



20
YEARS
2004
2024

International Scientific Conference on the occasion of
20th anniversary of the foundation of the BUEM

Innovation processes in management, business and public administration

INVITATION

November 14th 2024



COOPERATING ORGANISATIONS

- Ningbo University of Finance and Economics, Ningbo, PRC
- Todor Kableshkov University of Transport, Sofia, BG
- Lisbon School of Accounting and Administration, Lisbon Polytechnic, Lisbon, PT
- Department of Economics and Management, Slovak Academy of Agricultural Sciences, Slovak Republic

SCIENTIFIC GUARANTEES OF THE CONFERENCE

Dr.h.c. assoc. prof. Ing. Ľuboš Cibák, PhD. MBA

Dr.h.c. prof. Ing. Viera Cibáková, CSc.

INTERNATIONAL SCIENTIFIC COMMITTEE

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| 2. | assoc. prof. Ing. Stanislav Filip, PhD., univ. prof. | BUEM, SR |
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| 7. | Ing. Marián Kováč, PhD., univ. assoc. prof. | BUEM, SR |
| 8. | prof.h.c. assoc. prof. Ing. Antonín Kučera, CSc. MBA | Institute of Managerial Economics, CZ |
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| 10. | Dr.h.c. Ing. Mário Lelovský | National Union of Employers, SR |
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| 12. | prof. Dr. Róbert Magda, PhD. | John von Neumann University, HU |
| 13. | prof. Yanbing Mao, PhD. | Shanghai University, PRC |
| 14. | prof. Mariana Petrova, PhD. | Association for Cultural and Socio-Economic European Collaboration, BG |
| 15. | Pedro Miguel Baptista Pinheiro, PhD. | ISCAL, IPL, PT |
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| 17. | prof. Dr. Agota Giedrė Raišienė | Mykolas Romeris University, LT |
| 18. | prof. Mikuláš Sidák, DrSc. | BUEM, SR |
| 19. | prof. Ing. Judita Táncošová, CSc. | BUEM, SR |
| 20. | Prof. Eng. Econ. Daniela Todorová, PhD. | Todor Kableshkov University of Transport, Sofia, BG |
| 21. | prof. Ing. Manuela Tvaronavičiene, PhD. | Vilnius Gediminas Technical University, LT |
| 22. | prof. Haohan Wang | Ningbo University of Finance and Economics, PRC |
| 24. | prof. Suodi Xu | Ningbo University of Finance and Economics, PRC |

ORGANIZING COMMITTEE

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| 11. | PhDr. Silvia Vadkertiová, PhD. | BUEM, SR |
| 12. | Xu Can | Ningbo University of Finance and Economics, PRC |
| 13. | Yao Niaoer | Ningbo University of Finance and Economics, PRC |
| 14. | Mgr. Michaela Belešová | BUEM, SR |
| 15. | Mgr. Vladimír Talian | BUEM, SR |
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| 17. | Martin Cibák, MBA | BUEM, SR |
| 18. | PhDr. Lucia Balajová | BUEM, SR |
| 19. | Mgr. Jozef Kondek | BUEM, SR |
| 20. | Mgr. Nikola Otottová | BUEM, SR |

DATE AND VENUE OF THE CONFERENCE

November 14th 2024

Bratislava University of Economics and Management,
Furdekova 16, 851 04 Bratislava

The conference will be held in a hybrid form.

CONTACT ADDRESS

konferencia@vsemba.sk

WEB ADDRESS

<https://www.vsemba.sk/Veda-a-v%C3%BDskum/Konferencie-a-semin%C3%A1re/Medzin%C3%A1rodn%C3%A1-vedeck%C3%A1-konferencia-V%C5%A0EM-2024>

CONFERENCE LANGUAGE
SLOVAK, ENGLISH AND CZECH

THEMATIC FOCUS AND OBJECTIVES OF THE CONFERENCE

The 20th Anniversary of BUEM is a platform for presentation, discussion of the current results of educational and creative activities in the higher education environment in Slovakia and trends in the development of higher education in the EU. It gives scope for presentations of research results with an orientation to practice in the field of Economics, Management, Law and Public Administration, as well as scope for current economic, social and environmental processes in society. The conference will enable the establishment and strengthening of mutual contacts with domestic and foreign higher education institutions, scientific research institutes, public administration and economic institutions.

Thematic areas of the conference:

- Economics and management of business entities,
- The contribution of small and medium-sized enterprises to the economic development of the Slovak Republic,
- Strategic and marketing approaches of business management to the development of small and medium-sized enterprises,
- Application of new methods of managerial work in the intercultural environment of business entities,
- Application of talent-management and organizational change to support business management,
- Digitalization of management processes in the corporate environment,
- Networking of business entities and creation of technological and knowledge clusters,
- Globalization and integration processes in business activities,
- Security risks and crisis phenomena in business activity,
- Problems of the Circular Economy in the Slovak Republic.
- Rationalisation and innovative changes in public administration.
- Economic and social impacts of delegated competences on the activity of local governments.
- Digitalization of public administration process activities.
- Activation of entrepreneurial activity of local governments and cross-border cooperation of Slovak municipalities.
- Challenges for the development of public administration and the public sector.
- Labour market in the conditions of globalisation.
- Regional development in Slovak and EU conditions and regional security and crisis management in public administration.
- Risk management as a tool for increasing security as an integral part of the quality of life of the population.

Objectives of the conference:

- To identify, analyze and evaluate the key achievements of market entities in the field of economic growth and living standards in society, and to respond to the challenges and prospects of its development.
- To discuss the current challenges facing the European community in a period of dynamic change accompanied by security threats such as social inequalities, climate change, migration crisis, geopolitical instability, technological change, etc.
- Explore new trends and strategies for sustainable development that can support the long-term growth and stability of the Slovak Republic in the EU.
- Focus on innovation in education in the context of labour market needs.
- To present cooperation between experts from different disciplines, interdisciplinary approach to research and its application.

- Encourage the participation of young researchers and enable them to present the results of their work and to participate in the professional debate.

Conference sessions : will be set up after the submission of the individual paper topics.

CONFERENCE PROGRAMME

14.11.2024 (Thursday)

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| 12.30 - 13.00 | Registration of conference participants |
| 13.00 - 13.10 | Opening of the conference - speeches |
| 13.10 - 13.20 | Ceremonial signing of the extension of the cooperation agreement between the BUEM and NUFE |
| 13.20 - 13.45 | Plenary session of the conference |
| 13.45 - 15.30 | Presentations in session (Chair: assoc. prof. PhDr. PaedDr. Marcel Lincényi, PhD.) Presentations in session (Chair: prof. Mikuláš Sidak, DrSc.) Presentations in session (Chair: assoc. prof. Ing. Stanislav Filip, PhD.) Presentations in session (Chair: Dr. Daiteng Ren) |
| 15.30 - 15.45 | Coffee break |
| 15.45 - 16.00 | Continuation of the discussion in sections |
| 16.00 - 16.30 | Conclusions of the International Scientific Conference - chairs of the individual sessions |
| 18.00 - 19.00 | Social gathering of participants |

IMPORTANT DATES

Registration and abstract submission:

until October 27th 2024

Deadline for submission of presentations:

until November 10th 2024

Deadline for sending the final version of the paper in English, Slovak or Czech:

November 30th 2024

Date of conference:

November 14th 2024

REGISTRATION

For author groups, only the lead author of the paper can register via the registration form.

CONFERENCE FEES

Participation as well as publication of abstracts and scientific articles is free of charge. Costs related to transport and accommodation are covered by the conference participants.

INSTRUCTIONS FOR AUTHORS

Scientific papers will be published in the proceedings with ISBN.

The author is responsible for the originality, professional and formal correctness of the paper. It is not possible to publish a paper in the proceedings that has already been published in another periodical. The editors reserve the right to publish only original contributions that meet the content and all formal requirements of a scientific paper and have been recommended for publication by a reviewer.

Each active participant will receive a certificate of participation at the International Scientific Conference.

Papers should be written in English, Slovak or Czech. The title of the paper must be short and concise. The title should be followed by a 10 line abstract in English and Slovak/Czech. This is followed by 4-5 key words in English and Slovak/Czech, separated by commas.

The text of the paper must be written in MS Word (.doc; .docx). Papers in .pdf format will not be accepted. Tables, graphs and other supporting documents (e.g. figures and maps) must be submitted separately from the text. The Word editor must also be used to create tables, i.e. the table must be editable in Word. Charts must be submitted in MS Excel (.xlsx) and must contain original data. Images in JPGE or TIF format must be submitted in high resolution (min. 300 dpi). All graphs and figures must be numbered continuously in the order in which they are included in the text.

The paper template is available on the conference website. The length of the text is 8-14 standard pages, including tables, figures in the text or appendix tables and graphs. References and bibliographic citations (references to the literature used) should conform to the international standard ISO 690. The list of references is given after the text at the end of the paper.

The author is responsible for the originality of the paper and for its accuracy in terms of content and form. Furthermore, the author should provide the contact address of his/her place of work or residence, telephone number, fax number, e-mail address and the titles and addresses of all co-authors with ORCID identification.

The time limit for a single presentation in a section is set at 10-15 minutes (with the right reserved to the section chair to shorten the paper).

After the contact addresses, do not forget to indicate the project from which the scientific contribution is an output.