



International Conference on Automotive Industry 2020

Conference Programme

Thursday, 12th November 2020

9:30 - 10:00	Connecting to the conference via MS Teams
10:00 - 10:20	Conference opening Pavel Mertlík , Rector, ŠKODA AUTO University Stanislav Šaroch , Conference Guarantee, ŠKODA AUTO University
10:20 - 11:50	Plenary session Petr Pavlínek , Charles University, University of Nebraska <i>Global Production Networks, Foreign Direct Investment and Supplier Linkages in the Integrated Peripheries of the Automotive Industry</i> Petr Knap , EY Czech Republic <i>The European Automotive Sector in Tough Context. The Rough Year 2020 May Not Be the Worst</i>
11:50 - 13:00	Lunch break
13:00 - 14:30	Parallel sessions - Paper presentations
14:30 - 14:45	Coffee break
14:45 - 16:15	Parallel sessions - Paper presentations
16:15 - 16:30	Coffee break
16:30 - 18:00	Parallel sessions - Paper presentations
18:00 - 18:30	Coffee break
18:30 - 19:20	Conference closing



Programme of Parallel Sessions

Thursday, 12th November 2020 – Track A

Economic and Management Issues, Global Value Chains and Global Production Networks

Global Value Chains, Global Production Networks

Chair:	Jana Vlčková
13:00 - 13:20	Magdolna Sass: <i>Outward FDI in the Automotive Industries of the Visegrad Countries: a Sign of Increased International Competitiveness of Indigenous Companies?</i>
13:20 - 13:40	Tamás Gáspár, Kaoru Natsuda, Magdolna Sass: <i>Backward Linkages in the Hungarian Automotive Industry: Where Are the Links Concentrated?</i>
13:40 - 14:00	Robert Zich, Karolína Svobodová: <i>Customers' Perception of Value in the Context of Value Co-creation Concept: A Pilot Study</i>
14:00 - 14:20	Jana Vlčková: <i>Value Added Trade Data in Automotive Research</i>
14:20 - 14:30	Discussion
14:30 - 14:45	Coffee break

Financial Analysis

Chair:	Romana Čížinská
14:45 - 15:05	Pavel Neset, Romana Čížinská: <i>The Relationship Between Economic Value Added and Turnover to GDP Ratio of Automotive Industry in EU-27 Countries</i>
15:05 - 15:15	Discussion

New Business Models, Management and Marketing

Chair:	Emil Velinov
15:15 - 15:35	Aleksandr Bobkov, Ivetta Varyan: <i>Verification of the Evolution Model of the Production Structure of Enterprises Manufacturing Components for Motor Vehicles Using Cluster Analysis</i>
15:35 - 15:55	Aleksandr Bobkov, Igor Denisov, Oxana Kuchmaeva, Emil Velinov: <i>Development of Organizational Structure Model of Motor Vehicle Production Enterprises</i>
15:55 - 16:15	Discussion
16:15 - 16:30	Coffee break



The Importance of Automotive Industry in Contemporary Economies

Chair:	Stanislav Šaroch
16:30 - 16:50	Radek Novák: <i>The Impact of the Development of Electric Mobility on Consumption of Electric Energy in the Czech Republic</i>
16:50 - 17:10	Tereza Hrtúsová: <i>Impact of National Wealth and Incentives on Electric Vehicles Market Development in the EU</i>
17:10 - 17:30	Tomáš Kozelský: <i>The Importance and Accuracy of Statistical Data in the Automotive Industry</i>
17:30 - 17:50	Emil Velinov, Josef Bradáč: <i>Automotive Business Development in Central and Eastern Europe: Future Challenges and Perspectives</i>
17:50 - 18:00	Discussion



Thursday, 12th November 2020 – Track B
Legal Issues and Supply Chain Management

Legal Issues (Competition Policy in Automotive Industry; Green Agenda)

<i>Chair:</i>	<i>Václav Šmejkal</i>
13:00 - 13:20	Petr Frischmann: <i>The Czech Search for Collective Action Instruments: Expected Impacts on the Automotive Industry</i>
13:20 - 13:40	Václav Šmejkal: <i>Distribution of New Cars – No More an Issue for EU Competition Law?</i>
13:40 - 14:00	José Geraldo Romanello Bueno, Michely Vargas Del Puppo Romanello: <i>Legal Aspects of Autonomous Vehicles in USA and Brazil</i>
14:00 - 14:30	Discussion
14:30 - 14:45	Coffee break
14:45 - 15:05	Michely Vargas Del Puppo Romanello, José Geraldo Romanello Bueno: <i>Electric Vehicles: Legal Aspects in Europe and Brazil</i>
15:05 - 15:25	Justyna Bazylińska-Nagler: <i>Automobile Emission Standards under Municipal Supervision – Case T-339/16, T-352/16, T-391/16 Paris, Bruxelles, Madrid v. Commission</i>
15:25 - 15:45	Aleš Borkovec: <i>Mergers and Acquisitions in the Automotive Industry: Combination of FCA-PSA</i>
15:45 - 16:15	Discussion
16:15 - 16:30	Coffee break

Supply Chain Management

<i>Chair:</i>	<i>Radim Lenort</i>
16:30 - 16:50	Dorota Burchart-Korol: <i>The Role of Life Cycle Assessment as an Environmental Management Tool for Support Decision-Making in the Automotive Industry</i>
16:50 - 17:10	Lech Bukowski, Jerzy Feliks, Marek Karkula: <i>Logistics Networks Vulnerability - Modelling and Simulation Approach</i>
17:10 - 17:30	Radim Lenort, František Zapletal: <i>Sustainability Development Goals Followed by World and European Automotive Industry</i>
17:30 - 17:50	Peter Kačmáry, Martin Straka, Andrea Rosová, Olĝa Végšöová, Marian Šofranko: <i>Improving the Relay Assembly Workstation Performance in a Manufacturing Company – a Case Study</i>
17:50 - 18:00	Discussion



Thursday, 12th November 2020 – Track C
Technical Issues of the Automotive Industry

Development of Computer Support, E-mobility and Artificial Intelligence

<i>Chair:</i>	<i>Jiří David</i>
13:00 - 13:20	Roman Rak: <i>Analysis of Error's Causes in VIN Identifier, Their Consequences and Ways of Elimination</i>
13:20 - 13:40	Dagmar Kopencová, Ingrid Matoušková, Roman Rak: <i>Quo Vadis Digital Vehicle Forensics?</i>
13:40 - 14:00	Jan Březina: <i>Production Control System</i>
14:00 - 14:20	Jaroslav Sláčala: <i>Practical Examples of the Use of Machine Vision in the Automotive Industry</i>
14:20 - 14:30	Discussion
14:30 - 14:45	Coffee break

New Materials and its Economical and Ecological Aspects

<i>Chair:</i>	<i>Josef Bradáč</i>
14:45 - 15:05	Josef Bradáč, Jiří Sobotka: <i>Technical and Economic Aspects of Using Magnesium Alloys for Production of Car Components</i>
15:05 - 15:25	Gunther Göbel, Annett Klotzbach, Philipp Zink, Jens Standfuß: <i>Advanced Joining Techniques for Hybrid Parts Made of Metal and Bio-based Plastics</i>
15:25 - 15:35	Discussion

Design of Mechanical Components

<i>Chair:</i>	<i>Vojtěch Dynybyl</i>
15:35 - 15:55	Miloš Němček, Šárka Hurníková: <i>Brief History of Cooperation between the Department of Machine Parts and Mechanisms VŠB - TU Ostrava and ŠKODA AUTO a.s.</i>
15:55 - 16:15	Josef Břoušek, Jakub Ježek, Tomáš Petr, Robert Voženílek, Pavel Němeček, Lukáš Krčmář: <i>Concept of Autonomous Electric Modular Platform for Transport of Freight and Equipment</i>
16:15 - 16:35	Jakub Chmelař: <i>A Development of Surface Acoustic Waves Based Method, for Lubrication Film Monitoring of Rolling Element Bearings</i>
16:35 - 16:45	Discussion



Presentation guidelines for parallel sessions: There are 20 minutes for the paper presentation including questions and remarks (15 + 5 minutes). All presentation slides are supposed to be in English (.ppt, *.pptx, *.pdf).*

Conference partners



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