

Programme of conference SCIENTIA IUVENTA 2025
April, 3rd 2025



9 ⁰⁰ – 9 ¹⁵	Opening of the conference
	<p>Ing. Kristína MURÍNOVÁ/Ing. Mgr. Mária VAVRÚŠOVÁ, <i>Centre for Research and Development</i></p> <p>Ing. Michal MEŠŤAN, PhD., <i>Dean, Faculty of Economics, Matej Bel University</i></p>
	Discussions in section
9 ¹⁵ -13 ³⁰	<p style="text-align: center;">SECTION B (Room 3/MS Teams)</p> <p style="text-align: center;"><i>Committee Chair:</i></p> <p style="text-align: center;">prof. Ing. Emília ZIMKOVÁ, PhD.</p> <p style="text-align: center;"><i>Committee Members:</i></p> <p style="text-align: center;">prof. Ing. Hussam MUSA, PhD. doc. Ing. Denisa MALÁ, PhD. doc. Ing. Ján HUŇADY, PhD.</p> <p style="text-align: center;"><i>Secretary:</i></p> <p style="text-align: center;">Ing. Adriána GVOROVÁ (adriana.gvorova@umb.sk) Ing. Veronika CHYLÁKOVÁ (veronika.chylakova@umb.sk)</p>
9 ¹⁵ -9 ²⁵	<p>Jeyhun Amrahov DIGITAL TRANSFORMATION IN SMALL AND MEDIUM ENTERPRISES (SMES): ECONOMIC MANAGEMENT STRATEGIES FOR SUSTAINABLE GROWTH IN THE POST-PANDEMIC ERA</p>
9 ²⁵ -9 ³⁵	<p>Viktor Busánszki MARKETING IN THE 21ST CENTURY - THE CONVERGENCE OF RESOURCE-BASED BUSINESS THINKING AND STAKEHOLDER MANAGEMENT</p>
9 ³⁵ -9 ⁴⁵	<p>Sima Darabi INTERCULTURAL COMMUNICATION AS A PART OF EFFECTIVE MARKETING MANAGEMENT IN A GLOBAL MARKET ENVIRONMENT</p>
9 ⁴⁵ -9 ⁵⁵	<p>Hiranya Dissanayake, Hareendra Dissabandara , Roshan Ajward, Wasanatha Perera REDEFINING CORPORATE SUSTAINABILITY: A NEW MEASUREMENT FRAMEWORK</p>
9 ⁵⁵ -10 ⁰⁵	<p>Vira Dubrovina, Nadiya Dubrovina ANALYSIS OF IMPACT OF SODA TAX ON THE OBESITY AND OVERWEIGHT OF POPULATION FROM DIFFERENT DEMOGRAPHIC AND SOCIAL GROUPS INCOME IN THE USA STATES</p>
10 ⁰⁵ -10 ¹⁵	<p>Daniel Dudek CREATION OF A BETTER METHOD FOR CALCULATING ESG RISK SCORES AND ANALYSIS OF A STANDARD METHOD FOR CALCULATING ESG SCORES</p>
10 ¹⁵ -10 ²⁵	<p>Alexandra Ďurovová, Denisa Jánošová IMPLICIT ATTENTION VS. STATED CHOICES: UNDERSTANDING CONSUMER DECISION-MAKING</p>
10 ²⁵ -10 ³⁵	<p>Alwin Estareja THE INFLUENCE OF FOMO ON THE ADOPTION OF FACIAL RECOGNITION PAYMENT SYSTEMS: A THEORETICAL FRAMEWORK</p>

10 ³⁵ -10 ⁴⁵	Veronika Grimberger, Nadiya Dubrovina, Monika Hudáková, APPLICATION OF MODELS USING FUZZY SETS FOR PREDICTING THE CHOICE OF A CLIENT ON THE EXAMPLE OF RESTAURANT BUSINESS
10 ⁴⁵ -10 ⁵⁵	Adriána Gvorová THE IMPORTANCE AND POSSIBILITIES OF EMPLOYEE PARTICIPATION IN THE SOCIALLY RESPONSIBLE ACTIVITIES OF ENTERPRISES IN SLOVAKIA - LITERATURE REVIEW
10 ⁵⁵ -11 ¹⁰	Coffee break
11 ¹⁰ -11 ²⁰	Veronika Chyláková BEYOND ACCESS: A MULTIDIMENSIONAL ANALYSIS OF THE DIGITAL DIVIDE IN THE EUROPEAN UNION
11 ²⁰ -11 ³⁰	Andrea Janíčeková, Matej Čereš, Dominika Čeryová DRIVING DIGITAL INNOVATION FOR SUSTAINABLE GROWTH: A CASE STUDY FROM SLOVAKIA
11 ³⁰ -11 ⁴⁰	Najoua Khayati, Abdelali Lahrech THE IMPACT OF ENTREPRENEURSHIP ON ECONOMIC DEVELOPMENT: CASE OF THE FEZ-MEKNES REGION IN MOROCCO
11 ⁴⁰ -11 ⁵⁰	Paulina Król CONSIDERATION OF THE REAL INTEREST RATE LEVEL FOR METAL INVESTMENTS
11 ⁵⁰ -12 ⁰⁰	Jelena Lezdkalne THE ROLE OF COMPETENT OCCUPATIONAL ACCIDENT INVESTIGATION TRAINING IN ADVANCING HUMAN RESOURCE MANAGEMENT
12 ⁰⁰ -12 ¹⁰	Anar Malikov CHALLANGES OF QUALITY MANAGEMENT IN DEVELOPING ECONOMIES
12 ¹⁰ -12 ²⁰	Lívía Mešková TEACHERS' AI COMPETENCIES SEEN BY DIFFERENT AI TOOLS
12 ²⁰ -12 ³⁰	Dávid Takács, Adriana Mateášiková, Kristína Osúchová, Ingrida Košičiarová, Zdenka Kádeková THE ROLE OF CSR IN SUSTAINABLE CONSUMPTION: HOW CAN FOOD COMPANIES INFLUENCE CONSUMER BEHAVIOUR TOWARDS MINIMIZING FOOD WASTE?
12 ³⁰ -12 ⁴⁰	Muhammad Usman, Muhammad Anees Islama, Saira Younis RELATIONSHIP BETWEEN SUSTAINABLE DEVELOPMENT PRACTICES AND SUSTAINABILITY PERFORMANCE: A CASE STUDY OF TEXTILE FIRMS
12 ⁴⁰ -12 ⁵⁰	Ina Marie Wunderlich ARTIFICIAL INTELLIGENCE IN CONSULTING
12 ⁵⁰ -13 ¹⁰	Coffee break
13 ¹⁰ -13 ²⁵	Conference Closing: Announcement of the best conference speakers