



|  <b>Programme of conference SCIENTIA IUVENTA 2022</b><br><b>7th April 2022 in Banská Bystrica</b>  |   |
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| <b>13<sup>00</sup> - 13<sup>15</sup></b>   | <b>Opening of the conference</b>  |
|  | Filip SMUTNÝ, head of CRD<br>Peter KRIŠTOFÍK, dean of Faculty of Economics  |
|  | <b>Discussions in sections</b>  |
| <b>13<sup>30</sup>-16<sup>50</sup></b>   | <b>SECTION I. TOURISM</b><br>Committee Chair: Andrej MALACHOVSKÝ  |
| 13 <sup>30</sup> -13 <sup>55</sup>   | Alica ALBERTOVÁ and Ľubica ŠEBOVÁ<br><i>LOYALTY PROGRAMS IN HOTELS: LITERATURE REVIEW</i>                                       |
| 13 <sup>55</sup> -14 <sup>20</sup>   | Kristína MEDEKOVÁ and Kristína POMPUROVÁ<br><i>CURRENT STATE OF EWOM RESEARCH IN THE TOURISM SECTOR</i>                         |
| 14 <sup>20</sup> -14 <sup>45</sup>   | Josef PÁTEK<br><i>MARKETING SUPPORT OF SELECTED SPA FACILITIES IN THE CZECH REPUBLIC IN 2021</i>                                |
| 14 <sup>45</sup> -15 <sup>10</sup>   | Lenka DZÚRIKOVÁ and Vanda MARÁKOVÁ<br><i>VISITORS' SATISFACTION IN DESTINATIONS</i>   |
| 15 <sup>10</sup> -15 <sup>35</sup>   | Izabela LAZUROVÁ and Ľubica ŠEBOVÁ<br><i>ACCESSIBLE TOURISM - LITERATURE REVIEW</i>   |
| 15 <sup>35</sup> -16 <sup>00</sup>   | Martin TIMKO and Vanda MARÁKOVÁ<br><i>SMART TOURISM DESTINATION COMPETITIVENESS</i>   |
| 16 <sup>00</sup> -16 <sup>25</sup>   | Adrián ŠVEC and Ľubica ŠEBOVÁ<br><i>BALANCED SCORECARD IN THE SYSTEM OF MANAGEMENT AND PERFORMANCE MEASUREMENT OF THE HOTEL</i> |
| 16 <sup>25</sup> -16 <sup>50</sup>   | Nguyet TRAN and Luong Nguyet TRAN<br><i>A SYSTEMATIC REVIEW OF DESTINATION BRAND PERSONALITY</i>                                |
| <b>13<sup>30</sup>-15<sup>35</sup></b>   | <b>SECTION II. BUSINESS ECONOMICS AND MANAGEMENT</b><br>Committee Chair: Jaroslav ĎAĎO  |
| 13 <sup>30</sup> -13 <sup>55</sup>   | Filip SMUTNÝ<br><i>SOCIAL INTELLIGENCE AS A PART OF THE MANAGER PERSONALITY</i>   |
| 13 <sup>55</sup> -14 <sup>20</sup>   | Alexandra MERTINKOVÁ<br><i>THE IMPORTANCE OF DETERMINANTS OF START-UPS FROM UNEMPLOYMENT: EVIDENCE FROM SLOVAK MICRO-DATA</i>   |
| 14 <sup>20</sup> -14 <sup>45</sup>   | Patrik VANĚK<br><i>COMPARISON OF CLASSIFICATIONS OF FIRM-LEVEL MULTINATIONALITY</i>   |

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| 14 <sup>45</sup> -15 <sup>10</sup>     | Nail SARIYEV and Janka TABORECKÁ<br><i>STRATEGIC APPROACH OF SELECTED HIDDEN CHAMPION COMPANY – A CASE STUDY</i>  |
| 15 <sup>10</sup> -15 <sup>35</sup>     | Marta ŠIPULOVÁ<br><i>CONSUMER'S ASPECTS OF BIOMETRIC TECHNOLOGIES - MALE VS. FEMALE PERSPECTIVES</i>  |
| <b>13<sup>30</sup>-15<sup>35</sup></b> | <b>SECTION III. FINANCE</b><br>Committee Chair: Ján HUŇADY  |
| 13 <sup>30</sup> -13 <sup>55</sup>     | Michaela VIDIEČANOVÁ and Emília ZIMKOVÁ<br><i>BANKS OR MARKETS - WHAT COUNTS MORE FOR ECONOMIC GROWTH IN EUROPEAN UNION COUNTRIES?</i>                              |
| 13 <sup>55</sup> -14 <sup>20</sup>     | Adrian GAWĘDA<br><i>ESG RATINGS OF STOCK COMPANIES IN EUROPEAN UNION: SECTOR PERSPECTIVE</i>  |
| 14 <sup>20</sup> -14 <sup>45</sup>     | Tamara NAZADOVÁ<br><i>DEVELOPMENT OF THE EUROPEAN BANKING SECTOR</i>  |
| 14 <sup>45</sup> -15 <sup>10</sup>     | Marcin ŻŁOTY<br><i>FINANCIALIZATION OF THE COMMODITY MARKET DURING THE COVID-19 PANDEMIC</i>  |
| 15 <sup>10</sup> -15 <sup>35</sup>     | Juraj MEDZIHORSKÝ and Peter KRIŠTOFÍK<br><i>PUMP-AND-DUMP SCHEMES ON CRYPTOCURRENCY MARKETS</i>   |
| <b>13<sup>30</sup>-15<sup>10</sup></b> | <b>SECTION IV. PUBLIC ECONOMICS AND POLITICS</b><br>Committee Chair: Katarína VITÁLIŠOVÁ  |
| 13 <sup>30</sup> -13 <sup>55</sup>     | Dominik GŘEŠÁK<br><i>AUTOMATION AND LABOR MARKETS IN THE VISEGRAD GROUP COUNTRIES</i>   |
| 13 <sup>55</sup> -14 <sup>20</sup>     | Ona GRAŽINA RAKAUSKIENĖ and Ugnė KISIELYTĖ-RECHES<br><i>THE ANALYSIS OF HOUSEHOLD CONSUMPTION PATTERNS IN THE CONTEXT OF COVID-19 PANDEMICS IN THE EU COUNTRIES</i> |
| 14 <sup>20</sup> -14 <sup>45</sup>     | Michal LENDVORSKÝ<br><i>CORRUPTION AND POLITICAL FACTORS</i>  |
| 14 <sup>45</sup> -15 <sup>10</sup>     | Daniela MALIŠOVÁ<br><i>DISPARITIES BETWEEN EUROPEAN UNION COUNTRIES IN EXPENDITURES ON CULTURAL SERVICES</i>  |