“Perspectives of Business and Entrepreneurship Development”
Digital Transformation of Corporate Business

CONFERENCE PROGRAMME

April 30, 2019, Brno, Czech Republic
17th International Scientific Conference

Perspectives of Business and Entrepreneurship Development in Digital Transformation of Corporate Business

Economic, Management, Finance and System Engineering from the Academic and Practitioners Views

Programme of International Scientific Conference

April 30, 2019
Brno, Czech Republic
Perspectives of Business and Entrepreneurship Development in Digital Transformation of Corporate Business
Programme of international scientific conference

Edited by: Frantisek Milichovsky

Cover Design by: Pavel Mracek

Faculty of Business and Management, Brno University of Technology, Brno, Czech Republic
30th April 2019
INTRODUCTION

Dear conference participants,

I would like to take this opportunity to cordially welcome you at the 17th International Conference of the Faculty of Business and Management, Brno University of Technology. It is a traditional event / conference the origins of which date back to the beginning after the foundation of the faculty.

The primary goal of the conference is to provide a unique platform to facilitate the exchange of leading ideas among academics and practitioners in the field for effective advancement of knowledge in the field of economic, management, finance and system engineering from the perspective of challenges to business and entrepreneurship. This will be achieved through multi-disciplinary presentations and discussions of current problems and conditions of business and entrepreneurship in the Europe and the World.

Approximately 150 guests will come to Brno in total, out of whom more than one third foreign guests from about 20 countries from around the world. A large part of the guests will also be representatives of companies, which is the intention of this year, focused on the current and discussed topic of digital transformation of companies. The conference will feature the presentation of projects carried out by the faculty: the results of the international project KA203: Strategic Partnerships for Higher Education – CHEDTEB: Collaboration in Higher Education for Digital Transformation in European Business, as well as the key ideas and intention of the new TA CR project reg. No. TL02000215 DIGITAL TRANS MSP: Digital Transformation for Business Model Innovations of Small and Medium Enterprises in the Czech Republic.

I am very pleased with the wide interest in this conference. It should be emphasised that the conference provides a natural platform for sharing scientific knowledge and exchange of experience with industry and business representatives, which contributes to the active development of our bilateral cooperation with practice, being an integral mission of the conference.

The conference discussions will feature not only scientific topics, but also the exchange of pedagogical experience and knowledge, which will help to develop contacts between individual participants. I am convinced that establishing new contacts and strengthening the existing ones is an integral part of this conference, which will be supported by the social activities of the accompanying programme of the conference.
I wish the participants of the 17th International Conference of the Faculty of Business and Management hearing successful and interesting papers, establishing new contacts, and obtaining ideas for their creative work.

Stanislav Skapa

Dean
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ABOUT CONFERENCE

The honorary patronage over the conference took the dean of the Faculty of Business and Management, Brno University of Technology associate prof. Ing. et Ing. Stanislav Skapa, Ph.D.

Conference Theme: “Perspectives of Business and Entrepreneurship Development in Digital Transformation of Corporate Business,, Economics, Management, Finance and System Engineering from the Academic and Practitioners Views. The aim of this year’s conference is to provide an expert platform for sharing ideas and discussing opinions between the academics and practitioners in the sphere of new trends and perspectives of business development and entrepreneurship influenced by the digital era. Conference Sections:

- Section 1: Economic in Digital Transformation
- Section 2: Management in Digital Transformation
- Section 3: Finance in Digital Transformation
- Section 4: Systems in Digital Transformation
- Section 5: Universities in Digital Transformation
- Special Section: Toolbox for Digital Corporate Transformation Management (supported by CHEDTEB project)

The primary goal of the conference is to provide a unique platform to facilitate the exchange of leading ideas among academics and practitioners in the field for effective advancement of knowledge in the field of economic, management, finance and system engineering from the perspective of challenges to business and entrepreneurships. This will be achieved through multidisciplinary discussions of current problems and conditions of business and entrepreneurships in the Europe and the World. Major highlights of the conference would be creating of the platform for network and communication with distinguished entrepreneurs, managers and traders.

This conference will feature competitive papers, plenary session, panel discussion and sections roundtable. Submissions will be subjected to a blind review process and will be published in the refereed Conference Proceedings „Selected papers: Perspectives of Business and Entrepreneurship Development in Digital Transformation of Corporate Business: Economic, Management, Finance and System Engineering from the Academic and Practioners views“, which will be applied for covering by abstracting/indexing services: Thomson Reuters Conference Proceedings Citation Index (ISI).
FURTHER PUBLICATION OPPORTUNITIES

On the basis of agreed cooperation with editors of the scientific journals there will be offered an opportunity for the authors of high quality contributions to publish extended versions of their contributions in journal indexed in reputable databases:

Trends Economics and Management
Czech Republic
ISSN 1802-8527

Business: Theory and Practice
http://www.btp.vgtu.lt/index.php/btp/index
Lithuania
ISSN 1648-0627

Journal of Business Economics and Management
http://www.tandfonline.com/toc/tbem20/current#.VIjGNv3hb3g
Lithuania
ISSN 1611-1699

Economics and Business
Latvia
ISSN 1407-7337

Engineering Economics
http://www.inzeko.ktu.lt/index.php/EE
Lithuania
ISSN 1392-2785

Business, Management and Education
http://www.bme.vgtu.lt/index.php/bme
Lithuania
ISSN 2029-7491

http://www.equilibrium.umk.pl
Poland
ISSN 1689-765X

Oeconomia Copernicana
http://oeconomia.pl
Poland
ISSN 2083-1277

International Journal of Business and Economic Sciences
Applied Research
http://ijbesar.teiemt.gr/
Greece
ISSN 2408-0098
PROGRAMME COMMITTEE

Chairperson: Stanislav Skapa

Programme Coordinator: Alena Koemanova

Conference Coordinator: Iveta Simberova

Members:

Adam P. Balcerzak (Nicolaus Copernicus University, Poland)
Artur Bartosik (Kielce University of Technology, Poland)
Vojtech Bartos (Brno University of Technology, Czech Republic)
Massimo Bianchi (Universita di Bologna, Italy)
Jerzy Boehlke (Nicolaus Copernicus University, Poland)
Jose Carlos Casillas Bueno (Universidad de Sevilla, Spain)
Mirko Dohnal (Brno University of Technology, Czech Republic)
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Jiri Kraft (University of Pardubice, Czech Republic)
Natalja Lace (Riga University of Technology, Latvia)
Justyna Lapinska (Nicolaus Copernicus University, Poland)
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Hana Lostakova (University of Pardubice, Czech Republic)
Cristiana Istrate (Gheorghe Asachi Technical University Iasi, Romania)
Tomáš Meluzín (Brno University of Technology, Czech Republic)
Zdeněk Molnár (The University of Economics, Czech Republic)
Jurgen Muhlbacher (Vienna University of Economics and Business, Austria)
Bronius Neverauskas (Kaunas University of Technology, Lithuania)
Michał Bernard Pietrzak (Nicolaus Copernicus University, Poland)
David J. Pollard (Leeds Metropolitan University, United Kingdom)
Tatjana Polajeva (Euroacademy, Estonia)
Jan Pour (The University of Economics, Czech Republic)
Maria Reznakova (Brno University of Technology, Czech Republic)
Zaneta Simanaviciene (Kaunas University of Technology, Lithuania)
Anna Soulsby (Nottingham University, United Kingdom)
Jelena Stankeviciene (Vilnius Gediminas University, Lithuania)
Grazina Startiene (Kaunas University of Technology, Lithuania)
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Neviana Taneva (Technical University Sofia, Bulgaria)
Maaja Vadi (University of Tartu, Estonia)
Jan Vachal (Institute of Technology and Business in Ceske Budejovice, Czech Republic)
Janos Vecsenyi (Budapest University of Technology and Economics Hungaria)
Mladan Velev (Technical University Sofia, Bulgaria)
Robert Zich (Brno University of Technology, Czech Republic)
Marek Zinecker (Brno University of Technology, Czech Republic)
REVIEWERS

Vladimir Bartosek (Czech Republic)    Anna Kovaleva (Russia)
Angela Belobrov (Moldova)           Vladimira Kucerova (Czech Republic)
Martina Bobalova (Czech Republic)   Petr Kupcik (Czech Republic)
Karel Brychta (Czech Republic)      Natalja Lace (Latvia)
Veronika Bumberova (Czech Republic) Eva Lajtkepova (Czech Republic)
Radek Doksocil (Czech Republic)     Jan Luhan (Czech Republic)
Petr Dostal (Czech Republic)        Frantisek Milichovsky (Czech Republic)
Karel Doubravsky (Czech Republic)   Bernard Neuwirth (Czech Republic)
Monika Duskova (Czech Republic)     Veronika Novotna (Czech Republic)
Petr Dydowicz (Czech Republic)      Sarka Papadaki (Czech Republic)
Agnieszka Dziubinska (Poland)       Marie Pasekova (Czech Republic)
Martin Fridrich (Czech Republic)    Roman Ptacek (Czech Republic)
Jana Hornungova (Czech Republic)    Joanna Samul (Poland)
Zuzana Chvaltova (Czech Republic)   Nataliya Shchobak (Czech Republic)
Eva Jurickova (Czech Republic)      David Schuller (Czech Republic)
Lucie Kanovska (Czech Republic)     Veronika Solilova (Czech Republic)
Michal Karas (Czech Republic)       Eva Tomaskova (Czech Republic)
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Stepan Konceny (Czech Republic)     Anna Zablocka-Kluczka (Poland)
Petra Koudelkova (Czech Republic)   

April 30, 2019 Brno, Czech Republic
ORGANISING COMMITTEE

Chair
Iveta Simberova, Brno University of Technology (Czech Republic)

Conference team:
Nina Bockova, Brno University of Technology (Czech Republic)
Karel Brychta, Brno University of Technology (Czech Republic)
Veronika Bumberova, Brno University of Technology (Czech Republic)
Vit Chlebovsky, Brno University of Technology (Czech Republic)
Lucie Kanovska, Brno University of Technology (Czech Republic)
Zdenka Konecna, Brno University of Technology (Czech Republic)
Stanislav Kudelas, Brno University of Technology (Czech Republic)
Jan Luhan, Brno University of Technology (Czech Republic)
Frantisek Milichovsky, Brno University of Technology (Czech Republic)
Pavel Mracek, Brno University of Technology (Czech Republic)
Veronika Ptackova, Brno University of Technology (Czech Republic)
David Schuller, Brno University of Technology (Czech Republic)
Pavel Weirich, Brno University of Technology (Czech Republic)
Jiri Zamecnik, Brno University of Technology (Czech Republic)

Team Coordinating Communication with Companies:
Zdenka Konecna, Brno University of Technology (Czech Republic)
Andrea Krejci, Brno University of Technology (Czech Republic)
Petr Novotny, Brno University of Technology (Czech Republic)
CONFERENCE PROGRAMME

Monday, 29 April

**Faculty of Business and Management, Kolejni 2906/4, Brno**

19:00 – 20:00 Welcome drink

Tuesday, 30 April

**Faculty of Business and Management, Kolejni 2906/4, Brno**

9:30 - 10:50 Registration

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<th>Moderator: Marek Zinecker</th>
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<td>Welcome speech</td>
<td>dean Stanislav Skapa</td>
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<td>Introduction of the projects</td>
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<td>Iveta Simberova (TACR)</td>
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<td>11:15 - 12:30</td>
<td>Panel discussion</td>
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<td>Vit Chlebovsky, Robert Zich</td>
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<td>12:30 - 13:30</td>
<td>Lunch at the Faculty of Business and Management</td>
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**Round table**

**Toolbox for Digital Corporate Transformation Management**

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<td>Zdenka Konecna (FBM BUT, CZE)</td>
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<td>Moderators:</td>
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<td>Rainer Lenz (UAS Bielefeld, GER)</td>
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<tr>
<td>15:00 – 15:30</td>
<td>Coffee break</td>
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<td>B2B zone for individual meetings</td>
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**Parallel sessions**

15:30 - 16:50

- **Economic in Digital Transformation**
  - **Place:** P285
  - Nina Bockova (FBM BUT, CZE)
  - Natalja Lace (RTU, LV)

- **Finance in Digital Transformation**
  - **Place:** P284
  - Karel Brychta (FBM BUT, CZE)
  - Rainer Lenz (UAS Bielefeld, GER)
Perspectives of Business and Entrepreneurship Development in Digital Transformation of Corporate Business

Management in Digital Transformation
Place: P283
Lucie Kanovska (FBM BUT, CZE)
David Schuller (FBM BUT, CZE)
Anneli Lorenz (University of Tartu, EST)
Petr Moravec (OR-CZ spol. s r.o., CZE)

System in Digital Transformation
Place: P286
Jan Luhan (FBM BUT, CZE)
Margareta Teodorescu (UAS Bielefeld, GER)

Universities in Digital Transformation
Place: P288
Zdenka Konecna (FBM BUT, CZE)
Kertu Laats (University of Tartu, EST)
Bernd Kleinheyer (UAS Bielefeld, GER)

Important note: Program in Parallel sessions will be through roundtable discussion managing by sections moderators.

Conclusion
Moderator: Marek Zinecker
17:00 - 17:30 Place: P292
Summary of the Day, Sessions Moderators

Reception and Social Program
18:00 - 23:00 Faculty of Business and Management, Kolejni 2906/4, Brno
PANEL DISCUSSION

PLACE:  
P381

MODERATORS  
Vít Chlebovsky, Brno University of Technology, Faculty of Business and Management, Czech Republic
Robert Zich, Brno University of Technology, Faculty of Business and Management, Czech Republic

PIRUA HARUTJUNJAN  
BUSINESS DEVELOPMENT MANAGER, PROEKSPERT, ESTONIA

For the past 4 years, Piruza has been the business development manager in Proekspert. Within these years, Proekspert has entered into 4 new markets, acquired new business opportunities through the adoption of design thinking and data science and grew 58% in revenue. For Proekspert, as a service provider, such growth was possible as a result of highly effective approach to product and business digitalisation.

Proekspert is the leading Estonian design and product development company.

Our passion is to create life-simplifying, user-centric and functional digital solutions that enhance the world.

Through tailored IT solutions, we make machines and devices smart and put them to work with and for people. We use information retrieved from the machines and devices to predict trends and behaviour patterns. We are always passionate about working towards shaping technologies of the future. For 26 years, Proekspert has been the one behind the curtain for some of Europe and Scandinavia’s top products and solutions.

Proekspert offers strategic partnerships with a focus on digital transformation to create value for our clients’ businesses. We believe the best innovative solutions come from the synergy of design, data, technology, and business. We provide a full range of services starting from business analysis to the final solution needed for transforming ideas into commercial products.

We are known for an excellent work quality among our customers. When we shake hands on something, we get it done.
Rainer Lenz
Professor, University of Applied Sciences Bielefeld, Germany

Professor for International Finance at the University of Applied Sciences Bielefeld, Germany; field of research: Digitalisation in Finance, in particular Blockchain, Distributed Ledgers Technology, Tokens, and ICOs. NGO-engagement for reaching a fair financial system: Finance Watch – chair of the board and Bürgerbewegung Finanzwende – member of the board. Member of SMSG expert group, which advises the European Security and Market Authority (ESMA) on technical issues of financial regulation (level 2).

Lubomir Slama
CEO, Act-in CZ, s.r.o., Czech Republic

Lubomir has built the international company Act-in CZ focused on the development and implementation of innovative production information systems MES for SmartFactories and has completed a number of successful projects for digitising production companies in the Czech and international environment in Europe and America. He is also actively working as an expert in the digitisation of production at INDUSTRY CLUSTER 4.0, where he co-created a system for assessing the readiness of manufacturing companies for Industry 4.0.

He completed his technical and managerial degree at the Brno University of Technology, the University of Stuttgart, and Dominican University in Chicago. His engineering and doctoral work was focused on self-driving cars and artificial intelligence in mechatronics.
**Zdenek Svihařek**  
**Applications Manager, B&R Industrial Automation, Czech Republic**  

Zdenek has been active in the field of industrial automation for 27 years. He studied automation at the Brno University of Technology. Since then, he has taken part in automation projects in Germany, Venezuela, Japan, Switzerland, and Italy. Now he leads a team of 20 engineers developing applications of a control system at B&R, the Austrian supplier of automation technology. Digital transformation brings massive changes in the industry and automation and is naturally a daily bread for Zdenek.

**František Vrabel**  
**CEO, Semantic Visions, Czech Republic**

František is the founder and CEO of Semantic Visions. It is a Czech company collecting and analysing 90% of the world’s online news in real time. Using data analytics and risk assessment developed by the company, it runs the comprehensive Open Source Intelligence (OSINT) system, which allows the company to detect unknown events, identify trends and put them into context to provide actionable intelligence. This includes being able to better identify disinformation and act as an early warning system for governments and institutions. František is a serial entrepreneur with Silicon Valley experience and a wide spectrum of knowledge and a passion for new opportunities. František is an advisor to NATO on Big Data and information warfare.
PARALLEL SESSIONS

ECONOMICS IN DIGITAL TRANSFORMATION

PLACE: P285

MODERATORS
Nina Bockova, Brno University of Technology, Faculty of Business and Management, Czech Republic
Natalja Lace, Riga Technical University, Latvia

CZECH REGIONS: RELATIONSHIP BETWEEN RESEARCH AND DEVELOPMENT EXPENDITURE AND ECONOMIC STRENGTH
BOCKOVA NINA, MELUZIN TOMAS

COMPARISON OF NEURAL NETWORKS AND REGRESSION TIME SERIES IN PREDICTING DEVELOPMENT OF EU EXPORT TO PRC
HORAK JAKUB, KRULICKY TOMAS

COST OF CAPITAL CHANGES IN LITHUANIAN MANUFACTURING INDUSTRY
MARKAUSKAS MANTAS, SABONIENE ASTA

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POLACEK TOMAS, OULEHLA JIRÍ, DOHNAL MIRKO, MELUZIN TOMAS

THE ESTIMATION OF THE IMPACT OF ENERGY INTENSITY ON A COMPANY’S FINANCIAL PERFORMANCE IN PETROLEUM REFINING INDUSTRY
ZUOZA ANDRIUS, PILINKIENE VAIDA
FINANCE IN DIGITAL TRANSFORMATION

PLACE: P284

MODERATORS
Karel Brychta, Brno University of Technology, Faculty of Business and Management, Czech Republic
Rainer Lenz, University of Applied Sciences Bielefeld, Germany

IMPACT OF THE FDI IN THE AUTOMOTIVE INDUSTRY IN THE EUROPEAN UNION COUNTRIES
BELUSOVA KRISTYNA, BRYCHTA KAREL

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ISTOK MICHAL, SCERBA KAMIL, STASOVA JANA

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KRİLOVA KAMILŁA, CIEMLEJA GUNA, LACE NATALJA

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MAHACEK DUBRAVKA, VCEV ALEKSANDAR, SEOB DAMIR

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DIGITALISATION IMPACT MEASURING ON CLAIM MANAGEMENT FOR THE INSURANCE SECTOR

ZARINA IRIZE, VORONOVA IRINA, PETTERE GAIDA
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<td>David Schuller, Brno University of Technology, Faculty of Business and Management, Czech Republic</td>
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<td>Anneli Lorenz, University of Tartu, Estonia</td>
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<td>Petr Moravec, OR-CZ spol. s r.o., Czech Republic</td>
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MODERATORS
Jan Luhan, Brno University of Technology, Faculty of Business and Management, Czech Republic
Margareta Teodorescu, University of Applied Sciences Bielefeld, Germany

RECENT BIG DATA AND MACHINE LEARNING APPLICATIONS IN ECONOMICS
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BRNO INTERNATIONAL WEEK 2019 - INVITATION

We kindly invite you and your colleagues to participate in Brno International Week 2019 (BIW 2019) that will be held during October 14\textsuperscript{th} – 17\textsuperscript{th} 2019 at Brno University of Technology, Faculty of Business and Management in the Czech Republic.

Scope of the Brno International Week

The main aim of the International Week is to provide international mutual cooperation in the pedagogical, scientific fields and give an opportunity to our students to gain new perspectives on their majors. The focus of the BIW 2019 is on global issues in business, management, system engineering and informatics.

The Brno International Week will consist of three main parts:

1) **Guest lectures and seminars**: Each lecturer is invited to give one or two guest lectures or seminars lasting for two hours each. The main areas for lectures are:
   a. Economics and management
   b. System engineering and informatics
   c. Quantitative methods in economics

   We appreciate the lectures that combine theoretical background with practical implication or with international comparison and using modern teaching methods. We plan that the qualified contributions will be published in the faculty scientific journal or anthology.

2) **Round Tables**: We offer possibility to discuss your research ideas and mutual cooperation at Round Tables that will be thematic focused. Special Round Table will be arranged for Staff of International Offices.

3) **Movin’ in**: You are cordially invited to present your home university and study programmes at the Movin’ in where you can join the presentation of Erasmus students currently studying at our faculty.

BIW 2019 also aims at giving you an unforgettable stay in Brno. We invite you to an attractive social programme, including welcome drink with at the Rectorate of the university, guided city tour, wine, beer and food tasting in the local restaurant and a trip.

Please use the on-line Registration Form on https://biw.fbm.vutbr.cz/en. **Registration will be opened from May 15\textsuperscript{th} till July 15\textsuperscript{th} 2019.** For further information about BIW2019, please do not hesitate to contact us. **Contact person:** Zdenka Konecná, konecna@fbm.vutbr.cz
Save the date
7th Brno International Week
14th - 17th of October 2019
Digitization is fast becoming a powerful driver of change in business and public life. Whilst the technologies in themselves are a major challenge for most European businesses, the underlying changes in company organisations, processes, skills requirements and business models are still, for most businesses, something of a white spot on the roadmap to the digital enterprise.

This project created a strategic partnership among three European universities: University of Tartu (Estonia), UAS Bielefeld (Germany) and Brno University of Technology (Czech Republic). The main aim is to provide the framework for a future joint master's degree on Digital Transformation of Corporate Business. Sharing interdisciplinary knowledge and skills of faculties, local corporate and institutional networks will enable universities and their local communities to bundle complementary resources, skills and ideas for digital transformation in order to:

- stimulate a common transnational learning process about 'Digital Transformation of Corporate Business' between local corporate networks and management faculties of universities by organizing workshops and showcasing best practice;
- set up an interdisciplinary Joint Degree program in 'Digital Transformation' by drawing specific resources from universities and combining them in a unique way in a common curriculum;
- inspire a heterogeneous cohort of international students by setting up an innovative curriculum based on modern didactic methods and in close co-operation with industry;
- blueprint a transnational pilot project in higher education which could serve as a model for the further institutional development of our universities.

The ambition of the project is not only to produce single-case materials but also to help activating the opportunities that lie in digital transformation for European businesses and society in general. All results are open-access items and are made publicly available, with reservations applying to strictly corporate intellectual property. For more information about CHEDTEB please join us at https://www.chedteb.eu.
DIGITAL TRANSFORMATION FOR BUSINESS MODELS INNOVATIONS IN SMALL AND MEDIUM-SIZED ENTERPRISES IN THE CZECH REPUBLIC

Duration: 02/2019 – 01/2022
Budget: 4,977 thousand CZK
Organizations:
- Brno University of Technology (coordinator)
- Institute of Technology and Business in České Budejovice
- Association of Small and Medium-Sized Enterprises and Crafts CZ
- Research Institute for Entrepreneurship and Innovations

The project aims at strengthening the innovative capacity, competitiveness, sustainability and level of digitization of SMEs.

The goal of the project is to prepare the certified methodology and software based on development of methods, models and tools of the digital transformation to support innovation capacity and increase the level of competitiveness of business models for SMEs.

It enables SMEs:
- to evaluate a level of digital maturity,
- to increase innovation activity,
- to generate sustainable value creation for customers,
- to apply the implementation of digital transformation to business models,
- to increase company performance,
- to accelerate the learning process and the development of competencies in the business models and digital transformation, and
- to internationalize.

The project reg. no. TL02000215 is funded by the Technology Agency of the Czech Republic, programme ETA.

For more information about the project please contact assoc. prof. Iveta Simberova (simberova@fbm.vutbr.cz)
Conference sponsors and supporters

Co-funded by the Erasmus+ Programme of the European Union

American Chamber of Commerce in the Czech Republic

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„Perspectives of Business and Entrepreneurship Development”
Digital Transformation of Corporate Business

CONFERENCE PROGRAMME

17th International Scientific Conference
Brno University of Technology,
Faculty of Business and Management
April 30, 2019, Brno, Czech Republic

Co-funded by the Erasmus+ Programme of the European Union

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