

FOREWORD.....	3
A FUZZY MULTI-CRITERIA DECISION-MAKING MODEL FOR PERSONNEL SELECTION OF ACADEMIC STAFF	
Martina Pavlačková, Ondřej Pavlačka.....	4
APPLICATION OF ANCHORING EFFECT IN EMPLOYEE MANAGEMENT IN ENTERPRISES WITH 100+ EMPLOYEES	
Omar Ameir, Roman Kozel, Jakub Chlopečký, Ladislav Moravec	12
AUGMENTED REALITY – INNOVATION IN BUSINESS AND EDUCATION	
Jan Wossala, Veronika Řihová	18
DESIGN AND VERIFICATION OF ALGORITHM FOR DETERMINATION OF INSURANCE VALUE IN THE FIELD OF CYBER RISK INSURANCE	
Lukáš Pavlík, Jiří Blahuta.....	26
DEVELOPMENT OF A MATHEMATICAL MODEL FOR RISK ASSESSMENT OF A HIGH-TECH ENTERPRISE	
Lasha Kakava, Elena Vetrova, Galiya Khakimova, Sofiiia Doroshenko	37
FURTHER RESEARCH OF ADVANCED COST-DOLLAR PRICE AVERAGING	
Jiří Pavelka, Jan Lavrinčík, Jan Wossala	44
CHALLENGES, RISKS AND TRENDS OF ENTREPRENEURIAL STRUCTURES' DEVELOPMENT IN RUSSIA IN VIEW OF SUSTAINABLE DEVELOPMENT	
Liubov Orlova, Kuznetsov Vasiliy	53
INSTITUTIONAL SYSTEM OF DEVELOPMENT OF THE ELECTRIC POWER INDUSTRY OF THE RUSSIAN FEDERATION	
Sergey Nikolaev	61
IS A FINANCIAL LITERACY IMPORTANT FOR A REAL BUSINESS? A CASE STUDY	
Jarmila Šebestová, Pavla Pokorná, Petra Krejčí.....	69
MEASURING COMPANY PERFORMANCE BY USING THE BALANCE SCORECARD CONCEPT	
Štefan Kolumber, Lenka Tkačíková	79
METHODOLOGICAL BASIS FOR STRUCTURING RISKS OF THE ARCTIC ZONE DEVELOPMENT	
Alexandr Komarov, Irina Gladysheva, Galiya Khakimova, Sofiiia Doroshenko	97
MODERN TENDENCIES IN INTEGRATION PROCESSES OF THE PHARMACEUTICAL INDUSTRY	
Alzhanat Suleymankadieva, Anastasia Mitina, Timur Tumarov.....	104
PERFORMANCE AND INTERNATIONAL ACTIVITIES IN OLOMOUC REGION (CZECHIA)	
Michal Menšík	112
SPATIAL MODELLING OF REAL ESTATE MARKET IN OLOMOUC REGION	
Alena Pozdílková, Jaroslav Marek, Marie Nedvěďová	121
THE COMPARISON OF AVERAGE WAGES IN THE CZECH REPUBLIC AND OTHER COUNTRIES	
Štěpánka Titzová, Eva Jílková, Martina Pavlačková	129
THE ECONOMIC AND MANAGERIAL EDUCATION FOR THE LABOUR MARKET	
Marie Dohnalová, Eva Jílková.....	137

THE THREE PILLARS OF INDIVIDUAL SOCIAL RESPONSIBILITY ACCORDING TO THE ETA INDEX 2019

Kateřina Ivanov, Dana Bernardov, Tetiana Arkhangelska, Martin Fink 147

WOLFRAM ALPHA IN MATHEMATICS AND ECONOMICS

Veronika Řihov, Eva Jlkov, Jan Wossala 156