

Title of the contribution (StyleTitle)

Title of the contribution in Slovak

Name SURNAME, Name SURNAME (StyleName) (A maximum of 3 authors can be the authors of one contribution)

Abstract (HeadingStyle)

Brief description of the contribution (topic, problem, goal); between 500 and 1.200 characters (including spaces). The font of the abstract is Times New Roman, I. (StyleText)

Keywords: (HeadingStyle)

keyword, keyword, keyword (max 5 keywords) (Keyword Style)

Introduction (HeadingStyle)

Contributions can be written in English, Slovak or Polish and should be 5-6 pages long. Each contribution must contain at least 5 citations from databases such as WoS, Scopus and similar. The conference languages are Slovak, Czech, Polish and English.

Scientific contributions that meet the required scientific level and formal parameters of the established template must be sent electronically to the address <https://sites.google.com/view/regvvv4/home?authuser=0> no later than **October 8, 2024**.

The program and organizational committee of the conference reserves the right to reject contributions that, based on the review process, do not correspond to the general principles of publication and the focus of the conference.

Authors of the highest quality contributions will be offered the opportunity to finalize their contributions for publication in a journal that is included in the **Scopus and Web of Science databases**.

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Heading (HeadingStyle1)

The file is prepared only in MS Word. Subheadings are in bold italics, 12 size, and numbered. Make sure you only use one font. To avoid mistakes, we recommend using the "Spelling and Grammar" function in MS Word. References to the literature are given in the text and in parentheses. The author's last name, the year of publication and, in the case of a citation in the text, also the relevant pages are listed in parentheses, e.g. (Balogová 2024, p. 35).

The text is aligned to the block. Do not change the formatting resolution of this template. Do not number the pages, page numbers of approved documents are assigned when calculating the document for printing.

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Subheading (StyleSubheading1)

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Tab. no. 1 Name of the table (Style Table)

Source: (StyleSource)

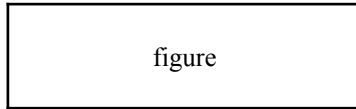


Fig. no. 1 Figure name (FigureStyle)

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Conclusion (HeadingStyle)

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Acknowledgment

Please indicate the acknowledgment or affiliation to the project in a separate section at the end of the article in bold and italics. Do not include them on the title page, as a footnote to the title, or in any other way.

Literature: (HeadingStyle)

1. FORET, M. (2011). Marketingová komunikace. 3rd ed.. Brno: Computer Press, a. s., p. 231. ISBN 978-90-251-3432-0.
2. CALVO, P. (2019). Etificación, the digital transformation of the moral. *Kriterion-revista de filosofía*, 60 (144), pp. 671–688. DOI: <https://doi.org/10.1590/0100-512X2019n14409pc>.
3. QUESADO, P., SILVIA, R., (2021). Activity-Based Costing (ABC) and Its Implication for Open Innovation. *Journal of Open Innovation: Technology, Market, and Complexity* [online]. Elsevier, 2021, 7 (1) [cit. 2024-2-14]. Available at: <https://www.sciencedirect.com/science/article/pii/S2199853122008101>.

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