems relates on human controlled triggers or predefined behavioral responses. Business process modelling helps to identify all key elements including triggers, workflows and communications with outer world. From its base it helps to understand complexity of big systems and focus our attention to most important elements. Business processes in bank environment needs to be adapted in line with business process modelling outcomes. Research rely on theory and principles of (IT) business process modelling and methodology MMABP founded by prof. Řepa.

Results

The results of analysis shown that specified problems could be minimized by change of mindset and transformed into goal to put business processes into the front of importance. Very helpful seems to be an application of business process management with its methodology of process modelling. From scope of research it's not important the size of analyzed system but importance of understand the size of gap between traditional company management and business process management.

Conclusions

Change of existing processes increase variety of use, increase security of banking systems or brings new banking products into human live. Solid understanding of modelling objectives and its correct usage remains as the best approach to remove constrains in business process management.

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The Importance of Competency Models Development

Aija Staškeviča

Context

Personal competencies are significant predictors of employee outcome. Nowadays, due to fast development of technologies and increase of automation level, competency requirements have changed. Therefore, experts develop and make regular updates in general competencies and in specific competency models of each industry. In 2018 the European Commission developed the Council Recommendation on Key Competencies for Lifelong Learning, defining core competencies that are necessary to improve performance, to sustain current standards of living and to adapt to market changes. Competency models are particularly significant in order to produce innovations where not only educational level and knowledge, but also skills and attitude of employees are essential.

Objective

The purpose of this research is to define basic concepts of actual competency models and to determine the advantages of their development.

Method

This research is a literature review for building literature background for the next stage of the investigation, which will be an empirical research.

Results

The outputs of this research are some hypotheses about the influence of practical application of competency models, including: The use of competency models in the development and implementation of training programmes has a positive impact on the learners' results and their attitude; Use of general competency models does not ensure implementation of full-fledged competency-based training programmes in a specific area.

Conclusion

Literature review has identified that the major advantages of the development and use of competency models are improved performance and evaluation system optimisation. It is essential for each industry to identify own competency requirements, but there are still specific industries in which competency models have not been fully developed. It was concluded that most of the research evidence about competencies is nevertheless related to medium and large companies and industrial plants. Different approaches are required to analyse and develop competency models depending on the company size.

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Marks Referring to Czech Origin

Martina Korecká

Context

Globalization of markets leads to increased competition and commodification of products. Researches have led to growing customer interest in the Country of Origin (COO) when buying grocery. COO serves as one of the crucial aspects of buying decisions. COO can offer a competitive advantage to the local producers to differentiate from foreign rivals on the Czech market. However, there are marks which to COO make different conditions for branding.

Objective

The aim of the article is to analyse marks of COO and quality referring to Czech origin in selected domestic grocery. COO conditions serve as evaluation criterion of marks.

Method

A descriptive and comparative analysis is used to achieve the goal, with each brand examining the conditions for branding in relation to COO of products. The source of information about the marks was the methodologies, regulations, the bulletin, website or rules for branding. In case of inadequate information on COO conditions, the data was founded by interview or e-mail.

Results

The result of the analyses is the comparison of COO and quality marks in terms of the product origin criterion. The final table summarizes the results of the analyses and provides a preview of the situation of the marks on the Czech market. The results indicate that a quantity of marks refer to COO by graphic design and term. In fact, however, COO of the product is not a primary criterion for branding.

Conclusion

As the results show, the situation on the Czech market may be unclear. Primarily, marks do not have to testify about COO or to be a quality identifier. Marks of COO and quality are often purpose-built by government, profit or non-profit entities to highlight product parameters.

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