

Contents

Big Data and their Impact on Employee Turnover	1
Zdenko Stacho, Alexandra Barok, and Jana Galera Matúšová	
Employee Turnover as a Challenge for Human Resource Managers	17
Dominika Doktorová, Alexandra Barok, and Ľubica Bajžíková	
Organizational Culture and Its Connection with Work Performance ...	39
Jana Drdová, Jana Galera Matúšová, and Ľubica Varečková	
The Impact of the Pandemic Crisis on Organisational Culture	49
Suzana Fawzy and Ľubica Varečková	
Advantages and Disadvantages of the Home Office in the Context of the Pandemic Period	63
Klaudia Zlatníčková and Jana Galera Matúšová	
Development of Financial and Economic Literacy of High School Students Using the Story of the Successful Entrepreneur Tomáš Baťa	75
Zuzana Gončárová, Mária Vrábliková, Milan Droppa, and Miroslava Kubičková	
Redesign of Talent Management	93
Miloš Hitka, Žaneta Balážová, and Katarína Stachová	
Analytical View on the Interplay Between Population Growth, Digital Connectivity, and E-Commerce Within the V4 Countries	109
Mária Tomášová and Bianka Herichová	
Optimizing Business Processes by Using Digital Transformation	119
Karol Čarnogurský, Miroslava Kubičková, and Karolína Tomaškovičová	
Gender Differences in Consumer Behavior in the Context of the Dynamic E-commerce Development	133
Lenka Kráľová, Štefan Kráľ, Richard Fedorko, and Jakub Horváth	

Opportunities and Barriers in Employing the Silver Generation	141
Cecília Olexová, Miloš Hitka, Lenka Ližbetinová, and Eva Nedeliaková	
Digitalisation and Media Consumption: Netflix Usage Among Young Generations	151
Aranka Boros and Vanessza Bölcsová	
Enterprise Social Networks: Overcoming Data Protection and Implementation Challenges	163
Ammar Jamal	
Internationalisation Assessment of Selected Company	177
Stefan Tkačik and Iveta Ubrežiová	
Literature Review: New Trends in Corporate Reporting—Stakeholders Approach to Innovations and Sustainability in SMEs	189
Ján Bajčan and Dominik Šteffko	
Empirical Insights into Digital Transformation: Virtualisation in HRM Practices in for the New Employees	201
Jana Blšáková and Vanda Čirčová	
A Case Study on Exploring Incentives, Merit, and Fair Pay with Employee Satisfaction and Commitment in the Banking Industry	217
Maria Termentzoglou, Evangelos Karampotsis, Georgios Aspridis, Georgios Dounias, Pinelopi Alexaki, Ioanna Grigoriou, and Vasiliki Exarchou	
Historical Overview of the CSR Concept Development in Global Management with an Example of the Implementation of Environmental Pillar in an IT Company	229
Anna Diačiková and Iveta Ubrežiová	
Du-Pont System Analyses of ROA and ROE to Highlight COVID-19 and Energetic Crisis Impact	241
Monika Kleinová	
Artificial Intelligence and Machine Learning in Risk Management—Current Challenges and Ethical Considerations in the Financial Sector	251
Ibrahim Kahya, Torsten Huschbeck, and Christian Horres	
Market Cycle in the System of Economics	263
Jana Piteková	
Integrating Artificial Intelligence in Human Resource Management: A Comprehensive Review	271
Lukáš Smerek	

A Systematic Review of Theory on the Work-Life Balance of Employees in Enterprises	289
Natália Mišíková and Zuzana Joniaková	
Introducing the Concept of University Social Responsibility: The Case Studies	303
Lukáš Vartiak	
Employee Engagement as a Driver of Satisfaction, Productivity, and Retention	311
Philip Reisberger and Lukáš Copuš	
Framework for Remote Work: Distances and Resources Clustering Approach	323
Tobias Reisberger and Lukáš Copuš	
Comparative Analysis of Agile Frameworks: Scrum, Kanban, Extreme Programming	335
Miroslav Reiter	
The Effects of Industry 4.0 and 5.0 on the Situation on the Labour Market	349
Alžbeta Kucharčíková	
The Use of Generative Artificial Intelligence in Human Resource Management: Transformation of HR Processes and Challenges for the Future	361
Jaroslava Bučková and Judyta Przyłuska-Schmitt	