



## Organizational Committee

Ing. Paulína KRŇÁČOVÁ, PhD. - chairman  
Ing. Miroslava ČUKANOVÁ  
Ing. Ivan HĽAVATÝ  
Ing. Róbert REHÁK, PhD.  
Ing. Juraj ŠUPÁK  
Ing. Jana TÁNCZOSOVÁ

### Contact details

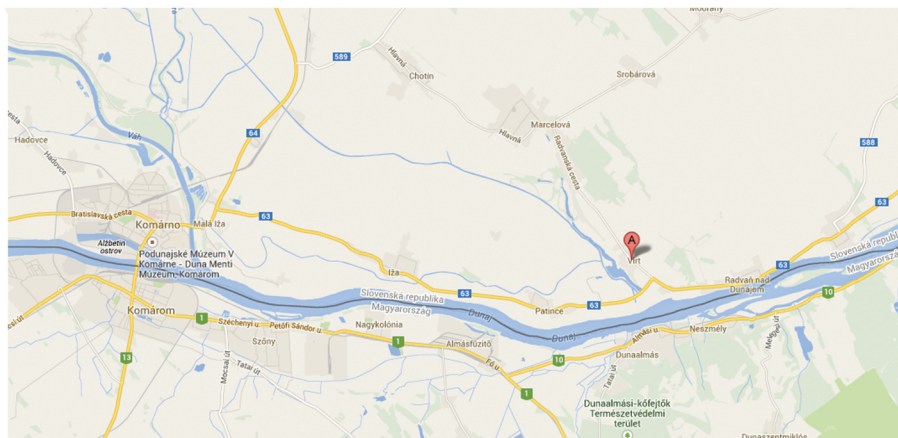
E-mail: [konfmerkur@euba.sk](mailto:konfmerkur@euba.sk)  
Website: <http://obchodnafakulta.sk/merkur>  
Facebook: [www.facebook.com/KonferenciaMerkur](http://www.facebook.com/KonferenciaMerkur)

Address: Ing. Paulína Krnáčová, PhD.  
chairman of organizational committee  
Department of Commodity Science and Product Quality  
Faculty of Commerce  
University of Economics in Bratislava  
Dolnozemska cesta 1  
852 35 Bratislava

**In the case of any problems, information or questions concerning the conference Merkúr 2015 please feel free to contact organizational committee.**

## Venue of the Conference

VIRT - Educational Facility of the University of Economics in Bratislava  
946 38 Virt (close to Komárno)



# INVITATION

# INTERNATIONAL SCIENTIFIC CONFERENCE MERKÚR 2015

FOR PH.D. STUDENTS  
AND YOUNG SCIENTISTS

**DECEMBER 3 - 4, 2015**

**VIRT - Educational Facility of the University of Economics in Bratislava**

**FACULTY OF COMMERCE, UNIVERSITY OF ECONOMICS IN BRATISLAVA**, Dolnozemska cesta 1, 852 35 Bratislava  
E-MAIL: [konfmerkur@euba.sk](mailto:konfmerkur@euba.sk). **FOR MORE INFORMATION VISIT:** <http://obchodnafakulta.sk/merkur>  
 [facebook.com/KonferenciaMerkur](http://facebook.com/KonferenciaMerkur)

invites you to

## 10th International Scientific Conference for PhD. Students and Young Scientists

### MERKÚR 2015

**Date:** December 3 – 4, 2015  
**Place:** VIRT - Educational facility of the University of Economics in Bratislava  
(situated nearby Komárno)

The aim of the international scientific conference MERKÚR 2015 is to improve transfer of knowledge in the field of the economics sciences on the level of scientific research of PhD. students and young scientists.

#### Conference Program

##### December 3, 2015 (Thursday)

11:00 – 12:00 Registration of participants  
12:00 – 13:30 Lunch  
13:30 – 14:00 Opening ceremony  
14:00 – 16:30 Papers presentation  
in conference sections\*  
17:00 – 17:30 1st day closing ceremony  
18:00 – 19:00 Dinner

##### \*Sections

##### Business Management, Tourism and Services in Global Environment

- supervisor: doc. Ing. Viera Kubičková, PhD.  
- MC: Ing. Paulína Krnáčová, PhD.

##### December 4, 2015 (Friday)

07:30 – 09:00 Breakfast for participants  
10:00 – 11:30 Presentation of the best papers  
of each conference section  
11:30 – 11:45 Closing ceremony  
12:00 Lunch for participants

##### Trends and Challenges in the International Business

- supervisor: prof. Ing. Peter Baláž, PhD.  
- MC: Ing. Simona Škorvavová, PhD.

##### Innovative Marketing

- supervisor: doc. Ing. Júlia Lipianska, CSc.  
- MC: Ing. Peter Drábik, PhD.

#### International Scientific Committee

**prof. Ing. Ferdinand DAÑO, CSc.** - chairman  
1st Vice Rector and Vice Rector for Education  
University of Economics in Bratislava

**prof. Ing. Hana MACHKOVÁ, CSc.**  
Rector of the University of Economics in Prague

**doc. Ing. Štěpán MÜLLER, CSc., MBA**  
Dean of the Faculty of International Relations  
University of Economics in Prague

**doc. Ing. Viera KUBIČKOVÁ, PhD.**  
Vice Dean for Research and Doctoral Study, Faculty  
of Commerce  
University of Economics in Bratislava

**doc. Ing. Gabriela PAJTINKOVÁ BARTÁKOVÁ, PhD.**  
Vice Dean for Part Time Study, Faculty of management  
Comenius University in Bratislava

**doc. Ing. Miroslav KARLÍČEK, PhD.**

Faculty of Business Administration  
University of Economics in Prague  
**doc. Ing. Jan KOUDELKA, CSc.**

Faculty of Business Administration  
University of Economics in Prague

**Hon. Prof. Dr. Rainer HASENAUER**

Institute for Marketing Management  
Vienna University of Economics and Business

**Dr. Andreas Sebe-OPFERMAN**

Institute Technology and Education  
Bremen University

#### Program Committee

**prof. Ing. Peter BALÁŽ, PhD.**

Department of International Trade, Faculty  
of Commerce, University of Economics in Bratislava

**doc. Ing. Alica LACKOVÁ, CSc.**

Department of Commodity Science and Product  
Quality, Faculty of Commerce, University of Economics  
in Bratislava

**doc. Ing. Júlia LIPIANSKA, CSc.**

Department of Marketing, Faculty of Commerce,  
University of Economics in Bratislava

**Ing. Peter DRÁBIK, PhD.**

Vice Dean for Public Relations, Faculty of Commerce,  
University of Economics in Bratislava

#### Conference Materials

Papers will be published in the conference proceedings. All information and guidelines concerning papers can be found at the conference website <http://obchodnafakulta.sk/merkur> in the part Guidelines for authors of the paper.

#### Conference Language

Official conference language are Slovak, Czech and English.

#### Conference Registration Fee

• 50,- € - active participation includes conference proceedings, the paper publishing in the proceedings, participation in the conference program, accommodation\*

• 30,- € - passive participation includes publishing of the paper in the conference proceedings

\* conference registration fee does not include travel costs. Transportation will not be arranged by the organizational committee. Participants will arrange and pay for transportation individually.

#### Payment Details

Conference registration fee must be paid by bank transfer.

**Account name:** Ekonomická univerzita v Bratislave

**Bank address:** Všeobecná úverová banka, a.s.

Mlynské Nivy 1, 829 90 Bratislava

**SWIFT:** SUBA SK BX

**IBAN:** SK 34 8180 0000 0070 0007 4503

**Variable Code:** 102000213

**Payment purpose:** Name and Last Name

Invoice or payment confirmation of conference registration fee will be issued only upon request of participant in online Registration form, ie. ONLY BEFORE CONFERENCE. It is not possible to issue invoice or payment confirmation in no other case.

#### Deadlines

**September 15, 2015**

to submit online registration form

**September 30, 2015**

to submit papers

**September 30, 2015**

to pay conference registration fee

**October 19, 2015**

to send results of peer review process

**October 30, 2015**

to send revised papers