



Innovative Economic Symposium 2017

Strategic Partnerships in International Trade



Under the auspices of Ing. Miloš Zeman, President of the Czech Republic

Motto

"The business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs."
Peter F. Drucker

Target

The conference brings together scientists in economics, international relations, finance and marketing both from China and Europe. The conference aims to exchange knowledge and discuss issues related to market mechanisms, international business and strategic decisions.

Thematic Areas

Primary Issues

- Competitive strategies in international trade
- Entrepreneurship, international trade and economic growth
- Quantitative and qualitative methods in management decision making with a focus on international trade
- Economic, social and environmental dimensions of strategic management in international business
- Intellectual capital, knowledge and innovation in the development of international trade
- Decision-making methods and optimization econometric modeling in corporate strategy
- Consumer behavior, international marketing, marketing modeling

Alternative Issues

- Risk management and portfolio optimization
- Financial sustainability of SMEs
- Sustainability in logistics / environmental management in the supply chain
- Monetary policy / currency area theory
- Foreign direct investment
- Renewable energy / environmental legislation
- Social – medial marketing

Conference program

09:00—10:00	Participant registration
10:00—10:30	Opening ceremony
10:30—12:00	Plenary session
12:00—13:00	Lunch
13:00—14:30	Plenary session
14:30—15:00	Coffee break
15:00—17:00	Plenary session
17:00	Closing ceremony

<http://ies.vstecb.cz/>

19 October 2017

Spa Hotel Vita
České Budějovice, Czechia

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Jihočeský kraj

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Organizing Committee: doc. Marek Vochozka, Rector of the Institute of Technology and Business in České Budějovice;
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Pavel Rousek, Ph.D.; Simona Hašková, Ph.D.; Veronika Machová, MSc.;
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