

# 19th International Scientific Days

May 12 - 13, 2026

## Conference Programme

### May 12, 2026 Tuesday

	09:30 - 10:00	Registration of Participants
10:00 - 10:15	Conference Opening	
10:15 - 11:45	Plenary Session	
	12:00 - 13:00	Lunch break
13:00 - 18:00	Parallel Sessions	
	15:30-16:00	Coffee break
13:00-15:00	<i>Project Session: Drivers and Socio-economic Impacts of Land-use Change</i>	
	<i>Project Session: Decarbonization and Responsible Business Practices for Sustainable Development</i>	
13:00-14:30	<i>Project Session: Water, Energy, Food: The Role of Policies and Institutions</i>	
14:30-16:00	<i>Project Session: New Biotechnologies, Food and Agriculture</i>	
15:00-18:00	<i>Session 1: Digital Transformation, Artificial Intelligence and Consumer Behaviour in Modern Economy</i>	
15:00-18:00	<i>Session 2: Agricultural Economics, Sustainability and Regional Development in the European Context</i>	
13:00 - 18:00	Poster Session	
	19:00 - 23:00	Gala Dinner

### May 13, 2026 Wednesday

09:00 - 12:00	Parallel Sessions	
09:00-10:00	<i>Project Session: Sustainable and Healthy Food Consumption: Effects of Socio-economic Factors and Policies on Eating Behaviour, Obesity, and Food System (APVV-24-0412 Eat4Life)</i>	
09:00-10:00	<i>Project Session: Climate Change and Agriculture: The Role of Technologies and Policies</i>	
09:00-12:00	<i>Session 3: Human Capital, Digital Transformation and Business Resilience</i>	
	12:00 - 13:00	Lunch and Conference Closing

# Tuesday, May 12, 2026

## *Plenary Session*

*BELLEVUE I.*

### **10:00 - 10:10 Opening and welcome speech**

*Elena Horská* - Dean of the Faculty of Economics and Management, the Slovak University of Agriculture in Nitra

*Radovan Savov* - Vice-dean of the Faculty of Economics and Management, the Slovak University of Agriculture in Nitra

### **10:10 - 12:00 Presentations of keynote speakers**

#### **Farming Change, Climate Pressure, Policies and Food Security in Central and Eastern Europe**

*Štefan Bojnec*, Professor of Economics and Head of the Department of Economics at the Faculty of Management, University of Primorska, Koper-Capodistria, Slovenia, and Lead Researcher at the Institute of Economic Policy and Finance, Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia.

#### **Between Perceptions and Systems: Rethinking Sustainability in Agri-Food**

*Daniela Spina*, researcher and Tenure-track Assistant Professor in Agricultural and Food Economics at the University of Catania (Italy), Department of Agriculture, Food and Environment.

#### **The Role of Chief Digital Officer in Today's Market Realities**

*Michalis Christofi*, Professor of Entrepreneurship, Management and Innovation. Vilnius University (Lithuania)

# Project Drivers and Socio-economic Impacts of Land-use Change Session

SILVER

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*Chairpersons: Danka Moravčíková, Martina Hanová*

**Tuesday - 13:00 - 15:00**

**Danka Moravčíková**

LAND.SK and Europe-LAND: project overview

**Hana Zach, Romana Janoušková, Filip Tkáč, Danka Moravčíková**

A Data-Driven Framework for Balancing Social, Ecological, and Economic Interests in Land Use

**Ľubica Rumanovská, Ivan Takáč**

Regional Patterns of Agricultural Land Conversion in Slovakia: Socio-Economic Drivers and Policy Implications

**Ľubica Rumanovská, Monika Gubáňová**

Agricultural Land Loss in Slovakia (2003-2023): Trends, Structural Breaks and Drivers of Land-Use Change

**Danka Moravčíková, Filip Tkáč, Martina Hanová, Hana Zach**

Using Participatory Methods for Land-Use Stakeholder Identification and Analysis

**Zlatica Muchová, Jakub Pagáč, Alexander Fehér**

Modelling Land Cover Change and Developing a Territorial Information System in the Trnava District (Slovakia)

**Ingrida Košičiarová, Zdenka Kádeková**

Ecological Rationality of Land Use Decision-Making - Linking Individual Strategies (Er1) and the Institutional-Normative Environment (Er2) in the Context of the Land.Sk Project

**Joanna Godlewska, Joanna Ejdys, Elżbieta Broniewicz, Zofia Kołoszko-Chomentowska, Karolina Ogrodnik**

Policy Instruments Related to Land-Use Decisions in Selected EU Countries - Classification and Assessment

**Raul Rämson, Kalev Sepp, Anton Shkaruba**

Paths of Change: Land-Use Drivers and Consequences in Post-Socialist Eastern Europe – A Systematic Review with Estonian Evidence

**Janis Krumins, Maris Klavins**

Driver Selection Challenges in Continental-Scale Forest Change Modeling

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***Tuesday 14:30 - 15:00 - Discussion and Session Closing***

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**Project Session Decarbonization and Responsible Business Practices  
for Sustainable Development**

*BELLEVUE II.*

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*Chairpersons: Jana Kozáková, Ľubica Bartová*

**Tuesday - 13:00 - 15:00**

**Jana Kozáková, Alexandra Filová**

Decarbonization in Scientific Discourse: A Systematic Review and Bibliometric Analysis

**Marcela Hallová, Renáta Benda Prokeiová**

National Framework for Decarbonisation in Slovakia: Policy Analysis and Implications for Economic Sectors

**Ján Parobek, Hana Mat'ová, Vladislav Kaputa, Hubert Paluš**

The Forest-Based Sector in a Sustainable Bioeconomy: Contributions to the National Economy

**Roman Serenčič, Ivan Holúbek, Anna Látečková, Tomáš Rábek, Zuzana Strápeková**

The Carbon Border Adjustment Mechanism (CBAM) and the EU Fertilizer Market

**Zuzana Bajusová, Jana Ladvenicová, Dominika Čeryová, Ľubomír Gurčík**

Rational Soil Management and Its Impact on the Carbon Footprint of Agriculture in Slovakia: A Secondary Data Analysis

**Ľubica Bartová**

Assessing Eco-Efficiency of Agri-Food Enterprises Using Carbon Footprint Indicators

**Martin Boroš, Marcela Hallová, Renáta Benda Prokeiová**

Emission Intensity of the Household Food Basket in Slovakia

**Katarína Zvaríková, Veronika Rusináková, Pavol Ďurana**

Customers' Awareness as One of the Key Factors of the Circular Economy in the Construction Sector

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***Tuesday 14:30 - 15:00 - Discussion and Session Closing***

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**Project Session**      **Water, Energy, Food: The Role of Policies and Institutions** *BELLEVUE I.*

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*Chairperson: Marián Tóth*

**Tuesday - 13:00 - 14:00**

**Eva Daňová, Nina Maďarová, Marián Tóth, Ján Pokrivčák**

Land Consolidation and Common Facilities and Measures in Slovakia: Enhancing Environmental Sustainability

**Miroslav Holec, Ján Pokrivčák, Marián Tóth**

Farmers' Preferences and Irrigation Needs: Evidence from a Pilot Survey in Slovakia

**Miroslav Holec, Ján Pokrivčák, Marián Tóth**

Stakeholder Engagement and Water Management

**Marián Tóth, Ján Pokrivčák**

Climate Change, Water Indicators and Food Security

**Jaroslava Košařová, Ján Pokrivčák**

Economic Aspects of Land Ownership Fragmentation and Land Consolidation

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**Tuesday 14:00 - 14:30 - Discussion and Session Closing**

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**Project Session**      **New Biotechnologies, Food and Agriculture** *BELLEVUE I.*

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*Chairperson: Artan Qineti*

**Tuesday - 14:30 - 16:00**

**Ján Pokrivčák, Marián Tóth**

State and Development of Plant Breeding in Slovakia and Readiness for the Implementation of New Biotechnologies

**Ján Pokrivčák, Marián Tóth**

Political Economy of Decision-making on NGT in the EU

**Marianna Marčanová, Ján Pokrivčák, Miroslava Rajčániová, Ema Lazorčáková**

Positions of Relevant Stakeholders in Slovakia and their Influence on Decision-making on NGT at Both National and European Levels

**Ján Pokrivčák, Marián Tóth**

Monitoring of the Benefits and Costs of NGT

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**Tuesday 15:30 - 16:00 - Discussion and Session Closing**

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## Poster Session - 13:00 - 18:00

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*15:30 - 16:00 - Coffee break*

**Ľubica Gajanová, Erika Kovalová**

Secondary Insights into Primary Reactions: An Analysis of Modern Real-Time Marketing, Trends, and Strategies

**Eva Kicová, Jakub Michulek**

Determinants of Financial Literacy in the Slovak Republic: Does Generation Matter?

**Vladimír Kišš, Martin Prčík, Andrej Tárník**

Adaptation Policy Objectives of the Slovak Republic Until 2030 in the Context of Climate Change and Sustainability

**Veronika Labošová, Simona Vojteková, Lucia Ďuricová**

Predicting Customer Satisfaction in Online Retail

**Jakub Malik, Adela Poliaková**

Independent Farmers as a Potential Source of Tax Gaps in the Agricultural Sector

**Jakub Michulek, Eva Kicová**

The Rise of Deinfluencing in Marketing Communication: A Bibliometric Analysis

**Martin Prčík, Vladimír Kišš, Andrej Tárník**

The Cultural and Historical Significance of Fruit Orchards as a Tool for Economic and Social Rural Development

**Valéria Šamajová, Lucia Ďuricová, Marianna Mrvová**

Overtime Work and Job Dissatisfaction: Evidence Across Sectors and Job Roles in the Context of HR

**Zuzana Štofková, Peter Seemann**

Digital Skills and the Use of Artificial Intelligence in Development of Human Capital in Selected Companies

**Lenka Veselovská, Veronika Špiner**

Possibilities and barriers to implementing anti-bribery management systems in sports organizations

# 1

## Digital Transformation, Artificial Intelligence and Consumer Behaviour in Modern Economy

SILVER

*Chairpersons: Jakub Berčík, Ingrida Košičiarová*

Tuesday - 15:00 - 18:00

15:30 - 16:00 - *Coffee break*

**Jakub Berčík, Patrik Jurčíšin, Jana Gálová, Peter Vaško**

Generational Differences in the Perception of Music and its Application in a Retail Environment

**Jakub Horváth, Igor Fedorko, Richard Fedorko, Radovan Bačík**

The Role of Artificial Intelligence in E-commerce Personalization and Its Influence on Consumer Purchase Behaviour

**Patrik Jurčíšin, Jana Gálová, Peter Vaško, Jakub Berčík**

Modernity, Mascot, and Brand: What Shapes the Visual Appeal of Plant-based Beverage Packaging in Slovakia

**Zdenka Kádeková, Ingrida Košičiarová, Dávid Takács**

Efficiency of Assets Utilization in Chosen Agricultural Companies

**Tomáš Krahulec, Adrián Rajtár, Johana Palúchová, Jakub Berčík**

Consumer Neuroscience as a Tool for Verifying the Perception of Audio Spots in the Digital Environment

**Adrián Rajtar, Anna Mravcová, Tomáš Krahulec, Johana Palúchová**

Generational Differences in the Perception of Music and its Use in the Service Sector

**Lea Rubínová, Elena Horská, Dana Országhová**

From Traditional Models to Sustainability: Collaborative Insights from a Secondary School Partnership

**Jan Tlučoň, Jarmila Ircingová, Pavlína Hejduková, Mikuláš Gangur, Kateřina Cafourková**

Service Innovation or Customer Resistance? Attitudes to Acceptance of Robotic Massage in Spa industry

**Peter Vaško, Katarína Neomániová, Anna Mravcová, Patrik Jurčíšin**

Subliminal Audio Stimulation as Part of Shaping the Shopping Atmosphere

**Aneta Cúgová, Juraj Cúg, Pavol Ďurana**

Regional Disparities in Artificial Intelligence Adoption: Evidence from Slovakia

**Michal Dzian, Hubert Paluš, Lucia Dzianová**

Transformation of Content Marketing through Artificial Intelligence: Innovations and Challenges

**Marcel Figura, Tomáš Klieštik**

Post-Adoption Economic Evaluation of Smart Technologies and Willingness to Pay for Security: Evidence from Slovakia

**Marek Nagy, Katarína Valášková**

Digital Transformation and Industry 4.0: Public Sector Modernisation, Enterprise Innovation, and Socioeconomic Impacts in the European Union and Slovakia

**Monika Stümpelová, Radovan Savov**

Artificial Intelligence in Talent Management: Balancing Performance Gains and Diversity Trade-offs

**Matúš Senci, Ján Dvorský**

AI-Driven Sustainable Marketing and Consumer Behaviour: A Bibliometric Mapping of an Emerging Research Field

# 2

## Agricultural Economics, Sustainability and Regional Development in the European Context

BELLEVUE II.

*Chairpersons: Jozef Palkovič, Eva Richterová*

Tuesday - 15:00 - 18:00

15:30 - 16:00 - Coffee break

**Barbora Barborová, Huber Paluš**

Production and Utilisation of Wood and Wood Products in Slovakia

**Dirk Osada**

The Biological Nutrient Cycle as an Economic Determinant: Soil - Food/Feed - Animal - Human and the Cost of Micronutrient Deficiency and the Influence of Frequency Analysis

**Olga Martinčíková Sojková, David Martinčík, Václav Procházka**

The Role of State Borders in Shaping Economic Activity in Europe

**Patrik Cíba, Artan Qineti**

Efficiency of Assets Utilization in Chosen Agricultural Companies

**Jana Chovancová, Igor Petruška**

Sustainability and Economic Resilience in the European Union: Insights From a Composite Index Analysis

**Lukáš Juráček, Matúš Cagala, Helena Makyšová, Dagmar Babčanová**

The Application of Green Manufacturing in Industrial Enterprises in Slovakia

**Ema Lazorčáková, Ľubica Bartová**

Pesticide Intensity, Productivity, and Farm Size: Mapping Agricultural Profiles in the EU

**Jozef Palkovič, Zuzana Kapustová**

Understanding Price Linkages in the Slovak Biodiesel Market

**Peter Pucher, Artan Qineti, Ján Pokrivčák**

The Next EU Budget and Common Agricultural Policy: Implications for Slovak Agriculture

**Gong Sitong, Ján Pokrivčák, Jozef Gálik, Dimuth Nambuge**

Agri-Food Trade Effects of the EU-Mercosur Agreement: Evidence from EU, Mercosur, and Slovakia

**Eva Richterová, Eva Matejková, Martin Richter**

Who Leads the EU Dairy Sector? A Cross-Country Competitiveness Analysis (2015-2022)

**Alexandra Mentová, Ján Pokrivčák**

Economic Analysis of the National Stud Farm Topoľčianky

**Viera Papcunová, Radomíra Hornyák Gregáňová**

Agricultural Entities and Local Self-governments in the Context of Property Tax

**David Martinčík, Olga Martinčíková Sojková, Václav Procházka**

Convergence Clubs in the European Union

**Alexandra Filová, Radovan Savov**

Comparison of the Development of the Weight of Beer in the Consumption Basket of EU Countries

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***Tuesday 17:30 - 18:00 - Discussion and Session Closing***

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**Project Session Sustainable and Healthy Food Consumption: Effects of Socio-economic Factors and Policies on Eating Behaviour, Obesity, and Food System (APVV-24-0412 Eat4Life)**

*KRISTAL*

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*Chairpersons: Ľubica Bartová, Ema Lazorčáková*

**Wednesday - 09:00 - 10:15**

**Zuzana Lazareková, Ľubica Bartová**

Factors Affecting the Share of Adult Weight Categories in EU Countries

**Ján Kobida, Ľubica Bartová**

Socioeconomic Drivers of Adolescent Obesity in the European Union

**Peter Watter, Ján Pokrivčák**

Rising Food Burden: Dynamics of Household Food Expenditures in Slovakia

**Miroslav Gorný, Radovan Savov, Lívia Lahová**

The Rise of Non-Alcoholic Beer: Evidence of European Non-Alcoholic Beer Consumption and Market Growth

**Kristína Medeková, Petra Mikulcová, Drahoslav Lančarič**

Did the War in Ukraine Shift Consumers towards Sustainable Behaviour? Evidence from Slovakia

**Peter Fandel, Ema Lazorčáková, Ľubica Bartová**

Efficiency of the EU School Fruit, Vegetables and Milk Scheme: Evidence with a Focus on Slovakia

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***Wednesday 10:00 - 10:15 - Discussion and Session Closing***

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**Project Session**    **Climate Change and Agriculture: The Role of Technologies and Policies**

*KRISTAL*

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*Chairpersons: Miroslava Rajčániová*

**Wednesday - 10:30 - 12:00**

**Dimuth Nambuge, Sitong Gong, Dimuth Nambuge**

Consumer Willingness to Pay for Organic Food, Environmental and Country of Origin Attributes of Food Products

**Nikola Pupíková, Miroslava Rajčániová, Ema Lazorčáková**

Demand for Sustainable Food and Response to Price Changes in Slovakia

**Miroslava Rajčániová, Ema Lazorčáková**

Rethinking Diets and Water Demand

**Roman Serenčěš, Ivan Holúbek, Denisa Bachratá**

Climate Change Insurance

**Alba Tema, Anila Rustani, Engjell Skreli, Drini Imami, Edvin Zhllima, Artan Qineti**

Preferences of Albanian Consumers toward Organic Products: Evidence from Olive Oil Consumption

**Alba Tema, Artan Qineti, Miroslava Rajčániová**

Private and Social Costs and Benefits of Conventional and Organic Farms in Slovakia: Case of Wheat and Tomato

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***Wednesday 11:45 - 12:00 - Discussion and Session Closing***

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# 3

## Human Capital, Digital Transformation and Business Resilience

BELLEVUE II.

*Chairpersons: Tomáš Michalička, Tomáš Rábek*

**Wednesday - 09:00 - 11:00**

**Lukáš Čelinák, Drahoslav Lančarič**

Closing the Gap Between Training Plans and Practice: Evidence on Implementation Gaps in Competency Development

**Nina Maďarová, Eva Daňová, Tomáš Michalička**

Sustainable Performance and Diversity Management in the Conditions of a Multinational Corporation

**Tomáš Michalička**

Workforce Diversity and Sustainable Business Performance: A Pilot Study of Automotive Companies in Slovakia

**Petra Mikulcová, Kristína Medeková, Radovan Savov**

Digital Human Capital and Artificial Intelligence Diffusion in EU Enterprises: Evidence from the European Polycrisis Period

**Tomáš Rábek, Ivan Holúbek, Zuzana Strápeková, Marinela Georgieva Ungerova**

Businesses' Attitudes and Risk Perceptions within the Implementation of the Digital Euro: A Case Study of Slovakia

**Tomáš Rábek, Zuzana Strápeková, Gülin Vardar, Coşkun C Küçüközmen**

Backtesting of Value at Risk Models and Expected Shortfall in Exchange Rate Risk Management: A Case Study of TRY/EUR

**František Vráb**

Economic and Security Resilience of SMEs: Synergy of Silver Generation Capital and Protection from Hybrid Threats

**Renáta Krajčírová, Alexandra Ferenczi Vaňová, Tomáš Tóth, Dana Országhová, Laura Kováčová**

The Potential of Artificial Intelligence for Assessment of the Tax Burden in EU Countries

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***Wednesday 10:30 - 11:00 - Discussion and Session Closing***

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