

# PROGRAM OF THE CONFERENCE/ PROGRAM KONFERENCIE

## 08:00 – 13:45 Plenary Session (Room No. 113/Miestnosť 113)

Chairpersons /Predsedovia: prof. Ing. Soňa Ferenčíková, PhD.  
Ing. Andrej Piovarči, PhD.

08:00 – 08:30 Registration/ Registrácia účastníkov

08:30 – 08:45 Opening ceremony/ Otvorenie konferencie  
Prof. Ing. Edita Hekelová, PhD., Prof. Ing. Soňa Ferenčíková, PhD.  
“Welcome Addresses”

08:45– 09:15 PhDr. Erik Kubička, M.B.A., Ing. Andrej Piovarči, PhD., VŠM  
“Transfer of Know-How for Small and Medium-Sized Businesses in Georgia, Moldova and Ukraine”

09:15 – 09:45 Jaroslav Lupták, MScBA, Neulogy Ventures  
“Venture Capital in Slovakia”

09:45 – 10:15 Mgr. Marcel Markuš, ČSOB  
“Supporting SMEs - a Banks' Perspective”

10:15 – 10:45 Coffee Break / Prestávka

10:45 – 11:15 Amy Gillett, William Davidson Institute at the University of Michigan  
“How to be a University Leader in Entrepreneurial Education: Follow this Successful Example”

11:15 – 11:45 Viktor Reviliak, M.B.A., Jozef Žemla, M.B.A., CulCharge  
“Culcharge : The Story of a Successful Start-up of Graduates from City University in Slovakia”

11:45 – 12:15 Tim Gittins, Magdolna Sass, University of Utrecht, Netherlands, Hungarian Academy of Sciences, Hungary  
“The Effect of Return Migration on SME Internationalisation: A Comparative Case Study of Hungarian IT Sector Entrepreneurs”

12:15 – 12:30 Ing. Andrej Piovarči, PhD., VŠM  
“The Result of the Competition “Best Student Paper” / Vyhlásenie výsledkov súťaže “Best Student Paper”

12:30 – 13:45 Lunch/Obed

## Room No. 113/Miestnosť 113

13:45 – 17:00 **Section I / I. Sekcia**  
**SMEs and Small Organizations: Key Managerial and Marketing Challenges /**  
**Malé a stredné podniky: Základné problémy v oblasti manažmentu a marketingu**  
Chairpersons /Predsedovia: PhDr. Erik Kubička, M.B.A.  
Mgr. Jozef Šimúth, PhD.  
doc. Ing. Mária Tajtáková, PhD.

13:45 – 13:55 Ing. Stanislav Karabínoš, VŠM  
“Financovanie podnikov s využitím rizikového kapitálu v Českej a Slovenskej republike”

13:55 – 14:05 JUDr. Martin Miller, UPC  
“How to Get You Financing for Your Start-up? Ask Your Mam First - Then You Know!”

14:05 – 14:15 Bc. Ing. Petr Mora, M.B.A., VŠM  
“Problémy financování malých a středních podniků, start-upů, rodinných firem a malých neziskových organizací”

14:15 – 14:25 Mgr. Stanislav Bílek, Ing. Radka Vaničková, PhD., Ing. Robert Zeman, PhD., Vysoká škola technická a ekonomická v Českých Budějovicích  
“Právní rozbor rodinného podnikání”

14:25 – 14:35 doc. Ing. Jiří Dědina, CSc., UMP FEP Bratislava  
“Inovační trendy v organizační architektuře malých a středních podniků za účelem zvýšení jejich výkonu”

14:35 – 14:45 John Graham, M.B.A., VŠM  
“The Influence of National Culture on SME Management Practices”

14:45 – 14:55 Prof. Ing. Soňa Ferenčíková, PhD., VŠM  
“Foreign Market Entry and Internationalization: Research Avenues and Selected Implications for Central and Eastern European Firms”

14:55 – 15:05 Atis Papins, mag.oec., doctor studies, Baltic International Academy, Riga, Latvia  
“The Importance of Cooperation of Small and Medium-Sized Regional Enterprises in Processes of Improving Their Competitiveness”

15:05 – 15:45 Coffee Break

15:45 – 15:55 Ing. Veronika Littvová, PhD., Ekonomická univerzita, Bratislava  
“Klastrová iniciatíva ako nástroj zvyšovania efektivity a prosperity podnikov regiónu Liptov”

15:55 – 16:05 doc. PhDr. Monika Šestáková, DrSc., VŠM  
“Začlenenie malých a stredných podnikov do globálnych hodnotových reťazcov: Význam, potenciálne prínosy, problémy”

16:05 – 16:15 doc. Ing. Heda Hansenová, PhD., Ing. Lenka Drobcová, VŠM, Ekonomická univerzita, Bratislava  
“Možnosti a príležitosti malých a stredných podnikov pri využívaní Dunaja s aplikáciou na vlastné podnikové stratégie”

16:15 – 16:25 Prof. Ing. Soňa Ferenčíková, PhD., Ing. Tatiana Hlušková, VŠM, Ekonomická univerzita, Bratislava  
“Partnerstvo ako faktor úspechu malých a stredných podnikov (príklad joint ventures so slovenskou účasťou)”

16:25 – 16:35 Peter Špiesz, Böttcher Systems  
“Inšpirácia menom Böttcher”

16:35 – 17:00 Conclusion /Záver

## Room No. 112 / Miestnosť č. 112

13:45 – 17:00 **Section II / II. Sekcia**  
**Knowledge Management and Education as Stimuli of Innovation in SMEs /**  
**Znalostný manažment a vzdelávanie ako stimuly inovácií in MSP**  
Chairpersons /Predsedovia: Ing. Jaroslav Jambor, PhD.  
Prof. RNDr. Jozef Hvorecký, PhD.  
Alena Bušíková, M.B.A., PhD.

13:45 – 13:55 Alena Bušíková, M.B.A., PhD., VŠM  
“Slovak Higher Education and Enterprises: How Can Employers Help to Increase the Quality of HEI?”

13:55 – 14:05 Mária Hegedüs, Ing. Andrej Piovarči, PhD., VŠM  
“Analysis of Innovation Activity of Enterprises in Slovak and Czech Republic”

14:05 – 14:15 Mgr. Andrzej Hurlo, Warmia-Mazury Special Economic Zone  
“The Importance of SMB in Creation of Innovative Solutions”

14:15 – 14:25 Dmitry Melnikov, Saint-Petersburg State Economic University  
“Regional Privileges for Small and Medium Sized Enterprises in Kaliningrad Free Economic Zone”

14:25 – 14:35 Ing. Eugen Molnár, prof. RNDr. Michal Greguš, PhD., Univerzita Komenského, Bratislava  
“Unstructured Information Analytics for SME”

14:35 – 14:45 Ing. Vincent Karovič, PhD., Ing. Olga Múčková, Univerzita Komenského, Bratislava  
“Operačné systémy pre mobilné zariadenia”

14:45 – 14:55 Ing. Zuzana Melicheríková, PhD., Ing. Andrej Piovarči, PhD., VŠM  
“Skúsenosti s realizáciou otvorených online vzdelávacích kurzov a možnosti ich využitia v prostredí malých a stredných podnikov”

14:55 – 15:05 Ing. Lenka Rábeková, MASTER Language, s.r.o.  
“Language Education as a Part of Lifelong Learning”

15:05 – 15:45 Coffee Break

15:45 – 15:55 Mgr. Igor Rozenberg, M.B.A., VŠM  
“Ako podporiť podnikanie prostredníctvom znalostného manažmentu malých a stredných podnikov”

15:55 – 16:05 Mgr. Jozef Šimúth, PhD., Ing. Alena Hanzelková, PhD., M.B.A., VŠM, Mendelova univerzita v Brně  
“Education of SME Owners/Managers in Strategic Thinking”

16:05 – 16:15 Mgr. Jozef Šimúth, PhD., VŠM  
“Vzdelávanie k podnikateľstvu. Ovplyvňuje kognitívny štýl voľbu kariéry?”

16:15 – 16:25 doc. Ing. Mária Tajtáková, PhD., VŠM  
“Emergence of New Entrepreneurial Platforms for Artists in the Cyberspace of Knowledge Era”

16:25 – 16:35 Ing. Andrea Zacharová, M.B.A., VŠM  
“Investície do výskumu a vývoja v malých a stredných podnikoch”

16:35 – 17:00 Conclusion /Záver

## CONFERENCE OBJECTIVE

The purpose of the conference is to focus academic discussion on various aspects of small and medium entrepreneurship and possibilities of its support. Small and medium-sized businesses form a significant and relatively stable contribution to the gross domestic product in developed economies as well as in Slovakia. The conference will be focusing on the analysis of financing aspects and also on the main managerial and marketing issues faced by small and medium-sized businesses as well as start-up, family, and non-profit organizations. The conference's ambition is to promote interdisciplinary exchange of ideas and to provide a platform for discussing knowledge management and education as means to stimulate innovations in small and medium-sized businesses. We invite academicians as well as practitioners from all related areas to participate in this upcoming scientific event.

## INTERNATIONAL RESEARCH COMMITTEE

### Chairman:

prof. MUDr. Branislav Lichardus, DrSc., Dr.h.c.  
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Director, Competence Center for Central and Eastern Europe,  
Vienna University of Economics and Business

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Director, Economic Institute of the Slovak Academy of Science

Assoc. Prof. Dr. Michael W. Pitts  
Virginia Commonwealth University, School of Business

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Vysoká škola finanční a správní, Praha

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School of Management

Ing. Ján Rebro, PhD., M.B.A.  
Chairman of the Board of Directors, School of Management

Ing. Jaroslav Jambor, PhD.  
School of Management

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Ing. Andrej Piovarčí, PhD.

### Members:

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Assoc. Prof. PhDr. Monika Šestáková, DrSc.  
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Ing. Daniela Maťovčíková, PhD.  
Alena Bušíková, M.B.A., PhD.  
PhDr. Erik Kubička, M.B.A.  
Mgr. Branislav Zlocha  
Martina Bernhauerová

### DATE and PLACE

**April 23, 2014**

Vysoká škola manažmentu/School of Management  
Panónska cesta 17, 851 04 Bratislava, Slovakia  
1st floor, room No. 113, 112

### CONTACT

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# VYSOKÁ ŠKOLA MANAŽMENTU

v Trenčíne

cordially invites you to  
the 6th International Research Conference

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

Theme of the Conference in 2014:

**“Fostering Entrepreneurship: Small and Medium-  
Sized Businesses as Pillars of Economic Growth”**

**„Ako podporiť podnikanie: Malé a stredné podniky  
ako piliere ekonomického rastu“**

**Bratislava  
April 23, 2014**