

# PROGRAM OF THE CONFERENCE

## 08:00 – 08:45 Registration

## 08:45 – 09:00 Opening ceremony

prof. Ing. Edita Hekeľová, PhD.,  
Rector of School of Management  
“Welcome Addresses”

## 09:00 – 12:00 Plenary Session

Chairperson: prof. Ing. Soňa Ferenčíková, PhD.

09:00 – 09:30 Dr. h. c. mult. prof. Ing. Juraj Sinay, DrSc.,  
president of Automotive Industry Association of the Slovak Republic  
“Čo nového v automobilovom priemysle?”

09:30 – 10:00 Ing. Šárka Janků, PhD.,  
College of Entrepreneurship and Law, Prague, TRANGO, s.r.o., Czechia  
prof. Ing. Ružena Petříková, PhD.,  
Quality council of the Czech Republic  
“O průmyslu a lidech 4.0”

## 10:00 – 10:15 Coffee Break

10:15 – 10:45 doc. Ing. Miroslav Špaček, PhD.,  
University of Economics, Prague, Czechia  
“Open innovation and sharing economy as new challenges for doing  
business in the 21st century”

10:45 – 11:15 prof. Dr. Ing. Felicita Chromjaková,  
Faculty of Management and Economics, Tomas Bata University, Zlin,  
Czechia  
“Enterprise Processes Stabilisation – Thinking Innovations for INDUSTRY  
4.0”

11:15 – 11:45 Jana Nová, PhD., MBA, M.Sc.,  
Masaryk University, Brno, Czechia  
“Opportunities and limitations of the innovations in sports management”

11:45 – 12:15 Discussion

## 12:15 – 13:00 Lunch

## 13:00 – 16:40 Section I - Strategic innovations

Chairperson: doc. Ing. Mária Tajtáková, PhD.

13:00 – 13:20 doc. Ing. František Lipták, PhD., DrSc., Ing. Kamil Mikulič,  
CSc., IDC Holding, a.s., Bratislava  
“Orientácia inovácií v manažmente”

13:20 – 13:40 doc. PhDr. Monika Šestáková, Dr.Sc., Mgr. Mário Hegedúš,  
School of Management  
“Model otvorených inovácií v kontexte malých a stredných podnikov”

13:40 – 14:00 prof. Ing. Ján Porvazník, PhD., Ing. Ivana Ljudvigová, PhD.,  
Tomas Bata University, Zlin, Czechia  
“Súčasný problém volebného systému a možnosti ich celostného riešenia”

14:00 – 14:20 doc. Pavol Molnár, PhD.,  
Slovak Committee for Scientific management, Bratislava  
“Innovative process dynamics – pros and cons in connection with  
corporate social responsibility”

14:20 – 14:40 Discussion

## 14:40 – 15:00 Coffee Break

15:00 – 15:20 Ing. Martin Dolinský, PhD., Mgr. Lenka Filkaszová, MBA  
School of Management  
“The value of stakeholder collaboration analysed with game theory”

15:20 – 15:40 doc. Ing. Mária Tajtáková, PhD., prof. Ing. Soňa Ferenčíková, PhD.,  
School of Management  
“Business participation in social innovation in culture:  
The corporate social responsibility framework”

15:40 – 16:00 Ing. Zuzana Melicheríková, PhD.,  
School of Management  
“Kolaboratívne poskytovanie úverov, jeho výhody a riziká”

16:00 – 16:20 Johan Winbladh, PhD.,  
School of Management  
“Strategic innovation in the financial service industry”

16:20 – 16:40 Discussion

## 16:40 Conclusion

## 13:00 – 16:40 Section II - Process and product innovations

Chairperson: PhDr. Ing. Zuzana Ondrejová, PhD.

13:00 – 13:20 Ing. Michal Čierny,  
Matador Automotive Vrable, a.s.  
“Kvalita a jej význam v Industry 4.0”

13:20 – 13:40 prof. Ing. Soňa Ferenčíková, PhD.,  
School of Management  
“Innovation as a must? (Some thoughts on internationalization of  
the Slovak SMEs)”

13:40 – 14:00 Ing. Alena Trabalková,  
CHEMOSVIT FOLIE, a.s.  
“Inovácia s efektom mávnutia motýlieho krídla”

14:00 – 14:20 doc. PhDr. Mária Petrufová, PhD.,  
Armed Forces Academy of General M.R.Štefánik, Liptovský Mikuláš  
“Inovácia obsahu výučby manažérskych kompetencií v podmienkach  
Akadémie ozbrojených síl v rámci kariérneho vzdelávania”

14:20 – 14:40 Discussion

## 14:40 – 15:00 Coffee Break

15:00 – 15:20 Ing. Renata Janošková, PhD.,  
School of Management  
“CAQ v súlade s koncepciou Priemysel 4.0”

15:20 – 15:40 Ing. Daniela Maťovčíková, PhD.,  
School of Management  
“Dôležitosť efektívnych foriem vzdelávania pri zvyšovaní kvalifikácie”

15:40 – 16:00 Mgr. Ing. Erika Jurišová, PhD.,  
Faculty of Pharmacy, Comenius University, BA  
“Developing word-consciousness using online tools and word games”

16:00 – 16:20 doc. Ing. Iveta Paulová, PhD.,  
School of Management,  
doc. Ing. Jaromíra Vaňová, PhD.,  
Faculty of Materials Science and Technology, STU, Trnava  
“Proinovačná firemná kultúra pri transformácii požiadaviek noriem  
ISO 9001:2015”

16:20 – 16:40 Discussion

## 16:40 Conclusion

## 13:00 – 17:00 Section III - PhD. students

Chairperson: prof. Dr. Ing. Menbere Workie Tiruneh, PhD.

13:00 – 13:10 Ing. Jana Hrdličková, School of Management  
“Význam produktových inovácií pre firmy”

13:10 – 13:20 Mgr. Lenka Filkaszová, MBA, School of Management  
“Green business innovation”

13:20 – 13:30 Ing. Mária Kožárová, prof. Ing. Ján Závadský, PhD.,  
Institute of managerial systems, The Faculty of Economics, UMB  
“Ekonomické aspekty procesných inovácií súvisiacich s  
informatizáciou podnikových procesov”

13:30 – 13:40 Khatia Udesiani, Ivane Javakhoshvili  
Tbilisi State University, Georgia  
“Innovations in education according to the example of Georgia”

13:40 – 13:50 Tatia Udesiani, Dali Solaghashvili, Akaki Tsereteli  
State University, Georgia  
“Internal audit role in innovation management”

13:50 – 14:00 Bernard Joseph-Auguste, School of Management  
“Innovations leading to promotion of entrepreneurship by people  
with disabilities”

14:00 – 14:10 Ing. Vladimír Petřík, School of Management  
doc. Ing. Mariana Sedláčiková, PhD., Technical University, Zvolen  
“The implications of behavioral finance in company’s innovation  
decision-making”

14:10 – 14:50 Discussion

## 14:50 – 15:10 Coffee Break

15:10 – 15:20 Ani Megrelishvili, Ivane Javakhoshvili  
Tbilisi State University, Georgia  
“Innovations in public administration and Georgia”

15:20 – 15:30 Ing. Lukáš Jurík, prof. Ing. Peter Sakál, CSc.,  
Faculty of Materials Science and Technology, STU, Trnava  
“Tvorba kompetenčných modelov vlastníkov a manažérov priemyselných  
podnikov v 21. storočí na základe modifikovaných kritérií  
udržateľného rozvoja”

15:30 – 15:40 Mgr. Mário Hegedúš, School of Management  
“Nové trendy v oblasti inovácií v praxi malých a stredných podnikov  
SR”

15:40 – 15:50 PhDr. Adriana Krupová, doc. Ing. Iveta Paulová, PhD.,  
School of Management  
“Samohodnotenie ako inovačná metóda na zlepšenie riadenia  
vysokej školy”

15:50 – 16:00 Miriam Mattová, M.A., School of Management  
“The Japanese innovation system: University-industry linkages, small  
firms & regional technology cluster”

16:00 – 16:10 Ing. Slavomíra Blahútová, School of Management,  
doc. Ing. Mariana Sedláčiková, PhD., Technical University, Zvolen  
“Vplyv inovačných procesov na vyprofilovanie pozície finančného  
manažera malých a stredných podnikov”

16:10 – 16:20 Mgr. Alena Píknová, School of Management  
“Projekt digitalizácie kultúrneho dedičstva na Slovensku”

16:20 – 17:00 Discussion

## 17:00 Conclusion

## CONFERENCE OBJECTIVE

Exchange of knowledge and experience of professionals and academicians in the field of innovation and innovative processes with the focus on industry, public administration and education

## DATE and PLACE

27. apríl 2017

Vysoká škola manažmentu  
Panónska cesta 17, 851 04 Bratislava  
1st floor, room no. 113,112, 111

# VYSOKÁ ŠKOLA MANAŽMENTU

in Trenčín

cordially invites you to  
the 9th International Research Conference

“Management Challenges in the 21st Century”  
“Manažment v 21. storočí: problémy a východiská”

Theme of the Conference in 2017

„Innovation and innovative processes in business, public  
administration and educational organizations“

## INTERNATIONAL RESEARCH COMMITTEE

### Chairman:

prof. Ing. Edita Hekelová, PhD.  
Rector of School of Management

### Members:

prof. Dr. Arnold Schuh  
Vienna University of Economics and Business, Austria

prof. Dipl.-Ing. Dr. techn. prof.h.c. Dr.h.c. M. Numan Durakbasa  
Vienna University of Technology, Austria

prof. Imrich Chlamtac  
European Alliance for Innovation, president

Dr.h.c.mult. prof. Ing. Juraj Sinay, DrSc.  
President of the Automotive Industry Association of the Slovak  
Republic

prof. Ing. Ružena Petříková, PhD.  
College of Entrepreneurship and Law, Prague, Czech Republic

doc. Ing. Miroslav Špaček, PhD., MBA  
University of Economics, Prague, Czech Republic

prof. Ing. Soňa Ferenčíková, PhD.  
School of Management

prof. Dr. Ing. Menbere Workie Tiruneh, PhD.  
School of Management

prof. RNDr. Jozef Hvorecký, PhD.  
School of Management

## PROGRAM COMMITTEE

### Chairman:

doc. Ing. Iveta Paulová, PhD.

### Members:

doc. Ing. Mária Tajtáková, PhD.

PhDr. Ing. Zuzana Ondrejová, PhD.

Denisa Hackett, PhD., MBA

PaedDr. Jana Palenčárová, PhD.

Mgr. Valéria Medárová, PhD., MBA

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## CONTACT

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