

# **Innovative Economic Symposium (IES2019)**

Potential of Eurasian Economic Union

SHS Web of Conferences Volume 73 (2020)

Ceske Budejovice, Czech Republic  
7 November 2019

**Editors:**

**Jakub Horak  
Jaromir Vrbka  
Zuzana Rowland**

ISBN: 978-1-7138-0293-8

**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.**

This work is licensed under a Creative Commons Attribution 4.0 International License. License details:  
<http://creativecommons.org/licenses/by/4.0/>.

No changes have been made to the content of these proceedings. There may be changes to pagination and minor adjustments for aesthetics.

Printed with permission by Curran Associates, Inc. (2020)

For additional information, please contact EDP Sciences – Web of Conferences at the address below.

EDP Sciences – Web of Conferences  
17, Avenue du Hoggar  
Parc d'Activité de Courtabœuf  
BP 112  
F-91944 Les Ulis Cedex A  
France

Phone: +33 (0) 1 69 18 75 75  
Fax: +33 (0) 1 69 28 84 91

[contact-edps@webofconferences.org](mailto:contact-edps@webofconferences.org)

**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)

## TABLE OF CONTENTS

<b>THE PECULIARITIES OF THE BUDGETARY POLICY OF GEORGIA AND THE DIRECTIONS OF IMPROVEMENT IN ASSOCIATION WITH EU .....</b>	1
<i>Abuselidze George, Mamuladze Linda</i>	
<b>ORGANIZATIONAL BUSINESS MODEL OF STATE FRANCHISING .....</b>	13
<i>Baldina Julia, Masyuk Natalya</i>	
<b>PROBLEMS OF TRANSFORMATION IN THE TOURISM INDUSTRY IN THE DIGITAL ECONOMY .....</b>	23
<i>Bozhuk Svetlana, Pletneva Natalya, Maslova Tatiana, Evdokimov Konstantin</i>	
<b>MACHINE LEARNING FORECASTING OF CR AND PRC BALANCE OF TRADE .....</b>	32
<i>Brabeneč Toma,, Ule. Petr</i>	
<b>FAMILY AND RELATED LINK AS A CRADLE OF BEHAVIOR OF YOUTH IN POLITICAL RENT-SEEKING SOCIETY .....</b>	48
<i>Burganov Rais, Altynbaeva Emina, Sinnurova Regina</i>	
<b>A DECISION-MAKING METHOD BASED ON CONSUMER SPENDING DATA .....</b>	54
<i>Dušek Radim</i>	
<b>FUZZY APPROACH TO SHORT-TERM YOUTH UNEMPLOYMENT FORECAST .....</b>	59
<i>Hašková Simona</i>	
<b>USING RBF NEURAL NETWORKS TO IDENTIFY RELATIONSHIP BETWEEN DEVELOPMENT OF OIL PRICES IN WORLD MARKET AND VALUE OF CHINESE CURRENCY .....</b>	68
<i>Horák Jakub, Vrbka Jaromír, Krulický Tomáš</i>	
<b>AGRICULTURAL ENTERPRISES DEVELOPMENT STRATEGY INVESTMENT SUPPORT IN THE FIELD OF ANIMAL HUSBANDRY IN UKRAINE .....</b>	80
<i>Ishchenko Svitlana, Skrypník Kateryna, Pyrogov Dmytro, Tkach Tetjana</i>	
<b>STRATEGY OF ECONOMIC AND SOCIAL DEVELOPMENT OF ST. PETERSBURG UNTIL 2030 ACHIEVEMENT .....</b>	100
<i>Kalchenko Olga, Evseeva Svetlana, Evseeva Oksana, Plis Kristina</i>	
<b>THE LEVEL OF PRODUCTION LOCALIZATION OF AUTOMOTIVE INDUSTRY ENTERPRISES IN RUSSIA .....</b>	109
<i>Kandrashina E. A., Ashmarina S. I., Aleshkova D. V., Vorotnikova M. V.</i>	
<b>US-CHINA TRADE WAR: CAUSES AND OUTCOMES .....</b>	115
<i>Kapustina Larisa, Lipková Žudmila, Silin Yakov, Drevalev Andrei</i>	
<b>IMPACT OF DIGITALIZATION ON CONSUMER BEHAVIOUR AND MARKETING ACTIVITY IN FINANCIAL MARKETS .....</b>	128
<i>Korobov Yury</i>	
<b>CROSS-NATIONAL ANALYSIS OF THE OLDER WORKERS' EMPLOYMENT RATE .....</b>	135
<i>Kratt Oleh, Kirnos Inna</i>	
<b>COMPARISON OF NEURAL NETWORKS AND REGRESSION TIME SERIES IN PREDICTING EXPORT FROM CZECH REPUBLIC INTO PEOPLE'S REPUBLIC OF CHINA .....</b>	145
<i>Krulický Tomáš, Brabeneč Tomáš</i>	
<b>BASE EROSION AND PROFIT SHIFTING BY GOOGLE AND PLATFORM MARKET COMPETITION IN KOREA .....</b>	157
<i>Lee Taehee</i>	
<b>MACHINE LEARNING FORECASTING OF CR IMPORT FROM PRC IN CONTEXT OF MUTUAL PRC AND USA SANCTIONS .....</b>	163
<i>Machová Veronika, Mareček Jan</i>	
<b>ANTI-CRISIS APPROACH IN THE INDUSTRIAL ENTERPRISE MANAGEMENT: METHODOLOGICAL TOOLS OF PREVENTIVE REGULATION .....</b>	181
<i>Maslak Olga, Sokurenko Petro, Grishko Natalya, Buriak Ievgen, Maslak Mariya</i>	
<b>THE INSTITUTIONAL REGULATORY ENVIRONMENT OF THE DIGITAL ECOSYSTEM: THEORETICAL APPROACH AND RUSSIAN EXPERIENCE .....</b>	194
<i>Masyuk Natalya, Bushueva Marina, Bragina Zinaida</i>	
<b>THE UKRAINE AND EU TRADE BALANCE: PREDICTION VIA VARIOUS MODELS OF TIME SERIES .....</b>	201
<i>Matskul Valerii, Okara Diana, Podvalna Natalia</i>	

<b>MODERN ASPECTS OF THE MOTIVATION OF THE STAFF OF A COMMERCIAL ENTERPRISE THROUGH THE SOCIAL MENU SYSTEM .....</b>	211
<i>Pecherskaya Evelina P., Tarasova Tatiana M.</i>	
<b>SCIENTIFIC INSTRUMENTARIUM FOR DIAGNOSTICS OF STAFFING AT THE UKRAINIAN MACHINE-BUILDING ENTERPRISES: MARKETING APPROACH .....</b>	220
<i>Pryakhina Kateryna, Pochtovyuk Andriy</i>	
<b>THE METHODOLOGY OF SIMPLE COMPARISONS AS A REPLACEMENT FOR COMPREHENSIVE BENCHMARKING IN CONTROLLING .....</b>	230
<i>Rousek Pavel, Hašková Simona</i>	
<b>EVALUATION OF THE EU POLICY CONCERNING THE BASIC ECONOMIC FUNCTIONS OF A MODERN GOVERNMENT IN A MIXED ECONOMY .....</b>	236
<i>Rousek Pavel</i>	
<b>MACHINE LEARNING FORECASTING OF USA AND PRC BALANCE OF TRADE IN CONTEXT OF MUTUAL SANCTIONS .....</b>	243
<i>Rowland Zuzana, Vrbka Jaromír, Vochozka Marek</i>	
<b>CUSTOMER'S VIEW AND EXPERIENCE WITH LOYALTY PROGRAMS IN THE SOUTH BOHEMIA .....</b>	259
<i>Stuchlý Jaroslav, Jambal Tsolmon, Ližbetinová Lenka</i>	
<b>MACHINE PREDICTION OF US IMPORTS FROM THE PRC IN THE CONTEXT OF MUTUAL SANCTIONS .....</b>	270
<i>Suleč Petr, Mareček Jan</i>	
<b>THE MARKETING VALUE CREATION IN THE WASTE MANAGEMENT SECTOR – MULTI-CONCEPTUAL BUSINESS MODEL .....</b>	288
<i>Sztangret Izabela Barbara</i>	
<b>GLOBALIZATION IMPACT ON THE WORLD TRAVEL MARKET DEVELOPMENT .....</b>	300
<i>Trunina Iryna Mykhailivna, Sushchenko Olena Anatoliivna, Druzhynina Viktoriia Valeriiwna, Zahorianska Olena Leonidivna</i>	
<b>HUMAN FACTORS ERRORS AND IDENTIFICATION OF CAUSES OF SUCCESSFUL/UNSUCCESSFUL COMPLETION OF BUSINESS PROJECTS .....</b>	309
<i>Vaničková Radka</i>	
<b>INCREASING THE AVAILABILITY OF FINANCIAL SERVICES IN REMOTE, SPARSELY POPULATED AND HARD-TO-REACH REGIONS THROUGH THE DEVELOPMENT OF AN ENTREPRENEURIAL INITIATIVE IN RURAL TOURISM .....</b>	320
<i>Vasyukova Lyudmila, Masyuk Natalya, Bushueva Marina, Bessonova Anastasiya, Mosolova Nina A.</i>	
<b>FORECASTING TRADE BALANCE OF CZECH REPUBLIC AND PEOPLE'S REPUBLIC OF CHINA IN EQUALIZING TIME SERIES AND CONSIDERING SEASONAL FLUCTUATIONS .....</b>	331
<i>Vochozka Marek, Rowland Zuzana</i>	
<b>CONSIDERING SEASONAL FLUCTUATIONS ON BALANCING TIME SERIES WITH THE USE OF ARTIFICIAL NEURAL NETWORKS WHEN FORECASTING US IMPORTS FROM THE PRC .....</b>	345
<i>Vrbka Jaromír, Vochozka Marek</i>	
<b>THE FACTORS EFFECTING ENTREPRENEURIAL INTENTION OF UNIVERSITY STUDENTS: CASE OF MONGOLIA .....</b>	357
<i>Zanabazar Altanchimeg, Jigiddorj Sarantuya</i>	
<b>CONTROLLING OF STRATEGIC ORGANIZATIONAL CHANGES AT THE UNIVERSITY .....</b>	367
<i>Zotova Anna, Mantoulenko Valentina, Plaksina Irina</i>	
<b>HUMAN RESOURCE MANAGEMENT IN SMES IN THE CZECH REPUBLIC – SPECIFICS AND KEY REQUIREMENTS .....</b>	375
<i>Caha Zdeník, Urban Jan</i>	
<b>INNOVATION ACTIVITIES OF CZECH BUSINESSES: DIFFERENCES BETWEEN URBAN AND RURAL BUSINESSES .....</b>	382
<i>Kmecová Iveta, Vokoun Marek</i>	
<b>VALUE GENERATORS IN FORESTRY AND LOGGING .....</b>	389
<i>Machová Veronika, Horák Jakub</i>	
<b>CONDITION FACTOR ANALYSIS IN THE REGION OF SOUTH BOHEMIA .....</b>	398
<i>Pártlová Petra</i>	
<b>STRATEGIC MANAGEMENT AND DECISION MAKING OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE CZECH REPUBLIC .....</b>	408
<i>Straková Jarmila, Talíř Milan</i>	
<b>THE DEVELOPMENT OF ORGANIZATIONAL AND MANAGEMENT STRUCTURES IN SMALL-SCALE AND MID-SCALE ENTREPRENEURSHIP IN THE CZECH REPUBLIC .....</b>	418
<i>Váchal Jan, Talíř Milan</i>	