

15th INTERNATIONAL SCIENTIFIC CONFERENCE RELIK 2022

**Reproduction of Human Capital - mutual links
and connections**

Book of Abstracts



Department of Demography, Faculty of Informatics and Statistics
Prague University of Economics and Business

Conference Sections:

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- Economy and human resources
- Reproduction of the human capital
- Economic demography
- Population ageing and its consequences

The 15th International Scientific Conference RELIK 2022, Prague, November 10-11, 2022

- Regional demography
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General sponsor of Prague University of Economics and Business

The conference is supported by
the project IGA 18/2021 Konference FIS 2021-2022
and Česká spořitelna

Edited by:

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DEVELOPING CHILDREN'S HUMAN CAPITAL THROUGH NON-PROFIT ORGANISATIONS: ESTIMATIONS AND OPPORTUNITIES

Anna Bagirova – Irina Shmarova

Abstract

Due to the negative demographic dynamic in Russia, there were established programmes aimed at supporting the birth rate and parenting, developing children's human capital, and these programmes are being actively introduced. We carried out a study aimed at exploring the importance of children's supplementary education and identifying today's role of Russian non-profit organisations in the development of children's human capital. The stages of the study included the following stages: 1) exploring the importance of children's developmental classes for parents; 2) identifying to which degree Russian non-profit organisations are oriented at working with parents and children. The major results are the following: 1) Russian parents are aware that it is important to develop children's human capital; 2) the most popular directions of developing classes for children at any age include classes in music, singing, dancing, sports; 3) the study of non-profit organisations showed that almost 40% of organisations registered in the Ural region focus on working with parents and children. We believe that the contribution of non-profit organisations to providing services related to children's development may have a positive impact on addressing demographic problems in Russia.

Keywords: support of parenthood, non-profit organizations, human capital, demographic policy

JEL Code: JEL 11, JEL 13

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MICRO-INFLUENCERS ON INSTAGRAM IN THE 21ST CENTURY IN HUNGARY

Anikó Barcziová – Monika Bálintová – Renáta Machová

Abstract

The aim of our research is to study the activities of micro- and nano-influencers in the Hungarian Instagram community and to examine the factors influencing their activities. The study defines the basic characteristics of influencers as well the methods of their categorization. Micro- and nano-influencers are essential players in the 21st century's marketing. As their digitalization and virtualization intensify, also, their role is expected to grow. Consequently, the observation of the factors influencing the activities of influencers is important in our research. Based on the results of the analysis, there is a significant correlation between the size of the follower base and the received monthly invitations. Therefore, the number of followers will also be decisive for the marketing activities of micro- and nano-influencers. Influencers with a larger follower base received more valuable inquiries from companies. At the same time, there was no correlation between the follower base and the length of time spent on the influencer activities. The size of the follower base was therefore influenced by other factors (such as consumer habits that have changed due to the Covid-19 pandemic, and the power of new influencers appearing on the market).

Keywords: influencer, micro influencer, follower base, influencer marketing

JEL Code: M31, M37, O35

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KNOWLEDGE MANAGEMENT IN THE LIGHT OF KNOWLEDGE SUSTAINABILITY

Andrea Bencsik – Bence Csinger

Abstract

In recent years, knowledge management has become one of the most interesting and challenging topics in economic life, and its scope of use is constantly expanding. Although many of the central points of knowledge management are not new to the academic world, the study of knowledge sustainability is considered a less researched area. With this study, the primary goal of the authors is to supplement the gaps found in the literature in the field of knowledge sustainability. The importance of the topics lies in the fact that business is currently living in a phase where competition is dominated by knowledge. In addition to the existence of these factors, it is important to recognize the inherent value of knowledge sustainability. This study is a theoretical overview, during which the authors investigate the issue of knowledge sustainability in addition to the role it plays in the life of knowledge management organizations. In the opinion of the authors, in addition to knowledge management, the sustainability of knowledge ensures significant savings and the continuous improvement of human performance in order to achieve a competitive advantage. In today's dynamic and competitive market, it is important for organizations to be able to manage their organizational knowledge.

Keywords: knowledge management, knowledge sustainability, knowledge-oriented organizational culture, organizational knowledge

JEL Code: D80, D83

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TRUST AMONG EMPLOYEES OF HIGHER EDUCATION INSTITUTIONS

Andrea Bencsik – Adriana Mezeiová

Abstract

Numerous studies highlight the important role of trust in the operation of a successful organization. The existence of trust between management and employees is essential for competitiveness, just as it is also important that colleagues have sufficient trust in each other. The aim of our study is to map the extent and form of trust in higher education institutions dealing with economic education in Hungary. We examined three forms of the existence and level of trust - towards management, towards colleagues and towards different organizations. Based on the results obtained, we came to the conclusion that the respondents trusted their colleagues to the greatest extent. No significant relations can be shown between the answers according to gender, but there is a correlation between the location of the institution. Overall, employees in capital institutions trust their superiors significantly more, than employees working in rural higher education institutions. Those, who trust their superiors to a greater extent feel motivated, trust organizations to a greater extent. They feel that they are treated fairly, they are proud of the organization, feel recognized and appreciated, and are committed to the institution.

Keywords: human capital, higher education, workplace trust, effects of trust, motivation

JEL Code: M54, I23, O15

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MANAGERIAL PRACTICES RELATED TO LEADERSHIP EFFECTIVENESS IN HUNGARY – A PILOT STUDY

Szilárd Berke – Gyopár Csapai

Abstract

Many attempts to measure leadership effectiveness have been made in recent decades, approaching the subject from different angles. In our research, we conducted a situation analysis among Hungarian senior managers with the aim of exploring the value-creating processes and the managerial thinking and practices behind them. This article focuses on self-effectiveness methods and daily management practices to improve the effectiveness of organizational processes. The responses (148 senior managers) showed that apps for time management and prioritization of tasks are popular among the leaders surveyed. Quality assurance, management decision support systems, and connecting with staff, such as site visits and daily kick-off meetings, are also high on the list of issues that are important in terms of controlling company processes. In the baseline survey 3 clusters were developed: “Uncertain Empathetic”, “Ambitious goal-oriented” and “Experienced Strategist”. Among them, the members of the latter cluster stood out on the basis of their daily work practice and daily habits. Of the organizations they lead, 86.36% are profitable and growing at a steady rate (5% per year). If we are looking for the human leadership factors behind outstanding organizational performance, this cluster is likely to offer the solutions.

Keywords: leadership, effectiveness, managerial practices, organizational studies

JEL Code: M10, M12, M14

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**HODNOTENIE VEDOMOSTNEJ ÚROVNE ŠTUDENTOV
A ÚČINNOSTI VZDELÁVACIEHO PROCESU POČAS
PANDÉMIE COVID-19 : ANALYTICKÁ ŠTÚDIA**
ASSESSMENT OF STUDENTS' KNOWLEDGE LEVEL AND THE
EFFECTIVENESS OF THE EDUCATIONAL PROCESS DURING
THE COVID-19 PANDEMIC: AN ANALYTICAL STUDY

Daniela Bertová – Nella Svetozarovová – Jana Cocul'ová

Abstract

The paper deals with the transition to online learning due to the COVID-19 pandemic. Using the answers from 119 students, we found that even though the university and the students quickly adapted to the new changes, there are different changes in the knowledge that the students acquired in the present form and those that they acquired through the use of different educational platforms already during the online form. Our research was conceived as a verification test of knowledge that graduates should master. The results of the research shows, that although there is a connection between the knowledge level of the students and the form of study and there are also differences in the success of solving the test according to the type of tasks, the gender of the students didn't have an impact on the acquired knowledge of the given issue. Even though our respondents perceived the very transition to the online educational process as interesting and found the knowledge made available interesting and understandable, the effectiveness of the knowledge gained from online education was lower than in the case of present teaching. Even the very attractiveness of the study and the acquired knowledge from the given field was positively evaluated by our respondents only in the present form of study. We estimate that the majority of online interactions and assessment methods will be used even after the return to present teaching, therefore we consider it important to state that confidence in the online system, the ability to acquire knowledge through different educational platforms, knowledge and orientation in information technology are factors associated with the overall impact on the future efficiency of the educational process.

Keywords: Knowledge, Methods of education, Educational process, Present form of study, Online form of study.

JEL Code: M12, O15

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**VYUŽÍVANIE ATRIBÚTOV NEUROMARKETINGU
V POSUDZOVANÍ TECHNÍK NLP
USE OF NEUROMARKETING ATTRIBUTES IN ASSESSING
THE NLP TECHNIQUES**

**Zuzana Birknerová – Lucia Zbihlejová – Ivana Ondrijevová – Anna
Tomková**

Abstract

The main objective of the contribution is to verify the existence of statistically significant links between neuromarketing attributes and NLP (neurolinguistic programming) techniques on a sample of 303 respondents. Addressed were 165 (54.5%) women and 138 (45.5%) men aged 18 to 68 years ($M = 35.28$ years, $SD = 13.2$ years), while 145 (47.9%) of the respondents were sellers and 158 (52.1%) were customers. The two formulated research hypotheses were verified by means of the mathematical-statistical methods (Pearson's correlation coefficient, t-test for two independent samples). The aim was to detect existence of statistically significant correlations between the selected neuromarketing attributes and the NLP techniques and statistically significant differences in the assessment of the attributes of neuromarketing and the NLP techniques between sellers and customers. The data were obtained by the questionnaires aimed at the attributes of neuromarketing (SSP) and neurolinguistic programming techniques (NLPt) and further processed by means of the statistical software IBM SPSS 26. According to the research results, the formulated hypotheses were supported as statistically significant differences and correlations between the neuromarketing attributes, and the NLP techniques were recorded.

Keywords: neuromarketing, attributes, NLP, techniques, selling

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PARENTAL LABOUR ARRANGEMENT DURING PARENTAL LEAVE: GENDER ASPECT

Natalia Blednova

Abstract

At present, in many countries, spouses may share parental leave between each other or take it simultaneously. Researchers argue that the involvement of both parents in child rearing positively influences child's development, the climate in the family, and mother's physical and emotional state. Our study aims to explore the arrangement of parental labour within the family during parental leave.

We held a large survey of mothers and fathers whose families at the time of the study were eligible for parental leave. The survey involved 1000 respondents from 80 regions of Russia.

We obtained the following results: 1. There is an obvious imbalance in the distribution of parental responsibilities between family members—the greatest part of household and child rearing functions is shouldered by women. 2. Almost half of women surveyed are not satisfied with the allocation of parental load between family members during parental leave. 3. More than half of women surveyed claim that the weak involvement of fathers in childcare is due to their high workload on the labour market.

Our results may be used to improve the existing design of parental leave in Russia and to encourage a more proactive contribution of fathers to child rearing.

Keywords: parental labour, parental leave, division of labour, leave-takers, gender equality

JEL Code: J13, J18

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**VÝVOJ VZDĚLANOSTNÍ STRUKTURY OBYVATELSTVA
ČESKÉ REPUBLIKY V OBDOBÍ 1993 – 2021**

**DEVELOPMENT OF THE EDUCATIONAL STRUCTURE
OF THE CZECH REPUBLIC POPULATION
IN THE PERIOD 1993 – 2021**

Hana Boháčová – Pavla Jindrová

Abstract

In the last few decades, the labour market in European countries has undergone significant changes. Some branches or even specific professions are on the rise, while others, on the contrary, are declining. There are mainly two reasons for these changes. On the one hand, it is the rapid development of information technologies, which are gradually penetrating into individual branches of economic activity. The second important cause are changes in the society needs which are manifested in the gradual shift of the labour force from the primary sphere of the economy to services. The second mentioned cause is somewhat related to the first one. These changes go hand in hand with shifts in the education structure of the population. It is because many professions that have recently been on the rise have important qualification prerequisites. The aim of this contribution is to analyze the development of the educational structure of the population of the Czech Republic in the period 1993 – 2021 and to assess how the mentioned development is projected on the labour market in the Czech Republic.

Keywords: population education, labour market, sectoral structure of employment

JEL Code: I25, J21

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LIDSKÝ KAPITÁL V KONTEXTU ROZVOJE ZAKÁZKOVÉ EKONOMIKY A DIGITÁLNÍCH PLATFREM V EU

HUMAN CAPITAL IN THE DEVELOPMENT OF “GIG ECONOMY” AND DIGITAL WORK PLATFORMS IN THE EU

Sandra Brožová

Abstract

This contribution is focused on the current dynamic development of the so-called "gig economy" and "digital platform work" and analyses its impact on the social conditions of workers who exercise professional activities through digital platforms. Platform work nowadays employs a significant share of the EU's internal labour market (43 million workers are expected to be involved by 2025). These workers formally contract as self-employed persons, however their de facto dependence on platform operators makes them in many respects similar to employees, but without corresponding social security coverage. Considering the cross-border nature of the activities of digital platforms, the ambiguous status of these workers complicates the implementation of international social security coordination. The contribution examines the European Commission's proposal for a clearer delimitation of the platform workers' social protection issued in December 2021 and identifies its strengths and weaknesses. The risk of hindering business development through excessively binding regulation of platforms is discussed, as well as the need for a precise expression of the criteria that the European Commission has chosen as the basis for the presumption of the existence of employment relationship between the worker and the platform.

Keywords: digital work platforms, gig economy, self-employed persons, social security

JEL Code: J88, K81

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ANALYTICAL VIEW OF INTEREST IN THE IMPLEMENTATION OF TALENT MANAGEMENT IN THE ENVIRONMENT OF SLOVAK COMPANIES

Jana Coculova – Nella Svetozarovova – Daniela Bertova

Abstract

The paper deals with the topic of talent management, which is an innovative tool for attracting, retaining and exploiting talented workers. The aim of the contribution is to provide an analytical view of the issue of talent management, focusing specifically on finding an interest in the implementation of talent management in the environment of Slovak companies. Part of the article is a presentation of the results of research, which was carried out on a sample of 153 companies operating in the Slovak Republic. The research followed two partial goals. The first objective was to find statistically significant differences in the interest in the implementation of talent management in terms of size and sector in which companies operate. For this purpose, two hypotheses were tested using the Kruskal – Wallis test. The second objective was to identify statistically significant links between the level of interest in the implementation of talent management and the recording of certain problems in the field of human resources management, namely the problem of filling key positions, the difficulty of retaining key staff and the problem of lack of interest in career development in the organization. Three hypotheses were tested using Spearman's correlation coefficient.

Keywords: human resource management, talent management, talent pool, key job position.

JEL Code: M12, M53

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CHANGES IN MORTALITY OF THE CZECH POPULATION IN RECENT YEARS

Petra Dotlačilová

Abstract

In recent times, the length of human life has been continuously extended. As it was not compensated by a sufficient birth rate, the population was aging. Thus, the problem of the necessary reforms of the health and social system, which would solve the problem of population aging, was and is still being solved in individual European countries. However, the Covid-19 pandemic interfered with this development. When it broke out, it started to be discussed about what effect it would have on mortality and the length of human life. Will human life span be shortened? Alternatively, how big will the shortening be?

The aim of this contribution is to analyze mortality of the population in the Czech Republic (especially in recent years). More attention will be paid to the mortality of the elderly (people in ages 60 and higher). Furthermore, the contribution will focus on analyzes of the impact of the Covid-19 pandemic.

Keywords: mortality, mortality models, covid 19 pandemic

JEL Code: J10, J11, J19

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THE AGING WORKFORCE AND EARLY RETIREMENT

Zuzana Dvořáková

Abstract

The impact of an aging workforce on the workplace is a concern internationally. The economic activity of the 50+ workers is influenced by objective factors, i.e., the state policy to obtain retirement rights and employment opportunities. The rise of premature retirement in the EU is attributed to national taxes, social security systems, and recessions. Studies worldwide analyze the Work Ability Index and the Active Ageing Index to identify early retirement factors. It believes that the Work Ability Index decreases with factors such as aging, unsatisfactory working conditions, poor organization management, and lack of freedom. Research has consistently found a need for systematic approaches by employers to prepare and benefit from demographic and labor market changes. The most important way for employers to extend working lives is to look after the health of older employees. The paper analyzes early retirement in the Czech Republic. The methods cover the desk analysis of the Web of Sciences sources and open data from the Czech Social Security Administration. Findings show that workers aged 55-64 prefer early retirement, mainly during economic recessions. However, the risk of unemployment and relatively higher incomes affect their intentions to retire early.

Keywords: aging workforce, early retirement, workability, health

JEL Code: J16, J26, J28

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**MEDIÁLNÍ A BEZPEČNOSTNÍ REALITA –
MEDIÁLNÍ KONSTRUKCE OBRAZU VÁLKY
MEDIA AND SECURITY REALITY –
MEDIA CONSTRUCTION OF THE IMAGE OF WAR**

Zdeněk Eška

Abstract

The media play a significant role in shaping people's opinions, values and attitudes, thus vicariously determining their interpretation and specific vision of the surrounding world. In their essence, they are increasingly intensively imposing their own image of social reality and thus contributing to its construction and deconstruction. Information warfare is an information operation conducted in a period of conflict that seeks to achieve specific objectives aimed at defeating an adversary. War reporting also contributes to the media construction of the image of war. It is a specific type of news that deals with military conflicts that are associated with various forms of censorship and propaganda. The development of war intelligence has undergone dynamic changes, television using modern satellite technology has gained unlimited possibilities of transmitting images and sound from any part of the world. A pictorial myth is able to interest the recipient far more than written text. But there is a central problem: the image can never tell everything. While "reality" is reality expressing everything that people encounter in their daily lives, "media reality" represents the image of reality that people see in the media (especially on television, film or websites). The article will focus on the scheme of links in the emergence of the media security reality and on the role of the mass media in setting the media agenda.

Keywords: Agenda setting, communication, media deconstruction, security reality simulation, securitisation.

JEL Code: C78, D79, D83

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AGING POPULATIONS IN EU - FROM ECONOMIC CONSEQUENCES TO SOLUTIONS

Idrak Ezdini

Abstract

This paper examines the massive economic consequences of the EU's aging population and proposes solutions to reduce its adverse effects on the EU economy.

What are the economic consequences of an aging population in the EU? What are the various strategies to limit that?

To do this, statistical analyses will be conducted as well as research reviews.

In fact, the population is aging because of growing life expectancy and low birth rates; it is the most critical worldwide demographic trend of the twenty-first century. The most important disadvantages of the aging population are that public expenditure increases, GDP growth slows down, and working-class people pay more to assist the aged. Moreover, a decline in labor supply and a reduction in productivity.

According to Eurostat's most recent projections, population aging in the EU is anticipated to continue and even increase over the coming decades. That is why it is crucial to spread awareness about the aging population's economic impact in the EU and find solutions to limit this.

This paper is essential as it helps to understand the critical economic consequences of an aging population in the EU and find the potential implementation to limit these consequences.

Keywords: EU, aging populations, economic consequences, solutions.

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CHANGES OF THE AGE STRUCTURE OF ENTREPRENEURS IN SLOVAKIA COMPARED TO THE COUNTRY'S DEMOGRAPHY

Noémi Fóthy

Abstract

A country's demographic characteristics, such as gender and age, can influence its economic situation in several aspects. Starting and running a business is a task that requires a lot of energy and creativity. Young entrepreneurs are more likely to be open to new solutions, while older entrepreneurs presumably have more practical experience. The aim of the work is to map the demographic distribution of entrepreneurs in Slovakia and to compare it with the demographic characteristics of 10 years ago. Our goal is to examine whether the distribution of entrepreneurs has changed over the past 10 years. Small and medium-sized enterprises are of indisputable importance for the country's economy. In Slovakia, SMEs account for 53% of the employment rate and more than 30% of GDP. Using secondary sources, we analyze the demographic characteristics of the country's businesses and their changes over the past 10 years. The obtained results are represented graphically.

Keywords: age structure, entrepreneurs, demography, Slovakia

JEL Code: J10, J11, L26

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**PROJEKCE ŠKOLNÍCH KONTINGENTŮ
PARDUBICKÉHO KRJE DO ROKU 2050
PROJECTION OF SCHOOL CONTINGENTS
OF THE PARDUBICE REGION BY 2050**

Tereza Frömmelová

Abstract

The aim of this analysis is to construct a projection of school contingents of the Pardubice Region by 2050. A population projection is constructed to fulfill this aim. It is constructed by the method of components including migration and extended by the rate of participation in education. The Rates of participation in education express the percentage of children of certain age that attend school in the Pardubice region from the overall number of children in the same age. This projection provided the expected number of pupils in the individual levels of the Czech education system. As the projection of school contingents shows there is expected decline of overall number of students and pupils in both elementary and high schools in the Pardubice region. That appears to be the effect of the weak generations at the projection threshold combined with the ongoing trend of low fertility rate. Therefore, there should not be significant need to expand the capacity of current school facilities. Although regional differences in need of new capacity in different school levels may occur.

Keywords: Population projection, component method with migration, participation rate in education, school contingents, Pardubice Region.

JEL Code: J11, I21

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YOUTH UNEMPLOYMENT IN EU MEMBER STATES AND IMPACT OF THE COVID-19 PANDEMIC

Barbora Gontkovičová – Antonín Koraus

Abstract

Unemployment arises from an imbalance between supply and demand on the labour market and represents a serious economic and social problem. High unemployment means a waste of limited resources and slows down the long-term growth potential of the economy. The current labour market has been extraordinary affected by the COVID-19 pandemic. The unemployment of young people under the age of 25 requires individual attention within this topic, which is at the level of 16.6% in the EU, while the differences in individual EU countries are significant. Unemployed young people have problem with their own housing, to be independent and they become dependent on government transfers or illegal work. Fair chance in the world of work for youth become a key policy priority. The inability of recent graduates to find a job is a problem that the EU is trying to reduce by implementing various programs to support young people in finding and keeping a job. The aim of the contribution is to analyse the unemployment of young people in EU countries and to point out the consequences of the COVID-19 pandemic.

Keywords: youth unemployment, graduates, consequences, EU, COVID-19

JEL Code: J64, J21

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STUDENTS' DECISION MAKING ABOUT HIGHER EDUCATION IN THE CZECH REPUBLIC

Monika Grasseová-Motyčková – Renata Čuhlová

Abstract

The presented research is part of the research project "The Student Journey". The aim is to identify the motives and decision-making practices; the key factors influencing the decision to study in university; and potential differences between the students with preferences of private or public higher education institutions. The research was conducted in period 2021-2022 among students of public and private higher education institutions in the Czech Republic. The literature review focuses on students' decision making process in higher education institution choice. The models of classification of students reasoning including multiple influences are presented. The methodology of the qualitative research investigation is based on the semi-structured face to face interviews. The research sample was selected by purposive sampling method. To achieve data systematization for qualitative analysis, open coding was implemented. The findings show differences in study motives and the decision-making processes between public and private university students. Differences were also identified between respondents in the same category of public and private university students. Certain elements also emerge across categories. Since study decision making is also similarly used in decision making at secondary school, the findings may also be useful to compare with practice in decision making at this level of study.

Keywords: decision-making process; Czech students; education; studying at university; qualitative research

JEL Code: D81, D91

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HOME OFFICE AND CYBERCRIME DURING THE COVID-19 PANDEMIC

Nikolett Gyurián Nagy

Abstract

The study focuses on cybercrime in home office, which is developing at an ever-faster pace and constantly follows new trends. The purpose of the research is to explore the relationship between the transition to working from home and the increasing trend of cybercrime. The research is based on the processing of secondary results. The method of the research is a systematic literature review and the research was done using keyword pairs (cybercrime and home office; covid and home office; cybercrime and covid). The central question of which was the relationship between working from home and the increasingly frequent cybercrime. Most companies have seen an increase in cyber attacks during Covid-19 pandemic and the most common type of attacks are phishing messages. The study confirms the increase of cybercrime due to the recent change to online communication and work. According to the results, there is a relationship between the increasing trend of cybercrime and the increasing frequency of working from home. The post-covid cyber security priorities clearly shows the companies' initiative towards security: most of them are transforming the organization to be secure, mostly through the use of security services, training, multi-step authentication or enhanced device security want to achieve. Nowadays, the companies worldwide spend more than 55 billion dollars (per year) on a secure digital transition.

Keywords: cybercrime, Covid-19, home office

JEL Code: O15, H12

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(IN)EFFECTIVITY OF COLLECTING INSURANCE MONEY IN THE SLOVAK REPUBLIC

Tatiana Hajdúková – Edita Lukáčiková

Abstract

Even though consequences of the last economic crisis, Covid-19 pandemic, or ongoing war in Ukraine have effect on individuals, they also affect subjects active in economic activities. Current situation forces subjects to implement multiple forms of money saving. Those can be legal, such as various optimizations, or illegal where subjects knowingly break law. The aim of the article is to analyse insurance premium debtors against the Social Insurance Agency in the Slovak Republic in the context of possible suspicion of committing criminal acts of avoiding insurance premiums and non-payment of insurance premiums. The avoidance of tax and insurance premiums requires the committing of an act even on a small scale, i.e. in an extent exceeding EUR 266. Imprisonment is differentiated based on the extent of the damage or the seriousness of the procedure. In relation to criminal proceedings, it is necessary to demonstrate the fulfilment of all the objective elements of criminal acts of avoidance and non-payment of tax and insurance premiums, and in the course of demonstrating them in practice, it is possible to encounter several application problems.

Keywords: Not paying taxes and insurance, debtors, social insurance, arrears,

JEL Code: R59, K34, H 25

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THE IMPACT OF CHILDCARE PERIODS ON GENDER INEQUALITY IN CZECH PENSIONS

Martin Holub

Abstract

The concept of gender inequality is seen as an important factor by experts at both the national and European levels. A large number of papers have been devoted to the search for the causes of gender differences in pension systems, the majority of which conclude that most of the differences in the amount of the pension between men and women originate from the labour market. Participation in the labour market and the development of one's working career are strongly influenced by the birth and subsequent upbringing of children. This factor may result in the determination of different insurance periods for men and women and/or differences in the amount earned for work between men and women, which consequently determines the amount of the pension. One of the most important reasons for differences between the insurance periods of men and women in the Czech Republic results from differences between their retirement ages. Childcare periods are usually taken into account by pension systems aimed at compensating for the negative impacts of periods of childcare and, consequently, gender differences resulting primarily from the fact that childcare is predominantly still seen as the responsibility of women, which necessarily acts to interrupt and/or shorten the working career. The paper attempts to quantify the influence of the length of the working career, the amount of income from work, the incidence of part-time work, career development and the widow's pension on differences between the pension incomes of men and women in the Czech Republic.

Key words: gender pension gap, retirement age, childcare

JEL Code: H55, J26, G22

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**ZHODNOCENÍ ÚSPĚŠNOSTI KVADRATICKÝCH SPLAJNŮ
PŘI MODELOVÁNÍ MĚR PLODNOSTI
V ČESKÉ REPUBLICCE**
**EX-POST EVALUATION OF FERTILITY FORECASTS
BY THE QUADRATIC SPLINE MODEL
IN THE CZECH REPUBLIC**

Filip Hon

Abstract

The contribution is devoted to the modeling of fertility in the Czech Republic by means of quadratic splines. Ex-post projections are made in several scenarios that differ according to the length of the analyzed time series and according to the definition of the simulation period. The estimates are elementary compared with the projections of the Czech Statistical Office through the indicator of total fertility. In addition, fertility indicators age-specific fertility rates, average age of mothers, modal age of fertility and value of fertility at this age are used to compare modeled and observed values. The MAE and RMSE loss functions are also used.

The success of the model in estimating the given characteristics differs significantly according to the specific scenario. However, at the cost of a certain simplification, it can be stated that when the model is based on a time series from 1950, it tends to make more cautious and, as a result, often more accurate estimates in the case of the Czech Republic.

Keywords: age-specific fertility rates, ex-post forecasts, quadratic spline

JEL Code: J11, J13

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**NEJEDNOZNAČNOSTI A NEJEDNOTNOST PRAXE
SOCIÁLNÍCH PRACOVNÍKŮ V OBLASTI NÁHRADNÍ
RODINNÉ PÉČE A JEJICH DŮSLEDKY
AMBIGUITY AND INCONSISTENCY IN THE PRACTICE
OF SOCIAL WORKERS IN THE FIELD OF KINSHIP CARE
AND ITS CONSEQUENCES**

Leona Hozová – Renata Kyzlinková

Abstrakt

The paper discusses the issue of inconsistent decision-making by social workers in social-legal child protection (SLCP), especially, where a child is entrusted to kinship care. The subject of the contribution will be to point out the fact that the scope for interpretation freedom of the legislation and the absence of specific methodological guidelines can lead to non-transparency and contradictions of the system for participants and subsequently also to inequalities in access to caregivers in the field of kinship care. The paper is based on a broad base of data collected in research "Usage and functioning of the institution of entrusting a child into the care of another person (trusteeship) in practice". It is a mixed research with qualitative data (in-depth interviews with caregivers, social workers) and quantitative data (questionnaire survey among SLCP, courts, reports and statistics of the Ministry of Labour and Social Affairs). The research contributes to a deeper understanding of the problem in case of the need to take measures to increase the efficiency and transparency of the processes and intervention strategies of social work.

Keywords: socio-legal protection of children, kinship care, trusteeship, legislative double-tracking, consequences of the decision

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**CELOŽIVOTNÉ VZDELÁVANIE AKO PODMIENKA
DLHODOBÉHO UPLATNENIA SA NA TRHU PRÁCE**
LIFELONG EDUCATION AS A CONDITION FOR LONG-TERM
EMPLOYMENT ON THE LABOUR MARKET

Romana Hricová – Renáta Madzinová

Abstract

The labour market is subject to constant changes. Regardless of whether they relate to the demographics of individuals and/or legal entities, or the knowledge, skills and habits expected of employees. Educational institutions of formal or informal education have a decisive role in the labour market. Although they should respond to the current demands of the market with their education offer, from a long-term perspective they should prepare for the labour market such a graduate who already adopts the lifelong learning system at school. Teachers who, on the one hand, are currently teaching topics and skills in which they were not educated themselves and often have nowhere to acquire them, should also undergo lifelong learning. On the other hand, they should prepare their pupils and students for the lifelong education system. The paper is focused on the issue of education with the aim of defining what knowledge, skills and habits school graduates should have in order to be active and applicable on the labour market throughout their active working life.

Keywords: lifelong learning, industry 4.0, skills, knowledge

JEL Code: I26, J 24

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POPULATION AGING AND ITS CONSEQUENCES

Dagmar Charvatova – Petra Kralova

Abstract

The demographic aging of the population and the associated pension system is a widely discussed topic today, which is gaining importance over time. Gradually, almost all developed countries, not only in Europe, are solving or will have to solve the demographic aging of the population shortly. They will have to face this problem as soon as possible and start solving some critical aspects and difficulties that this aging brings. It is primarily a problem of the pension system, which will not be able to function in the future as it functions today in the Czech Republic, for example. This pension system was constructed in the past when the issue of aging was not nearly as topical as it is today and will be topical in the next few years. The aging population applies not only to the pension system but also to other things, such as services that concern the elderly. Another significant factor will continue to be the increasing costs of healthcare, which will significantly burden the state's economy. Therefore, the government will have to take procurement to mitigate this population aging as much as possible. Possible solutions how to solve this situation will be brought in this paper.

Keywords: Population aging, Industry 4.0, Industry 5.0, projected structure of the population, Society 5.0

JEL Code: J00, J11, J19

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EVALUATION OF HUMAN CAPITAL IN RELATION TO REGIONAL COMPETITIVENESS

Dana Jašková

Abstract

Human capital refers to the knowledge, skills and attributes of an individual that help create personal, social and economic well-being. Measuring and analysing human capital is a prerequisite for prosperous and competitive regions. The development of knowledge, skills and competences as well as the capacity to innovate are key factors influencing the competitiveness and performance of regions. Regional competitiveness is the ability of a region to support and attract economic activity to the region in order to raise the living standards of its inhabitants. The aim of this paper is to assess the relationship between human capital and regional competitiveness at NUTS 2 level over a certain period of time. A regional composite indicator is constructed for human capital using multivariate statistical methods. Regional competitiveness is assessed by the officially published RCI index.

Keywords: Human capital, Regional Competitiveness Index, Composite indicator,

JEL Code: C34, C52, R23

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EMPLOYEE ATTITUDES IN THE CZECH REPUBLIC AND HUNGARY AMID OF TWO CRISES

Szonja Jenei – Szilvia Módosné Szalai – Norbert Gyurián – Katalin Balog –
Zdeněk Čaha – József Poór

Abstract

The paper presents opinions received from the Czech Republic and Hungary during the recovery from the COVID-19 pandemic and the outbreak of the Russian-Ukrainian conflict. We analyze the income situation of the respondents and pay attention to the effects of motivational and well-being factors on performance and loyalty. We examine the acquired and desired foreign work experience and the obstacles to obtaining the ideal workplace. Finally, we focus on expectations. Although our analysis does not cover the entire questionnaire, it is worth observing to what extent our hypotheses based on personal knowledge of the labor market are fulfilled. We found that employees are minimally afraid of the spread of automation in the current situation. However, if we inquire about the displacing effect of robots on the labor market in the future, the fears will noticeably increase. Employees are becoming more aware, and under the influence of appropriate incentive factors, they can perform and be loyal at the same time while also finding their calculations.

Keywords: Employee, performance, loyalty, well-being, particular economic situation.

JEL Code: J53, J62, J81

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SOCIAL POST-PANDEMIC TRANSFORMATIONS AND COST-OF-LIVING CRISES AS CHALLENGES TO HUMAN RESOURCE MANAGEMENT TRANSITION

Petra Jílková

Abstract

The Covid-19 pandemic has changed how we think about our society, and the sharp rise in commodity prices followed by the cost-of-living crisis has forced everyone to face a new reality. This paper investigates the new opportunities and challenges of initiating the Human Resource Management transition. In addition, HRM needs new visions for a radically different society. Firstly, this paper discusses society's changing values and priorities in HRM, as determined by Covid-19 and the cost-of-living crisis, which has accelerated HR's increased focus on many aspects of the workforce, employer–employee relationships, and ways of managing employees. Secondly, we faced a new reality in connection with work–life balance principles. As millennials age into HRM positions, double-digit rates in HR tech are expected. As a result, millennials want hybrid or remote working, and according to this generational cohort, businesses offer employees the flexibility to work when and where they want.

Keywords: cost-of-living crisis, generational cohorts, human resource management, remote work, social post-pandemic crisis

JEL Code: J11, M12, M37

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MEDICAL STAFF AS ONE OF THE KEY FACTORS OF THE EFFECTIVENESS OF THE HEALTHCARE SYSTEM

Pavla Jindrová – Hana Boháčová

Abstract

The health of a state's population is affected by many factors, including the level of health care and its efficiency. One of the irreplaceable factors of health care is the resources of the medical staff, mainly the resources of doctors and nurses. There are enduring differences among healthcare systems across the EU. The efficiency of the healthcare system among individual states is judged with the help of avoidable mortality, whose share of total mortality has been steadily decreasing. The goal of this article is to quantify and compare the situation in EU countries while using source data of the medical staff, the health of the population, the number of financial resources in healthcare, state of technical equipment in healthcare, and on the other side, the total mortality, including avoidable mortality. Attention will be focused on the identification of the influence of the medical staff with relevant financial resources and technical equipment on the health of the population, total mortality, and avoidable mortality in these countries. To achieve this goal, data published in Eurostat will be used, as well as selected statistical methods of multidimensional comparison.

Keywords: medical staff; efficiency; healthcare system; multidimensional comparison

JEL Code: I14, I18, O15

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INVESTIGATING THE SOFT SKILLS OF THE INTERNATIONAL MENTEES AT BUDAPEST BUSINESS SCHOOL

Tímea Juhász – Gabriella Horváth-Csikós – Ahmad Hajeer

Abstract

Every year, the Faculty of International Management and Business of Budapest Business School attracts more foreign students from all over the world, who participate in face-to-face classes far from home. This year, the faculty has launched a Mentor programme, in the framework of which Hungarian and foreign students of the Faculty of International Management and Business help foreign students to get acquainted with the culture, language and current events of the country and help them to get acquainted with the life and education system of the university. Mentees have applied for the programme, and they will be accompanied by their assigned mentors for several years.

This paper presents some of the results of a questionnaire survey conducted with the mentees at the beginning of the programme. The research focuses on the soft skills of the mentees and what skills they believe they must successfully participate as mentees in the programme. Furthermore, the study also highlights the soft skills that the respondents believe they can develop during the programme.

Keywords: soft skills, mentor program, mentee, university

JEL Code: Z00, Z13, Z19

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WHERE ARE PEOPLE HAPPIER? THE RELATIONSHIP BETWEEN SUBJECTIVE WELL-BEING AND ENVIRONMENTAL FACTORS IN SLOVAKIA

Veronika Jurčíšínová

Abstract

The subjective approach to the definition and measurement of well-being was neglected in the past. However, subjective well-being (SWB) also varies across countries and regions, as well as between urban and rural areas. Therefore, the environment can be considered one of the factors affecting people's SWB. The main aim of this paper is to explore the relationship between SWB and the environment in which people live. There have been a few studies that examine the characteristics of built environments as forms of external factors at the urban and rural levels. This paper aims to contribute to this stream of the literature by examining how environmental factors in the neighbourhood, such as noise, pollution and crime, can affect the level of SWB in the Slovak Republic. The analyses performed in this study are based on microdata from the *2018 European Union Statistical Survey on Income and Living Conditions*. The results indicate that the selected characteristics of built environments have a negative relationship with SWB. Even so, people are more satisfied in cities, mainly due to their higher incomes.

Keywords: Subjective well-being, built environment, EU-SILC, Slovakia.

JEL Code: I31, R23, O18

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**AKTUÁLNÍ PROBLÉMY OBYVATEL ČESKÉ REPUBLIKY
V POSTPRODUKTIVNÍM VĚKU**
CURRENT PROBLEMS OF THE POPULATION OF THE CZECH
REPUBLIC IN THE POST-PRODUCTIVE AGE

Lucie Kamrádová – Anna Václavíková

Abstract

Today's society is changing, fewer children are born and life expectancy is increasing. The transformation of the age structure of society has consequences for its further organization and life in it. An aging population can also lead to a deepening of existing inequalities, for example in the form of different life expectancy or the quality of old age. The aging of society is a phenomenon, today's seniors represent a very heterogeneous group of more than two million people, and this diversity will become even stronger in the future. Diversity is determined not only by age, health status and ever-increasing life expectancy, but also by income, education, place of residence (rural vs. city), social ties, own activity and life experience. The aim of the article is not only to point out the problems that concern today's seniors, but also to propose measures to prepare for the ongoing aging of society as a whole and also to formulate proposals to alleviate this situation.

Keywords: Czech Republic, population aging, quality of life, seniors, statistics

JEL Code: I30, J11, J70

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COMPETITIVENESS OF THE VISEGRAD FOUR COUNTRIES

Krisztina Károlyi Gaál – Anikó Barcziová

Abstract

Competitiveness of a country plays an important role on the international market, since based on this indicator foreign policy and economic relations are formed or on the contrary in some cases failed. In addition, with the constantly developing technology, mapping the countries digital development and talent cannot be neglected either. The International Institute for Management Development (IMD) has set up the World Digital and Talent Competitiveness Ranking, which examines the digital skills and talents of 64 countries, thereby promoting the efficient use of resources, the smooth implementation of digital transformation, and the analysis of the correlations between the motivation of the employees and the competitiveness of the country. In this research paper, we describe the three main factors of the digital ranking and their corresponding sub-factors, as well as the three main pillars of talent. In this study, the main focus concentrates on comparing the digital skills and talents of the Visegrad Four countries. For analysing the selected four countries, we work with data from two years, 2017 and 2021. In addition to the observed divergence between the four countries, we also describe the developments and declines of the two observed years.

Keywords: competitiveness, digital competitiveness, talent ranking, V4

JEL Code: F43, I25, O32

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INCREASING THE COMPETENCES AND AWARENESS OF PUBLIC ADMINISTRATION AND POLICE OFFICERS IN THE CONTEXT OF CURRENT HYBRID THREATS

Antonín Korauš – Lucia Kurilovská – Stanislav Šišulák

Abstract

The increase in hybrid threats that jeopardize the foundations of a democratic rule of law poses one of the most serious risks to state security. One of the significant sources of hybrid threats in society is the deliberate and long-term spreading of propaganda, disinformation, and deceptive information, especially in the internet environment, which creates a breeding ground for the rise of anti-systemic, anti-democratic political attitudes, which often turn into violent crimes.

Security management at both central and regional levels is currently lacking in identifying and addressing hybrid threats and their manifestations, and in most public institutions — local government and regional self-government — this activity is a marginal and ignored area of security. Complex understanding of the issue is a high-quality prerequisite for the elimination of hybrid threats throughout society. For this reason, it is necessary to develop uniform methodological procedures and proposals for adequate, effective tools to address and counter the negative manifestations of these threats, for the public administration and police personnel, and provide them with an adequate professional form of education in this field not only for the purpose of informing, but also for the purpose of raising awareness of hybrid threats. These reasons have led to the creation of a project under the Operational Programme “Effective Public Administration” aimed at increasing Slovakia’s resilience to hybrid threats by strengthening public administration capacities.

Keywords: hybrid threats, public administration, education, raising awareness

JEL Code: F 52, H 56, J 45

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**MENIACE SA POTREBY SPOTREBITEĽOV POČAS
COVID-19 – VO FOKUSE MARKETINGOVÉ VÝZVY
PRE MSP**

**THE CHANGING NEEDS OF CONSUMERS DURING COVID-19
– MARKETING CHALLENGES FOR SMES IN FOCUS**

Enikő Korcsmáros – Bence Csinger

Abstract

The epidemic of COVID-19 has significantly affected the lives of all of us, as our consumer behavior, which was radically changed. Research by Kohli et.al (2020) revealed that much of the change in consumer needs is continuous due to the pandemic, as consumers have fallen out of their normal shopping routine. Not only consumers, but also companies whose goal is to satisfy consumer needs, were forced almost on a daily basis to change the way they approach their consumers. The most obvious solution was to use the possibilities offered by the online space for various marketing purposes. The study processes the results of primary data collection in questionnaire survey, which was implemented in the SME sector. The data collection covers three different periods: before the pandemic, during the pandemic and the period when the pandemic started to subside (pandemic measures were greatly relaxed). The aim of the research was to map changes in the online marketing activities of SMEs. From the analysis of the obtained data (360 questionnaires), a change in the use of opportunities opened up by the online space in the everyday life of SMEs is evident, which the respondents clearly perceive as an important factor of competitiveness.

Keywords: SME, COVID-19, consumer, online, marketing

JEL Code: M 21, M 31, O 35

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EXAMINING STUDENTS' MOTIVATION THROUGH CAREER TRACKING MODELLING

Silvia Tóbiás Kosár – Veronika Lovász – Kinga Vas

Abstract

In recent decades education has an increasingly vital role in the rapidly growing world economy. The aim of educational institutions is to effectively bring labour market expectations into line with the knowledge provided by tutors. There is a growing trend in the number of people who have completed at least one higher education degree in Europe. That is why it is important to investigate the demand of the labour market, to modernise education, to set precise goals and to unify the goals. Student motivation is a non-negligible factor. The objective of the article is to study the peculiarities of the university students' motivation for further studies and the motivation of attending recruitment events at universities. This study deals with several levels of the higher education that are also summarised in our research model. The long-term goal of our study is to develop a career tracking system from the motivation of potential university students through the analysis of graduates' experiences in the labour market. The results of the study summarise the motivational characteristics as the base of the examination of career tracking. Secondly, the results show other perspectives of the career tracking elements.

Keywords: motivational factors of university students, career tracking, further studies

JEL Code: A23, M53

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**ZMĚNY VE VZDĚLANOSTI POPULACE ZA POSLEDNÍCH
30 LET – CELOREPUBLIKOVÉ A REGIONÁLNÍ SROVNÁNÍ**
CHANGES IN THE EDUCATION LEVEL OF THE POPULATION
OVER THE LAST 30 YEARS - NATIONWIDE AND REGIONAL
COMPARISONS

Pavla Košťátková Stránská – Josef Košťálek

Abstract

Formation and development of human capital cannot be done without education. Education is one of the factors that shape every individual's life. Furthermore, education is important for the growth of performance, competitiveness and standard of living. The article analyses changes in the educational level of the population over the last 30 years, respectively for the period 1991-2021. The analysis focuses on the national and regional comparisons. The selected key parameter of education, which will be subjected to analysis, was chosen as "the highest education attained". To achieve the goal of the article, research analytical methods will be used, especially content analysis oriented to the analysis of texts and the extraction of relevant information from literary sources. The output of the article can serve as a basis for where the education of the population has shifted over the last 30 years. The results can also justify the level of productivity and the state of the labor market.

Keywords: education, region, the highest education attained

JEL Code: I21, H75

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THE INFLUENCE OF EMPLOYEE AGE ON WORK ENGAGEMENT

Petra Kováčová

Abstract

Employers are interested in how to engage their employees, what engages them and how to increase it. The aim of this paper is to fill the gap and examine obviously implausible negative assumptions referring to work engagement and its relation to age, specifically in retail. Organizations that know the importance of age diversity in the workplace have an advantage over others because they are able to react faster to changing work environments. This paper was conducted as a part of a larger organizational research focus on the work engagement of employees working in retail. The subject of the survey is to find out the level of work engagement of retail employees based on age. This paper answers the research question “Does an employee’s age influence work engagement?”. The questionnaire consisted of 20 questions that respondents answered on a five-point Likert scale (1 strongly disagree – 5 strongly agree). The survey was conducted in the Spring of 2021. Retail employees (N = 2535) filled online questionnaire distributed to their work e-mail addresses. This research as well as prior studies have confirmed that older employees are more engaged than younger employees.

Keywords: employee’s age, work engagement, age discrimination, diversity

JEL Code: J24, M12, O15

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COMPARISON OF THE REPRESENTATION OF SENIORS IN THE LABOUR MARKET ACROSS SECTORS IN THE EUROPEAN UNION AND THE CZECH REPUBLIC

Petra Kralova – Dagmar Charvatova

Abstract

In the context of demographic changes, the aging of the population and the importance of the senior age group (65-75 years old) is growing. This is increasingly entering the labor market in most EU countries. The share of seniors has been increasing continuously for more than 20 years and started to stagnate during the COVID-19 pandemic across European Economic Area countries. For example, in 2021, the share of working seniors over 60 in total employment is 8.9% in the Czech Republic. Working seniors working in all sectors across the EU. There is a high representation of working seniors in scientific and technical activities, administrative and support activities, education, health and social care, and cultural, entertainment, and recreational activities. These sectors often employ people with a university degree. Here, working seniors are an essential asset to work teams, where they bring valuable work experience. The least affected area is information and communication firms, as this sector work with younger and middle-aged workers. Another industry with a lower proportion of seniors working in the workforce is those requiring demanding physical jobs.

The paper aims at trends in working seniors' employment within the sector in the Czech Republic and the European union. Another aim of this research is to analyze the significant trends in the employment of seniors and to point out possible developments in seniors' work in different sectors, given the upcoming economic recession in Europe. The paper methodology covers analyzing secondary data sources, using data from the Eurostat database and the Czech Statistical Office.

Keywords: employment, senior work, Industry, NACE, European Union, Czech Republic

JEL Code: J00, J11, J14

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MIGRAČNÍ TRENDY MIGRATION TRENDS

Daniela Krbcová

Abstract

Během posledních let došlo k mnoha výrazným populačním změnám, zejména vlivem nečekaných politických a sociálních událostí. Od roku 2020 se řada zemí potýkala s epidemií covidu-19 a v roce 2020 také začala v této souvislosti platit v České republice nejruznější protiepidemická opatření. Stejně tomu bylo i v ostatních evropských a jiných světových zemích. Cílem příspěvku je stručně zhodnotit migrační trendy a migrační politiku České republiky a dvou vybraných evropských zemí – Řecka a Německa – v posledních letech a zjistit, jaký vliv mohl mít počátek a průběh pandemie na vnitřní a vnější migraci, případně na migrační politiku těchto zemí.

Klíčová slova: epidemie, migrační trend, emigrace, imigrace, migrační politika

JEL Code: J1, J6

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**REGIONÁLNA ANALÝZA VÝDAVKOV SLOVENSKÝCH
DOMÁCNOSTÍ**
**REGIONAL ANALYSIS OF EXPENDITURE OF HOUSEHOLDS
IN THE SLOVAK REPUBLIC**

Viera Labudová

Abstract

Standard of living refers to the level of wealth, comfort, material goods, and necessities available to a certain socioeconomic class or geographic area. In a narrow sense, economists frequently measure standard of living using GDP. Per capita GDP provides a quick, rough estimate of the total amount of goods and services available per person. The most direct and popular measures of living standards are income and consumption. Income permits individuals or households to obtain goods and services. In contrast, consumption refers to resources consumed. An important aspect of examining the standard of living is the differentiation according to the territorial (regional) division. In this article we focused on characterising the standard of living based on net cash expenditure households converted to 1 household member in the individual regions of Slovakia. The aim of this contribution was to show the possibility of using methods for measuring the similarity of structures (Gatev's coefficient of similarity of structures) for measuring regional disparities of living standard, which are reflected in differentiated structures of net cash expenditure of households. Article deals with the analysis of net expenditures (expenditure structure) of households in the individual regions of Slovakia (NUTS 3) in observed period years from 2001 to 2019. To achieve our objectives, we used Household Budget Survey data collected by the Statistical Office of the Slovak Republic.

Keywords: Gatev's coefficient, Household Budget Survey, structure of net money expenditures

JEL Code: D1, D31, I31

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**DIGITALIZACE A ROZHODOVÁNÍ O ODCHODU
DO DŮCHODU V EVROPSKÉM KONTEXTU**
**DIGITALISATION AND THE RETIREMENT DECISION
MAKING IN THE EUROPEAN CONTEXT**

Martin Lakomý – Drahomíra Zajíčková

Abstract

The decision of older workers to retire or continue in the labour market is a complex process. The final decision of workers is influenced by both individual characteristics (including gender, health, family and financial situation) and macro factors (unemployment rates, digitalisation of society, including possible discriminatory practices of employers). The aim of the analysis was to incorporate all these variables into one model to estimate the impact of each predictor on retirement decision-making in the European context. We use data from the Health, Ageing and Retirement Survey from 25 European countries. The strongest indicator of retirement was health status, intention to retire decreases with better health, while family situation did not have a decisive effect. A worker's better financial situation and higher education were associated with lower intentions to retire. The findings may contribute to the debate on how to motivate (some) older workers to stay longer in the labour market.

Keywords: retirement decision; economic situation; value of work; SHARE, digitalisation

JEL Code: J1; J26

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REGIONAL DIGITALIZATION PROGRAMS AS A FACTOR OF HUMAN CAPITAL REPRODUCTION

Tatiana Lapina – Tatiana Stuken – Olga Korzhova

Abstract

Human capital is one of the most important factors of production and economic development. That is why the qualitative reproduction of human capital is the key to the prosperity of the countries' economies. Traditionally, education and healthcare are the areas of reproduction and accumulation of human capital. Regional digitalization programs are designed to accelerate digitalization processes, including through the development of IT skills among employees. The article discusses the digitalization programs of all Russian regions for 2022-2024. The hypothesis of the study was the assumption that digitalization programs contribute to the reproduction of human capital. As research method there was used content analysis of regional programs. Digitalization technologies, digital transformation tasks, problems and challenges of digital transformation by industry, as well as digital transformation projects were chosen as the subject of content analysis. As a result of the analysis, there were identified groups of regions. These groups differ in the level of influence of regional programs on the human capital reproduction. Thus, it was concluded that the regional digitalization policy has little effect on the reproduction of human capital. But this approach leads to a slowdown in economic growth, slowing down the formation and development of digital competencies of the workforce.

Keywords: digitalization, labor productivity, Russia

JEL code: J24, O38, R58.

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**AKO VNÍMAŤ PRÍJMOVÚ A MAJETKOVÚ NEROVNOSŤ?
JE POTREBNÉ ZASAHOVAŤ DO ROZDELENIA PRÍJMOV
A MAJETKU V POPULÁCII A AKÉ NÁSTROJE POUŽIŤ?
HOW TO PERCEIVE INCOME AND WEALTH INEQUALITY?
IS IT NECESSARY TO INTERVENE IN THE DISTRIBUTION
OF INCOME AND PROPERTY IN THE POPULATION
AND WHAT TOOLS TO USE?**

Erika Ľapinová

Abstract

Income, property inequality and income poverty are not only socially important, sensitive, but also economically important topics. In our contribution, we want to point out the generally widespread indicators of income and property inequality, poverty and social exclusion, which are monitored - both in the Czech Republic and Slovakia - within the framework of European harmonized surveys. We want to point out their specific information ability, the risks and limits of their interpretation and understanding between experts and the general public. We will further deal with key reasons and consequences of income and property inequalities and with the issue of the need to mitigate existing undesirable inequality and the form of instruments suitable for this purpose. We will supplement the theoretical-methodological aspect of the first part of the contribution with specific data providing information about the Slovak and Czech Republics, Poland and Hungary and their comparison with the EU average.

Keywords: income inequality, wealth inequality, indicators, individual and household distribution, redistribution policies and tools

JEL Code: D31: Personal Income, Wealth, and Their Distributions; D33: Factor Income Distribution

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ZMENY V DEMOGRAFII VYBRANÝCH PODNIKOV CHANGES IN THE DEMOGRAPHY OF SELECTED ENTERPRISES IN THE SLOVAK REPUBLIC

Vanda Lieskovská – Katarína Petrovčíková – Viliam Murín

Abstract

The period of the last three years has been marked by significant impacts from the effects of either the Covid pandemic or the war conflict in Ukraine. The aim of the submitted contribution was to focus attention on the reflection of these influences on the demography of the selected enterprises. As part of the analysis of selected demographic indicators of Slovak business entities, we focused on the internal trade sector. The subject of our interest was sales for own services and goods, the average nominal wage, as well as the average number of employed persons. We compared the period 2019-2022 with regard to the beginning of the manifestations of the Covid-19 pandemic. Revenues for own services and goods in the monitored period of 2020 fell in all divisions, in 2021 the decline continued compared to 2019 in divisions 55, 56. In 2022, sales were higher in each of the monitored divisions except for division 55. The average nominal wage for the monitored period was the highest in wholesale, the lowest in restaurants. When monitoring the variable related to employment, we noted a decrease in the number of employees in all the divisions we monitored.

The contribution is part of the solution of the VEGA grant project no. 1/0561/21

Keywords: Covid, business demography, retail,

JEL Code: J 21, L1, M1

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THE ROLE OF NEUROLINGUISTICS IN LANGUAGE EDUCATION OF ADULTS

Peter Majláth

Abstract

This paper presents findings of our empirical experience in teaching foreign languages using the findings of its researches in the fields of neurolinguistics, psychology, pedagogy, andragogy, physiology, neurological systems, etc., and comparison of these findings with practical life in everyday practical experience. It is an investigation of the needs of a student when they are learning a new skill or ability their progress influence and difficulties and setbacks observed based on the latest research in the layers of the brain, phases of gathering and storing information and the role of a teacher as the source of the knowledge and expertise as well as bias and limitations.

This paper also describes the influence of the brain waves in the process of gaining, improving, storing and using the language skills of the learner of a new foreign language and practical implications of the methods enabling the possibilities of accelerated learning techniques.

The paper also demonstrates the findings of the verification of the Pygmalion and Dunning Kruger effects on the individuals trying to achieve the skills needed for fluent communication in a foreign language.

Also there is a brief summary of the preferred ways of best practices in the process of learning and practical examples that work and are proved by our empirical experience such as experiential learning, learning by playing, learning by teaching and the influence of the different mental attributes that enhance the learning processes.

Furthermore we examined the influence of the mental states of both the learner and the teacher on the teaching processes and learning experience and we tested the results in different ways and methods. Not only have we investigated the hard evidence, but also we led an active interview of students and teachers aiming at subjective impressions of the results achieved, yet also we investigated the results using objective methods such as blind tests and examinations by independent third parties.

The results were fed back to the students and teachers and are detailed in the aforementioned surveys and investigations and the results are documented in the paper published.

Keywords: neurolinguistics, brain waves, accelerated learning, neuroplasticity

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DO ASPIRATIONS DAMPEN SUBJECTIVE WELL-BEING? EVIDENCE FROM SLOVAKIA

Boris Marton

Abstract

Generally, people have expectations or aspirations for the future. With improved internet access and social media access, many individuals tend to compare themselves to their role models via social networks. However, they may not realise that photos, videos or statements on these platforms might not be true in real life. This article complements the existing literature on subjective well-being (SWB) by investigating the relationship between an individual's level of SWB and their aspirations. The theory predicts that aspirations, mainly income related, may cause frustration if one's aspirational goals are set too high. These are called unrealistic aspirations and these can lower the well-being of individuals. I will examine this hypothesis in the Slovak context using individual data from the 2018 European Union Statistical Survey on Income and Living Conditions (EU-SILC) microdata. Furthermore, the results suggest that unrealistic aspirations do indeed dampen individual well-being. The results are robust and control multiple variables such as health, employment, education, age, income, etc, which suggests a significant negative relationship between SWB and aspirations.

Keywords: Subjective well-being, aspirations, EU-SILC, Slovakia.

JEL Code: I31, I39.

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PLATBA ZA “STÁTNÍ POJIŠTĚNCE”: RELIKT MINULOSTI NEBO FISKÁLNÍ NÁSTROJ BUDOUCNOSTI?

PAYMENT FOR “STATE INSURED” PERSONS: RELICT OF THE PAST OR FISCAL TOOL OF THE FUTURE?

Jan Mertl

Abstract

The establishing of a pluralistic public health insurance system in the early 1990s also created a "residual", heterogeneous but relatively large group of so-called state insured persons, for whom the state pays premiums, but from the point of view of public finances this is a simple transfer from the government budget to the health system where the so-called 100% redistribution of premiums is applied. Since 2020, this amount has experienced considerable turbulence, and at the same time this year (2022) a new automatic indexation mechanism has been created, the operation of which is yet to be evaluated in practice. However, systemic problems remain in the design of this group, including the overlapping of the different categories of insured and the setting of payment levels as such. Expected demographic developments will lead to a temporary increase in the share of this group in public health insurance. This will cause both significant fiscal demands and may also influence thinking about the design of this group and the criteria chosen for it. This paper will review the assessment of the development so far, its classification in terms of public finance theory and the possibilities for improvement in the future.

Keywords: health insurance, public finance, government budget

JEL Code: I13, H51, H20

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NÁSTUPNÍCTVO V RODINNÝCH PODNIKOC SUCCESSION IN FAMILY BUSINESSES

Lucia Mičková Rafajová – Ivan Brezina

Abstract

In the article we focus on the family business as the special form of business. Family business developed in post communism countries for all from the begin of 90s of 21st century. It means that now is the problematic phase of the family business development. In family business companies is the time of management changes, when the next generation begin lead the family business companies.

In this article we observe some dependences between the basic indicators and the behaviour of the family business companies. We focus on the next development of the family business companies for all in the term of internationalization and globalization. We work with data collected by own questionnaire in Slovak republic in the region of Trenčiansky samosprávny kraj. The goal of the research is to find out, how the management in family business companies prepare the next generation for leadership of the company. By this research we use the tools of statistic methods, which show us the dependence of observed indicators. We use the Pearson test, Fisher test and the mosaic plots. These methods give us the results, we describe in this article.

Keywords: Family Business, Family Business company, Family Business Succession

JEL Code: D21, D22, M54

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ÚSPEŠNOST' NEOSOBNEJ ORGANIZAČNEJ DÔVERY THE SUCCESS OF IMPERSONAL ORGANIZATIONAL TRUST

Gabriela Michalecová – Andrea Bencsik

Abstract

Creating organizational trust is one of the main virtues of organizational management, which is much needed nowadays. A high level of trust breaks down communication barriers, facilitates serious conversations and the sharing of ideas, helps the proper flow of information, eliminates organizational transactional fears, mistrust, guilt, rigidity and blame. Many articles and publications have already been published on organizational trust, where the concept of trust was researched from different contexts, as far as we know, no research has been published that tries to explain the success of organizations with the "soft" factors of impersonal trust, so it would be the first in Hungary to answer our questions. The purpose of this research is to examine how impersonal trust affects business success. The results of this are primarily presented with simple statistical analyses, which factors received outstanding response values, or which had a similar scope of questions, yet received opposite feedback. After that, we use factor analysis to examine which components do not provide evaluable explanations from the point of view of the research, and remove them from the survey. We will then use variance analysis to classify the trust level of the organizations, from which we will be able to make comparisons. In the first step, we found out that both the Hungarian and Slovak organizations trust the expertise of their superiors, but they believe that some changes in the top management would be necessary if they want to operate more efficiently. Furthermore, in terms of competitiveness, the fact that they have products with which they can compete in the market and do not think that their competitors are ahead of them received a higher response rate.

Keywords: organizational trust, impersonal trust, success, knowledge management, technostress

JEL Code: M1, M2, M5

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HUMAN RESOURCE WITH REFERENCE TO DIGITALIZATION IN HUMAN RESOURCES MANAGEMENT

Dominika Miklášová – Ľubica Bajžíková

Abstract

The research paper is to discuss the evolution of digital skills of EU citizens and impact on the future of work. The digitalization will transform the way of employees and business work. For this reason EU and companies have to adopt a new attitude to prepare digital future and use innovative methods and tools like artificial intelligence. Based on overview of digital skills of citizens, EU is able to adjust the existing models and way of work, automatize platforms and propose digital future for all EU countries. This would be the correct platform for companies which are due to speed of the business forced to be competitive in business environment. Companies, also due to COVID 19 worldwide pandemic, started to boost digitalization of internal HRM processes. Human is the main drivers of the digital transformation process. The objectives of the paper are to understand the EU vision in digitalization and how it will impact on HRM activities and how effective is the digitalization in HRM. The research methods are based on secondary data analysis, desk research of publications, statistic data analysis.

Keywords: digitalization, digital transformation, human resources, HRM, EU

JEL Code: M12, O10

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SOCIAL INTELLIGENCE AS A SIGNIFICANT PART OF MANAGERIAL AGILITY

Martina Minárová – Filip Smutný

Abstract

The work of a manager is often unpredictable, flexibility and creativity are great benefits that help a manager to solve necessary issues. Strategic agility allows the manager to improve these personality traits, while part of managerial agility is the ability in the form of social intelligence. For several years, this ability has helped managers to deal with social interactions wisely as well as to build healthier relationships. The aim of the paper is to declare the importance and impact of social intelligence of managers in the business practice as well as to present results of our research on a selected sample of Slovak managers. We researched 275 managers from the Slovak Republic through the MESI method. Furthermore, in accordance with our hypothesis we assume that female managers achieve higher score with regard to social intelligence. Based on the research we can evaluate the social intelligence of examined Slovak managers as above average with the possibility and potential for development in case of all managers. This sample shows that female managers achieved higher social intelligence, however, the difference was not proven to be statistically significant by verification. First of all, managers should realize what this ability means, subsequently they should develop their own agility, since this represents the manager's will to change a way of everyday thinking and acting.

Keywords: Social intelligence, manager, personality, humanity, relations.

JEL Code: M14, M12, D91

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TWO DIFFERENT EPOCHES OF LEFT AND RIGHT WING POLITICAL POLARISATION

Jiří Nesiba – Marián Děd

Abstract

The paper examines the social polarization, which is expressed by electoral preferences in the possession of left-wing parties or right-wing in the national European parliaments and the proportion of Democratic and Republican Party in the U.S. The research covers the period 1900-2020 and concludes that there are weak significant longitudinal statistical correlations between right-wing and left-wing preferences over the entire period. On the contrary, if the period is shortened to the period 1917-1989, the results show statistically the strongest significant correlations between the different right-left wing preferences. Result from the years 1900-2020 has a low correlation, in the years 1917-1989 this correlation increases significantly. The interpretation of this phenomenon confirms the assumption of „*Short Century Theory*“, which was described among others by British historian Eric Hobsbawm. The years 1917-1989 form a certain closed epoch, where social phenomena within 72 years show different connections than for the entire examined period 1900-2020. The article shows that the general philosophical assumption about the possible existence of closed social „epochs“ (Hesiodos, T. Aquinas, G. Vico, G. W. F. Hegel, R. Steiner, M. Foucault) can be confirmed on partial empirical data of the social world.

Keywords: Parliamentary election, Europe, U.S., Short Century, Social Polarisation, Epoch

JEL Code: N32, N33, Z18

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**STATISTICKÁ OCHRANA DŮVĚRNOSTI PRO MIKRODATA
ZE SČÍTÁNÍ LIDU, DOMŮ A BYTŮ 2011**
**STATISTICAL DISCLOSURE CONTROL FOR MICRODATA
FROM POPULATION AND HOUSING CENSUS 2011**

Jiří Novák

Abstract

For quality scientific research, it is essential to have quality data in as much detail as possible. In the area of population statistics, one of the essential sources in the Czech Republic is the population census. The detailed values for the collected socio-demographic variables are the subject of personal data protection, and their dissemination has to be carefully controlled. A promising method that will enable the dissemination of microdata with a multidimensional structure is the synthetic simulation of microdata, in which a new dataset with a similar structure to the original data is created. Thanks to this method, microdata that would otherwise remain hidden will be able to be disseminated. The contribution presents the results of comparing selected synthetic simulation models with the original dataset from the Population and housing census 2011.

Key words: population census, microdata, statistical disclosure control, synthetic, confidentiality

JEL Code: C13, C18, C80

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ROZŠÍROVANIE PRÁCE NA DIAĽKU V EURÓPSKEJ ÚNII (27 KRAJÍN)

THE PREVALENCE OF REMOTE WORK IN THE EUROPEAN UNION (27 COUNTRIES)

Vivien Pásztóová

Abstract

Remote work replaces the traditional work style, away from the workplace, with the help of tools provided by information and communication technology, it ensures carefree work and the transmission of results to the employer. In the past 3 years, employers have not switched to this form of work voluntarily, but in the devastating period of the coronavirus epidemic, it proved to be an acceptable solution to preserve the health of employees. In the member states of the European Union, teleworking was a well-known and used method even before the pandemic, but it was not so common in workplaces, a trend that changed because of the health crisis. The aim of the study is to assess the prevalence of telecommuters in EU countries (27 member states) through secondary research. The secondary data comes from the Eurostat database, and the study covers a four-year time interval and is presented in the reflection of self-edited tables. Based on the results of the investigation, it can be established that the Scandinavian countries (Finland, Denmark, Sweden) and some Benelux states (Netherlands, Luxembourg) are the leaders in the introduction of teleworking, not only in the years before the pandemic, but also during the pandemic. In relation to teleworking, many countries are characterized by a variable trend, however, the weakest development can be observed in the case of Bulgaria and Romania.

Keywords: European Union- 27 countries, human resources, atypical employment, remote work, coronavirus

JEL Code: J81, O15, O52

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ANALYZING THE BEHAVIOR OF YOUNG HUNGARIAN CONSUMERS TOWARD SUBOPTIMAL FOOD PRODUCTS

Éva Pólya – Titanilla Oravecz – László Mucha

Abstract

Food waste is one of the major global problems for sustainable development. Food waste is the highest at the household level, a major cause of consumer waste is the rejection of suboptimal food. The aim of the research is to understand young consumers' attitudes towards suboptimal foods and, based on the results, to make recommendations to food businesses. The questionnaire was filled out by members of the younger generation Z from Hungary, the condition for inclusion in the sample was that the respondents belonged to the 18-25 age group. The methodologies used in the research analysis are descriptive statistics, cross tabulation analysis and correlation analysis. According to the results of the survey, the purchase of suboptimal food is primarily a financial consideration for young respondents, but reducing food waste is also an important aspect. The research clearly showed a correlation between the preference for buying suboptimal food and respondents' feelings of guilt about food waste. Young people who prefer to buy suboptimal food are more concerned about the moral issues raised by food waste. This research provides marketing recommendations for food businesses and retailers, in this way, research contributes to increasing the competitiveness of companies, taking into account sustainability.

Keywords: sustainability, sustainable food consumption, food waste, suboptimal food, moral norms

JEL Code: D12, M31, Q13

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EMPLOYEE RETENTION IN LIGHT OF ORGANIZATIONAL RESPONSES OF CZECH AND HUNGARIAN COMPANIES

**József Poór – Zdeněk Caha – Zsuzsanna Szeiner – Imrich Antalík – Szilvia
Módosné – Zsolt Kőműves – Dávid Szabó – Péter Karácsony**

Abstract

In our article, the first partial results of a multi-year research project will be outlined. The results of empirical research covering two countries (Czech Republic and Hungary) will be presented. In the theoretical part of the article, the main literature overview will be discussed including general development of the labor market; general issues of employee retention; key features of the Czech and Hungarian labor markets. The second part of this article explains the results of our empirical research conducted in the Czech Republic and Hungary and the main conclusions of this research. The entire research concerns several Central and Eastern European countries, but the responses from Hungary and the Czech Republic were collected more quickly, and since we received the respondents in a special period, when the war in the neighboring country broke out, we thought it worthwhile to carry out the comparison and evaluation. The data collection period took place in the Czech Republic from 22.04.2022 to 06.28.2022, and in Hungary from 29.03.2020 to 07.06.2022. We received data from 181 organizations (companies or institutions) in the Czech Republic and 153 in Hungary.

Keywords: labor market, employee retention, Czech Republic, Hungary

JEL Code: M21, M50 and M54

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**JE PROJEKCE PŘÍJEMCŮ PŘÍSPĚVKU NA PÉČI
VE SVĚTLE EPIDEMIE COVID 19 AKTUÁLNÍ?
IS THE PROJECTION OF CARE ALLOWANCE RECIPIENTS
IN THE LIGHT OF THE COVID 19 EPIDEMIC CURRENT?**

Ladislav Průša

Abstract

In 2018, a projection of recipients of the care allowance until 2030 was published, and the following year its horizon was extended to 2050. The projection signals a significant increase in the need for care, especially for the oldest age groups. As a result of the COVID 19 epidemic, the number of deaths has increased significantly, the aim of the contribution is therefore to assess whether this projection is still current or whether it would be appropriate to update this projection. Data from the information system of the Ministry of Internal Affairs and Communications on the care allowance show that in December 2021, approximately 360,000 people received this social benefit. persons, i.e. by approximately 6.5 thousand persons less than in December 2019, while the share of recipients in III. and IV. degree of dependence, i.e. in those levels where care is most demanding, was increasing. This fact was probably influenced by the increase in the care allowance for these levels of dependency in 2019, but it is currently very difficult to evaluate the impact of this increase, as there is not a sufficiently long time series of data on the development of recipients of this benefit at an increased level.

Keywords: ageing of population, care allowance, social services

JEL Code: I15, J11, J14

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SUCCESS OF FINANCIAL AGENTS DUE TO AGE STRUCTURE

František Sebestyén — Zuzana Hajduová

Abstract

Financial intermediaries, agents, advisors who work in finance have an overview of the financial world and are familiar with financial products. This thesis is aimed at analysing the structure in terms of age and the way intermediary companies work. In most cases, these companies have a branched system of “managers”, whose task is often to build a broad base of intermediaries, with the assumption of a large outflow of newly recruited people with strong Motivational support, but relatively low educational intensity of individual intermediaries, especially at an early stage. Research shows that the actual access of the seller of the product to an external distribution network has a significant impact on the intermediary companies themselves. On the other hand, as a significant influence the behavior of the seller of the product vis-à-vis the distribution network. The process of internal ageing of subordinate financial agents is also beginning to be subject to some of the separate financial agents — although they remain in the leading positions for now, they already solve the problem of “ageing” intermediaries internally, but they are unable to find adequate replacements.

Key words: financial agent, business activity, age distribution of human resources

Jel Code: J33, 015, M51

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STUDYING THE CONTRIBUTION OF RUSSIAN NON-PROFIT ORGANISATIONS TO ADDRESSING DEMOGRAPHIC PROBLEMS

Irina Shmarova

Abstract

Since 2016, Russia has seen a birth rate decline and simultaneously an increase in mortality. To overcome demographic problems, the government undertakes measures to stimulate the birth rate and searches for new formats of parenting support. We carried out a study to explore today's role of Russian non-profit organisations in parenting support. It included two stages. First, we analysed how widespread non-profit organisations which deal with helping and supporting women, families, and children are in Russia. Second, we analysed the structure of Russian non-profit organisations in terms of parental labour stages when their support usually takes place. The major results are the following: 1) in general, the non-profit sector in Russia decreased in 2017-2021 by more than 6%. 2) we identified a structure of women's non-profit organisations in Russia. The main conclusions are as follows. Firstly, the negative dynamic of the non-profit organisations' number reduces opportunities for their involvement in stimulating the birth rate and supporting parenting. Secondly, the structure of Russian non-profit organisations by areas of their activities related to providing help with exercising parental labour functions may provide the foundation for distributing responsibility and authority; it is important to incentivise the contribution of non-profit organisations to parenting support.

Keywords: fertility support, support of parenthood, non-profit organizations, human capital, demographic policy

JEL Code: JEL 11, JEL 13

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SUBJECTIVE FACTORS IN CORPORATE DEMOGRAPHIC POLICY

Oksana Shubat – Anastasia Tobysheva

Abstract

Negative demographic trends encourage seeking new instruments to address demographic problems. One of such instruments may be an active involvement of the private sector in supporting reproductive health of employees and birth rates among them. This direction in the company's activities in a number of articles is called corporate demographic policy. The purpose of the paper is to develop a methodology for identifying cognitive distortions that affect corporate demographic policy. Methods of scientometric and content analysis were used. The analysis made it possible to identify specific features of publications on the subject of cognitive distortions, as well as trends in the dynamics of the number of such publications. A methodology was developed for identifying cognitive distortions of the staff that have an impact (or could potentially have it) on corporate demographic policy. The methodology is implemented in three stages and involves conducting qualitative research (in-depth interviews). The proposed methodology, as well as studies conducted on its basis, will help to understand the mechanisms of CDR formation and corporate social policy in general deeper and suggest ways to improve it and increase its effectiveness.

Keywords: corporate demographic policy, cognitive distortions, private sector, birth rate

JEL Code: J13, M14

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EXPANDING THE LIFE TABLES TO INCLUDE THE HEALTHY LIFE EXPECTANCY. THE CASE OF CZECHIA AND HUNGARY

Christos H Skiadas – Yiannis Dimotikalis

Abstract

We provide a method to expand the Life Tables to include the Healthy Life Years Lost to Disability (HLYL), to estimate the Proportion of Disability and then apply the Sullivan Method to estimate the Healthy Life Expectancy (HLE) and the Healthy Life Years Lost (HLYL). Two Templates are provided. The first Template is based on the ten column life table from the Human Mortality Database (HMD) expanded by adding another seven columns for estimating the proportion of disability and another four columns to apply the Sullivan method for calculating the HLE and the HLYL. In the first Template all the life table from HMD is inserted, while with the second Template, only the mx column is needed or alternatively the qx column. Furthermore, the method is extended in expanding the abridged life tables as well. Abridged life tables from HMD and World Health Organisation (WHO) are expanded. Applications in Czechia and Hungary apply.

See https://doi.org/10.1007/978-3-030-44695-6_3 for details and ask about the related programs in Excel from the authors.

Keywords: Life Expectancy, Healthy Life Expectancy, Life Tables, Health Parameters, Healthy Life Years Lost.

JEL Code: I15, I18, J1

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INNOVATIVE ACTIVITIES OF SMALL AND MEDIUM-SIZED ENTERPRISES WITH A FOCUS ON THE NEED AND USE OF HUMAN RESOURCES

Jana Sochuľáková

Abstract

In the period of worldwide growing globalization and digitization, innovations are becoming an increasingly important factor determining the success of business activities. They provide enterprises with an increase in efficiency and competitiveness. In the current dynamically developing period, the need to introduce innovations is even greater. This was also pointed out by the current pandemic, during which businesses were forced to respond quickly and flexibly to changes in the market. And innovations would not occur without adequate research and development. Investments in research, development and innovation are essential for the long-term economic development and prosperity of individual enterprises and, consequently, of the country. They strengthen economic growth, efficient use of resources, job creation and labor productivity. An important factor in research and development is human resources, which increase technological progress, scientific knowledge, and improve the quality of life.

In the post, we will focus on the field of research and development. We will evaluate the development of research and development expenditures in the Slovak Republic, analyze the structure and use of human resources in research and development, and assess the innovative activities of enterprises.

Keywords: research, development, innovation, employees, innovation activity

JEL Code: O30, M20

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**ODHAD POČTU ÚMRTÍ NA COVID-19 V ZÁVISLOSTI
OD POČTU PACIENTOV HOSPITALIZOVANÝCH
NA ODDELENIACH AKÚTNEJ STAROSTLIVOSTI
NA SLOVENSKU**

**ESTIMATION OF THE NUMBER OF COVID-19 DEATHS
DEPENDING ON THE NUMBER OF PATIENTS HOSPITALIZED
IN ACUTE CARE UNITS IN SLOVAKIA**

Beáta Stehlíková – Dávid Sklenár – Roman Hruška

Abstract

The situation in Slovakia in terms of deaths from COVID-19 is specific. In the first wave, Slovakia was among the countries with the lowest mortality. In the second and third waves, Slovakia was ranked among the countries with the worst course of the pandemic. The aim of the paper is to model the mortality rate from COVID-19 depending on the number of patients hospitalized in acute care units in Slovakia. The goal was also to answer the question of whether the number of patients hospitalized in acute care units and mortality from COVID-19 are in a cointegrating relationship. For dependency modelling, we used a machine learning algorithm with a teacher - random forests and ARDL models, respectively, RECM. For the period from 7/23/2021 to 6/26/2022, i.e. the period when the SARS-CoV-2 Delta and Omicron variants prevailed, the long-term balance between both investigated variables was confirmed. A good health care system enables the appropriate management of any pandemic, therefore the health care capacity is among the factors influencing the health system's preparedness. The outbreak of the COVID-19 disease shows us that it is necessary to invest in health promotion, to strengthen the preparedness, response capacity and resilience of our health systems.

Keywords: COVID-19 mortality, random forest regression, ARDL model, cointegration

JEL Code: I1, J10

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EFFECTIVE LEADERSHIP COMMUNICATION: A STUDY ON COACH-PLAYER COMMUNICATION IN YOUTH SOCCER

Martin Šikýř – Adam Gaisler – Kateřina Tomešková

Abstract

Open and honest communication between coaches and players is essential for successful cooperation and the achievement of expected sports results in all sports, including soccer, which is one of the most popular sports worldwide and attracts many young people who would like to become successful soccer players. And especially the development of young soccer talents requires a responsible approach based on professional communication from coaches. Using results of a questionnaire survey of 305 coaches with experience in youth soccer in the age category up to 15 years, the paper analysis coach-player communication, identifies the prevalent type of coaches, and proposes improvements in leadership communication applicable both in sports between coaches and players and in business between team leaders and team members. The findings showed that most surveyed coaches represent a "mentor" type of coach combining individual and collective approaches to players and applying clear expectations and open communication involving players in discussion and finding ways to continuously improve their performance.

Keywords: communication practices, leadership styles, soccer coaches, Czech Republic

JEL Code: M10, M12, M50

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RECENT EXCESS MORTALITY IN SELECTED STATES OF THE EUROPEAN UNION

Ondřej Šimpach

Abstract

The aim of the paper is to assess the excess mortality in the states of the EU with the highest Covid-19 mortality and to compare whether the development of excess mortality corresponds to the Covid-19 mortality development to see the influence of the pandemic on mortality. The data about excess mortality were taken from Eurostat and about mortality for Covid-19 from WHO. The highest mortality was in Bulgaria (543 deaths per 100 000 inhabitants from the beginning of Covid-19 pandemic till mid-August 2022), Hungary (485), Croatia (411), Czechia (381) and Slovakia (372).

From the graph it can be seen that there is the same development trend of mortality for Covid-19 and excess mortality. Both time series are seasonal and strongly correlate that was measured by Pearson correlation coefficient. We used Johansen cointegration test to assess whether there is a long-term relationship between two time series.

There was found a cointegration of time series of excess mortality development and Covid-19 development for 4 countries with exception of Croatia. However, the correlation coefficient pointed out on strong positive linear relationship. Hence, the excess mortality is influenced by the Covid-19 pandemic.

Keywords: cointegration, Covid-19, European Union, excess mortality, mortality

JEL Code: Q18, J43, J62

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EFFICIENCY OF SUPPORT FOR GENERATIONAL RENEWAL IN AGRICULTURE

Marie Šimpachová Pechrová

Abstract

Financial support for young starting farmers is provided within Common Agricultural Policy. It is important to assess the effectiveness of the spent resources which is the aim of this paper. Efficiency is defined as whether the expected output is achieved with given input. The contribution of Complementary Direct Payments (CDP) and of investment support on business plan to generational change in agriculture is measured by the dynamics of the development of the number of applicants for those subsidies compared to the development of the total number of new farmers under 40 years.

The most newly registered farmers were in 2015. It seems that the interest of young people in farming increased with the start of the new CAP programming period 2014–2020. The number of applicants for CDP had been increasing every year with exception in 2020. The relation between the number of applicants for investment support and the number of new young farmers is weak. We may conclude that CDP may have helped to some extent to increase the number of new young farmers at the beginning. Investment support on a business plan helped to facilitate the start-up of young farmers, but did not increase their numbers significantly.

Keywords: generation renewal, subsidy, young farmers

JEL Code: Q18, J43, J62

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**POKRAČUJÚCA TRANSFORMÁCIA PLODNOSTI
V ČASOVEJ A PRIESTOROVEJ PERSPEKTÍVE
NA SLOVENSKU**

**THE ONGOING TRANSFORMATION OF FERTILITY
IN SLOVAKIA IN TEMPORAL AND SPATIAL PERSPECTIVE**

Branislav Šprocha – Pavol Tišliar

Abstract

Fertility in Slovakia, like in other countries of the former Eastern Bloc, has basically undergone relatively dynamic changes since the beginning of the 1990s. They are signed not only by its intensity, but also by the timing and character of this process. Another important knowledge is the fact that they intervene and assert themselves in different districts of Slovakia with varying strength and dynamism. The aim of the contribution is a basic analysis of these changes, their development and direction in the recent period, as well as the identification of spatial differences and emerging spatial patterns of fertility. The results show that, despite the advanced phase of the transformation, some important changes are still taking place. Recuperation of second children turns out to be decisive for the overall intensity of fertility. Likewise, at the regional level, it is possible to see the formation of new patterns of fertility. The fertility tempo becomes the main spatial differentiating factor.

Keywords: fertility, transformation, Slovakia, districts

JEL Code: J13, J11, J19

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VLIV PANDEMIE COVID-19 NA NEZAMĚSTNANOST MUŽŮ A ŽEN

THE IMPACT OF COVID-19 PANDEMIC ON MEN AND WOMAN EMPLOYMENT

Jan Štěpánek

Abstract

The coronavirus pandemic has had a major impact on countless professions. Some have temporarily suspended their performance, others have been replaced and have not returned to their original form after all measures have been finished. Many analyses show that the effects of the pandemic have been more severe for women, who have lost their jobs to a greater extent than men. However, an interesting question is whether the type of profession performed had a significant impact on the increased unemployment of women. Despite the gradual closing of the gap, some positions (such as craft jobs or waitress/waiter jobs) are still more typical of one sex.

In this contribution on data from 2019 and 2020, we will show that although preventive measures against the spread of covid-19 have had a significant impact on both sexes, women did indeed lose their jobs more often than men. We demonstrate this fact on unemployment data from the service sector as a more female-specific area and from the craft sector as a more male-specific area.

Keywords: unemployment, covid-19, employer, inequality

JEL Code: E27, J21

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**MOTÍVY SPOLOČNOSTÍ NA FILANTROPICKÉ AKTIVITY
Z POHLĀDU ZAMESTNANECKEJ POLITIKY
A ENVIRONMENTÁLNEJ POLITIKY A ICH DOPADY
NA KONKURENCIESCHOPNOŠŤ FIRIEM**
MOTIVES OF COMPANIES FOR PHILANTHROPIC ACTIVITIES
FROM THE POINT OF VIEW OF EMPLOYMENT POLICY
AND ENVIRONMENTAL POLICY AND THEIR IMPACT
ON THE COMPETITIVENESS OF COMPANIES

Zuzana Tešovičová – Hana Krchová – Ľuboš Cibák – Jozef Kirchmayer

Abstract

Corporate social responsibility means the activities of companies beyond the scope of the law, in improving business whether from a regional or global perspective. Philanthropic activities of companies are becoming an integral part of corporate social responsibility policy, hereinafter referred to as "CSR". The study deals with the influence of companies' motivation for socially responsible behavior and philanthropy and the possible impact of these activities on strengthening the market position. In today's turbulent environment, it is necessary to increase competitiveness not only through socially and ecologically responsible behavior but also by improving working conditions, for example, opportunities for employee development, and raising standards for their health and safety. The research deals with the influence of motives on philanthropic activities from the point of view of environmental and employment policy. Research also defines the impact of these activities not only on strengthening competitiveness, but also on the company's image, employee loyalty, and the improvement of relations with them. The research was carried out on a sample of 415 medium and large enterprises operating in the territory of the Slovak Republic. The research discusses the relationship between companies' motives for philanthropic activities, either in the field of an employment policy or environmental behavior, and the very impacts of these activities on society.

Keywords: CSR, corporate social responsibility, philanthropy, ecology, HR policy

JEL Code: M14, M50, D64

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WORKING TIME AND COVID-19 PANDEMIC IN THE SPECIAL ECONOMIC ZONE OF ŁÓDZ IN POLAND

Roman Urban – Renata Skýpalová – Paweł Mlicki

Abstract

The effects of Covid-19 disease are continuing to have impact in 2022 on the global, as well as the domestic markets. The human resources, respectively their available working time, as one of the main production inputs is limited and in potential danger. Therefore, the thought about a workforce safety and its effectiveness is so urgent.

The aim of the article is not only to follow up on our previous nationwide survey from 2021 in Poland, but above all to describe and understand how the companies, associated in the so-called Special Economic Zone of Łódz in Poland, responded to the issues created by the COVID-19 pandemic in the field of organization and planning of the working time. The paper also focuses on the comparison of the data from 2021 with the data from 2022 i.e., whether there has been any development or any changes in the companies in the investigated areas.

These researches and their observation, supported also by a questionnaire surveys and management interviews, led to the results and the statements of this paper. The synthesis of findings also shows that a key characteristic is an organizational flexibility, defined as the ability to adapt to a quickly changing environment.

Keywords: working time, flexibility, workforce management, working innovation and solutions, Poland

JEL Code: J22, J53, J81

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PRÍNOSY LEADERSHIPU A OSOBNOSTNÝCH PREDPOKLADOV LÍDRA NA REPRODUKCIU ĽUDSKÉHO KAPITÁLU

THE BENEFITS OF THE LEADERSHIP AND PERSONAL QUALITIES OF A LEADER FOR THE REPRODUCTION OF HUMAN RESOURCES

Veronika Vojtilová – Zuzana Birknerová – Barbara Nicole Čigarská

Abstract

Human resources represent the basic and necessary capital of the company. One of the most important goals of companies is to recognize the uniqueness of the employee and to adequately use his talents. In the current trend, research shows that a leader possesses just such qualities. Leadership is considered a modern phenomenon and many authors attribute it to the status of an art.

A leader does not manage but leads, does not command but motivates, gives hope with his convictions and knows how to get excited about the right thing. A good leader has abilities and skills that enable him to correctly recognize the qualities of an individual, use them adequately, and use his charisma to motivate great performance. It is precisely good and characterful leaders that our society needs in the current demographically negatively developing trend. Effective planning, organizing, leading and controlling and making the right decisions are the essential equipment of a good leader. Thanks to this, the costs of the company will be saved, turnover will be reduced and many other positive economic impacts will be achieved.

This article focuses on the theory of the issue of personal qualities of the leader. It describes the effectiveness and benefits of leadership with regard to the management of people and their subsequent impact on the reproduction of human resources.

Keywords: leader, leadership, personal qualities, human resources

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NÁVRH NOVÉHO ZDRAVOTNÍHO INDIKÁTORU DESIGN OF A NEW HEALTH INDICATOR

Jana Vrabcová

Abstract

In most developed countries of the world, the population lives at an older age. Changes in the length of human life are usually recorded in demography by life expectancy. Whether these changes are associated with the improvement or deterioration of the health of the population can be evaluated using indicators of health. We know that there are many different health indicators, and each is suitable for different purposes. Some focus on calculating life expectancy according to subjective health, morbidity, and restrictions, or it is also possible to calculate health deficits. In the example of the Czech Republic, a design of a new health indicator was created, which uses data from the European Health Interview Survey in 2008, 2014 and 2019. The new dichotomic variable called “healthy vs. ill” was designed based on a combination of answers to questions from the Minimum European Health Module (MEHM). This new variable is unique in that it combines answers to subjective and objective issues concerning health and can be further used to calculate the new pointer of the health state of the population and its comparison with the life length indicators based on MEHM. In the analysis of sensitivity, the assignment of the middle category of subjective health evaluation (fair) is chosen for the poor assessment of your health (bad, very bad). The contribution deals with the possibilities and limits of the new health indicator.

Keywords: health indicator, self-rated health, chronic disease, long-term limitation of activities, European health interview survey, Czech Republic

JEL Code: I18, J11, J14

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**MIGRACE, ÚLOHA A VÝZNAMY SOCIÁLNÍ EXKLUZE
A INKLUZE A INDIKÁTORY SOCIÁLNÍ POLITIKY.
MIGRATION, THE ROLE AND MEANING OF SOCIAL
EXKLUSIVNÍ AND INCLUSION AND SOCIAL POLICY
INDICATORS.**

Hana Vykopalová

Abstract

The concepts of social exclusion and social inclusion are currently among the most debated topics, especially in the context of European Commission documents, where emphasis is placed on the promotion of solidarity as one of the main objectives of EU social policy. This aspect is particularly emphasised in the context of migration and EU migration policy. In its documents, the EU highlights the importance of fighting poverty and unemployment with regard to the most marginalised groups, with equal access to the labour market, including the development and implementation of specific national social inclusion policies and social inclusion action plans. The aim of the paper is to highlight the key aspects of social exclusion and social inclusion and their meaning and manifestations in the context of migration and migration waves.

Keywords: social inclusion and exclusion, migration, migration waves, social policy, social indicators

JEL Code: O15, J15, J28

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**VYUŽÍVÁNÍ DIGITÁLNÍCH TECHNOLOGIÍ
V INSTITUCÍCH SOCIÁLNÍCH SLUŽEB**
USING OF DIGITAL TECHNOLOGIES IN SOCIAL SERVICE
INSTITUTIONS

Mirka Wildmannová

Abstract

The aim of the paper is to find out to what extent and whether elements of Industry 4.0 appear in homes for the elderly. Homes for the elderly in the South Moravian Region, which had different founders and different client capacities, were selected. Qualitative research has been carried out, focusing on the introduction of modern technologies in homes for the elderly and possible obstacles to this. The research showed that the key problem of homes for the elderly is finance, but also the need for seniors to use new technologies. These are also the reasons why homes do not invest in or plan to invest in new technologies.

Keywords: homes for the elderly, Industry 4.0, modern technologies, digitization, robotics

JEL Code: I38, H6, J14

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FORMER CHINESE “LEFT BEHIND CHILDREN” AS CURRENT ACTORS OF PARENTAL LABOUR: OPINIONS ON SATISFACTION WITH PARENTAL LABOUR

Doudou Yan – Anna Bagirova

Abstract

Assessing satisfaction with parental labour plays an important role in cultivating children's human capital. The purpose of research is to study of opinions on satisfaction of actors of parental labour with experience of “left behind children” in China based on a 2021 social survey in Sichuan, China (n=637). We used non-parametric statistics (Mann–Whitney U-test) and correlation analysis. Our results are as follows: respondents who were “left behind children” are general less satisfied with parental labour than those without such experience; as the satisfaction of respondents who were “left behind children” with the current family's parent-child intimacy increases, so does their satisfaction with the current family integrity, the higher satisfaction with the primary family integrity, the higher satisfaction with family integrity and the current family's parent-child intimacy; the respondents who were “left behind children” with migration experience are more satisfied with their current family's parent-child intimacy and primary family's integrity; as the time of experience of “left behind children” increases, the respondents are less satisfied with the integrity of the primary family; the majority of respondents with the lengths of experience of “left behind children” for 1-5 years have lower satisfaction with integrity of the primary family.

Keywords: “left behind children”, parental labour, satisfaction, China

JEL Code: J13, Z13

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CZECHIA VS GREECE: A LONGITUDINAL ASSESSMENT OF THE AVERAGE LIFE SPAN, HEALTHY LIFE EXPECTANCY, GINI COEFFICIENT, E-DAGGER AND KEYFITZ ENTROPY H.

Konstantinos N. Zafeiris

Abstract

Czechia and Greece, being now members of the European Union, have a discrete political, economic, and social history. Over time, their unique characteristics solely affected their demographic history, causing convergences and divergences in the levels of the demographic indicators and in their temporal trends. The scope of this paper is the comparative analysis of mortality between the two countries. More specifically, the average longevity trends (life expectancy at birth) will be studied using the Arriaga decomposition methods. Secondly, the healthy life expectancy in the two populations and their temporal trends will be presented. The third part of this paper will explain the dispersion of the life table's deaths within the two countries. Gini coefficient, e-dagger and Keyfitz entropy H are the relevant dispersion measures used. Results indicate the aforementioned convergence-divergence scheme among the two populations. Overall, life expectancy at birth is higher in Greece for both genders. The most critical factor governing the two countries' differences springs from the mortality differentials in the age groups 45-64 and 65-84 years. Healthy Life expectancy increases over time, though Greece has enlarged its differences from Czechia in recent years. Finally, a gender-specific effect on mortality due to the economic crisis was found in Greece.

Keywords: Czechia, Greece, average life span, healthy life expectancy, Gini coefficient, e-dagger, Keyfitz entropy H.

JEL Code: J1, J11, J16.

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PREPLNENOSŤ DOMÁCNOSTÍ A ÚMRTNOSŤ NA COVID-19 V KRAJINÁCH EÚ

HOUSEHOLD OVERCROWDING AND COVID-19 MORTALITY RATE IN EU COUNTRIES

Janka Zajacová – Beáta Stehlíková – Mária Zúbková

Abstract

The goal of the paper is to model the mortality rate from COVID-19 in EU countries depending on household overcrowding and selected factors. Partial goals are to determine the order of importance of these factors. A partial goal is also to identify countries with similar values of the analysed factors. We use excess mortality as a metric to measure mortality. Using random forest algorithm, we determine the significance of the influence of the analysed factors on COVID-19 mortality rate. The most significant factor affecting mortality from COVID-19 is household overcrowding and logarithm of GDP per capita in PPP. The Hopkins statistic is high (0.729845), so the data tends to cluster. We use cluster analysis to create groups of countries with similar values of the indicators. Bulgaria, the Czech Republic, Greece, Spain, Croatia, Italy, Latvia, Lithuania, Hungary, Poland, Romania, and Slovakia are in the second cluster with significantly higher mortality rates and overcrowding rates of population. The mortality rate from COVID-19 in the mentioned countries is greatly higher than in the rest of the EU. Policymakers could use the knowledge gained to reduce social inequalities, inequalities that reflect household overcrowding, especially through effective interventions in the field housing policy.

Keywords: household overcrowding, COVID-19, mortality

JEL Code: I1, J10

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THE ECONOMIC AND LABOUR MARKET EFFECTS OF THE COVID-19 EPIDEMIC – THE CASE OF V4 COUNTRIES

Tibor Zsigmond – Adam Kovács – Małgorzata Zakrzewska

Abstract

The main purpose of this study is to examine the macroeconomic (economic and labour market relating) effects of the Covid-19 pandemic on the economies of the V4 countries – namely Poland, Czech Republic, Hungary, and Slovakia. The paper provides a more detailed overview of the effects of the epidemic itself – from the outburst to the present state. The article outlines the emergence, spread, and measures taken of the epidemic in the V4 countries. The research follows the economic changes of mentioned countries from the initial effects of a pandemic to the beginning of recovery processes. The research is following the development of economic indicators over the last years – from the spring of 2020 until to the summer 2022. The most notable economic indicators (such as GDP growth and unemployment rate) are examined. The topic is analysed using official secondary data sources. At the end of the study, the conclusions and the main points and design of future research possibilities – along the economic impacts of Covid-19 – are outlined.

Keywords: economic effects, labour market, unemployment, V4 countries, Covid-19

JEL Code: E24, J40, J60

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ECOLOGICAL CONSCIOUS CONSUMER BEHAVIOUR FROM THE VIEWPOINT OF DIFFERENT GENERATIONS AND GENDERS

Tibor Zsigmond – Annamária Zsigmondová – Renáta Machová

Abstract

The main purpose of this study is to assess the opinion and attitude of Slovakian consumers about their green consumer behaviour. The theoretical part of the paper deals with environmental awareness, environmental protection, and ecological conscious customer behaviour. Primary research was done and a questionnaire survey was used to collect a total of 150 responses. The data was analysed with the help of Microsoft Excel and SPSS software. According to our results consumers consider themselves to be environmentally conscious, and this is reflected in their actions too. Based on gender, there is no difference between men and women in terms of how environmentally conscious they consider themselves. Members of the younger generation (Generation Z) separate their waste at a higher rate than members of the older generations (Generation Y, X and Baby boomers). The last part of the study summarizes the conclusions of the research and deals with limitations and future directions.

Keywords: generations, consumer behaviour, green marketing, green consumers, conscious consumers

JEL Code: D12, M31

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