Innovative Economic Symposium 2019
Potential of the Eurasian Economic Union

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

Motto
"Coming together is a beginning; keeping together is progress; working together is success.,, (Henry Ford)

Target
The IES 2019 conference brings together scientists and practitioners in economy, international relations, finance and marketing from Asia and Europe. The objective of the conference is to share knowledge and discuss the issues relating to economic potential, international business, Industry 4.0 and use of artificial intelligence in corporate practice and economy and corporate strategic decision-making in the global world.

Thematic Areas
1. Use of artificial intelligence in corporate practice and economy
   o Prediction of future corporate development
   o Prediction of future development of macroeconomic parameters
   o Analysis of businesses in sectors of the national economy
   o Machine learning, large data
2. International business
   o Entrepreneurship, international business and economic growth
   o Strategy in international business
   o Intellectual capital, knowledge and innovations in international business development
   o Direct foreign investments
3. Business administration view of the topic + Industry 4.0
   o Digitizing, automation of the production
   o Sector and corporate adaptation to the conditions of Industry 4.0
   o Digital economy
   o Quantitative and qualitative methods of management decision-making
   o Economic, social and environmental dimensions of strategic management
   o Decision-making methods and optimization, econometric modelling of corporate strategies
   o Risk management and portfolio optimization
   o Financial sustainability of small and medium-sized enterprises
   o Controlling and reporting
   o Social media marketing
4. Macroeconomic view of the topic
   o Economic consequences related to the defined economic area
   o Influence of economic parameters on the consumer
   o Consumer behaviour, international marketing, marketing modelling
   o Currency policy, theory of currency area
   o Renewable sources of energy, environmental legislation

Number of participants and papers
Participants from around the world (mainly from Czech Republic, Russia, Ukraine, Poland, China, South Korea). Approximately 40 scientific papers. Full Paper length shall not exceed 10 pages. Expected Proceeding range is 420 pages (preface, content, 40 papers with 10 pages). A maximum of two articles per author and per volume is accepted.

http://ies.vstecb.cz/

7th November 2019
Institute of Technology and Business
České Budějovice, Czech Republic

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