

## Conference Program

### May 19, 2016 Thursday

- 08:00 - 09:30 Registration of Participants - *Congress Room of A. Bernolák*  
09:30 - 09:50 Opening of the Conference  
09:50 - 11:00 Plenary Session  
11:00 - 11:15 Networking break  
11:15 - 12:15 Plenary Session  
12:30 - 14:00 Lunch break - *Dormitory AB*  
14:00 - 15:30 Conference Sessions - *Faculty of Economics and Management Rooms*  
15:30 - 15:40 Networking break  
15:40 - 16:30 Conference Sessions  
18:30 - 24:00 *Social Evening*

### May 20, 2016 Friday

- 09:00 - 10:00 Conference Sessions - *Faculty of Economics and Management Rooms*  
10:00 - 10:15 Networking break  
10:15 - 12:15 Conference Sessions and closing of the conference  
12:30 - 14:00 Lunch Break - *Dormitory AB*

### Conference events: May 20, 2016 Friday

- 10:00 Visit of Research Centre "AgroBioTech"  
14:00 Walking tour around city Nitra  
08:00 Excursions Sheep farm Zbojská, spa city of Piešťany

## Program konferencie

### 19. máj 2016 štvrtok

- 08:00 - 09:30 Registrácia účastníkov - *kongresová sála A. Bernoláka*  
09:30 - 09:50 Otvorenie konferencie  
09:50 - 11:00 Plenárne zasadnutie  
11:00 - 11:15 Prestávka  
11:15 - 12:15 Plenárne zasadnutie  
12:30 - 14:00 Obed - *jedáleň A. Bernoláka*  
14:00 - 15:30 Rokovanie v sekciách - *Miestnosti Fakulty ekonomiky a manažmentu*  
15:30 - 15:40 Prestávka  
15:40 - 16:30 Rokovanie v sekciách  
18:30 - 24:00 *Spoločenský večer*

### 20. máj 2016 piatok

- 09:00 - 10:00 Rokovanie v sekciách - *Miestnosti Fakulty ekonomiky a manažmentu*  
10:00 - 10:15 Prestávka  
10:15 - 12:15 Rokovanie v sekciách a záver konferencie  
12:30 - 14:00 Obed - *jedáleň A. Bernoláka*

### Sprievodné podujatia konferencie: 20. máj 2016 piatok

- 10:00 návšteva Agrobiotechnu  
14:00 exkurzia mesta Nitra  
08:00 exkurzie Salaš Zbojská, mesto Piešťany

# Thursday, May 19, 2016

## *Plenary Session*

*Congress room - A. Bernolák*

**09:30 - 09:50 Welcome speech**

*Peter Bielik* - Rector of the Slovak University of Agriculture  
in Nitra

*Elena Horská* - Dean of the Faculty of Economics and Management,  
Slovak University of Agriculture in Nitra

**09:50 - 10:10 The priorities of the Slovak Presidency for Agricultural Policy**

*Matej Hudec*, Head of Unit Agriculture and Fisheries  
Permanent Representant of the Slovak Republic to the EU

**10:10 - 10:30 EU Agriculture: New challenges both home and away**

*Petr Blížkovský*, General Secretariat of the Council of the European  
Union, Brussels, Belgium

**10:30 - 10:50 Agricultural Cooperatives in the Value Chain in Eurasia**

*David Sedik*, FAO representative

**11:00 - 11:15 Networking break**

**11:15 - 11:35 Natural Resources - Global Trade - CRS**

*Bayu Krisnamurthi*, Chief Executive Indonesia Estate Corp Fund for  
Palmoil, Chairman of Indonesian Society of Agricultural Economists

**11:35 - 11:55 Role of the University in Modern Society: Partnership with Industries  
and Connections with Citizens**

*John Russin*, Vice-Chancellor for Strategic Initiatives Louisiana State  
University, USA

**11:55 - 12:15 Local Food Businesses and Community Economic Development**

*John Westra*, AgCenter Louisiana State University, USA

# Štvrtok, 19. máj 2016

## **Plenárne zasadnutie**

*Kongresová miestnosť - Internát A. Bernoláka*

### **09:30 - 09:50 Otvorenie konferencie**

*Peter Bielik* - rektor Slovenskej poľnohospodárskej univerzity  
v Nitre

*Elena Horská* - dekanka Fakulty ekonomiky a manažmentu,  
Slovenská poľnohospodárska univerzita v Nitre

### **09:50 - 10:10 Priority slovenského predsedníctva pre poľnohospodársku politiku**

*Matej Hudec*, Vedúci poľnohospodárskeho úseku, Stále zastúpenie SR  
pri EÚ

### **10:10 - 10:30 Poľnohospodárstvo EÚ: Nové výzvy doma a v zahraničí**

*Petr Blížkovský*, Generálny sekretariát Rady Európskej únie, Brusel,  
Belgicko

### **10:30 - 10:50 Úlohy poľnohospodárskych družstiev v potravinovom reťazci v Euroázii**

*David Sedik*, zástupca FAO

### **11:00 - 11:15 Prestávka**

### **11:15 - 11:35 Prírodné zdroje - Globálny obchod - Spoločenská zodpovednosť podnikov**

*Bayu Krisnamurthi*, výkonný riaditeľ Indonesia Estate Corp Fund for  
Palmoil, predseda Indonézskeho združenia poľnohospodárskych  
ekonómov

### **11:35 - 11:55 Úloha univerzity v modernej spoločnosti: Spolupráca s priemyslom a spájanie s občanmi**

*John Russin*, Louisiana State University, USA

### **11:55 - 12:15 Podnikanie s miestnymi potravinami a hospodársky rozvoj spoločnosti**

*John Westra*, AgCenter Louisiana State University, USA

## **Thursday, May 19, 2016**

14:00 - 16:30 Conference Sessions

18:30 - 24:00 *Social Evening*

## **Friday, May 20, 2016**

09:00 - 12:15 Conference Sessions

### ***Session 1***

**Food Security, Trade and Agricultural Policy**

*Meeting room at Department of Management (2<sup>nd</sup> floor)*

### ***Session 2***

**Bioeconomy, Resource Management and Sustainable Development**

*Room AS 32 (3<sup>rd</sup> floor)*

### ***Session 3***

**The Agri-Food Value Chain Analysis: Economics, Management and Logistics**

*Meeting room at Department of Management (2<sup>nd</sup> floor)*

### ***Session 4***

**Entrepreneurship and Corporate Social Responsibility**

*Room AS 24 (2<sup>nd</sup> floor)*

### ***Session 5***

**Finance and Current Issues**

*Room AS 23 (2<sup>nd</sup> floor)*

### ***Session 6***

**Accounting and Information Systems**

*Room AS 23 (2<sup>nd</sup> floor)*

### ***Session 7***

**New Dimensions in Rural Development and Sustainable Agriculture - in cooperation with the Slovak Sociological Society's Section on Rural and Agricultural Sociology**

*Room AS 12 (1<sup>st</sup> floor)*

### ***Session 8***

**Agricultural University Education, Quality Assurance and Humanity Studies  
- organized session by the PACAgro tempus project**

*Room AS 31 (3<sup>rd</sup> floor)*

### ***Session 9***

**Information and Communication Technologies - Network and Information  
Technologies**

*Room S (ground floor)*

### ***Session 10***

**Food Marketing and Consumer Studies - organized session within FOODCOST  
international workshop „Bridging traditions with novelties“**

*Room AS 36 (3<sup>rd</sup> floor)*

### ***Session 11***

**Market Research, New Technologies and Interdisciplinary Approaches - organized  
session within FOODCOST international workshop „Bridging traditions with novelties“**

*Room AS 36 (3<sup>rd</sup> floor)*

### ***Session 12***

**Agricultural Markets and Institutions - Organised Session by the Association  
of Agricultural Economists in Slovakia - AAES**

*Room AS 11 (1<sup>st</sup> floor)*

### ***Session 13***

**Doctoral Session "Young science" - JCI**

*Room AS 21 (2<sup>nd</sup> floor)*

### ***Session 14***

**The efficiency of agriculture in context of sustainable development, social  
and environmental system of management - The society of agricultural experts  
at SUA in Nitra - SAE**

*Room AS 33 (3<sup>rd</sup> floor)*

## Štvrtok, 19. máj, 2016

14:00 - 16:30 Rokovanie v sekciách

18:30 - 24:00 *Spoločenský večer*

## Piatok, 20. máj, 2016

09:00 - 12:15 Rokovanie v sekciách

### *Sekcia 1*

Bezpečnosť potravín, obchod a poľnohospodárska politika

*Zasadačka Katedry manažmentu (2. poschodie)*

### *Sekcia 2*

Bioekonomika, manažment zdrojov a udržateľný rozvoj

*Miestnosť AS 32 (3. poschodie)*

### *Sekcia 3*

Analýza hodnotového reťazca potravinárstva: Ekonomika, manažment a logistika

*Zasadačka Katedry manažmentu (2. poschodie)*

### *Sekcia 4*

Podnikanie a spoločenská zodpovednosť podnikov

*Miestnosť AS 24 (2. poschodie)*

### *Sekcia 5*

Financie a aktuálne problémy

*Miestnosť AS 23 (2. poschodie)*

### *Sekcia 6*

Účtovníctvo a informačné systémy

*Miestnosť AS 23 (2. poschodie)*

### *Sekcia 7*

Nové prístupy rurálneho rozvoja a udržateľné poľnohospodárstvo - v spolupráci so Sekciou sociológie vidieka a poľnohospodárstva Slovenskej sociologickej spoločnosti pri SAV

*Miestnosť AS 12 (1. poschodie)*

## **Sekcia 8**

Vzdelávanie na poľnohospodárskej univerzite, zabezpečenie kvality a humanitné vedy - sekcia organizovaná v rámci projektu PACAgro

*Miestnosť AS 31 (3. poschodie)*

## **Sekcia 9**

Informačné a komunikačné technológie - Siet'ové a informačné technológie

*Miestnosť S (prízemie FEM)*

## **Sekcia 10**

Marketing potravín a spotrebiteľské správanie - sekcia organizovaná v rámci medzinárodného workshopu Potravinové vedy a spotrebiteľské štúdie: Spájanie tradícií s inováciami

*Miestnosť AS 36 (3. poschodie)*

## **Sekcia 11**

Prieskum trhu, nové technológie a interdisciplinárne prístupy - sekcia organizovaná v rámci medzinárodného workshopu Potravinové vedy a spotrebiteľské štúdie: Spájanie tradícií s inováciami

*Miestnosť AS 36 (3. poschodie)*

## **Sekcia 12**

Poľnohospodárske trhy a inštitúcie - Sekcia organizovaná Asociáciou poľnohospodárskych ekonómov na Slovensku - APES

*Miestnosť AS 11 (1. poschodie)*

## **Sekcia 13**

Sekcia doktorandov "Mladá veda" - JCI

*Miestnosť AS 21 (2. poschodie)*

## **Sekcia 14**

Efektívnosť poľnohospodárstva v súradniciach udržateľného rozvoja a sociálneho a ekologického systému hospodárenia - Klub poľnohospodárskych odborníkov pri SPU

*Miestnosť AS 33 (3. poschodie)*

# **1** Food Security, Trade and Agricultural Policy Bezpečnosť potravín, obchod a poľnohospodárska politika

# **3** The Agri-Food Value Chain Analysis: Economics, Management and Logistics Analýza hodnotového reťazca potravinárstva: Ekonomika, manažment a logistika

*Meeting room at Department of Management (2<sup>nd</sup> floor) / Zasedačka Katedry manažmentu (2. poschodie)*

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*Track chairs: Mária Kadlečíková, Ľuboš Smutka, Jakub Piecuch*

## **Speakers/rečníci:**

**Thursday/Štvrtok 14:00 - 14:10**

**Nikola Trendov, Kehinde Olagunju, Mile Pesevski**

Are agricultural subsidies causing more harm than good? Evidence from agricultural sector of the Republic of Macedonia

**Thursday/Štvrtok 14:10 - 14:20**

**Ľuboš Smutka, Patrik Rovný, Mária Hambáľková**

Foreign trade with agricultural products in the Slovak Republic

**Thursday/Štvrtok 14:20 - 14:30**

**Gulnur Yegizbayeva**

Cooperation of small farms in agriculture complex of the Republic of Kazakhstan

**Thursday/Štvrtok 14:30 - 14:40**

**Mária Urbánová**

The impact of Slovak entry into the EU on the selected indicators of wheat production in production areas

**Thursday/Štvrtok 14:50 - 15:00**

**Silvia Jacková, Mária Kadlečíková, Jozef Košuda, Zuzana Juríčková**

The state of rural women and their role at the achievement of food safety

**Thursday/Štvrtok 15:00 - 15:10**

**Davit Babayan, Maria Kadlečíková**

Principal-agent model in agricultural based projects in the Republic of Armenia (the problem statement)

**Thursday/Štvrtok 15:10 - 15:20**

**Zuzana Kapsdorferová, Olga Sviridova**

Impact of sanctions on agricultural policy in European Union and Russia

**Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia**



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***Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka***

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***Thursday/Štvrtok 15:40 - 15:50***

**Mária Šajbidorová, Zuzana Lušňáková, Mária Dobišová**

Management of human resources in agricultural sector enterprises

***Thursday/Štvrtok 15:50 - 16:00***

**Małgorzata Pink, Joanna Ligenzowska**

The problems of winemaking in Poland: a case study of winemakers on the Małopolska Wine Route

***Thursday/Štvrtok 16:00 - 16:10***

**Jakub Piecuch, Michal Niewiadomski**

The process of structural changes in Iberian Peninsula agriculture

***Thursday/Štvrtok 16:10 - 16:20***

**Daniela Hupková**

Estimating interaction between income and expenditures for food and non-alcoholic beverages in Slovakia

***Thursday/Štvrtok 16:20 - 16:30***

**Jana Ladvenicová, Silvia Miklovičová**

Application of net present value by the land purchase

***Thursday/Štvrtok 16:30 - 16:40***

**Iveta Zentková, Elena Hošková**

The influence of the decrease of value added tax

***Thursday/Štvrtok 16:40 - 16:50***

**Mária Dobišová, Zuzana Lušňáková, Mária Šajbidorová**

K vybraným otázkam v podnikaní malých a stredných podnikov v SR

***Thursday/Štvrtok 16:50 - 17:00 - Discussion and closing of the conference /Diskusia a záver konferencie***

# 2 Bioeconomy, Resource Management and Sustainable Development

## Bioekonomika, manažment zdrojov a udržateľný rozvoj

Room AS 32 (3<sup>rd</sup> floor) Miestnosť AS 32 (3. poschodie)

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Track chairs: György Katalin, Natália Turčeková, Zuzana Lajdová

### Speakers/rečníci:

**Thursday/Štvrtok 14:00 - 14:10**

Zuzana Bajusová, Lucia Svoradová, Dušan Dobák, Peter Bajus

Evaluation of the impact of labour costs development on grapevine production in the Slovak Republic through algorithms

**Thursday/Štvrtok 14:10 - 14:20**

Jaroslav Kapusta, Zuzana Lajdová

Price linkages between biodiesel and vegetable oils

**Thursday/Štvrtok 14:20 - 14:30**

Róbert Magda

Future possible uses of renewable energy in the V4 countries

**Thursday/Štvrtok 14:30 - 14:40**

Rishat Anatoljvich Migunov

The sustainability of economic growth in agriculture of Russia as a result of incompleteness of institutional changes

**Thursday/Štvrtok 14:40 - 14:50**

Monika Michaličková, Zuzana Krupová, Emil Krupa, Ludmila Zavadilová

Economic weights as a tool for sustainable livestock farming

**Thursday/Štvrtok 14:50 - 15:00**

Jozef Palkovič, Martina Fusková

Food security in the European countries

**Thursday/Štvrtok 15:00 - 15:10**

Khabibullo Pirmatov, Alim Pulatov, Elena Horská

Comparative analysis of conventional and conservation agriculture

**Thursday/Štvrtok 15:10 - 15:20**

Kubilay Ucar, Sait Engindeniz

Economic aspects of fresh apricot production in Turkey

**Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia**

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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**Thursday/Štvrtok 15:40 - 15:50**

N. I. Dunchenko, S. V. Denisov

Butter safety in terms of traceability

**Thursday/Štvrtok 15:50 - 16:00**

**Roman Récky, Jarmila Horváthová**

Selected problems of sugar beet growing in Slovakia

**Thursday/Štvrtok 16:00 - 16:10**

**Nadezhda Akkanina, Maria Romanyuk**

*Bio-based economy - economy of a new technological order*

**Thursday/Štvrtok 16:10 - 16:20**

**Izabela Adamičková, Renáta Benda Prokeiová**

Ekonomika ovocinárstva v kontexte udržateľnosti poľnohospodárstva

**Thursday/Štvrtok 16:20 - 16:30**

**Viktor Porhajaš, Ľubomír Gurčík, Izabela Adamičková**

Ekonomické zhodnotenie vybraných druhov liečivých rastlín

**Thursday/Štvrtok 16:30 - 16:40 - Discussion and closing of the conference /Diskusia a záver konferencie**

# 4

## Entrepreneurship and Corporate Social Responsibility

### Podnikanie a spoločenská zodpovednosť podnikov

Room AS 24 (2<sup>nd</sup> floor) / Miestnosť AS 24 (2. poschodie)

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Track chairs: Ajay Kumar Singh, Iveta Ubrežiová

#### Speakers/rečníci:

**Thursday/Štvrtok 14:00 - 14:10**

Anna Cierniak-Emerych, Szymon Dziuba, Kamil Zięba

Social responsibility of manufacturers of crystal glass in the context of ensuring food safety. Case study

**Thursday/Štvrtok 14:10 - 14:20**

N.Y. Podolchak, G.R. Kovalchuk, Y.O. Blynda

Evaluation management conflicts as an economic security approach

**Thursday/Štvrtok 14:20 - 14:30**

Oksana Perkhach, Oksana Khymych

Improvement of regulation system and strategic planning of investment operations at meso level

**Thursday/Štvrtok 14:30 - 14:40**

Milan Džupina, Zuzana Džupinová

Peculiarities of corporate social responsibility in veterinary pharmacy

**Thursday/Štvrtok 14:40 - 14:50**

Erika Sujová, Helena Čierna

Parallels between corporate social responsibility and safety culture

**Thursday/Štvrtok 14:50 - 15:00**

Iveta Ubrežiová, Kamila Moravčíková, Jana Kozáková

Corporate social responsibility as an aspect of business ethics in selected Slovak companies

**Thursday/Štvrtok 15:00 - 15:10**

Helena Čierna, Erika Sujová, Miroslava Ťavodová

Application of the Kaizen philosophy - a road to a learner business

**Thursday/Štvrtok 15:10 - 15:20**

Jana Kozáková, Mária Urbánová

Vybrané ukazovatele poľnohospodárskej produkcie na Slovensku za oblasti NUTS II

**Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia**

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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**Thursday/Štvrtok 15:40 - 16:00 - Discussion and closing of the conference /Diskusia a záver konferencie**

# 5 Finance and Current Issues

Financie a aktuálne problémy

# 6 Accounting and Information Systems

Účtovníctvo a informačné systémy

*Room AS 23 (2<sup>nd</sup> floor) / Miestnosť AS 23 (2. poschodie)*

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*Track chairs: Miroslav Plevný, Jonas Caplikas, Renáta Krajčírová, Olena Oliynyk*

## Speakers/rečníci:

**Thursday/Štvrtok 14:00 - 14:10**

Ľubomír Gurčík, Ľudmila Dobošová, Martin Richter, Ľubica Kubicová, Dušan Dobák  
Controlling as a management system of milk production and consumption in Slovakia and the Czech Republic

**Thursday/Štvrtok 14:10 - 14:20**

**Sven Hansen**

Financing large-scale wind parks through the cooperative financial sector

**Thursday/Štvrtok 14:20 - 14:30**

**Astrida Miceikienė, Laura Girdžiūtė**

Farmers' economic viability assessment in the context of taxation and support

**Thursday/Štvrtok 14:30 - 14:40**

**Olena Oliynyk**

Financial system and agricultural growth in Ukraine

**Thursday/Štvrtok 14:40 - 14:50**

**Peter Serenčėš, Zuzana Čierna, Andrea Piterková**

The development of value added and net income of farms in Slovakia

**Thursday/Štvrtok 14:50 - 15:00**

**Monika Szafrńska, Renata Matysik-Pejas**

The role of cooperative banks in increasing the banking penetration ratio of rural areas in Poland

**Thursday/Štvrtok 15:00 - 15:10**

**Jozef Bojňanský, Marián Tóth**

Dopad existencie družstevných podielnických listov na štruktúru finančných zdrojov poľnohospodárskych družstiev na Slovensku

**Thursday/Štvrtok 15:10 - 15:20**

**Marián Kočner, Ingrid Šabíková, Igor Turuk**

Vplyv regulácie finančného trhu na rozhodovanie sa ekonomických subjektov

**Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia**

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***Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka***

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***Thursday/Štvrtok 15:40 - 15:50***

**Renáta Krajčírová, Alexandra Ferenczi Vaňová**

Some amended provisions of the Slovak income tax act

***Thursday/Štvrtok 15:50 - 16:00***

**Anna Látečková, Zuzana Bigasová, Linas Stabingis**

Accounting information systems in business management

***Thursday/Štvrtok 16:00 - 16:10***

**Iris Šimíková**

Cash accounting information system before and after the amendment to the Act on Accounting as of 2016

***Thursday/Štvrtok 16:10 - 16:20***

**Emília Škorecová, Petra Ďurkáčová**

Environmentally oriented accounting and issues of ensuring software

***Thursday/Štvrtok 16:20 - 16:30***

**Ivana Váryová, Iveta Košovská**

Transfer pricing of transactions between related parties in the Slovak Republic

***Thursday/Štvrtok 16:30 - 16:40***

**Linas Stabingis, Anna Látečková**

Quality assessment of accounting information systems used by small enterprises in Lithuania

***Thursday/Štvrtok 16:40 - 16:50 - Discussion and closing of the conference /Diskusia a záver konferencie***

# 7

## **New Dimensions in Rural Development and Sustainable Agriculture**

**- in cooperation with the Slovak Sociological Society´s Section on Rural and Agricultural Sociology**

**Nové prístupy rurálneho rozvoja a udržateľné poľnohospodárstvo**

**- v spolupráci so Sekciou sociológie vidieka a poľnohospodárstva**

**Slovenskej sociologickej spoločnosti pri SAV**

*Room AS 12 (1<sup>st</sup> floor) / Miestnosť AS 12 (1. poschodie)*

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*Track chairs: Jonas Caplikas, Henrietta Nagy, Danka Moravčíková*

### **Speakers/rečníci:**

**Thursday/Štvrtok 14:00 - 14:10**

**Amelita Kata Gódor, József Káposzta**

Interrelations of the space usage in the regional development

**Thursday/Štvrtok 14:10 - 14:20**

**Zuzana Juríčková, Mária Kadlečíková, Jozef Košuda, Silvia Jacková, Davit Babayan**

The new trends of management in the agricultural enterprises

**Thursday/Štvrtok 14:20 - 14:30**

**Zofia Koloszko-Chomentowska**

Managing sustainable development of agriculture - case of Poland

**Thursday/Štvrtok 14:30 - 14:40**

**Ondřej Konečný, Kateřina Hajná, Ivo Zdráhal**

A few notes on the study of short food supply chains on the example of farm boxes in the Czech Republic

**Thursday/Štvrtok 14:40 - 14:50**

**Jozef Košuda, József Kania, Zuzana Kapsdorferová, Mária Kadlečíková, Davit Babayan**

The state of the agricultural extension in the V4 states and its future development dimensions

**Thursday/Štvrtok 14:50 - 15:00**

**Henrietta Nagy, Adrienn Nagy, József Káposzta**

The role of tourism types in the context of rural development in Hungary

**Thursday/Štvrtok 15:00 - 15:10**

**Bulcsú Remenyik, Abdullayev Abalfaz, Laszló Guth, Lajos Szabó**

The role of trade marks in the field of rural tourism

**Thursday/Štvrtok 15:10 - 15:30 - Discussion/Diskusia**

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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***Thursday/Štvrtok 15:40 - 15:50***

**Robert Romanowski, Marcin Lewicki**

Rural society in placemarketing - methodological aspects

***Thursday/Štvrtok 15:50 - 16:00***

**Martin Zsarnoczky**

Silver tourism

***Thursday/Štvrtok 16:00 - 16:30 - Discussion and closing of the conference /Diskusia a záver konferencie***



# 8

Agricultural University Education, Quality Assurance and Humanity  
Studies - PACAgro

Vzdelávanie na poľnohospodárskej univerzite, zabezpečenie kvality  
a humanitné vedy - PACAgro

*Room AS 31 (3<sup>rd</sup> floor) / Miestnosť AS 31 (3. poschodie)*

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*Track chairs: John Russin, Viktor Smelik, Dana Országhová, Timea Šebeň-Zat'ková*

**Speakers/rečníci:**

***Thursday/Štvrtok 14:00 - 14:10***

**Mikhail Petropavlovskiy, Olga Nefedova, Viktor Smelik**

Evaluation of the indicators of professional public accreditation of agricultural study programs

***Thursday/Štvrtok 14:10 - 14:20***

**Victor Smelik, Elena Ovchinnikova**

Partnership experience between Russian and European universities in agrarian profile educational programs quality providing

***Thursday/Štvrtok 14:20 - 14:30***

**Aleksandr Perekopskiy, Aleksandr Dobrinov, Andrei Golokhvastov**

Competence requirements of employers to graduates of agro-engineering universities (specialties)

***Thursday/Štvrtok 14:30 - 14:40***

**Jana Gálová, Iveta Ubrežiová, Andrzej Krasnodebski, Elena Horská**

Internationalization as a way of adding value and attractiveness to university education

***Thursday/Štvrtok 14:40 - 14:50***

**Ľudmila Nagyová, Elena Horská, Ingrida Košičiarová, Serhiy Moroz**

Thought leadership as an innovative way of teaching

***Thursday/Štvrtok 14:50 - 15:00***

**Jarmila Horváthová, Changhui Zhang**

Intercultural communication between Chinese and Slovak managers

***Thursday/Štvrtok 15:00 - 15:10***

**Zuzana Palková**

From multimedia to virtual worlds - innovative learning at Slovak University of Agriculture

***Thursday/Štvrtok 15:10 - 15:20***

**Dana Országhová, Dagmar Kozelová, Radomíra Hornyák Gregáňová, Helena Baraníková, Alena Vollmannová**

Mathematics study outcomes as an indicator of the quality of the university education

***Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia***

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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**Thursday/Štvrtok 15:40 - 15:50**

**Marcela Hallová, Martina Hanová**

The problem of cheating and plagiarism of students at the Faculty of Economics and Management of SUA in Nitra

**Thursday/Štvrtok 15:50 - 16:00**

**Andrea Holúbeková, Mária Fördösová, Katarína Klimentová**

Some remarks on learner autonomy in ESP classes

**Thursday/Štvrtok 16:00 - 16:10**

**Zuzana Rebičová**

E-performance observation in teaching foreign languages

**Thursday/Štvrtok 16:10 - 16:20**

**Novruz E. Kasumov**

The definition of energy intensity of living labour of the employee

**Thursday/Štvrtok 16:20 - 16:30 - Discussion/Diskusia**

**Friday/Piatok 9:00 - 9:10**

**Eva Svitačová, Elena Kováčiková**

Roles of business ethics in new global economic environment

**Friday/Piatok 9:10 - 9:20**

**Miroslav Poláček**

Komunikačné zručnosti ako konkurenčná výhoda predajcov

**Friday/Piatok 9:20 - 9:30**

**Tomáš Pechočiak, Norbert Kecskés**

Mathematics and statistics in global education

**Friday/Piatok 9:30 - 9:40**

**Vladimír Matušek, Janka Drábeková, Dana Országhová, Mária Farkašová**

Mathematical competences as a part of educational objectives in economic and technical study programs

**Friday/Piatok 9:40 - 9:50**

**Anna Mravcová**

Výchova ku globálnemu občianstvu na Slovenskej poľnohospodárskej univerzite v Nitre

**Friday/Piatok 9:50 - 10:00 Discussion/Diskusia**

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**Friday/Piatok 10:00 - 10:15 - Networking break/Prestávka**

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**Friday/Piatok 10:15 - 10:25**

**Tímea Šeben Zát'ková**

Conceptual modernization and methodological support of courses in higher education pedagogy at Slovak University of Agriculture

**Friday/Piatok 10:25 - 10:35**

**Eleonóra Černáková**

Teacher's training of vocational subjects at the Slovak University of Agriculture focusing on humanization of education

**Friday/Piatok 10:35 - 10:45**

**Viera Prídavková, Eva Matušeková**

Retrospective view on teaching the Slovak language at the Slovak University of Agriculture in Nitra

**Friday/Piatok 10:45 - 10:55**

**Ľubomíra Moravcová, Ľudmila Maďarová**

Neurodidactics and its utilization in the field of language teaching

**Friday/Piatok 10:55 - 11:05**

**Mária Fördösová, Andrea Holúbeková**

Jazyková hra a jej využívanie v masmédiách a v reklame

**Friday/Piatok 11:05 - 11:15**

**Katarína Klimentová**

Španielska odborná terminológia manažmentu ľudských zdrojov

**Friday/Piatok 11:15 - 11:25**

**Zuzana Kapsdorferová, Olga Sviridova**

Quality assurance of agricultural university education in Russia and Europe

**Friday/Piatok 11:25 - 12:15**

***Discussion and closing of the conference/Diskusia a záver konferencie***

# 9

## Information and Communication Technologies - Network and Information Technologies

### Informačné a komunikačné technológie - Siet'ové a informačné technológie

*Room S (ground floor) / Miestnosť S (prízemie FEM)*

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*Track chairs: Klára Hennyeyová, Darina Tóthová*

#### Speakers/rečníci:

**Thursday/Štvrtok 14:00 - 14:10**

**Milan Šujanský**

Projekt „Slovenská infraštruktúra pre vysokovýkonné počítanie“ a paralelné výpočty

**Thursday/Štvrtok 14:10 - 14:20**

**Pavel Beňo**

University network with security aspects and redundancy to ISP

**Thursday/Štvrtok 14:20 - 14:30**

**Peter Buček, Renata Janošcová**

Metódy správy IT pre účinné využívanie informačných technológií v organizáciách

**Thursday/Štvrtok 14:30 - 14:40**

**Eva Oláhová**

Management of IT environment end users and the impact of new technological solutions

**Thursday/Štvrtok 14:40 - 14:50**

**Veronika Achimská, Katarína Kramárová**

Information as a base of information and communication technologies

**Thursday/Štvrtok 14:50 - 15:00**

**Barbara Kiełbasa**

Overcoming barriers to efficient farm management: the role of knowledge and information management in the rural advisory sector

**Thursday/Štvrtok 15:00 - 15:10**

**Ľuboš Határ**

3D tlačiarne RepRap

**Thursday/Štvrtok 15:10 - 15:20**

**Ľubica Jedličková, Rastislav Mucha**

Digitalizácia a digitálne knižnice - udržiavaná neudržateľnosť? (Pohľad akademickej knižnice)

**Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia**

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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**Thursday/Štvrtok 15:40 - 15:50**  
Klára Hennyeyová, Galina Gerhátová  
Bezpečnostné aspekty spracovania informácií

**Thursday/Štvrtok 15:50 - 16:00**  
Peter Schmidt, Edit Rubóczki  
Implementácia cloudových služieb v podnikovom prostredí z hľadiska bezpečnosti

**Thursday/Štvrtok 16:00 - 16:10**  
Mária Szivósová  
Influence mobile devices to the educational process

**Thursday/Štvrtok 16:10 - 16:20**  
Peter Schmidt  
Využitie e-learningu v dištančnom vzdelávaní

**Thursday/Štvrtok 16:20 - 16:30 - Discussion/Diskusia**

**Friday/Piatok 9:00 - 9:10**  
Anna Ondrejková  
Hodnotenie digitálnej pripravenosti krajín EÚ a postavenie Slovenska

**Friday/Piatok 9:10 - 9:20**  
Dagmar Hillová, Viera Šajbidorová  
Interaktívne vzdelávanie v rámci programu záhradná a krajinná architektúra

**Friday/Piatok 9:20 - 9:30**  
Darina Tóthová, Ľubica Šemeláková, Marián Host'ovecký  
Výučba podpory vzdelávacieho procesu pomocou LMS Moodle

**Friday/Piatok 9:30 - 9:40**  
Radoslav Suchár, Soňa Feiková, Daniel Gurín  
Elektronické testovanie študentov a jeho prepojenie na akademický informačný systém

**Friday/Piatok 9:40 - 9:50**  
Elena Pivarčiová, Pavol Božek, Vladimír Popelka  
Možnosti zvyšovania prevádzkovej spoľahlivosti robotizovaných systémov

**Friday/Piatok 9:50 - 10:00**  
Edita Šilerová  
Informační a komunikační technologie pro řízení farem

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**Friday/Piatok 10:00 - 10:15 - Networking break/Prestávka**

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**Friday/Piatok 10:15 - 10:30**  
*Discussion and closing of the conference/Diskusia a záver konferencie*

International workshop „Bridging traditions with novelties” organized within FOODCOST

**10** Food Marketing and Consumer Studies - FOODCOST  
Marketing potravín a spotrebiteľské správanie - FOODCOST

**11** Market Research, New Technologies and Interdisciplinary Approaches - organized session within FOODCOST international workshop „Bridging traditions with novelties“

Prieskum trhu, nové technológie a interdisciplinárne prístupy  
- sekcia organizovaná v rámci medzinárodného workshopu  
Potravínové vedy a spotrebiteľské štúdie: Spájanie tradícií  
s inováciami

*Room AS 36 (3<sup>rd</sup> floor) / Miestnosť AS 36 (3. poschodie)*

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*Track chairs: Hotniar Siringoringo, Savino Santovito, Ludmila Nagyová*

**Speakers/rečníci:**

**Thursday/Štvrtok 14:00 - 14:10**

**Guziy Snezhanna**

The market of milk and dairy products in Russia: peculiarities, tendencies and prospects of development

**Thursday/Štvrtok 14:10 - 14:20**

**Leanne Loijens**

Neuromarketing tools and methods to gather insights in consumer behavior

**Thursday/Štvrtok 14:20 - 14:30**

**Alexander Frech**

(R)evolution

**Thursday/Štvrtok 14:30 - 14:40**

**Nora Vezekenyi**

Gaining unique insights into human behavior - Introduction to eye tracking and its added value in marketing research

**Thursday/Štvrtok 14:40 - 14:50**

**Savino Santovito, Raffaele Silvestri, Emilia Lamonaca, Francesco Contò**

Producer's organization and digital technologies for farms' competitiveness

**Thursday/Štvrtok 14:50 - 15:00**

**Barbara Borusiak**

In-store consumer behavior - the area of neuromarketing research

**Thursday/Štvrtok 15:00 - 15:10**

**Renata Matysik-Pejas, Monika Szafránska, Andrzej Krasnodębski**

Prosumer attitudes as a new component of consumer behaviour on the food market

**Thursday/Štvrtok 15:10 - 15:20**

**Tereza Slováčková, Martin Souček**

The influence of product placement in Czech movies and TV shows among generation Y

**Thursday/Štvrtok 15:20 - 15:30**

**Jan Tlučoř, Petr Janeček, Martina Rymusová**

Qualitative evaluation of chosen online and offline communication means towards visitors of a selected city

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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**Thursday/Štvrtok 15:40 - 15:50**

**Johana Paluchová, Jakub Berčík, Katarína Neomániová**

The atmosphere and its impact on consumer behaviour in food stores

**Thursday/Štvrtok 15:50 - 16:00**

**Ľubica Kubicová, Zdenka Kádeková**

Development and level of consumption of chosen foods in Slovakia and Austria

**Thursday/Štvrtok 16:00 - 16:10**

**Miroslava Trembošová, Alena Dubcová, Hilda Kramáreková**

Consumers shopping behaviour in the Nitra city

**Thursday/Štvrtok 16:10 - 16:20**

**Ľudmila Nagyová, Jakub Berčík, Elena Horská**

Trends in utilization of selected technologies in grocery stores

**Thursday/Štvrtok 16:20 - 16:30**

**Jakub Berčík, Johana Paluchová, Elena Horská**

Time factor as one of the aspect that influences shopping in the food stores

**Thursday/Štvrtok 16:30 - 16:40**

**Nadezhda Akkanina**

The consumers behavior in economy of a new technological order

**Thursday/Štvrtok 16:40 - 16:50**

**Barbara Borusiak, Bartłomiej Pieranski, Marcin Lewicki, Robert Romanowski**

Rural society in placemarketing - methodological aspects

***Presentation of external experts from the field of using neuromarketing, aroma marketing and augmented reality***

**Thursday/Štvrtok 16:50 - 17:00 - Discussion and closing of the conference /Diskusia a záver konferencie**

# 12

**Agricultural Markets and Institutions - Organised Session by the  
Association of Agricultural Economists in Slovakia - AAES**

**Pol'nohospodárske trhy a inštitúcie - Sekcia organizovaná Asociáciou  
poľnohospodárskych ekonómov na Slovensku - APES**

*Room AS 11 (1<sup>st</sup> floor)/Miestnosť AS 11 (1. poschodie)*

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*Track chairs: Ján Pokrivčák, Ľubica Bartová, Peter Fandel, Miroslava Rajčaniová*

**Speakers/rečníci:**

***Thursday/Štvrtok 14:00 - 14:10***

**Ján Pokrivčák, Tomáš Záhorský**

Economic growth and its determinants across CEE countries

***Thursday/Štvrtok 14:10 - 14:20***

**Jaroslava Hurňáková, Ľubica Bartová, Peter Fandel**

Efficiency and productivity of the Slovak agricultural investment support beneficiaries

***Thursday/Štvrtok 14:20 - 14:30***

**Tomáš Mišečka, Ján Pokrivčák, Pavel Ciaian**

Impact of attention driven investments on agricultural commodity prices

***Thursday/Štvrtok 14:30 - 14:40***

**Drahoslav Lančarič, Michael Hürter, Ján Pokrivčák**

Leadership models in European retail industry

***Thursday/Štvrtok 14:40 - 14:50***

**Radovan Savov, Drahoslav Lančarič, Ľubomír Paška, Tomáš Rábek**

Selected aspects of talent management in companies in Slovakia

***Thursday/Štvrtok 14:50 - 15:00***

**Tomáš Záhorský, Ján Pokrivčák**

Determinants of efficiency in agriculture in CEE countries

***Thursday/Štvrtok 15:00 - 15:10***

**Marián Tóth, Ivan Holúbek, Roman Serenčes**

Applying Markowitz portfolio theory to measure the systematic risk in agriculture

***Thursday/Štvrtok 15:10 - 15:20***

**Miroslav Záhradník, Ján Pokrivčák**

Decision support tool for replacement heifer management: A strategy comparison

***Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia***

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***Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka***

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**Thursday/Štvrtok 15:40 - 17:00**

**General Assembly of the AAES/Valné zhromaždenie APES**

**Friday/Piatok 9:00 - 9:10**

**Miroslav Záhradník, Ján Pokrivčák**

Using decision support tool for dairy farm management to assess the economic impact of various feeding scenarios

**Friday/Piatok 9:10 - 9:20**

**Elham Giama Elbogghi, Abdullah Alawad, Artan Qineti**

Factors affecting the food gap and the share of self-sufficiency of selected commodities: the case of Arab countries

**Friday/Piatok 9:20 - 9:30**

**Numonjon Malikov, Artan Qineti, Alim Pulatov**

Agriculture and economic development in Uzbekistan

**Friday/Piatok 9:30 - 9:40**

**Artan Qineti, Kushtrim Braha, Andrej Cupak, Ján Pokrivčák, Miroslava Rajčániová**

Demand for food diversity in the case of Kosovo

**Friday/Piatok 9:40 - 9:50**

**Gohar Badalyan, Thomas Herzfeld, Miroslava Rajcaniova**

Infrastructure, institutions, and economic productivity in transition countries

**Friday/Piatok 9:40 - 10:00**

**Discussion and closing of the conference AAES session/Diskusia a záver sekcie APES**

# 13

Doctoral Session "Young science" - JCI

Sekcia doktorandov "Mladá veda" - JCI



Room AS 21 (2<sup>nd</sup> floor) / Miestnosť AS 21 (2. poschodie)

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Track chairs: Zuzana Kapsdorferová, Marcela Hallová, Marián Meško

Speakers/rečníci:

**Thursday/Štvrtok 14:00 - 14:10**

Ilona Gerencsér

Good practice examples of a small settlement

**Thursday/Štvrtok 14:10 - 14:20**

Bohuš Kollár, Zlata Sojková

Research of the impact of agricultural policies on the efficiency of farms

**Thursday/Štvrtok 14:20 - 14:30**

Andrea Kubelaková, Ingrida Košičiarová

Organic food and its position in retail stores in Slovak Republic

**Thursday/Štvrtok 14:30 - 14:40**

Tatiana Svetlanská, Natália Turčeková

Land use optimization with respect to alternative costs of crop production choices - Case of Slovakia

**Thursday/Štvrtok 14:40 - 14:50**

András Szeberényi

Environmental good practice to life by the help of renewable energy through the example of some settlements

**Thursday/Štvrtok 14:50 - 15:00**

Dana Hodinková

Applied pro-social behaviour of companies - social marketing

**Thursday/Štvrtok 15:00 - 15:10**

Jana Rybanská, Ľudmila Nagyová, Ingrida Košičiarová

The use of HRV analysis in the marketing research

**Thursday/Štvrtok 15:10 - 15:20**

Peter Šimončič

Marketing novelties in promoting traditional meals

**Thursday/Štvrtok 15:20 - 15:30 - Discussion/Diskusia**

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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**Thursday/Štvrtok 15:40 - 15:50**

**Shougang Zhang**

A study of negotiation mechanism based on science of momentum

**Thursday/Štvrtok 15:50 - 16:00**

**Patrik Groma**

Výdavky na reklamu a reklamného priestoru v masmédiách v analyzovaných krajinách Európskej únie a SR, pozorovanie ich dôsledkov

**Thursday/Štvrtok 16:00 - 16:10**

**Matúš Herceg, Viktor Porhajaš**

Stanovenie nákladov na vlastný kapitál v podmienkach poľnohospodárskych podnikov SR

**Thursday/Štvrtok 16:10 - 16:20**

**Petra Štefeková, Danka Moravčíková**

Inovácie v agropotravinárstve

**Thursday/Štvrtok 16:20 - 16:30 - Discussion and closing of the conference /Diskusia a záver konferencie**

# 14

The efficiency of agriculture in context of sustainable development, social and environmental system of management - The society of agricultural experts at SUA in Nitra - SAE

Efektívnosť poľnohospodárstva v súradniciach udržateľného rozvoja a sociálneho a ekologického systému hospodárenia - Klub poľnohospodárskych odborníkov pri SPU

*Room AS 33 (3<sup>rd</sup> floor) / Miestnosť AS 33 (3. poschodie)*

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*Track chairs: Peter Serenčేశ, Zuzana Čierna*

**Speakers/rečníci:**

**Thursday/Štvrtok 14:00 - 14:10**

**Magdaléna Lacko-Bartošová**

Ekologické poľnohospodárstvo v kontexte udržateľných potravinových systémov

**Thursday/Štvrtok 14:10 - 14:20**

**Igor Šarmír**

Skúsenosti s liberalizovaním medzinárodného obchodu s agropotravinárskymi komoditami ako východisko posudzovania možných prínosov a rizík TTIP

**Thursday/Štvrtok 14:20 - 14:30**

**Ján Huba**

Ekonomická udržateľnosť jednotlivých systémov chovu dojníc na Slovensku

**Thursday/Štvrtok 14:30 - 14:40**

**Roman Serenčేశ, Jozef Gálik**

Embargo RF na dovoz potravín z EÚ

**Thursday/Štvrtok 14:40 - 14:50**

**Ivan Holúbek, Peter Hric, Marián Tóth**

Podporná politika na zachovanie biodiverzity biotopov trvalých trávnych porastov v SR

**Thursday/Štvrtok 14:50 - 15:30 - Discussion/Diskusia**

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**Thursday/Štvrtok 15:30 - 15:40 - Networking break/Prestávka**

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**Thursday/Štvrtok 15:40 - 16:30 - Discussion and closing of the conference /Diskusia a záver konferencie**