Motto
“The business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.”
Peter F. Drucker

Target
The conference brings together scientists in economics, international relations, finance and marketing both from China and Europe. The conference aims to exchange knowledge and discuss issues related to market mechanisms, international business and strategic decisions.

Thematic Areas
Primary Issues
• Competitive strategies in international trade
• Entrepreneurship, international trade and economic growth
• Quantitative and qualitative methods in management decision making with a focus on international trade
• Economic, social and environmental dimensions of strategic management in international business
• Intellectual capital, knowledge and innovation in the development of international trade
• Decision-making methods and optimization econometric modeling in corporate strategy
• Consumer behavior, international marketing, marketing modeling

Alternative Issues
• Risk management and portfolio optimization
• Financial sustainability of SMEs
• Sustainability in logistics / environmental management in the supply chain
• Monetary policy / currency area theory
• Foreign direct investment
• Renewable energy / environmental legislation
• Social – medial marketing

Conference program

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<th>Time</th>
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<tr>
<td>09:00—10:00</td>
<td>Participant registration</td>
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<td>10:00—10:30</td>
<td>Opening ceremony</td>
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<td>10:30—12:00</td>
<td>Plenary session</td>
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http://ies.vstecb.cz/

19 October 2017
Spa Hotel Vita
České Budějovice, Czechia

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- doc. Marek Vochozka, Rector of the Institute of Technology and Business (CZE)

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- prof. Stefan Forlitz, Wroclaw School of Banking (POL)
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- prof. Liu Yongxiang, North China University of Technology (CHN)
- prof. Shen Zhili, North China University of Technology (CHN)

Organizing Committee:
- doc. Marek Vochozka, Rector of the Institute of Technology and Business in České Budějovice
- prof. Liu Yongxiang, Dean of School of Economics and Management, NCUT
- Pavel Rousek, Ph.D.; Simona Hašková, Ph.D.; Veronika Machová, MSc.; Jaromír Vrbka, MSc.; Zuzana Rowland, MSc.; Jakub Horák, Bachelor

Under the auspices of Ing. Miloš Zeman, President of the Czech Republic