



PŘEKRAČUJEME HRANICE
PRZEKRACZAMY GRANICE
2014—2020



EVROPSKÁ UNIE / UNIA EUROPEJSKA
EVROPSKÝ FOND PRO REGIONÁLNÍ ROZVOJ
EUROPEJSKI FUNDUSZ ROZWOJU REGIONALNEGO

VSB – Technical University of Ostrava
Faculty of Economics
Department of Management

CONFERENCE PROGRAM

of 6th International Scientific Conference

**DEVELOPMENT AND ADMINISTRATION OF BORDER AREAS OF
THE CZECH REPUBLIC AND POLAND**
Support for Sustainable Development

RASPO 2024



<https://www.ekf.vsb.cz/raspo/en>

Faculty of Economics,
Room KA416,
17. listopadu 2172/15, 708 00 Ostrava-Poruba, Czech Republic

November 11, 2024

<https://www.ekf.vsb.cz/raspo/en>

Conference program of RASPO 2024

Monday, November 11, 2024

Place of session: room no. KA416
Faculty of Economics, 17. listopadu 2172/15

09:30 - 10:30	Registration	4th floor of the building
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10:00 - 10:30	Conference opening - Welcome speech	KA416
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Moderator: **Ing. Eva Ardielli, Ph.D.**

doc. Ing. Iveta Vrabková, Ph.D. – Conference Scientific Advisor, Faculty of Economics, VSB – Technical University of Ostrava

Ing. Ivana Vaňková, Ph.D. – Vice-Dean for Development and External Relations, VSB – Technical University of Ostrava

dr Maja Krasucka – Vice-Dean of the Faculty of Economics, Opole University

Bc. Roman Tománek - Secretary of the Euroregion Silesia – CZ

10:30 - 11:30	Plenary Session	KA416
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Moderator: **Bc. Jiří Bečica, Ph.D. and dr Agnieszka Bobrowska**

10:30 - 10:55

CirkArena: Inovativní cesta k udržitelnosti a efektivitě zdrojů

prof. Ing. Kamila Janovská, Ph.D. (VSB – Technical University of Ostrava)

10:55 - 11:20

The Impact of COVID-19 Pandemic and War in Ukraine on Trade Between Poland and the Czech Republic

dr Grażyna Kozuń-Cieślak (Casimir Pulaski Radom University)

dr Elżbieta Siek (Casimir Pulaski Radom University)

11:20 - 11:35

Jak probíhá REFRESH regionu – dva roky transformačního projektu

prof. Ing. Igor Ivan, Ph.D. (VSB – Technical University of Ostrava)

11:45	Conference Photo	Entrance hall of the building
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12:00 - 13:00	Lunch	4th floor of the building
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13:00 – 15:00	Session A	KA 321
Business Economics and Management Public Economics and Public Administration (in Czech, Polish and English language)		

Chairman: **PhDr. Roman Vavrek Ph.D. and dr. Laura Platkowska-Prokopczyk**

13:00 - 13:15

Factors Influencing the Frequency of Use of Digital Tools in Human Resource Management

Ing. Lucie Bestová (VSB – Technical University of Ostrava)

Ing. Terezie Krestová, Ph.D. (VSB – Technical University of Ostrava)

13:15 - 13:30

Mapping the Extent of Talent Management Use in Human Resource Management within the Moravian-Silesian Region's Enterprises

prof. Ing. Petra Horváthová, Ph.D., MBA (VSB – Technical University of Ostrava)

Ing. Kateřina Kashi, Ph.D. (VSB – Technical University of Ostrava)

13:30 - 13:45

The Methodology for Determining of the Revitalization Area on the Example of the City of Radom

dr hab. Wojciech Sońta, prof. UTH (Casimir Pulaski Radom University)

13:45 - 14:00

Public Services at Local Level in France

Mgr. Richard Bartes, Ph.D. (VSB – Technical University of Ostrava)

14:00 - 14:15

Comparison of the Method of Resolving a Company's Financial Crisis by Restructuring in Slovakia, Poland and the Czech Republic

doc. Ing. Dagmar Bařinová, Ph.D. (VSB – Technical University of Ostrava)

Ing. Jindřiřka Chodurová (VSB – Technical University of Ostrava)

14:15 - 14:30

Ethics and Self-Development in Business

Ing. Aidana Akhmetova (VSB – Technical University of Ostrava)

doc. Ing. Václav Friedrich, Ph.D., Ing. Paed. IGIP. (VSB – Technical University of Ostrava)

doc. PhDr. ThDr. Lucjan Klimsza, Ph.D., MBA. (VSB – Technical University of Ostrava)

14:30 - 15:00

Discussion

15:00 – 15:30 Coffee break

4th floor of the building

15:30 – 17:30 Session B

KA 321

Business Economics and Management

Sustainable Development

(in Czech and Polish language)

Chairman: **doc. Ing. Petr Tománek, CSc. and dr hab. Marta Meciejasz, prof. UO**

15:30 - 15:45

Methods of Financing Small and Medium-Sized Enterprises (SMEs) in the Opole Region (Poland) as an Element of the Regional Sustainable Development

dr Katarzyna Łukaniszyn-Domaszewska (Opole University of Technology)

dr inż. Elżbieta Karaś (Opole University of Technology)

dr inż. Katarzyna Mazur-Włodarczyk (Opole University of Technology)

15:45 - 16:00

Company Digitalization: Using QR Codes to Decrease Number of Reclamations

Ing. Jan Dostál (VSB – Technical University of Ostrava)

16:00 - 16:15

Factors Influencing Borrower Behavior in Debt

Mgr. Bc. Lucie Kopecká (VSB – Technical University of Ostrava)

16:15 - 16:30

A New Peak or a Change in the Main Patterns? Effect of the War in Ukraine on the Official Development Assistance of Czechia and Poland

Ing. Eva Kovářová, Ph.D. (VSB – Technical University of Ostrava)

16:30 - 16:45

Automating Processes in Organizations Using Artificial Intelligence

Ing. Martina Krügerová, Ph.D. (VSB – Technical University of Ostrava)

Dr Mgr. Michal Koziel, Ph.D. (VSB – Technical University of Ostrava)

Ing. Hana Šterková, Ph.D., MBA, LL.M. (VSB – Technical University of Ostrava)

Ing. Michaela Bučková (VSB – Technical University of Ostrava)

JUDr. Barbora Košinárová, Ph.D. (VSB – Technical University of Ostrava)

16:45 - 17:00

Enhancing Project Management Resilience in Local Authorities: Strategies for Sustainable Regional Development

Ing. Lukáš Melecký, Ph.D. (VSB – Technical University of Ostrava)

doc. Ing. Michaela Melecká Staníčková, Ph.D. (VSB – Technical University of Ostrava)

17:00 – 17:30

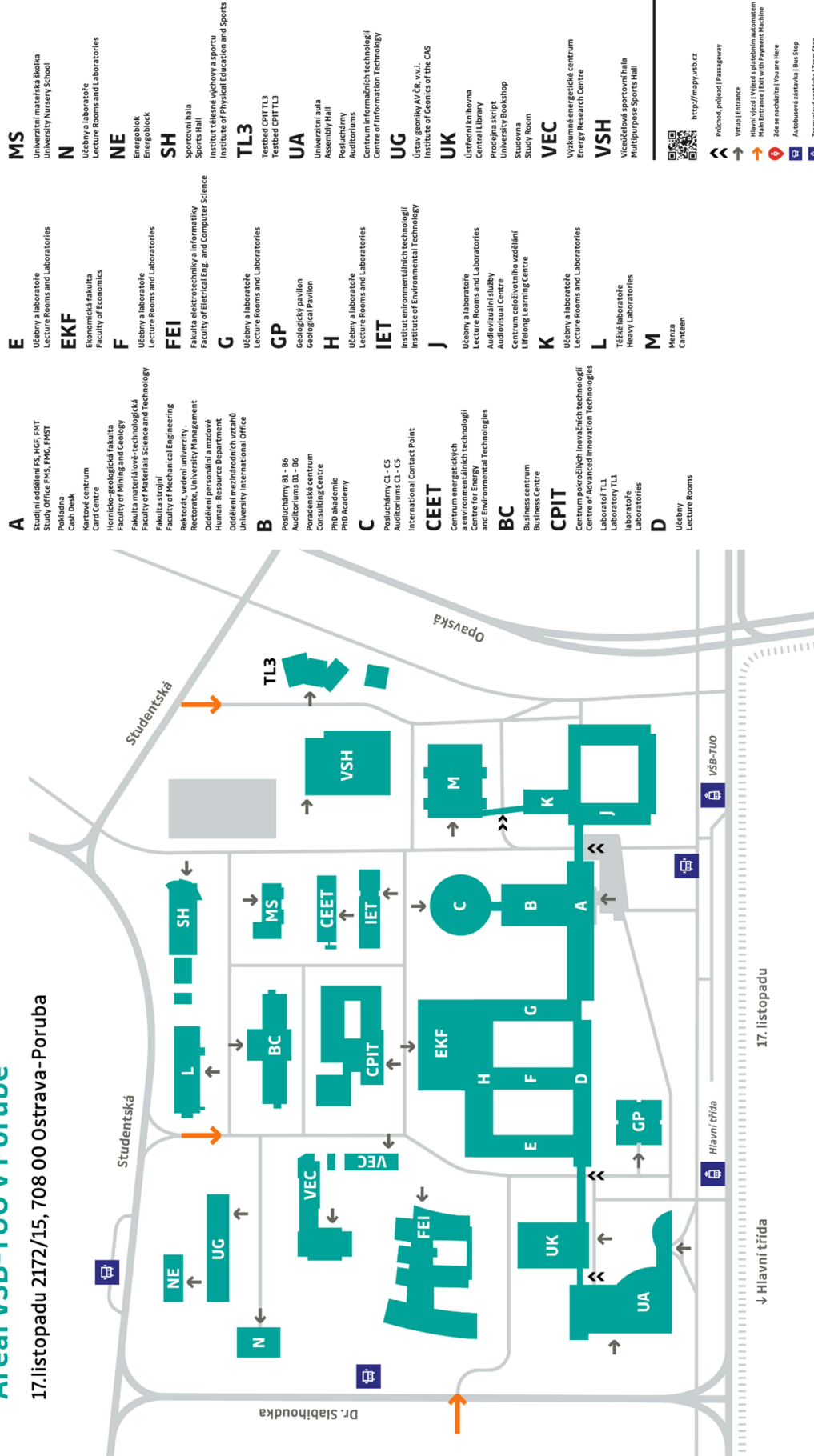
Discussion

17:30 – 21:00 Social Evening

University canteen lounge

Areál VŠB-TUO v Porubě

17. listopadu 2172/15, 708 00 Ostrava-Poruba



- A** Studijní oddělení FS, MGE, FMT
Study Office FMS, FMC, FMT
Pokladna
Cash Desk
Kartové centrum
Card Centre
Hornické-geologická fakulta
Faculty of Mining and Geology
Fakulta materiálové-technologické
Faculty of Materials Science and Technology
Fakulta strojí
Faculty of Mechanical Engineering
- B** Postupňy B1- B6
Auditoriums B1- B6
Poradenské centrum
Consulting Centre
PhD akademie
PhD Academy
- C** Postupňy C1- C5
Auditoriums C1- C5
International Contact Point
- CEET** Centrum energetických a environmentálních technologií
Centre for Energy and Environmental Technologies
- BC** Business Centre
- CPIT** Centrum pokročilých inovačních technologií
Centre of Advanced Innovation Technologies
- L** Laboratoř TLL
Laboratories
- D** Učebny
Lecture Rooms
- E** Učebny a laboratoře
Lecture Rooms and Laboratories
- EKF** Ekonomická fakulta
Faculty of Economics
- F** Učebny a laboratoře
Lecture Rooms and Laboratories
- FEI** Fakulta elektrotechniky a informatiky
Faculty of Electrical Eng. and Computer Science
- G** Učebny a laboratoře
Lecture Rooms and Laboratories
- GP** Geologický pavilon
Geological Pavilion
- H** Učebny a laboratoře
Lecture Rooms and Laboratories
- IET** Institute environmentálních technologií
Institute of Environmental Technology
- J** Učebny a laboratoře
Lecture Rooms and Laboratories
- Audiovizuální služby**
Audiovisual Centre
- Centrum celoživotního vzdělání**
Lifelong Learning Centre
- K** Učebny a laboratoře
Lecture Rooms and Laboratories
- L** Těžké laboratoře
Heavy Laboratories
- M** Nereza
Canteen
- MS** Učebny a laboratoře
Lecture Rooms and Laboratories
- N** Učebny a laboratoře
Lecture Rooms and Laboratories
- NE** Energoblok
Energy Block
- SH** Sportovní hala
Sports Hall
Institut tělesné výchovy a sportu
Institute of Physical Education and Sports
- TL3** Testbed CPITTL3
Testbed CPITTL3
- UA** Učebny a laboratoře
Lecture Rooms and Laboratories
- UG** Ústav geoniky AV ČR, v.v.i.
Institute of Geonics of the CAS
- UK** Účetní knihovna
Central Library
Prodejna skript
University Bookshop
Studovna
Study Room
- VEC** Výzkumné energetické centrum
Energy Research Centre
- VSH** Víceletová sportovní hala
Multipurpose Sports Hall

<http://mapy.vsb.cz>

Průchod, příjezd / Passageway

Vstup / Entrance

Učebny a laboratoře / Lecture Rooms and Laboratories

Mapa / Map

Zde se nacházíte! / You are here

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Tramvajová zastávka / Tram Stop