

Contents

ABBASI, S., RUF, T. <i>The Challenge of Employer Branding: Strategic Starting Points for Medical Practices in Rural Areas in Germany</i>	7
ADJEI, R. K., ANKOMAH, E. K., GREGA, L. <i>The Significance of International Trade and the Involvement of HDI as a Key Indicator for Development Within the Sub Saharan Africa Region</i>	8
ALI, H. F., SOHAIL, M., MOHSIN, Z. <i>Factors of Effective Packaging and Their Impact on Consumer Buying Behavior</i>	9
ANTOŠOVÁ, I., STÁVKOVÁ, J. <i>Application of the Institute of Income Redistribution in the Form of Social Transfers in EU Countries</i>	10
ARNDT, P., KUČEROVÁ, Z. <i>Determinants of the Dividend Payout Policy of Stock Companies Within the European Union</i>	11
BOĎA, M., KANDEROVÁ, M. <i>Performance of Six Sigma Rebalancing for Portfolios Mixing Polar Investment Styles</i>	12
BRIXIOVÁ, Z., BALIAMOUNE-LUTZ, M. <i>The Digital Gender Gap and Entrepreneurship in Emerging Europe</i>	13
CIOSMAK, J., FARANA, R. <i>Economic Aspects of Information Encryption by Means of Transmultiplexing</i>	14
DAVID, P. <i>Review of Road Tax in the Czech Republic in the Context of Externalities of Transport</i>	15
DRÁBKOVÁ, Z. <i>Risks of Accounting Records from the Perspective of the CFEBT Risk Triangle of Accounting Errors and Frauds – a Case Study of Small Enterprises</i>	16
FRANCOVÁ, B. <i>The Analysis of the Impact of the Exchange Rate on Corporate Bonds on the U.S. Market</i>	17
GEORGE, M. <i>Impact of Eco-friendly Products on the Financial Performance of German Premium Car Manufacturers</i>	18
HINZMANN, R., RAŠTICOVÁ, M., ŠÁCHA, J. <i>Differences Between Generations' Engagement at the Workplace</i>	19
HUŇADY, J., PISÁR, P. <i>Funding Sources of Academic Research in EU Countries: Complements or Substitutes?</i>	20
JABLONSKÝ, J. <i>Data Envelopment Analysis Models in Non-homogeneous Environment</i>	21
JANKŮ, J., KUČEROVÁ, Z., DAŘENA, F. <i>Behavioural Insights from Crowdfunding Financing: Power of Nudges</i>	22
JURČÍK, R. <i>Selected Issues of Arbitration as Effective Tools For Resolving Business Dispute</i>	23
KEDROŇ, M., PEŠÁKOVÁ, D. <i>Analysis of the Impact of Goodwill on Equity in Selected Sectors</i>	24
KELBLOVÁ, H., MIKUŠOVÁ, J. <i>Current Developments in International Treaties the Area of Regulation of Geographical Indications of Products</i>	25
KIJEK, T., MATRAS-BOLIBOK, A. <i>Spatial Distribution of Total Factor Productivity (TFP) in the EU Regional Scope</i>	26

KIL, K., CIUKAJ, R. <i>Determinants of Polish Co-operative and Commercial Banks' Financial Liquidity in the Post-Crisis Perspective</i>	27
KIL, K., CIUKAJ, R. <i>Determinants of the Non-performing Loan Ratio in the Banking Sectors of Central and Eastern Europe Countries</i>	28
KOSTELNÍK, P., PISAŘOVIC, I., MUROŇ, M., PROCHÁZKA, D., DAŘENA, F. <i>Chatbots for Enterprises: outlook</i>	29
KRÁLÍKOVÁ, V., ČERNÝ, J. <i>Measuring (Dis)honesty in the Context of University Students – Pilot Study</i>	30
KREJČOVÁ, A., RAŠTICOVÁ, M. <i>Retire – Why Yes, Why Not? Results of a Study on the Czech Seniors</i>	31
KUNZ, P., POSPÍŠIL, R. <i>Similarities and Divergences in Economic Impacts of German and Czech Public Procurement System</i>	32
KUPRYTE, K. <i>Cultural Collaboration on Local Level</i>	33
KYNCL, L., VÍTEK, B. <i>EU Public Aid Rules in Competitive Circumstances (Czech Republic's case)</i>	34
LESÁKOVÁ, D. <i>Age Identification in Elderly Segment and its Impact on Marketing Communication</i>	35
LUTY, P., FAŁAT-KILIJAŃSKA, I. <i>Factors Determining the Shaping of the Financing Structure in Acquiring Companies in the Pre-Merger Period. Results of the research</i>	36
MACGREGOR PELIKÁNOVÁ, R., CVIK, E. D. <i>Qualified Electronic Signature – eIDAS Striking Czech Public Sector Bodies</i>	37
MACHALICKÝ, J., JURÁNEK, L. <i>Finding Correlation Between Customer Typology and Sales Results in Assisted Retail Using Computer Vision</i>	38
MALKINA, M. <i>How Change in Industry Mix Can Improve the Financial Performance of Regional Economies: Evidence from the Portfolio Approach</i>	39
MAREK, L., BENADA, L. <i>Inadequate Stock Price Reactions; Evidence from Prague Stock Exchange</i>	40
MATĚJKOVÁ, J., PAVELEK, O. <i>Assignments of Claims as a Misuse of Law</i>	41
MISZCZYŃSKA, K., MISZCZYŃSKI, P. <i>Personnel Costs of Medical Staff vs. In-patient Curative Care Costs in the perspective of the Main Payer of Medical Services in Poland. Trends and Forecasts</i>	42
MISZCZYŃSKA, K., MISZCZYŃSKI, P. <i>The Use of DEA in the Context of Regional Disparity of Healthcare in the Republic of Poland</i>	43
MOKRÝ, S. <i>Assessing Web Surface Credibility by generation Y: A Q methodological study</i> ...	44
MUTASCU, M. <i>Artificial Intelligence and Unemployment in G7 Countries</i>	45
NERUDOVÁ, D., DOBRANSCHI, M., SOLILOVÁ, V., LITZMAN, L. <i>Profit Shifting and Tax Havens: the Case of Czech Republic</i>	46
NEUMANN, J. C. <i>Hedging Currency Risks? An Evaluation of SMEs in Northern Germany</i>	47

NÜRK, J. <i>A Model for Strategic Fit Assessment of Supply Chain Management Information System Capabilities</i>	48
PLÍHAL, T. <i>Scheduled Macroeconomic News Announcements and Forex Volatility Forecasting</i>	49
PODSIADLO, P. <i>The Issue of State Aid for Agricultural Enterprises – the Macroeconomic Perspective</i>	50
POPŁAWSKI, L. <i>Selected Problems of Development of Infrastructure on the Protected Areas of the Swietokrzyskie Voivodeship in Poland</i>	51
PRAŽÁK, T., STAVÁREK, D. <i>The Economic Development of Suisse Professional, Scientific and Technical Services Sector</i>	52
PŘICHYSTAL, J. <i>Data Warehouse for Defect Analysis of Railway Vehicles</i>	53
ROVNÝ, P., EVTEEVA, T., PLACHÝ, M. <i>Comparison of Farms Focusing on Plant Production in the Production And Economic Conditions of the Czech and Slovak Republic</i>	54
SCHNEIDER, T., OTAVOVÁ, M., GLÁSEROVÁ, J. <i>Micro Enterprises in the Czech Republic and Slovakia in the Context of the Current Development of Accounting</i>	55
STATNICKĚ, G., SAVANEVIČIENĚ, A., ŠAKYS, I. <i>The Relationship Between Work Engagement of Different Generations and Mobile Learning</i>	56
STAWSKA, J., CZECHOWSKA, I. D., MALACZEWSKI, M., RUPEIKA-APOGA, R., SOL MURTA, F. <i>Financialization: Curse or Salvation? The Case of Latvia, a Small and Post Transition Economy</i>	57
STEJSKALOVÁ, J. <i>Behavioural Attention to Financial Indicators: Evidence from Google Trends Data</i>	58
SULICH, A., GRUDZIŃSKI, A. <i>The Analysis of Strategy Types of the Renewable Energy Sector</i> .	59
ŠLENKER, M., PAPULOVÁ, Z., GAŽOVÁ, A. <i>Development of Approaches to Performance Measurement and Evaluation: Current View on SMEs in Slovakia</i>	60
ŠOLTĚS, D. <i>The GDPR After Almost a Year: Some Positives But Still Rather Too Many Questions</i>	61
TEICHERT, R. <i>Digital Transformation Maturity: A Systematic Literature Review</i>	62
THOMSEN, A. <i>Wholesale in Germany: About the Degree of Maturity in E-commerce in Wholesale</i>	63
TOLEIKIENĚ, R., BALČIŪNAS, S. <i>The Expression of Provisions of Youth Intolerance for Corruption: the Case of Lithuania</i>	64
TYKAL, P., BRNOVIK, D., LANDA, J. <i>Creating a Food Menu Application for Mendel University in Brno</i>	65
VESELOVSKÁ, L. <i>Agility, Adaptability and Alignment as Secondary Effects of Achieving Supply Chain Flexibility</i>	66
VRCHOTA, J., ŘEHOŘ, P. <i>Industry 4.0 in Relation to Project Management in SMEs</i>	67
VÝROST, T., LYÓCSA, Š., PLÍHAL, T. <i>Stock Returns and Real Activity: A Tale of Left-Tails</i>	68
ZIMKOVA, E., BOĎA, M. <i>A DEA Model for Measuring Financial Intermediation</i>	69

ZÝKOVÁ, P. <i>Comparison of DEA Models with Penalties</i>	70
ŽIARAN, P., NOÉMIA, L. <i>Freedom of Decision-making at Work and Workload. What is the Impact on Health? A Gender Perspective</i>	71
ŽIARAN, P., HREHOVÁ, D. <i>Men and Women at Work. What is the Difference in Motivation?</i> ...	72