



# VSFS International Days-Staff Teaching Week

3th-7th of December 2018

University of Finance and Administration,

Estonská 500, Prague 10, Czech Republic

## ***Programme and Organization Information***

### **December 3, 2018 - Monday**

Arrivals

### **December 4, 2018 - Tuesday**

8.30	Coming to school (Estonská, Vltavská as per teaching schedule)
8.45-12.15	Delivering lectures by visiting professors at the University of Finance and Administration in Bachelor and Masters classes
12.20-13.00	Lunch (TIM - University canteen)
13.00-13.30	Opening Ceremony
13.00-15.30	Workshop: <b>Family Business and SMEs</b> (Succession strategies, family enterprises and their funding, support provided to family enterprises from public funds, conflict management, marketing vitality of family business, brand management etc.) and <b>WTO Law – Current Issues</b> (GATT and trade in goods, GATS and trade in services, TRIPS and commercial aspects of IPR protection etc.)
15.30-16.15	Coffee break
16.15-18.30	Transfer, Old Prague tour
18.30-20.00	Gala dinner





## December 5, 2018 - Wednesday

8.30	Coming to school (Estonská, Vltavská as per schedule)
8.45-12.15	Delivering lectures by the foreign guests at the University of Finance and Administration in the Bachelor and Masters classes
12.20-13.00	Lunch (TIM - University canteen)
13.00-15.00	Workshop: <b><i>Financing SMEs from Financial Markets on the grounds of CMV (SME's demand for funds from financial markets)</i></b> Coffee break
15.00-19.00	Visit in a family enterprise. Prague – Lesser Town tour

## December 6, 2018 - Thursday

8.30	Coming to school (Estonská, Vltavská as per teaching schedule)
8.45-12.15	Delivering lectures by the foreign guests at the University of Finance and Administration in the Bachelor and Masters classes
12.20-13.00	Lunch (TIM - University canteen)
13.00-15.00	Workshop: <b><i>Start-ups (Cooperation between start-ups and local academic society – incubators, accelerators, funding start-ups with risk capital, other forms of support for start-up environment, start-ups' profiles in individual countries – business activities, life span, legal protection etc.) Regional development and public administration (EU and revision of public administration, ESIF and use of the funds, E-government)</i></b>
15.00-16.00	Presentation of existing and future projects running in partner universities, UFA, topics for possible cooperation, joint projects, coffee break, certificates
16.00- ...	Individual programme (Christmas Market)

## December 7, 2018 - Friday

### Departures

There will a room at school assigned to the incoming teachers, equipped with a computer and internet connection, available for all 3 days.

**Wi-Fi code:** User: VSFS, Password: 2013VSFS2014





Three (3) workshops will take place during the Staff Teaching Week. We would be more than happy if you prepare a presentation about your experience and opinion to each topic, which will be then discussed in the workshops. We would appreciate to receive your abstract for each workshop by the **November 26, 2018**. Your abstract will be published in the international collection with ISBN.

Please, see below abstract guidelines:

**December 4, 2018**, - Title: Workshop: **Family Business and SMEs** (*Succession strategies, family enterprises and their funding, support provided to family enterprises from public funds, conflict management, marketing vitality of family business, brand management etc.) and WTO Law – Current Issues* (GATT and trade in goods, GATS and trade in services, TRIPS and commercial aspects of IPR protection etc.)

**5<sup>th</sup> of December 2018**, - Title: Workshop: **Financing SMEs from Financial Markets on the grounds of CMV** (SME's demand for funds from financial markets).

**6<sup>th</sup> of December 2018**, - Title: Workshop: **Start-ups** (*Cooperation between start-ups and local academic society – incubators, accelerators, funding start-ups with risk capital, other forms of support for start-up environment, start-ups' profiles in individual countries – business activities, life span, legal protection etc.) Regional development and public administration* (EU and revision of public administration, ESIF and use of the funds, E-government)

#### **Required structure of abstract:**

Discussion topic:

- Author's Name:
- Abstract
- Key Words:
- Contact:

Name and surname of author incl. the academic degrees

Name of the organization

Address of the organization

Post code and city

Country

E-mail address of the author

- Max. length - 1000 pt

Font Type: Times New Roman, Font Size: 12 pt, Spacing: 1, All margins: 2,5 cm, Do not divide words.



**Please send the abstracts to Ing. Andrea Tomášková, e-mail: [24934@mail.vsfs.cz](mailto:24934@mail.vsfs.cz) by November 26, 2018**

**The second outcome** of the workshops organised within the Staff Teaching Week is to be a monography compiled of selected papers written by the attendees. The monography is supposed to bring/compare new outcomes/findings from the Czech and international universities (comparative analysis) reflecting the topics discussed at the workshops. For the purpose of the monography certain hypotheses will have to be answered in the papers (or it is possible to first determine a hypothesis to a given topic that will be later discussed).

Hypotheses:

Workshop: **Family Business and SMEs** (Succession strategies, family enterprises and their funding, support provided to family enterprises from public funds, conflict management, marketing vitality of family business, brand management etc.) and **WTO Law – Current Issues** (GATT and trade in goods, GATS and trade in services, TRIPS and commercial aspects of IPR protection etc.)

- **Legal environment** and support to family business and SMEs differ in individual countries...
- Support to family business and SMEs on **local level** is different in individual countries ...
- Family enterprises develop in the field of social/corporate responsibility ...
- Brands and attractiveness of family nature of business for customers (employees, contractors, great significance) ...
- By expanding the trade in goods and services (carried out by business enterprises) it is possible to contribute to meeting the global macro-economic objectives, improve the positions of WTO members, optimize the exploitation of the world resources ...
- The use of tools for protection of intellectual property by business enterprises differ from country to country
- Other ...



Workshop: **Financing SMEs from Financial Markets on the Grounds of CMV** (SME's demand for funds from financial markets).

- Demand from SMEs for funds from financial markets will further grow ...
- Easy access to funds from financial markets is essential for enterprises from the point of their growth and innovations ...
- There are significant differences in EU countries in the ways SMEs acquire funding ...
- Other ...

Workshop: Workshop: **Start-ups** (Cooperation between start-ups and local academic society – incubators, accelerators, funding start-ups with risk capital, other forms of support for start-up environment, start-ups' profiles in individual countries – business activities, life span, legal protection etc.) **Regional Development and Public Administration** (EU and revision of public administration, ESIF and use of the funds, E-government)

- Financing of emerging enterprises from risk capital is less developed in the Czech Republic (or former socialist countries) than in advanced economies ...
- Start-ups mostly concentrate on the segment of IT technologies ....
- Different levels of cooperation between start-ups and academic environment in individual countries ...
- Reforms carried out in the public administration reflect the needs of entrepreneurs ...
- Changes in micro-region administrative structure improve the services in regions ...
- Introduction of e-government makes the public administration more friendly, accessible, effective, faster and cheaper for the public ....
- Other.





**Format of the papers for the monography is supposed to follow the requirements of GUIDELINES FOR AUTHORS – ACTA VŠFS**

Link: [https://www.vsfs.cz/prilohy/acta\\_guidelines\\_for\\_authors\\_3.pdf](https://www.vsfs.cz/prilohy/acta_guidelines_for_authors_3.pdf)

***Papers are to be kindly delivered to Ing. Andrea Tomášková, e-mail: [24934@mail.vsfs.cz](mailto:24934@mail.vsfs.cz) by November 26, 2018, or December 7, 2018.***

We look forward to meeting you in Prague!

For the organizing team Mgr. Lucie Ektílahová

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