

## Organizational Committee

Ing. Róbert REHÁK, PhD. - chairman  
Ing. Miroslava ČUKANOVÁ, PhD.  
Ing. Dominika VERNEROVÁ  
Ing. Anabela LUPTÁKOVÁ

## Contact details

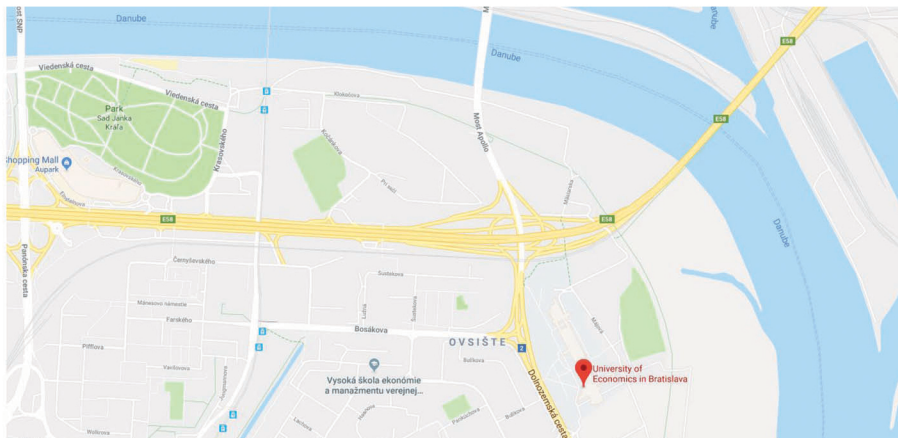
E-mail: [konfmerkur@euba.sk](mailto:konfmerkur@euba.sk)  
Website: <https://conferences.euba.sk/merkur/>  
Facebook: [www.facebook.com/KonferenciaMerkur](https://www.facebook.com/KonferenciaMerkur)

Address: Ing. Róbert Rehák, PhD.  
chairman of organizational committee  
Department of Marketing  
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 2020** please feel free to contact organizational committee.

## Venue of the Conference

Faculty of Commerce, University of Economics in Bratislava  
Dolnozemska cesta 1, 852 35 Bratislava



# INVITATION

# INTERNATIONAL SCIENTIFIC CONFERENCE **MARKÚR** 2020

FOR PhD. STUDENTS  
AND YOUNG SCIENTISTS

**DECEMBER 3 - 4, 2020**

**FACULTY OF COMMERCE, 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: <https://conferences.euba.sk/merkur/>  
facebook.com/KonferenciaMerkur

invites you to

## 15th International Scientific Conference for PhD. Students and Young Scientists

### MERKÚR 2020

**Date:** December 3 – 4, 2020  
**Place:** Faculty of Commerce, University of Economics in Bratislava

The aim of the international scientific conference MERKÚR 2020 is to improve knowledge exchange in the field of the economics sciences on the level of scientific research of PhD. students and young scientists.

#### Conference Program

##### December 3, 2020 (Thursday)

18:00 – 19:00 Welcome evening

##### December 4, 2020 (Friday)

09:00 – 09:30 Registration of participants  
09:30 – 10:00 Opening ceremony  
10:00 – 12:00 Plenary session  
12:00 – 13:30 Lunch  
13:30 – 16:00 Papers presentation  
in conference sections\*  
16:00 – 16:30 Closing ceremony

#### \*Sections

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

- supervisor: JUDr. Ing. František Palko, PhD.

##### International Business under Influence of Geopolitical Changes

- supervisor: Ing. Matúš Žatko, PhD.

##### Trends & Challenges in Marketing

- supervisor: Ing. Róbert Rehák, PhD.

#### International Scientific Committee

**Prof. Ing. Ferdinand DAÑO, PhD.** - chairman  
Rector of the University of Economics in Bratislava

**Prof. Ing. Hana MACHKOVÁ, CSc.**

Rector of the University of Economics in Prague

**Doc. Ing. Štěpán MÜLLER, CSc., MBA**

Rector of the Anglo-American University, Prague,  
Czech Republic

**Ing. Peter DRÁBIK, PhD., MSc.**

Dean of the Faculty of Commerce,  
University of Economics in Bratislava, Slovakia

**Doc. Ing. Ivan NOVÝ, Ph.D.**

Dean of the Faculty of Business Administration,  
University of Economics in Prague, Czech Republic

**Doc. Ing. Josef TAUŠER, Ph.D.**

Dean of the Faculty of International Relations,  
University of Economics in Prague, Czech Republic

**Doc. Ing. Miroslav KARLÍČEK, PhD.**

Faculty of Business Administration  
University of Economics in Prague, Czech Republic

**Doc. Ing. Paula PUŠKÁROVÁ, Dis. art., PhD.**

Faculty of Commerce,  
University of Economics in Bratislava, Slovakia

**Doc. Ing. Gabriela PAJTINKOVÁ BARTÁKOVÁ, PhD.**

Faculty of Management, Comenius University in  
Bratislava, Slovakia

**Prof. Dr. Asep HERMAWAN**

Faculty of Business and Management,  
Trisakti University, Jakarta, Indonesia

**Doc. Ing. Jan KOUDELKA, CSc.**

Faculty of Business Administration,  
University of Economics in Prague, Czech Republic

**Doc. Ing. Eduard BAUMÖHL, PhD.**

Research Institute of Trade and Sustainable Business,  
University of Economics in Bratislava, Slovakia

#### Program Committee

**Ing. Paulína KRŇÁČOVÁ, PhD.** - chairman

Vice Dean for International Relations & PR, Faculty of  
Commerce, University of Economics in Bratislava

**Prof. Ing. Eva HANULÁKOVÁ, PhD.**

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

**Ing. Stanislav ZÁBOJNÍK, PhD.**

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

**Ing. Ladislav BAŽÓ, PhD.**

Department of Services and Tourism, Faculty of  
Commerce, University of Economics in Bratislava

**Doc. Dr. Ing. Malgorzata A. JAROSSOVÁ**

Department of Commodity Science and Product  
Quality, 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

- 100,- € - active participation includes conference proceedings, the paper publishing in the proceedings, participation in the conference program\*
- 75,- € - passive participation includes publishing of the paper in the conference proceedings

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

#### Payment Details

Conference registration fee must be paid by bank transfer.

##### SEPA payments

**Account name:** Ekonomická univerzita v Bratislave

**Bank address:** Štátna pokladnica  
Radlinského 32, 810 05 Bratislava

**SWIFT:** SPSRSKBA

**IBAN:** SK 47 8180 0000 0070 0008 0671

**Variable Code:** 1020002019

**Payment purpose:** Name and Last Name

##### International non-SEPA payments

**Beneficiary bank:** Štátna pokladnica  
SWIFT: SPSRSKBA

**Intermediary bank:** Všeobecná úverová banka, a.s.

**SWIFT:** SUBASKBA

**IBAN:** SK 47 8180 0000 0070 0008 0671

**Variable Code:** 1020002020

**Payment purpose:** Name and Last name

#### Deadlines

**October 5, 2020**

to submit online registration form

**October 19, 2020**

to submit papers

**October 19, 2020**

to pay conference registration fee

**November 9, 2020**

to pay conference registration fee

**November 16, 2020**

to send revised papers