

## Conference Review

### **Science Week Project 2016 Samara State University of Economics**

Iveta Kmecová

The Institute of Technology and Business in České Budějovice

IV International Science-Innovative Forum “The Week of Science at the Samara State University of Economics” took place at the Samara State University between 25 April and 29 April 2016. The Week of Science was opened by the university rector, Gabibull Chasajev. To begin with, rector Chasajev heartily welcomed all the present guests and encouraged cooperation between the local and foreign universities. Scientists from different academic institutions took the floor at the plenary session.

Aleksushin Vladimirovich Gleb (Samara State University of Economics, Russia) in his lecture “Samara region as part of the global tourism area” focused on assessing the situation of the tourism in Samara region. To begin with, the author mentioned two methods for assessing tourism: the common method (assessing past-present) and the innovative method (assessing future-present). He spoke about two main competitors – Nizhny Novgorod and Kazan. He also devised a complex structure of the tourism clusters (nature, holiday centres, cultural and tourist attractions etc.) and presented the image of tourism in Samara. Furthermore, he carried out SWOT analysis of tourism in Samara region. Firstly, he mentioned “strong points” of the region – location on the river Volha; the area around Volha is perfect for hiking, edifices, leisure time activities, genuine Russian beer and space rocket construction. The “weak points”, to which the author refers as “threats”, include a shortage of direct flights, poor infrastructure and transport. On the other hand, the area provides ample opportunities to seize such as growing demand for waterways and the increasing interest in space tourism. At the end of the lecture, the author set the main goals and worked out viable strategies of the tourism development in Samara region.

Oleg Borisovich Aleksandrov (Moscow State Institute of International Relations of the Ministry of Foreign Affairs of Russia) in his article “The Regions in Russian Foreign Policy and European Integration Processes” drew the attention to the regional politics of

the European Union and European Integration Processes Offices. He pointed out sound reasons for strengthening the position of the regions in politics (the effort to save the cultural peculiarity) and introduced an overall concept of European regions. Furthermore, he came up with an idea of a complex interaction between the regions and mentioned regionalism and separatism of European countries. Referendums in Scotland and South Tyrol, together with separatism in Spain, were taken as examples. The author concluded his speech with the assessment of the Regional Policy of the EU and informed the audience on EU funding. The German model and its characteristics together with the Russian federative model were given as representative examples.

Jorma Korhonen (University of Applied Sciences of Savonia, Finland) in his article “The Economic Impact of Tourist Events in the Region of Northern Savonia” explored the issue of the economic impact on tourism in the Region of Northern Savonia. A close attention was directed at the concrete result of two in-depth researches. The first was based on asking locals for the public opinion on tourism, social cultural impact and the impact of tourism on economy. The second research was conducted to public opinion poll of tourists within four touristy events (Ice Marathon, Taco MTB, Finnish Orienteering Championships and Dance Festival in Kupio). In addition, the research assessed prevailing opinions and attitudes of the tourists to the expenses for their leisure time. At the end of the article, the author mentioned that the demand for tourism is on the increase in the region of Northern Savonia and observed that the region is visited mostly by middle-aged people or people from the higher social strata.

Anabela Mesquita (Accountancy University of Porto, Portugal) in her article “Prospects for the Development of Massive Open Courses” referred to long-term prospects for the development of open courses on mobility. She expressed a strong need of internationalization and mobility. The professor provoked thought of internationalization not happening in the same place and at the same pace in all institutions and countries. The main goal was to stimulate the development in knowledge, the level of education, specialist training and teachers’ mobility. The author also commented on the internationalization process at the University in Portugal. She pointed out the significant dates: 2004 – the beginning of internationalization including the setting-up of the Department of International Cooperation; 2008 – programmes for international students in English; 2011 – dissemination of the culture of the international students; students help other students; 2015 – cooperation with Brazil. At the end of the article, the author turned the attention to the developed international programmes and projects.

Marek Vochozka (the rector of the Institute of Technology and Business in České Budějovice, Czech Republic) in his article “Small and Medium-sized Enterprises as a Determining Factor of the National Economy” gave attention to small and medium-sized enterprises in CZ and EU. The enterprises encourage the economic growth in many effective ways such as creating jobs, competitive environment and innovation in economy. The author also provided the definition of this group of enterprises. He

evaluated their shares in the total number of enterprises, their shares in creating added value, national products, posts etc. In addition, the author presented surprising findings about micro-enterprises (up to 10 employees) being more flexible than small enterprises (up to 50 employees). The micro-enterprises are able to satisfy the customers' needs in a better way and thus they benefit from gaps in the market.

Iveta Kmecová (Department of Faculty of Corporate Strategy, KM ITB in České Budějovice, Czech Republic) in her article "Analysis of Managerial Methods and Techniques" explored the fundamental issue of employing managerial methods and techniques. The lecture was aimed at the characteristics of selected managerial methods (objective-based management, Scorecard management, management with the assistance of motivation, time management) and techniques (brainstorming, controlling and coaching). The assiduous attention was paid to tangible results of the research geared to assessing managerial methods and techniques used by Gurmed enterprise located in Veselí nad Lužnicí in South Bohemian Region. The in-depth research indicated that managers find the managerial methods and techniques highly useful for the efficient management of their employees.

At the plenary meeting, Julien Demonso (University of Bordeaux, France) and Dmitry Ovodenko Vladimirovich (Samara Regional National Resource Centre) delivered lectures entitled "International Financial Problems of the Development of Enterprise" and "The Agency for Strategic Initiatives: Looking to the Future" respectively.

At the conference in Samara, our programme also included informal meetings and candid discussions about mutual cooperation in publication activities, joint projects and exchange internships of the academics between the Samara University and ITB in České Budějovice.

---

**Contact address of the author(s):**

Ing. Iveta Kmecová, Ph.D., Department of Management, The Institute of Technology and Business in České Budějovice, Okružní 10, 370 01 České Budějovice, *email:kmecova@mail.vstecb.cz*

---