



Wednesday, September 6th 2017 - Parallel Session

MAIN CONFERENCE ROOM

11:30 – 13:00		REGISTRATION
13:00 – 14:00		Official opening and Invited Contribution
13:00	<i>Chroust</i>	Official Opening - 25 Years of IDIMT
13:30	<i>Loesch</i>	ICT Beyond the Red Brick Wall
14:15 – 14:30		SHORT HEALTH BREAK
14:30 – 15:50	Session D	Social Media
14:30	<i>Pavlíček</i>	Social Media
14:50	<i>Ládrová</i>	Availability of Social Influencers: Market Barriers on the Supply Side
15:05	<i>Vondra</i>	Initiative to Support Use of Social Media Functions to Improve Education Effect
15:20	<i>Radváková, Willoughby</i>	From the Dictate of the Regime to the Dictate of Ratings and Reach – Schematisation in Strategies of Culture News Reporting on Social Media
15:35	<i>Sigmund</i>	Model of Online Privacy
15:50 – 16:15		COFFEE BREAK
16:15 – 17:40	Session D	Social Media
16:15	<i>Čarnogurský et al.</i>	Sales Promotion and Using Social Media in the Slovak Internet Book Market
16:35	<i>Sudzina, Pavlíček</i>	Do Gender and Personality Traits Influence Visits of and Purchases at Deal Sites?
16:50	<i>Pavlíček, Sudzina, Malinová</i>	Impact of Gender and Personality Traits (Bfi-10) on Tech Savviness
17:05	<i>Purcareea, Popescu, Gheorghe</i>	Online Platforms - Method of Promoting an IT Company Through Social Media
17:20	<i>Discussion</i>	
17:40 – 18:30	Session J	INDUSTRY 4.0 AND ENTERPRISE INFORMATION SYSTEMS
17:40	<i>Basl, Sasiadek</i>	Comparison of Industry 4.0 Application Rate in Selected Polish and Czech Companies
18:00	<i>Maryška, Sládek</i>	Internet of Things in Energy Industry
18:15	<i>Discussion</i>	
19:00 – 21:30		DINNER – CONGRESS CENTRE SPA COLONNADE



Wednesday, September 6th 2017 - Parallel Session

SMALL CONFERENCE ROOM

14:30 – 15:15	Session F	Digital Single Market Innovation
14:30	<i>Tkáč, Delina</i>	Digital Single Market Innovation
14:50	<i>Klézl, Pavlasová</i>	Procuring Commodities Through E-auctions: Results and Specifics
15:05	<i>Lacko, Hurný, Rozkošná</i>	Conceptual Framework for Evaluating The Efficiency of Public Administration Units
15:20	<i>Pollak, Dorčák, Markovič, Svetozárová</i>	Online Reputation of Selected Car Brands
15:35	<i>Discussion</i>	
15:55 – 16:15	COFFEE BREAK	
16:15 – 18:10	Session A	Digital Economy
16:15	<i>Doucek, Fischer, Novotný</i>	Digital Economy
16:35	<i>Vltavská, Fischer</i>	What is Behind the Relation Between Job and The Content of Study of ICT Students in the Czech Republic
16:50	<i>Novák, Doucek</i>	Regulation of Cyber Security in the Banking Sector
17:05	<i>Discussion</i>	
17:20 – 18:30	Session E	E-Health
17:20	<i>Aumayr</i>	Conquering Frailty with a Multi-perspective Approach My-AHA Project as an Example for Integrated Platforms, Symbiosis of Interventions
17:40	<i>Holá, Špačková, Moravcová</i>	Utilization of ICT in Hospital Human Resources Management
17:55	<i>Potančok</i>	Methodology of Ehealth Implementation to Healthcare Facilities
18:10	<i>Discussion</i>	
19:00 – 21:30	DINNER – CONGRESS CENTRE SPA COLONNADE	



Thursday, September 7th 2017 - Parallel Session

MAIN CONFERENCE ROOM

09:00 – 10:25	Sesion B	Innovation, New Business Models And Strategies
09:00	<i>Pucihar, Pitner, Ministr</i>	Innovation and Diversity
09:20	<i>Ministr, Pitner</i>	Innovation of the Information Management in Compliance Management Area
09:35	<i>Antlová, Rydvalová, Lamr</i>	Motivation in the Students' START-UPS
09:50	<i>Danel</i>	Innovation of Quality Control During Coal Sales
10:05	<i>Kozel, Chuchrová, Šanda</i>	Pestle Analysis and its Impact Factor as an Innovative it Application in Industrial Enterprises
10:20	<i>Discussion</i>	
10:40 – 11:00		COFFEE BREAK
11:00 – 12:00	Sesion C	Crisis Management
11:00	<i>Neubauer et al.</i>	Co-operation in Managing the Migration Flow in Austria 2015 and 2016
11:20	<i>Rainer et al.</i>	The Potential of Multiple Types of Sensor Data And Information Exchange. Challenges, Needs, Perspectives for an Operational Picture for the Response to Crises with Mass Involvement
11:35	<i>Ruzsanyi et al.</i>	Detecting People Being Trafficked or Smuggled Via The Sensing of Trace Volatiles
11:50	<i>Discussion</i>	
12:30 – 13:30		Lunch potato soup, fried schnitzel, potato salad, 1 x soft drink or beer, jug of tap water with lemon unlimited
14:00 – 21:30		TRIP TO MLADÁ BOLESLAV – ŠKODA AUTO



Thursday, September 7th 2017 - Parallel Session

SMALL CONFERENCE ROOM

09:00 – 10:40	Session I	Smart Systems Everywhere – Intelligence, Autonomy, Technology and Society
09:00	<i>Schoitsch</i>	Smart Systems Everywhere – how much Smartness is tolerable?
09:20	<i>Caputo, Mouzhi, Walletzky</i>	Modelling Service Value Process in Smart City
09:35	<i>Helfert, Mouzhi</i>	Developing Enterprise Architecture Framework for Metropolitan Area in Smart City
09:50	<i>Lamr, Skrbek</i>	The Possibilities of Using Data Mining Tools for Retrieving Information from Databases of Traffic Accidents
10:05	<i>Discussion</i>	
10:25 – 10:55		COFFEE BREAK
10:55 – 12:15	Session G	Cyber Security
10:55	<i>Sonntag</i>	Privacy and Security - Friends or Enemies?
11:15	<i>Kubát</i>	Early Traffic Warning Using SMS
11:30	<i>Čapek</i>	Data Protection as a Part of Cyber Security
11:45	<i>Sokol, Glova, Mezešová</i>	Lessons Learned from Phishing Test
12:00	<i>Kučera</i>	Analysis of Barriers to Publishing and Re-use of Open Government Data
12:15	<i>Discussion</i>	
12:35 – 13:35		Lunch potato soup, fried schnitzel, potato salad, 1 x soft drink or beer, jug of tap water with lemon unlimited
14:00 – 21:30		TRIP TO MLADÁ BOLESLAV – ŠKODA AUTO



Friday, September 8th 2017

MAIN CONFERENCE ROOM

9:15 – 11:25	Session H	Corporate and ICT Performance Management
9:15	Šiška	Does Business Intelligence Support Corporate Strategy Implementation?
9:35	Svatoš	Business Process Modeling Method for Archimate
9:50	Šoljaková	The Provision of External And Internal information for Strategic Management
10:05	Petera, Vimrová	Analysis of Environmental Reporting of the Largest Corporations Domiciled in Czechia
10:20	Rozehnal, Novák	Process, Function, Service - What is What in It Governance
10:35	Discussion	
11:00	CONFERENCE CLOSING	
11:20 – 11:50	COFFEE BREAK and LUNCH – take away – baguette sandwiches with cheese/with smoked meat, homemade gingerbread	