



ICOM 2021

ZERO WASTE MANAGEMENT CIRCULAR ECONOMY

10th International Conference on Management
June 10th, 2021



The event is supported by the Mayor of Brno.

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● MENDELU
● Faculty
● of Business
● and Economics



Recommendations:

- 1 Try to log in to the MS Teams before the conference day to prevent any possible problems.
- 2 Connect to your ParallelSession at least 5 minutes in advance.
- 3 For questions use  Chat or  Hand.
- 4 Each presentation is allowed up to 10 minutes.
- 5 Each discussion is allowed up to 10 minutes.

The conference is only one day.

THURSDAY, 10th JUNE 2021

08:00–09:00	Connection of participants
09:00–10:45	<p>Plenary session</p> <p>Moderator: Silvie Zamecnik</p> <p>Welcoming Remarks: Pavel Žufan (Dean, FBE MENDELU)</p> <p>Keynote Speakers:</p> <p>1. Stepan Vashkevich: "CIRCULAR ECONOMY: CURRENT TRENDS AND UPCOMING CHALLENGES IN THE CONTEXT OF CZECH REPUBLIC"</p> <p>2. David Brož: "CIRKULAR ECONOMY START-UP IDEAS FROM AZERBAIJAN"</p> <p>3. Nataša Foltánová: "THE NEW STORY OF BUSINESS"</p>
10:45–11:00	Coffee Break
11:00–12:40	Parallel Sessions I. → seesession programme
12:40–13:30	Lunch Break
13:30–14:50	Parallel Sessions II. → seesession programme
14:50–15:10	Coffee Break
15:10–17:10	Parallel Sessions III. → seesession programme

Overview:

	Channel 1	Channel 2	Channel 3	Channel 4
Parallel Sessions I. 11:00-12:40	Social Responsibility and Sustainability	Social Responsibility and Sustainability	Business Strategies, Planning and Management	Tourism Management
Lunch Break				
Parallel Sessions II. 13:30-14:50	Social Responsibility and Sustainability	Social Responsibility and Sustainability	New Trends in Marketing and Financial Management	Tourism Management
Coffee Break				
Parallel Sessions III. 15:10-17:10	Social Responsibility and Sustainability	Social Responsibility and Sustainability	Business Strategies, Planning and Management	Regional Development Management

PARALLEL SESSIONS I. 11:00 – 12:40

Channel 1

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Chair of the session: **Zuzana Kapsdorferová**

Monika Zajkowska:

"ARE SMALL AND MEDIUM ENTERPRISES REALLY INTERESTED IN IMPLEMENTING SUSTAINABILITY-ORIENTED INNOVATION?"

Iveta Hajdúchová, Andrea Majdánková:

"ANALYSIS OF GREEN GROWTH IN FORESTRY CONDITIONS"

Michal Polanský:

"CITIZENS WATERING TREES - NEW CONCEPT FOR SMART CITIES"

Andrea Martinčíč, Jan Vavřina:

"ACTUAL CORPORATE SOCIAL RESPONSIBILITY SPILLOVERS WITHIN ACTIVITIES OF FOODBANKS: FOCUS ON THE CZECH REPUBLIC"

Zuzana Kapsdorferová, Petronela Švikruhá, Mária Kadlečíková, Mária Medved'ová:

"THE FOOD LOSSES AND FOOD WASTE IT'S IMPACT AND INITIATIVES ON ENVIRONMENTAL MANAGEMENT IN THE SLOVAK REPUBLIC"

Channel 2

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Chair of the session: **Agata Mesjasz-Lech**

Petr Studnička:

"POSSIBILITIES OF WASTE REDUCTION IN GASTRONOMY AND FOOD INDUSTRY IN THE CONTEXT OF CIRCULAR ECONOMY"

Luboš Staněk, Radomír Ulrich, Ladislav Zvěřina:

"A NEW TYPE OF RENEWABLE ENERGY SOURCE DERIVED FROM FORESTRY"

Felicjan Bylok:

"PATTERNS OF SUSTAINABLE CONSUMPTION IN HIGH CONSUMPTION SOCIETIES. CASE OF POLAND"

Barbora Rantová, Martin Šotnar, Milan Geršl, Jan Mareček:

"A CONTENT OF HEAVY METALS IN E-WASTE: COMPARATIVE STUDY OF VARIOUS LIGHT SOURCES "

Šárka Stojarová:

"FAST FASHION INDUSTRY AND SUSTAINABLE DEVELOPMENT"

Channel 3

BUSINESS STRATEGIES, PLANNING AND MANAGEMENT

Chair of the session: **Hana Stojanová**

Veronika Hrdá, Alexandra Filová, Monika Hudáková:
"FOOD SUPPLY, CONSUMPTION AND WASTE MANAGEMENT
IN HOUSEHOLDS IN SLOVAKIA"

Magdalena Bsoul-Kopowska, Agata Przewoźna-Krzemińska:
"SUSTAINABILITY IN HEALTH SAFETY MANAGEMENT"

Bence Csinger, Enikő Korcsmáros:
"CORPORATE APPLICATION OF SOCIAL MEDIA IN THE LIFE
OF SMALL AND MEDIUM-SIZED ENTERPRISES"

Łukasz Skiba:
"THE NEED TO MANAGE BURNOUT IN THE PANDEMIC ERA
AMONG PUBLIC ADMINISTRATION EMPLOYEES"

Tomáš Michalička, Drahoslav Lančarič:
"BOARD OF DIRECTORS & TOP MANAGEMENT TEAM GENDER
DIVERSITY IN EUROPEAN COMPANIES"

Channel 4

TOURISM MANAGEMENT

Chair of the session: **Petr Štumpf**

Larisa Desfontaines, Elena Korchagina, Natalia Strekalova:
"STRATEGY OF TOURISM DEVELOPMENT AFTER COVID-19 PANDEMIC: RUSSIAN CASE"

Sinh Duc Hoang, Zuzana Tučková:
"FACTORS TO ENHANCE ECOTOURIST'S ECOTOURISM LOYALTY, MODERATING
EFFECT OF SOCIAL INFLUENCE AND PSYCHOLOGICAL OWNERSHIP."

Petr Janeček, Alena Pucová:
"SHARED ACCOMMODATION: CURRENT STATE AND POSSIBILITIES
OF ITS DEVELOPMENT ON THE ISLAND OF MADEIRA"

Andrea Králiková, Patrik Kubát, Kateřina Rygllová:
"IMPACT OF CULTURAL DIFFERENCES ON LOYALTY PERCEPTION"

PARALLEL SESSIONS II. 13:30 – 14:50

Channel 1

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Chair of the session: **Anna Albrychiewicz-Słocińska**

Jens-Markus Horn:

"TEN CENTS DO NOT BUY A MEAL - WHY RETAILERS SHOULD NOT LIMIT DONATIONS OF THEIR CUSTOMERS"

Roman Récky, Jarmila Horváthová:

"ECOLOGICAL AGRICULTURE AS A FORM OF SUSTAINABLE ENTREPRENEURSHIP ON SOIL"

Radka Nesvadbová, Kateřina Batelková, Milena Otavová, Jana Gläserová:

"IMPACT OF IMPLEMENTATION OF DIRECTIVE NO. 2014/95/EU ON THE REPORTING OF NON - FINANCIAL INFORMATION IN THE CZECH REPUBLIC"

Anna Albrychiewicz-Słocińska:

"A SENCE OF SAFETY AS AN ELEMENT OF MEDICAL WORKERS RELATIONS MANAGEMENT DURING THE COVID-19 PANDEMIC"

Channel 2

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Chair of the session: **Martin Prokeš**

Robert Janik:

"SUSTAINABLE DEVELOPMENT AND ITS CHALLENGES IN THE CONTEXT OF GLOBAL ECONOMY"

Muhammad Shafique, Xiaowei Luo:

"ADOPTING CIRCULAR ECONOMY STRATEGIES FOR END OF LIFE OF LITHIUM-ION BATTERIES FROM ELECTRIC VEHICLES"

Karin Tóthová, Alica Kahúnová, Martina Chládková, Silvie Zamecnik:

"ENVIRONMENTAL INVOLVEMENT OF CZECH ACCOMMODATION FACILITIES OPERATING IN ACCORDANCE WITH THE ECOLOGICAL CONCEPT"

Martin Prokeš:

"THE BUSINESS OF PARADOX: CLASSIC METHOD SUSTAINABLE WINES"

Channel 3

NEW TRENDS IN MARKETING AND SUPPLY CHAIN MANAGEMENT AND FINANCIAL MANAGEMENT

Chair of the session: **Mária Urbánová**

Sebastian Skolik, Anna Karczewska, Katarzyna Kukowska:
"SHAPING AND MANAGING ONE'S OWN IMAGE AND MODULAR IDENTITY 2.0 - THE CASE STUDY OF POLISH LANGUAGE WIKIPEDIA USERSPACES"

Klára Horná:
"IS GREEN A SUPER DEAL? GREEN ENERGY AND ITS REAL COST AND BENEFIT FOR CUSTOMERS"

Soňa Chovanová Supeková, Hana Krchová:
"MOBILE APPS AS AN IMPORTANT MARKETING COMMUNICATION TOOL IN STARTUP BUSINESS IN THE SLOVAK REPUBLIC"

Iveta Hajdúchová, Stanislava Krišťáková:
"IDENTIFICATION OF THE ASSETS AND CAPITAL STRUCTURE OF FOREST ENTERPRISES IN SLOVAK CONDITIONS"

Channel 4

TOURISM MANAGEMENT

Chair of the session: **Petr Štumpf**

Andrea Holešinská:
"SUSTAINABILITY AND DESTINATION MANAGEMENT FROM CZECH PERSPECTIVES"

Monika Hudáková, Veronika Hrdá, Alexandra Filová:
"POSSIBILITIES OF AGRO-TOURISM DEVELOPMENT AND SUSTAINABLE RURAL TOURISM IN MOUNTAIN AND FOOTHILL AREAS IN SLOVAKIA"

Petr Štumpf, Petr Janeček, Ida Rašovská, Lukáš Pichlík:
"COVID-19 PANDEMICS AND ECONOMIC SUSTAINABILITY OF TOURISM AND HOSPITALITY: THE IMPACTS ON SMEs IN THE CZECH REPUBLIC"

PARALLEL SESIONS III. 15:10 – 17:10

Channel 1

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Chair of the session: **Erik Janšto**

Ebo Tawiah Quartey:

"TOWARDS ZERO WASTE IN DEVELOPING COUNTRIES; THE CASE FOR GHANA"

Arif Ibne Asad, Sohanur Rahman, Samira Akter:

"HOUSEHOLDS' WASTE MATERIAL MANAGEMENT AND RECYCLING:
HOW MUCH CONCEIVABLE TO SUPPORT A ZERO-WASTE MANAGEMENT"

Svetlana Bozhuk, Nataliia Krasnostavskaia, Inga Nimenia:

"CHOOSING THE TARGET AUDIENCE FOR THE SALE OF ELECTRIC CARS
IN RUSSIA"

Alan Dymchenko, Milan Geršl, Tomáš Gregor:

"PERSPECTIVE OF CIRCULAR FOOD WASTE MANAGEMENT
IN THE COMBINED CASE OF BAKERY AND BREWERY"

Channel 2

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Chair of the session: **Leszek Cichobłaziński**

Iveta Ubrežiová, Mária Janošková, Anna Diačiková:

"THE INTERNATIONALIZATION OF THE BUSINESS ACTIVITIES
FROM THE POINT OF VIEW OF THE CORPORATE SOCIAL RESPONSIBILITY"

Petr Marada, Jan Mareček, Eva Krčálová, Tomáš Krajíček, Lubor Lacina,

Ivo Horák: "THE CIRCULAR ECONOMICS OF REVITALIZATION PROCESS
OF CONCENTRATED WATER RUNOFF PATHS AND RETENTION RESERVOIRS"

Anna Beránková, Jana Blažková, Jana Gläserová, Milena Otavová:

"SOCIAL RESPONSIBILITY FOR BANKING INSTITUTIONS"

Martina Chládková, Alica Kahúnová, Karin Tóthová:

"DO ZERO WASTE PRINCIPLES INCREASE OR DECREASE
THE COMPETITIVENESS IN THE HOTEL INDUSTRY?"

Leszek Cichobłaziński:

"APPLICATION OF THE THEORY OF FRAMES IN ORGANIZATIONAL
CONFLICT RESOLUTION"

Channel 3

BUSINESS STRATEGIES, PLANNING AND MANAGEMENT

Chair of the session: **Radovan Savov**

Ľudmila Dobošová, Daniela Hupková, Petronela Švikruhová:

"GREEN CONTROLLING IN SMALL AND MEDIUM-SIZED AGRICULTURAL ENTERPRISES"

Aleksandra Czarnecka:

"KNOWLEDGE ABOUT COVID-19 PANDEMIC AS ELEMENT OF HEALTHCARE PROFESSIONALS SATISFACTION MANAGEMENT"

Elżbieta Robak:

"MANAGEMENT OF MEDICAL PERSONNEL IN THE SITUATION OF THE COVID-19 PANDEMIC AND THE SENSE OF THE MEANING OF WORK"

Radovan Savov, Pavol Skočdopole:

"CONCEPT OF TALENT MANAGEMENT IN ENTERPRISES OF SLOVAKIA: FACTORS INFLUENCING STRENGTHS AND WEAKNESSES"

Dorota Jelonek, Cezary Stepniak:

"THE IMPACT OF DIGITAL TRANSFORMATION ON INNOVATION MANAGEMENT"

Channel 4

REGIONAL DEVELOPMENT MANAGEMENT

Chair of the session: **Petronela Švikruhová**

Danka Moravčíková, Filip Tkáč:

"PERCEPTION OF STAKEHOLDERS ON DEVELOPMENT OF REGIONAL BIOECONOMY STRATEGY: THE CASE OF NITRA REGION"

Ionela Gavriila-Paven:

"REGIONAL OPERATIONAL PROGRAM - INSTRUMENT FOR INVESTMENTS DEVELOPMENT - CENTRAL REGION, ROMANIA"

Peter Šedík, Filip Tkáč, Danka Moravčíková:

"THE POTENTIAL OF NON-WOOD PULP IN EUROPEAN CIRCULAR BIOECONOMY"

Marco Javier Suárez Barón, William Lozada:

"PRECISION AGRICULTURE SUPPORT OF INCREASING AGRICULTURAL PRODUCTIVITY"

Jorge Núñez Ferrer, Martin Blížkovský:

"IMPACT OF THE NEXT GENERATION EU ON RURAL AREAS: FIRST LESSONS FROM THE SELECTED NATIONAL PLANS"

Filip Tkáč, Danka Moravčíková:

"DESIGNING MONITORING TOOLS: METHODOLOGICAL APPROACHES TO EVALUATION OF REGIONAL BIOECONOMY STRATEGY IMPACTS"