

# **14th International Conference on Strategic Management and its Support by Information Systems 2021**

Ostrava, Czech Republic  
25-26 May 2021

**Editors:**

**Radek Němec  
Lucie Chytilová**

ISBN: 978-1-7138-4230-9

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

Copyright© (2021) by the authors  
All rights reserved.

Printed with permission by Curran Associates, Inc. (2021)

For permission requests, please contact VŠB - Technical University of Ostrava  
at the address below.

VŠB - Technical University of Ostrava  
17. Listopadu 15/2172  
708 33 Ostrava - Poruba  
Czech Republic

Phone: +420 597 325 278  
Fax: +420 596 918 507

[university@vsb.cz](mailto:university@vsb.cz)

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2633  
Email: [curran@proceedings.com](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

# Regular papers

---

<b>Title and authors</b>	<b>pp.</b>	<b>Paper #</b>
Risk management of cloud environments <i>Jan Andraščík</i>	17-24	7
A universal theorem of the alternative <i>David Bartl</i>	25-32	25
Development of the traffic accidents in the Moravian-Silesian region <i>Blanka Bazsová, Lucie Chytilová</i>	33-39	39
Decision Support Systems and Their Influence on Decision Choices and Results <i>Petra Bláhová, Michal Škoda</i>	40-48	23
Evaluation of the impact of the COVID-19 pandemic on the management strategy of innovative SME's enterprises in the Czech Republic and Poland <i>Katarzyna Czerná, Hana Štverková</i>	49-57	22
Information Support for Brownfield Revitalisation Projects and Other Tasks in Environmental Areas <i>Roman Danel, Ivana Čermáková, Jakub Chlopecký</i>	58-66	27
Strategic management of project portfolios <i>Petr Fiala, Renata Majovská</i>	67-75	18
Fuzzy rating of a country travel and tourism competitiveness with respect to tourism sustainability <i>Simona Hašková</i>	76-83	9
On transformations in interval linear programming: just be careful! <i>Milan Hladík</i>	84-91	29
Robust Steiner Tree with uncertain edge costs <i>Robert Hlavatý, Tereza Vudarčíková</i>	92-101	32

The strategic analysis of the external and internal environment of the new waste treatment company <i>Jakub Chlopeký, Roman Danel, Šárka Vilamová, Omar Ameir, Adam Pawliczek</i>	102-111	33
Czech Stock Market Volatility before and during the Covid-19 Crisis <i>Michaela Chocholatá</i>	112-119	13
Multiple p Facility Location Problem with Randomly Emerging Demands <i>Jaroslav Janáček</i>	120-125	10
Shop Floor Management with Self Service Business Intelligence applications <i>Pavel Jančálek</i>	126-134	40
The Digitalization of HR Processes: Success Factors and Consequences <i>Daniela Kharroubi</i>	136-145	16
Rectifying single sampling plans in acceptance sampling <i>Jindrich Klufa</i>	146-152	2
Selection of suitable measures for the application of age management goals in a selected organization <i>Terezie Krestová, Aleš Kresta</i>	153-162	28
Microgenetic Training of an Artificial Neural Network for Predicting Currency Exchange Rate Based on Year Long High Frequency Data <i>Martin Maděra</i>	163-169	6
Clever Prioritization of B2B Customers based on RFM analysis and Churn Prediction <i>Jan Mand'ák</i>	170-177	34
Statistical/RBF NN framework for high frequency financial data <i>Dusan Marcek</i>	178-187	30
Resource-Workflow Petri Nets with Time Tokens and Their Using in Process Management <i>Ivo Martinik, Daniel Klimsza</i>	188-197	20

Project Management Skills: Hard Versus Soft. Is It Enough? Technical Tools That Really Work <i>Lukáš Melecký, Michaela Staničková</i>	198-206	14
Modern Approaches to Endpoint Protection <i>Jan Ministr, Tomas Pitner, Vyacheslav Chaplyha</i>	207-215	24
Impact of the first wave of Covid-19 on the trends of ICT Professionals' wages in the Czech Republic <i>Lea Nedomova, Petr Doucek</i>	216-224	5
In-memory data processing in Microsoft Excel <i>Vítězslav Novák, Petr Rozehnal</i>	225-231	8
Optimizing municipal solid waste collection using GIS: A case study in Jablunkovsko region <i>Lucie Orlíková, Jiří Horák, Petr Kozel</i>	232-239	11
New MS Project Add-in for Task Threatness Evaluation <i>Petra Pavlíčková, Helena Brožová, Jan Rydval, Josef Havlíček, Tomáš Šubrt</i>	240-247	17
Influence of Incoterms 2020 on Strategic Decision-making of Entrepreneurs <i>Michaela Petrová, Martina Krügerová, Michal Koziel</i>	248-255	35
Volatility spillover effect in Asian stock markets <i>Petr Sed'a, Lorena Caridad Lopéz del Río</i>	256-264	1
Conditional predictability of assets returns: a dynamic approach <i>Petr Sed'a, Lorena Caridad Lopéz del Río</i>	265-273	3
Capturing Uncertainty in Opinions on Distance Learning Using Fuzzy Sets <i>Miloš Svaňa, František Zapletal, Miroslav Hudec, Radek Němec</i>	274-282	36
Sharing information on social networks <i>Jana Syrovátková, Jiří Korčák, Antonín Pavlíček</i>	283-291	37
Chatbot33 to Increase Students' Interest in University Study <i>Markéta Šindlerová, Ivo Martiník</i>	292-302	19

Sustainable entrepreneurship in small and medium-sized enterprises in the Czech Republic <i>Hana Štverková, Michal Pohludka</i>	303-311	15
Empirical Evidence of Dependency Between Check-Out Times <i>Petra Tomanová, Vladimír Holý, Ondřej Sokol</i>	312-319	26
Time dependent decision alterations due to the changing priority of criteria <i>Rijad Trumić</i>	320-328	38
Corporate Social Responsibility and Financial Performance: The Moderating Role of Internal Control in Chinese Appliance Listed Companies <i>Xiaojuan Wu</i>	329-338	21
On Impact of Economic Development on Attitude to Sustainable Development Goals in Automotive Industry <i>František Zapletal, Radim Lenort, Pavel Wicher</i>	339-346	31