# International Conference on Entrepreneurial Competencies in a Changing World (ECCW 2021)

SHS Web of Conferences Volume 135 (2022)

Ceske Budejovice, Czech Republic 24 November 2021

### **Editors:**

Zdenek Caha Michal Ruschak Vendula Velková

ISBN: 978-1-7138-4390-0

#### 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. (2023)

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

#### 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 Web: www.proceedings.com

## TABLE OF CONTENTS

Liability for Damage to Health Due to Limited Access to Health Care During Emergency of the Covid-19 Pandemic	1
Bilek Stanislav	1
Predicting Students' Intentions to Create Green Start-Ups: A Theory of Planned Behaviour Approach	13
Bouarar Ahmed Chemseddine, Mouloudj Smail, Makhlouf Asma, Mouloudj Kamel	
Energy-Saving Behaviour of Households: Methodological Aspects of Research	21
Digital Transformation in HR	27
The Impact of the Coronavirus Pandemic on Small and Medium-Sized Enterprises in Russian Federation	33
Chernova Christina, Neklyudova Natalia	
Analysis of the Czech Advertising Market and Its Main Players	38
Rewarding Employees Through Specific Wage Scales – Analysing the Remuneration Scheme Using Fixed Wage Elements in a Selected Company	44
Adaptation of Small and Medium-Sized Enterprises During the COVID-19 Pandemic	51
Factors in the Development of Entrepreneurial Competencies	58
Reputation Management in Times of the Pandemic - Empirical Analysis of Selected Health Care Providers Operating in the Slovak Market	64
The Fashion Industry and Its Problematic Consequences in the Green Marketing Era a Review	72
Employee Engagement as a Factor of Internal Entrepreneurship	78
Proactivity as a Factor of Satisfaction with Distance Learning During Lockdown from the Perspective of Students' Perception and Preferences	84
Adaption of Marketing Mix for Selected Country	91
Evaluation of Level and Quality of HR Business Partnering in HR Department of Production Company	103

Technical Analysis of Selected Stocks Time Series Based on Value Screening
Human Resource Management Strategy as a Small Business Competitive Advantage Tool
Difficulties and Challenges of Strategic Management of Start-Up Enterprises in the New Era
The Impact of Work-Related Stress on Job Satisfaction and Organizational Trust During COVID-19 Pandemic
Zanabazar Altanchimeg, Jigjiddor Sarantuya, Jambal Tsolmon
Formation of Human Resources Within an Enterprise Under Conditions of Globalization Changes
Approach to Corporate Education of Employees in Companies in the Czech Republic, Russia,  Slovakia and Ukraine: A Comparative Analysis
Financial Health of Enterprises as a Tool of Business Potential of an Area
Pros and Cons of Home Office During the Covid-19 Pandemic
Value Chain Analysis and Attractiveness of the Telecommunications Industry in Mongolia
Tax Reform as an Instrument for the Stability of the National Economy

**Author Index**