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**Business Systems (Information) Modeling**

**Václav Řepa**

**Abstract**

One of the essential principles of the information systems development methodologies is the *Principle of Modeling*. This principle expresses the presumption that the objective basis for the implementation of the information system in the organization must be constituted by real facts existing outside of and independently of the organization. In other words, information system as an information infrastructure of some business system is always a model of the Real World. Principle of Modeling significantly increased the possibilities to assure the quality of the information system in the analysis phase of its development. If the contents of the information system is fully determined by the Real World then the quality of the information system should be measurable with the attributes of the Real World. So the ability to achieve the proper quality of the information system is directly related to the ability to uncover the proper attributes of the Real World.

In the presentation we argue for the need to respect the Principle of modeling and its consequences in the information system development methodologies. We introduce the *Philosophical Framework for Business System Modeling* as a platform for the discussion about basic aspects of the Real World and their relationships which should be covered by the information system in terms of the Principle of Modeling. Using the framework we describe four basic dimensions of the model of the Real World and their natural attributes together with related methods and techniques from the field of information systems analysis. Special attention we pay to the relationships of particular dimensions as important field for the consistency of models.

Finally, we discuss the most important emergent consequences of the nature of basic dimension of the Real World informatics model in the mutually connected fields of *Business Processes Modeling, Conceptual Modeling, and Information System Development*.

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The Relationship Between Nurse Managers Leadership Style and Employee Satisfaction: A Pilot Study from One Hospital

Martina Bednářová

Context
Health is one of the most important human needs. The healthcare system of a country is a major contributor to maintaining people’s health. The process of providing healthcare is complex and human resources play the most significant role. Medical staff is mostly involved in treating patients and creating conditions for the healing process. Healthcare employees working as a team, as well as having managers using applied leadership style are amongst factors influencing nurses’ job satisfaction.

Objective
The aim of the study is to identify the representation of lead nurses’ individual leadership style with its substyles within the Czech environment based on transformational-transactional leadership. Additionally, it will be determined which (sub)styles are closely related to nurse job satisfaction.

Method
The quantitative research design is based on two questionnaires: Bass & Avolio’s Multifactor Leadership Questionnaire (MLQ) and the Czech HealthCare Institute (HCI) staff satisfaction questionnaire. The pilot study was attended by 19 (70%) nurse managers and 228 (41%) employees from one hospital. For analysing the relationship between nurse managers’ leadership (sub)style and employee satisfaction, correlation analysis was used.

Results
Based on results, both styles are applied in the selected hospital and the transactional style moderately predominates. Furthermore, hospital employees tend to be more satisfied with the transactional style including intellectual stimulation as a substyle of transformational leadership.

Conclusion
The pilot study confirmed the importance of leadership in relation to employee satisfaction and that it is necessary to suitably combine transformational and transactional substles. The fact, that employees prefer transactional style can be explained by the conditions within the healthcare sector. This environment by its nature often requires clear tasks and control.

Acknowledgements: This work was supported by the internal grant F6/78/2017 of the University of Economics, Prague.
Impact of the new Funeral Act on funeral service providers in the Czech Republic

Marie Černá

Context
Legislative changes in any business area often lead to changes in business processes. These changes may be associated with negative consequences which affect financial situation of the organization (unexpected cost increase) and its future business activities.

Objective
The paper compares expected and actual impacts of new rules set by the Act No. 193/2017 Coll., the Funeral Act from its provider point of view. It identifies possible negatives, such as changes in established procedures leading to cost increases and positive aspects of the approved legislative standard, such as the possibility of expanding the services offered to generate revenue.

Method
Qualitative research - document analysis, case study. Used method: semi-structured interview. Research sample: 5 funeral service employees, various positions.

Results
Conducted research pointed out the most significant problems which will need to be solved by funeral service providers in relation to the adoption of Funeral Act. Changes may arise in connection with the need to: expand the range of services provided, ensure required qualification of staff, ensure adequate technical equipment.

Conclusion
New Funeral Act aims to strengthen the legal protection of the person arranging the burial and to strengthen post-mortem personality rights. Significant modifications of Funeral Act can lead to increase in cost caused by the changes in required qualification of funeral service providers, the necessity to provide a room for treatment of bodies of deceased or the obligation to issue the operator Regulations. Veracity of these assumptions is needed to be further verified by practice. The article also contributed to the identification of future possible research activities in the funeral services provision area.

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Analysis of Current Legislative Processes Related to the Establishment and Operation of Destination Managements in the Czech Republic and Identification of Basic Problems

Jitka Mattyašovská

Context
Given the importance of sector of tourism and its impacts on regional development, the labour market, small and medium-sized enterprises, trade, culture, transport, environment, public health, diversification of rural activities and infrastructure and its sensitivity to external interventions, it is a key task to set the system of organization and management of tourism in the Czech Republic.

Objective
The aim of this report is to analyze the current legislative norms from the point of view of setting up basic competences in the area of tourism management and newly set up processes, which will lead to the establishment of the organizations of destination management and their functioning in the Czech Republic. The Analysis assesses the situation and name the primary problems.

Method
An analysis of current legislative standards was carried out. Specifically, it was the competence law, the Act on Regions and the Act on Municipalities. The above-mentioned laws were examined from the point of view of the Ministry of regional development and its competences in the tourism sector, as well as in terms of the independent competence of regions and municipalities in relation to tourism. Furthermore, a comparison method with selected EU countries was used.

Results
The results of the analysis describe in particular the current legislative restrictions on the adoption of binding legal standards in the area of tourism management and financing in the Czech Republic. A comparison of the set-up system of tourism organization in the Czech Republic based on motivation with selected European states brings knowledge of its pitfalls.

Conclusion
The main findings are the identification of fundamental limitations in the field of valid legal norms of the Czech Republic, which regulate competences at the level of the state, regions and municipalities and also the limits of the newly established tourism management system in the Czech Republic.

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Exploring the critical combination of factors leading to a negative effect in customer satisfaction.

Luboš Burdek

Context
Orientation on customer satisfaction is crucial for competitive organizations. To ensure customer satisfaction, organizations need to provide products with low risk of injury. This is covered by the field of quality management. However, the quality of the final product depends not only on the internal processes but also on the distribution process to the customer. Therefore, the critical combination of factors needs to be explored.

Objective
The goal of the research is to explore the critical combination of factors leading to a negative effect in customer satisfaction. The objective is divided into two phases. The first aims to prove it to be a valuable method in comparison to others. The second phase aims to explore the critical factors when combining internal and external factors leading to the negative effect in the customer satisfaction.

Method
The group of experts defined 22 internal and 10 external factors influencing the process. The values were measured for 4,082 products in past three years. The critical factors are found by statistical pattern recognition method. The first research phase focuses on the confirmation of the chosen method in the field of quality management. The second phase uses the chosen method to explore critical factors combination between internal and external factors.

Results
The results show that the chosen method is comparable to other statistical methods which are used more often in the organizational research. The analysis of 22 internal factors shows that problems appear within the 3 factors.

Conclusion
The results show value in the method used in the field of quality management because of the equivalent results in comparison to other methods. The higher value of this method will be proved within the second phase by providing information about the hidden relationships among individual factors.

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Colour Content and Emotional Appeals in TV Advertising
Sabina Šuldová

Context
Using colours in TV advertising arouses emotions. Different colours are associated with different kinds of products. Emotional appeals in TV advertising are defined not only by colour but also by music, speech, and celebrities. That means emotional appeals may be inconsistent with colour psychology. Emotional influencing of adverts is immensely important in terms of its effectiveness.

Objective
The aim of this research is to analyse the usage of different colours (hues and shades) in TV advertising. The research answers the question of whether the psychology of the colours used matches the emotional appeals in commercials belonging to various product categories. The motivation for this research is to help advertisers in deciding the use of colours in TV commercials and to analyse the unanimity of colour content and emotional appeal.

Method
The sample contains 200 TV commercials broadcast in the Czech Republic in 2016. Video adverts were selected proportionally to the number of commercials in each selected category. The Movie Barcode Generator, the Color Extraction app and the Image Color Summarizer were used to identify colour schemes. An expert estimate was used for emotional appeal recognition. Five basic emotions were rated by using Likert’s scale.

Results
The results show, that we can’t assign only one typical colour to one emotional appeal. For example, the emotional appeal of warmth has four different colours – brown, blue, grey, and black. Another outcome of this research shows that different categories show similar results for colours and emotional appeals.

Conclusion
The main implication of the results is important for advertisers. The research offers a contribution to make decisions about selecting the correct colour schemes, which help to present the offered products.

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TV Advertising Effectiveness: Influencing Factors

Daria Gunina

Context
TV advertising effectiveness does not have only one set definition. Different subjects evaluate different “effectiveness”. The media defines effectiveness as the reach of a target group; agencies consider effectiveness to be the ability to position in the consumer’s mind while according to advertisers, effective communication leads to the purchase decision. As a result, the subjects on the media market follow different aims and use different means to fulfil them.

Objective
The research will (by means of several studies) examine TV advertising effectiveness from the perspective of different understandings of “effectiveness”. The purpose of this particular study is to analyse if an hour, day, month (of airing), length of a spot, length of a break, spot placing in a break, type of programme before and after a break, channel or category of a product influences advertising effectiveness on television. This study answers the question of which set of factors impacts TV advertising reach. The motivation of this study is also to reveal the basis for further qualitative studies.

Method
The research project includes five different studies. The first study uses a quantitative approach based on the complete monitoring data sample, which includes all commercials aired on television channels on the Czech TV medium in 2016. The regression analysis is used to identify the set of variables influencing advertising effectiveness.

Results
The achieved results indicate the set of nine factors influencing commercial effectiveness. Four variables causing multicollinearity were excluded from the final regression model. The results show that the examined variables have a different impact on advertising effectiveness.

Conclusion
This study might contribute to the theory of TV advertising effectiveness, media planning and effective media space usage. Practical implications emphasize the different impact of particular factors on advertising effectiveness.

Acknowledgements: This research was supported by the IGS F6/5/2017 project.
Social Care Services for the Elderly as Business: Case Study of Business Companies Providing Residential Social Care in Czechia

Agáta Marková

Context
The aging population brings many challenges. One of them is a provision of social care services for the elderly (SCS). In Czechia SCS are mainly provided by the public (non-profit) sector. Nevertheless, according to the fact, that demand for SCS will probably grow, there is the question whether it attracts more private (profit/non-profit) organisations on the SCS market and eventually whether they assume the major role in SCS provision. While NGOs have a long tradition on the Czech SCS market, participation of business companies is relatively new and therefore offering many questions.

Objective
Aim of this study is to answer the question whether there is possible to generate profit on the Czech residential SCS market and further try to find out main factors of business success.

Methods
The study explores secondary data from public available registers (Register of Social Services Providers, Albertina). The data are analysed by the quantitative research methods as descriptive statistics and linear regression model.

Results
Findings show that in 2015 the half of the sample of business companies made a profit. The study tried to find if the profit depends on different factors. The only statistically significant dependence was the dependence of profit on length of organisation existence and legal form.

Conclusion
According to these findings the SCS market seems to be not fully profitable. Based on this fact, it is not possible to make a clear decision whether the private companies will dominate in the future. On the other hand, we should also find answer whether it is actually desirable in terms of quality, availability, etc.

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Living in the Hybrid Space: A Pilot Study Examining Everyday Consequences of Mobile Technologies

Klára Šimůnková

Context
Emergent mobile technologies have changed the constitution of space of our everyday life. Being on the move, permanently connected to the ubiquitous internet has become a new mundane practice. Physical and digital spaces merge, thus making it hard to distinguish the former from the latter. Contemporary human condition is so called real virtuality and the space we live in is termed hybrid space.

Objective
This paper introduces findings of a pilot study concerning the use of mobile technologies in everyday life and revealing their impact on the spatio-temporal structuring of everyday routines, rituals and sociality of their users. Theoretically the study derives from the concept of hybrid space and the new mobilities paradigm.

Method
The pilot study uses a mixed research design - the data were collected by questionnaire survey, diary methods utilizing mobile applications monitoring everyday usage of smartphones, and data-elicitation interviews. The rationale of such a research design is based in a methodological principal of gradual stimulation of respondents’ reflexivity.

Results
Despite particular technical problems with mobile applications the results indicate a significant potential of smartphones as a tool for data collection as well as of the research design built on methodological principal of gradual stimulation of respondents’ reflexivity. Finally, the study proves the applicability of the concept of hybrid space for understanding the everyday penetrated by the mobile technologies.

Conclusions
Everyday practices are overwhelmingly influenced by mobile technologies. The blurring of real and virtual changes the very essence of our Being and social interactions by destroying the traditional dichotomies of day/night; work/leisure; private/public; inside/outside which have structured our everyday life so far. Consequences of this shift can be found in many aspects of our social life and should be examined across different fields of science, not excepting management and marketing.