CBU International Conference on Innovations in Science and Education 2020

Proceedings of CBU in Economics and Business

Editors:
Petr Hájek, Ondřej Vít

18-20 March 2020
Prague, Czech Republic

Sponsored by (financially supported by):
CBU Research Institute
CBU Research Institute s.r.o., Prague, Czech Republic
ISE Research Institute
ISE Research Institute s.r.o., Prague, Czech Republic
Unicorn University
Unicorn University s.r.o., Prague, Czech Republic

Publisher
CBU Research Institute s.r.o.
Jáchymova 27/4,
110 00 Praha 1
Czech Republic

Published
November 16, 2020
Front matter content
Citation guidelines.............................................................................................................. ii
Copyright information.......................................................................................................... ii
Introduction .......................................................................................................................... iii
Contents................................................................................................................................ iv
Conference chairs .............................................................................................................. vi
Editors ................................................................................................................................. vi
Economics and Business Section Committee ...................................................................... vi

Citation guidelines
As this is a serial book published annually, it has both ISSN and ISBN. ISSN links to the whole series of proceedings based on CBU International Conferences, while ISBN links to this specific issue in 2020. Each article also has its own unique permanent DOI link (number) located on the first article page. A digital object identifier (DOI) is a unique alphanumeric string to identify content and provide a persistent link to its location on the internet. All DOI numbers begin with a 10 and contain a prefix and a suffix separated by a slash. The prefix is the number of four or more digits assigned to organizations; the publisher assigns the suffix. DOI should be cited in the form of a full HTTPS link that includes http://dx.doi.org/. All articles were peer-reviewed.

Please use the following format to cite online articles (APA citation format):

ISBN 978-80-907722-3-6 (Online)
ISBN 978-80-907722-4-3 (Print).

International Conference Website
www.cbuic.cz (www.iseic.cz)

Publication of records for individual papers is online at ojs.cbuic.cz. This website is used to distribute the articles into various databases. For citing online articles, please use E-ISSN (Online ISSN) or preferably DOI. Previous volumes of this conference proceedings are archived at www.journals.cz (Volumes 2013 – 2019 were published with online ISSN 1805-9961). In 2020 the conference proceedings are published separately for each section while the new ISSNs are registered with the ISSN agency as direct followers of the old ISSN.

Copyright information
Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a Creative Commons Attribution License 4.0 (CC BY 4.0) that allows others to share the work with an acknowledgment of the work’s authorship and initial publication in this journal.

Authors can enter into separate, additional contractual arrangements for the non-exclusive distribution of the journal’s published version of the work (e.g., post it to an institutional repository or publish it in a book), with an acknowledgment of its initial publication in this journal.

Authors are permitted and encouraged to post their work online (e.g., in institutional repositories or on their website) before and during the submission process, as it can lead to productive exchanges and earlier and greater citation of published work.
Introduction
We had the great honor of organizing the CBU International Conference on Innovations in Science and Education 2020 in Prague, Czech Republic. The event was affected by the coronavirus pandemic as every other aspect of life in 2020 worldwide. Since 2013 the conference became an important international event in a cross-industry discussion about innovations in Education and Science.

CBUIC 2020 was organized by the CBU Research Institute, Unicorn University (which renamed itself from Unicorn College in 2020), and ISE Research Institute, all three located in Prague, Czech Republic. The CBU Research Institute published the proceedings.

Three cooperating organizations supported the three-day conference. The participation was lower due to the coronavirus pandemic as follows: 23 papers in the Economics and Business section (this proceedings book), 49 papers in the Social Sciences section, 20 papers in the Medicine and Pharmacy section, and 14 papers in the Natural Sciences and ICT section.

As every year, the purpose of CBUIC 2020 was to provide a forum for the participants to report and review innovative ideas with up-to-date progress and developments, discuss novel approaches to the application in their research areas and discuss challenges of doing science and education.

We sincerely hope that exchanging ideas on doing research, science, and improving education will help the participants, and international cooperation sharing the common interest will be enhanced.

On behalf of the Organization Committee of CBUIC 2020, we would like to heartily thank our cooperating organizations for all they have done for the conference. We would also like to thank the authors for their contribution to the proceedings; the participants and friends of CBUIC 2020, for their interest and efforts in helping us to make the conference possible; and the Editorial boards for their effective work and valuable advice, especially the CBUIC 2020 secretariat and the CBU RI staff, for their tireless efforts and outstanding services in preparing the conference and publishing the Proceedings.

Petr Hájek, CBU Research Institute
David Hartman, Unicorn University
Conference chairs
<table>
<thead>
<tr>
<th>Authors</th>
<th>Article Title and DOI</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borislav Arnaudov</td>
<td>PERSPECTIVES AND INTEGRATION OF BICYCLE TRANSPORT IN SOFIA BULGARIA</td>
<td>1-7</td>
</tr>
<tr>
<td>Florina Bardea</td>
<td>CLUSTERS EUROPEAN POLICY IN EXCELLENCE OF MANAGEMENT</td>
<td>8-14</td>
</tr>
<tr>
<td>Felix H. Arion</td>
<td>FLEXIBLE FORM OF EMPLOYMENT: PROSPECTS OF DEVELOPMENT</td>
<td>15-21</td>
</tr>
<tr>
<td>Patryk Szabelski</td>
<td>BULGARIA’S REAL CONVERGENCE IN THE CONTEXT OF POTENTIAL EMU MEMBERSHIP</td>
<td>22-29</td>
</tr>
<tr>
<td>Viktor Barhatov</td>
<td>IDENTIFICATION OF THE STAGE OF PURCHASE BEHAVIOUR RELATED TO FACIAL BIOMETRIC TECHNOLOGY AMONG BUSINESSES IN SLOVAKIA</td>
<td>30-36</td>
</tr>
<tr>
<td>Yuner Kapkaev</td>
<td>STUDY ON THE OPINION OF STAKEHOLDERS ON FORESTRY ECOSYSTEM SERVICES</td>
<td>37-44</td>
</tr>
<tr>
<td>Anna Isaeva</td>
<td>APPROACHES TO THE FORMATION OF SUSTAINABLE ECONOMIC DEVELOPMENT OF TRANSPORT SYSTEM</td>
<td>45-48</td>
</tr>
<tr>
<td>Valentin Bilyanski</td>
<td>DIGITAL DESIGN OF PRODUCTION SYSTEMS USING VIRTUAL REALITY</td>
<td>49-56</td>
</tr>
<tr>
<td>Silviya Kirova</td>
<td>INCREASING THE ECOLOGICAL LEVEL OF PUBLIC TRANSPORT IN THE CITY OF SOFIA</td>
<td>57-61</td>
</tr>
<tr>
<td>Michal Budinský</td>
<td>MEASURING THE POTENTIAL OF ECONOMIC DEVELOPMENT OF THE SVERDLOVSK REGION BASED ON COMPARATIVE ADVANTAGES</td>
<td>62-69</td>
</tr>
<tr>
<td>Janka Tábořecká-Petrovičová</td>
<td>THE IMPACT OF ECONOMIC DEMOGRAPHIC AND INFRASTRUCTURAL FACTORS ON INCOME INEQUALITY AND POVERTY IN RUSSIA</td>
<td>70-75</td>
</tr>
<tr>
<td>Elena Dragozova</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nevena Shuleva</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olga Vladimirovna Efimova</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elena Zakharovna Makeeva</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elizaveta Igorevna Dmitrieva</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gabriela Gabajová</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martin Krajičovič</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iveta Rolinčinová</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beáta Furmannová</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monika Bučková</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iliya Gatovski</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rogneda Groznykh Natalia Davidson Oleg Mariev Daria Chipchagova Ekaternal Vasilyeva</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Rogneda Groznykh et al.</td>
<td>THE ROLE OF POLITICAL STABILITY IN FOREIGN DIRECT INVESTMENT ATTRACTION: CROSS-COUNTRY ANALYSIS</td>
<td>76-83</td>
</tr>
<tr>
<td>Patrik Grznár et al.</td>
<td>OPTIMIZATION OF LOGISTICS PROCESS IN CONTEXT OF SMART LOGISTICS BY USING COMPUTER SIMULATION – CASE STUDY</td>
<td>84-90</td>
</tr>
<tr>
<td>Michal Hanák et al.</td>
<td>COOPERATION OF ENTERPRISES WITH SECONDARY VOCATIONAL SCHOOLS: COMPARATIVE ANALYSIS IN THE CONTEXT OF THE CZECH REPUBLIC AND SLOVAKIA</td>
<td>91-97</td>
</tr>
<tr>
<td>Viktors Hiršsons et al.</td>
<td>WHAT AFFECTS THE IMPLEMENTATION AND REALISATION OF STRATEGY IN ORGANISATIONS?</td>
<td>98-104</td>
</tr>
<tr>
<td>Kitty Klacsánová et al.</td>
<td>MACROECONOMIC FACTORS AND THEIR INFLUENCE ON THE VISEGRAD GROUP EXCHANGE RATES</td>
<td>105-111</td>
</tr>
<tr>
<td>Martina Kovaciková et al.</td>
<td>SELECTED ASPECTS OF THE INTERNET OF THINGS DURING GLOBALIZATION</td>
<td>112-119</td>
</tr>
<tr>
<td>Nikolay Neykov et al.</td>
<td>THE CONSOLIDATION OF FOREST TERRITORIES AS A TOOL TO IMPROVE THEIR MANAGEMENT</td>
<td>120-125</td>
</tr>
<tr>
<td>Inese Sluka et al.</td>
<td>THE IMPACT FACTORS ON PROJECT MANAGEMENT SUCCESS IN GLOBAL TEAMS: THE CASE OF COMPANY “X” PROJECTS</td>
<td>126-132</td>
</tr>
<tr>
<td>Elena Stavrova et al.</td>
<td>BLACK SWAN EVENT: AN EVIDENCE FROM CHINA’S ECONOMICS EFFECTS</td>
<td>133-140</td>
</tr>
<tr>
<td>Svetla Tzvetkova</td>
<td>GUIDELINES FOR IMPROVING THE ENVIRONMENTAL FRIENDLINESS AND SAFETY OF RAILWAY TRANSPORT FREIGHTS OF DANGEROUS CARGO WITHIN THE REPUBLIC OF BULGARIA</td>
<td>141-146</td>
</tr>
<tr>
<td>Krasimira Valcheva</td>
<td>EU POLICY AGAINST FALSIFIED MEDICINES: OPTIONS FOR FURTHER DEVELOPMENT</td>
<td>147-153</td>
</tr>
<tr>
<td>Elenita Velikova</td>
<td>STRATEGIES FOR THE EXTENSION OF THE WINTER SEASON AT MOUNTAIN RESORTS IN BULGARIA</td>
<td>154-161</td>
</tr>
</tbody>
</table>
Conference chairs

Petr Hajek, CBU Research Institute, Unicorn University, Prague, Czech Republic
David Hartman, Unicorn University, Academy of Sciences of the Czech Republic, Charles University in Prague, Czech Republic

Editors

Dr. Petr Hajek, Director, CBU Research Institute, Prague, Czech Republic
Dr. Ondřej Vit, First Faculty of Medicine, Charles University, Czech Republic

Economics and Business Section Committee

1. Prof. Thurasamy Ramayah, Universiti Sains, Malaysia
2. Assoc. Prof. Mustafa Cagatay Korkmaz, Artvin Çoruh University, Turkey
3. Dr. Katarzyna Marek-Kolodziej, Opole University of Technology, Faculty of Production Engineering and Logistics, Poland
4. Prof. Milen Ivanov Baltov, Burgas Free University, Bulgaria
5. Dr. Maria Johann, Warsaw School of Economics, Poland
6. Dr. Anna Lemańska-Majdzik, Czestochowa University of Technology, Faculty of Management, Poland
7. Assoc. Prof. Soner Gokten, Baskent University, Turkey
8. Dr. Enes Emre Başar, Bayburt University, Turkey
9. Assoc. Prof. Maria Eneva Bakalova, University of National and World Economy, Faculty of International Economy and Politics, Bulgaria
10. Professor Ionel Bostan, Ştefan cel Mare University of Suceava, Romania
11. Prof. Goran R. Milovanovic, Faculty of Economics, University of Nis, Serbia
12. Assoc. Prof. Mária Bohdalová, Comenius University in Bratislava, Faculty of Management, Slovakia
13. Assoc. Prof. Tomáš Pavelka, Faculty of Business Administration, University of Economics in Prague, Czech Republic
14. Assoc. Prof. Błażej Prusak, Gdańsk University of Technology, Faculty of Management and Economics, Poland
15. Dr. Marija Risto Magdinceva-Sopova, University Goce Delcev – Stip, Faculty of Tourism and business logistic – Gevgelija, Macedonia
16. Prof. Petr Marek, Department of Finance and Business Valuation, Executive board member of Acta Oeconomica Pragensia, University of Economics in Prague, Czech Republic
17. Assoc. Prof. Kudret GUL, Tourism and Hotel Management Department, Balikesir Vocational School, Balikesir University, Turkey
18. Prof. Irfan Ridwan Maksum, University of Indonesia, Malaysia
19. Prof. Carmen Balan, The Bucharest University of Economic Studies, Romania
20. Prof. Yesim Kustepeli, Dokuz Eylul University, Faculty Of Business, Turkey
21. Dr. Borut Vrščaj, Agricultural Institute of Slovenia, Department for Agroecology and Natural Resources, Slovenia
22. Prof. Carmen-Aida Huti, “Gheorghe Asachi” Technical University of Iasi, Romania
23. Dr. Milan Ćupić, University of Kragujevac, Faculty of Economics, Serbia
24. Dr. Małgorzata Okręglicka, Czestochowa University of Technology, Poland
25. Dr. Marcel Kordoš, Alexander Dubček University in Trenčín, Slovakia
26. Assoc. Prof. Eglantina Hysa, Economics Department, Epoka University, Albania
27. Dr. Hulya Kaftelen Odabasi, Firat University, School of Civil Aviation, Turkey
28. Assoc. Prof. Venelin Nikolaev Boshnakov, University of National and World Economy, Bulgaria
29. Prof. Matilda Ivanova Alexandrova, University of National and World Economy – Sofia, Bulgaria
30. Assoc. Prof. Jasmina Starc, Higher Education Centre, Faculty of Business and Management Sciences, Slovenia
31. Murat Kantar, Pamukkale University, Turkey
32. Dr. Mirjana Todorović, University of Kragujevac, Faculty of Economics, Serbia
33. Dr. Belem Barbosa, University of Aveiro, Portugal
34. Dr. Teguh Kurniawan, Faculty of Administrative Science, Universitas Indonesia, Indonesia
35. Dr. Jolanta Wartini-Twardowska, University of Economics in Katowice, Poland
36. Dr. Petr Hajek, Central Bohemia University and Unicorn University, Prague, Czech Republic
37. Dr. Sherzod Tashpulatov, Czech technical university in Prague, Czech Republic
38. Dr. Michal Brožka, Unicorn University, Prague, Czech Republic
39. Dr. Jan Vorlček, Unicorn University, and College of information Management and Business Administration, Prague, Czech Republic
40. Jerome Dumetz, Unicorn University, Prague, Czech Republic
41. Prof. Drahomír Jančík, Institute of Economic and Social History, Faculty of Arts, Charles University, Prague and Faculty of Business Administration, University of Economics in Prague, Czech Republic
42. Assoc. Prof. Aneta Kucińska-Landwójtowicz, Opole University of Technology, Poland
43. Dr. Kholnazar Amonov, European Institute of Applied Science and Management, Prague, Czech Republic
44. Assoc. Prof. Murtaz Kvirkvaia, Dean of the Faculty School of Business and Management, Grigol Robakidze University, Georgia
45. Dr. Quang Van Tran, Faculty of Finance and Accounting, University of Economics in Prague, Czech Republic
46. Dr. Rohit Bansal, Vaish College of Engineering, Rohtak, India
47. Assoc. Prof. Ermira Hoxha Kalaj, “Luigi Gurakuqi” University, Albania
48. Assoc. Prof. Mohammed Touitou, University of Algiers, Algeria
49. Assoc. Prof. Elena Stavrova, SWU “Neofit Rilski”-Blagoevgrad, Bulgaria