

**10th International Conference on Finance and Economics
(ICFE 2026)**

CONFERENCE PROGRAM

ZLÍN, CZECH REPUBLIC

SEPTEMBER 8-9, 2026

(HYBRID: in-person and online paper presentation)

Hosted by



**FACULTY OF MANAGEMENT AND ECONOMICS
TOMAS BATA UNIVERSITY IN ZLÍN
Mostní 5139, Zlín, Czech Republic**

Conference website [icfe2026.utb.cz]

Conference email [icfe@utb.cz]

(Please note: The time indicated for all the sessions are in Central European Time-CET)

DAY 1, TUESDAY, SEPTEMBER 8, 2026**08:00-09:00 Registration**

09:00-09:15 Welcome Speech-Dean, FaME, and Vice-Dean for Research & Devt.
 09:15-10:15 Keynote Speech I – Prof. Karim Sorour – Newcastle Business School, Northumbria University, UK.

Transforming Sustainability Practices: A Governance-Based Approach

[Lecture Hall WS: 131 & MS Team Room 1)

10:15-10:45 Coffee Break

10:45-11:00 Introduction of the International Journal of Business and Sustainable Economics, Prof. Boris Popesko, Vice-Dean for Research, FaME
 [Lecture Hall C: 131 & MS Team Room 1)

SESSION 1: 11:00-12:30**MANAGEMENT & STRATEGY**

CHAIR: Assoc. Prof. Vladimír Bolek [University of Economics in Bratislava]

Discussant: Prof. Boris Popesko [Tomas Bata University in Zlin]

Room: Lecture Hall A: 121 & MS Team Room 1 [In-Person]

Jozef Kovács

“Innovation driven transformation of the Slovak Gambling Market: A Structural Analysis of Segment Development for years 2022 - 2025”

Jana Helova, Marie Paseková

“Sustainability assurance in the CSRD era: A governance framework for integrating ESG risks into audit practice”

Tomáš Červinka, Petr Novák

“System-Based Leadership as an Operating Model in Industrial Firms: A Process-Governance Perspective”

Lucia Gálová, Peter Bahna, Dávid Rybjanský, Anita Romanová,

“Readiness of Future Managers for AI Implementation in Organizational Information Systems” (on-line)

FINANCE & ACCOUNTING**CHAIR:** Dr. Přemysl Pálka [Tomas Bata University in Zlín]**Discussant:** Prof. Karim Sorour [Northumbria University, UK]**Room:** Lecture Hall B: 121 & MS Team Room 2) [In-Person]**Karol Csiffáry**, Miloš Bikár*“Financing and Cash Flow Management in Companies Operating in the Healthcare Sector”***Do Thi Thanh Nhan**, Do Phuong Thao*“Tax avoidance, ownership structure and cost of debt: Evidence from listed companies in Vietnam ”***Vladimír Hubík**, Martina Rosíková*“Crowdfunding in housing: A bibliometric review”***Cumhur Ekinci***“Profitability of Momentum Trading Strategies in Stocks based on Futures”***Thai Hoang Tran**, Thi Tram Anh Pham*“Good corporate governance moderates the impact of intellectual capital on financial performance: Evidence from Vietnam” (on-line)*

12:30-14:00 Lunch Break

14:00-15:00 Keynote Speech II – Prof. Lai Van Vo– Western Connecticut State University, USA.
From CSR to ESG: The Institutionalization of Corporate Governance

SESSION 2: 15:00-17:00**HUMAN RESOURCE MANAGEMENT & ORGANISATIONAL BEHAVIOUR****CHAIR:** Prof. Aleksander Ključnikov [Pan European University]**Discussant:** Assoc. Prof. Jana Matošková [Tomas Bata University in Zlín]**Room:** Lecture Hall A: 121 & MS Team Room 1) [In-Person]**Janka Vydrová***“The autonomy paradox in flexible work: When flexibility becomes permanent availability ”*

Lukáš Danko, Diana Zacharová, Jana Matošková

“Digital competences and the adoption of AI in human resource management: Enhancing effectiveness across HR processes”

Szilárd Berke, Melanny Aixa Loja Fortes

“Business intelligence adoption in human resource teams in an emerging economy: A qualitative study of barriers, enablers and outcomes in Peru”

Martina Sasínková, Michael Fafílek

“Managerial Competencies In the Post-Crisis Environment of Small and Medium-Sized Enterprises.”

ENTREPRENEURSHIP AND SUSTAINABILITY

CHAIR: Dr. Sandeep Kumar Dey [Tomas Bata University in Zlin]

Discussant: Dr. Pavel Bednář [Tomas Bata University in Zlín]

Room: Lecture Hall B: 122 & MS Team Room 2) [In-Person]

Tereza Kořená, Diana Zacharová, Lucie Tomancová, Zdenka Barošová

“Partner Support as a factor in women's entrepreneurial sustainability”

Martina Opálková, Michal Pšurný, Tomáš Fiala, Jana Stávková

“Assessing the competitiveness of the circular economy in consumer electronics: Corporate sustainability versus national efficiency in the European Union”

Marianna Vrábová, František Vráb

“Digitalization, ESG, FIntech Adoption, and Circular Economy Credential as Association s of Profitability and Alternative Financing Access”

Erisa Luzi, Jonida Teta

“From certified quality to verified sustainability: The MISS-ESG transition framework and the competitiveness of manufacturing SMEs in transition economies” (on-line)

Mikhail Monashev, Lea Kubíčková

“Multiple pathways to internationalization depth: A configurational analysis of Czech small and medium enterprises” (on-line)

MARKETING AND TOURISM MANAGEMENT**CHAIR:** Dr. Mohsin Javed [Tomas Bata University in Zlin]**Discussant:** Assoc. Prof. Zuzana Vaculčíková [Tomas Bata University in Zlin]**Room:** Lecture Hall C: O127 & MS Team Room 3) [In-Person]

Shovan Nasim Haider; Miloslava Chovancova*“Effects of AI-Washing on consumer trust, ethics and purchase intention: A dual study approach”***Thi Nga Vo,** Linh Hoang Phuong Le, Lubor Homolka, Tuan Quoc Le, Hien Thi Thanh Nguyen*“The Perception-Action Paradox: Why Food Safety Awareness Fails to Translate into Eating-out Choice” (on-line)***Viral Chandrakantbhai Sadhu,** Anshu Anshu*“De-influencing as authenticity signalling: The trust paradox in the influencer marketing ecosystem” (on-line)***Thuy Thanh Tam Vo,** Vojtěch Spáčil*“Pre-purchase cognitive dissonance in online semi-prepared food purchasing” (on-line)*

17:00-18:00	Building 21 SkyScraper Visit in Zlin
18:00-21:00	Gala Dinner

DAY 2, WEDNESDAY, SEPTEMBER 9, 2026

08:30-09:00	Registration
09:00-09:15	Welcome Speech-Prof. Michal Pilik, Dean of FaME (DOKBAT)
09:15-10:00	Keynote Speech III – Prof. Boris Popesko, Vice-Dean for Research, FaME “Trends and Challenges for Business and Economics Research” [Lecture Hall WS: 131 & MS Team Room 1)
10:00-10:30	Coffee Break
10:30-11:15	Keynote Speech IV – Prof. Aleksander Ključnikov – Pan-European University Prague, & Editor-in-Chief, Journal of Tourism and Services. “Editorial Perspective for Authors: What we publish, What we desk reject, and How to improve a submission” [Lecture Hall WS: 131 & MS Team Room 1)
SESSION 3: 11:45-13:00	

FINANCE & ACCOUNTING

CHAIR: Prof. Đỗ Thị Thanh Nhân [Ton Duc Thang University, Vietnam]

Discussant: Prof. Boris Popesko [Tomas Bata University in Zlin]

Room: Lecture Hall A: 121 & MS Team Room 1) [Online]

Mahbuba Aktar, Makram El-Shagi, **Florian Gerth**

“Financial Frictions and Monetary Policy Transmission: Evidence from Chinese Provinces” **(on-line)**

Šárka Papadaki

“Dependency levels as cost drivers in residential dementia care: Evidence from a time-driven activity-based costing study”

Kıymet Yavuzaslan

“From green banking to green farming: An umbrella review of evidence syntheses and a persistent research gap”

Lukáš Zlámal

Preferences for participatory budgeting goals among municipal residents: An analysis of their structure and determinants

HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

CHAIR: Assoc. Prof. Jana Matošková [Tomas Bata University in Zlín]

Discussant: Prof. Daniel Mertens [Jacksonville State University]

Room: Lecture Hall B: 122 & MS Team Room 2) [Online]

Martin Socha, **Petr Briš**, Alexander Efimov

“Management of Postgraduate Speciality Training for Early-Career Physicians in the Czech Republic”

John Ofori Damoah, Rachel Hay, Alex Ntsiful

“Performance Effects of Home Office Adoption: The Role of Inclusive Leadership”
(on-line)

Thi Thu Hang Tran, Tran Cong Duc, Nguyen Ngoc Thanh Nhi, Nguyen Tran Anh Tho

“From workplace bullying to work engagement and turnover intention: The mediating role of emotional exhaustion and psychological distress” (on-line)

Hoang Huy Dang, **Thi My Phuong Tran**

“Understanding the Relationship Between HRM Satisfaction and Work Performance Among Generation Z in Vietnam: A Moderated Mediation Model”
(on-line)

13:15-14:15

Lunch Break

MANAGEMENT & STRATEGY II

CHAIR: Assoc. Prof. Jan Kramoliš [Tomas Bata University in Zlin]

Discussant: Dr. Lubor Homolka [Tomas Bata University in Zlin]

Room: Lecture Hall A: 121 & MS Team Room 1 [In-Person]

Alexander Efimov, Petr Briš

“Bridging Management and shop-floor AI–Iiot integration in Manufacturing”

Nguyen Tuan Thanh, Vojtěch Spáčil

“Evaluating ESG-Labeled digital advertising: The roles of persuasion knowledge and advertising skepticism” (on-line)

Kutlu Ergün

“Outsourcing truth-seeking to AI: The displacement of philosophical reflection and its implications for human judgment and economic behavior” (on-line)

Trang Vo Hoang Nguyen

“Quiet branding in retail SMEs: A conceptual review of transaction-embedded digital technologies and repeat patronage” (on-line)

MARKETING AND TOURISM MANAGEMENT

CHAIR: Assoc. Prof. Miloslava Chovancová [Tomas Bata University in Zlín]

Discussant: Assoc. Prof. Michael Adu Kwarteng [Tomas Bata University in Zlin]

Room: Meeting Room B: 122 & MS Team Room 2) [Online]

Shovan Nasim Haider

“Green Values to Green behavior: Examination of Gen-Z’s Green Consumption Behavior in Bangladesh”

Pham Thi Minh Ly, Bien Hoang Hai Yen, Nguyen Thi Phuong Linh, Nguyen Anh Khoa, Nguyen Quang Dung, **Tran Cong Duc**

“The role of AI-generated green marketing content in driving sustainable consumption intentions in Vietnam” (on-line)

Pham Thi Minh Ly, Pham Thi Khanh Vy, Nguyen Khanh Ngan, Nguyen Thi My Nuong, **Tran Cong Duc**

“Green purchasing behavior of Gen Z in Vietnam: Determinants and the moderating role of green advertising” (on-line)

Phung Minh Tuan, Luong Quynh Dung, Vo Tan Lac Thien

“Generation z's social media-driven tourism experience consumption in Ho Chi Minh City: An integrated uses and gratifications and reasoned action approach” (on-line)

A Khalil Azizi, Talat Mehmood Khan

“Building Consumer Repurchase Intention in the Digital Era: Examining the Interplay of Electronic Word of Mouth, Information Usefulness, Trust, and AI Transparency” (on-line)

CLOSING CEREMONY: 16:15-17:00 [HYBRID] Room: Lecture Hall A: 121 & MS Team Room 1)

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