



**International Scientific Conference**

**Agrarian Perspectives XXIV.**

and

**25th Annual Conference  
of the Austrian Society of Agricultural Economics**

**PROGRAMME**

**Global Agribusiness and  
the Rural Economy**



16th - 18th September 2015

at the Czech University of Life Sciences Prague  
Czech Republic

**Conference schedule**

<b>Wen, 16. 9. 2015</b>	
09:30 – 10:30	Registration – Teaching Pavilion “T”
10:30 – 12:40	<b>Opening statements, Plenary session – “T”</b>
12:30 - 14:00	Lunch – Round Hall
14:00 – 15:30	Parallel paper sessions - FEM <b>Session 1 – Session 6</b>
15:30 – 16:00	Coffee Break / Poster session I – Atrium FEM
16:00 – 17:30	Parallel paper sessions - FEM <b>Session 7 – Session 12</b>
19:00	Evening Reception – hotel GALAXIE
<b>Thu, 17. 9. 2015</b>	
09:00 – 10:30	Parallel paper sessions - FEM <b>Session 13 – Session 17</b>
10:30 – 11:00	Coffee Break / Poster session II – Atrium FEM
11:00 – 12:30	Parallel paper sessions - FEM <b>Session 18 – Session 22</b>
12:30 – 14:00	Lunch – Round Hall
14:00 - 15:30	Parallel paper sessions - FEM <b>Session 23 – Session 26</b>
<b>Fri, 18. 9. 2015</b>	
8:00	Field trip

## Opening statements

16. 9. 2015 / 10:30	Teaching Pavilion "T"	
<b>Martin Pelikán</b>	 <p>Czech University of Life Sciences Prague <b>Faculty of Economics and Management</b></p>	Dean of the Faculty of Economics and Management (FEM), Czech University of Life Sciences, Prague
<b>Jochen Kantelhardt</b>	 <p><b>ÖGA</b></p>	President of the Austrian Society of Agricultural Economics ÖGA - Österreichische Gesellschaft für Agrarökonomie

## Plenary session

16. 9. 2015 / 10:35	Teaching Pavilion "T" / Moderator: Thomas L. Payne	
<b>Milena Vicensová (CZ)</b>	National, or Global Interests?	
<b>Trevor Donnellan (IRL)</b>	The Future for European Dairying in the Post-Quota Era	
<b>Declan O'Connor (IRL)</b>	The challenges posed by price volatility in the EU dairy sector	
<b>Gertrud Buchenrieder (DE)</b>	Non-farm start-up intentions and corruption perception in transition economies	

**Parallel sessions** (Faculty of Economics and Management, FEM)

<b>Session 1</b>	<b>16. 9. 2015 / 14:00</b>	<b>Room: E IV / Moderator: Lukáš Čechura</b>
<b>ANIMAL PRODUCTION I</b>		
Čechura, L., Hockmann, H., (CZ, DE)	Technological Progress in European Pork Production	
Paustian, M., Mucke, T., Theuvsen, L. (DE)	Performance measurement in pig production by the use of the Balanced Scorecard	
Sajovitz, P. I., Pöchtrager, S. (AT)	The Pork Consumption of “Generation Y” – A Means-End Analysis by Laddering-Technique	
Nágllová, Z., Špička, J. (CZ)	Structural and economic performance of the meat processing industry in the Central Europe	

<b>Session 2</b>	<b>16. 9. 2015 / 14:00</b>	<b>Room: E V / Moderator: Jiří Mach</b>
<b>DAIRY PRODUCTION</b>		
Mueller, H., Schaper, Ch., Theuvsen, L. (DE)	Dairy farmers’ Acceptance of Sustainability standards	
Kühl, S., Sijbesma, G., Spiller, A. (DE)	What factors influence the willingness of dairy farmers to participate in a program for pasture-raised milk?	
Kirner, L., Hedegger, M., Ludhammer, S. (AT)	Challenges and strategies of dairy farms with 50 and more cows in Austria	
Mach, J., Plášilová, L., Hošková, P. (CZ)	Factors influencing costs of milk production in the EU and their significance in CAP environment	

<b>Session 3</b>	<b>16. 9. 2015 / 14:00</b>	<b>Room: C12 / Moderator : Ulrich Morawetz</b>
<b>AGRICULTURAL LAND AND FORESTRY</b>		
Back, H., Bahrs, E. (DE)	Measuring concentration of agricultural land use – a case study of Germany	
Menzel, F., Back, H., Bahrs, E. (DE)	Are farmland prices in Germany beyond value?	
Werner, A., Stern, T. (AT)	Matching the expectations of small-scale forest owners: assessing the potential of a post-sales confirmation for first time wood sellers	
Ranacher, L., Stern, T. (AT)	Societal Perceptions of Forestry in Austria	

<b>Session 4</b>	<b>16. 9. 2015 / 14:00</b>	<b>Room: C14 / Moderator: Theresia Oedl-Wieser</b>
<b>RURAL DEVELOPMENT</b>		
Gmeiner, P., Hovorka, G., Wagner, K. (AT)	Development of Less Favoured Areas in Georgia	
Kotevska, A., Stojcheska, A. M., Tuna, E., Simonovska, A. (MK)	Do networks influence the farmers’ intention to apply for rural development program?	
Griessmair, K., Larcher, M., Vogel, S., (AT)	Rural initiative development – the example of “Altreier Kaffee” in South Tyrol	
Curtiss, J., Škarabelová, S. (DE)	Rural nonprofit organizations and their functions in communities and local governance	

<b>Session 5</b>	<b>16. 9. 2015 / 14:00</b>	<b>Room: C21 / Moderator : Martin Schönhart</b>
<b>SPECIFIC PROBLEMS OF AGRARIAN SECTOR I</b>		
Besser, T., Mann, S. (CH)		Is farmers' social embeddedness affected by agricultural structures? A comparative analysis on North-East German and Swiss farmers
Dieterle, M. (CH)		Farm evaluation in the case of succession: A comparative study
Tietz, A. (DE)		Non-agricultural investors in German agricultural companies
Feusthuber, E., Schönhart, M., Schmid, E. (AT)		Cooperative action for pest relief – An Austrian case study

<b>Session 6</b>	<b>16. 9. 2015 / 14:00</b>	<b>Room: C23 / Moderator: Jan Tyrychtr</b>
<b>ICT I</b>		
Šílerová, E. Hennyeyová, K., Vogeltanzová, T. (CZ, SK)		ICT Influence on Supporting Agribusiness Development
Šímek, P., Stočes, M., Vaněk, J., Masner, J. (CZ)		Mobile accessibility of information sources in the areas of agriculture, forestry, water management, food industry and rural development
Šímek, P., Pavlík, J., Jarolímek, J. (CZ)		Increase in work efficiency with information sources in areas of agriculture and rural development using UX
Tyrychtr, J., Ulman, M., Vostrovský, V., Vasilenko, A. (CZ)		Current state of the art of ICT and information needs among Czech farms in the context of agribusiness
Stočes, M., Benda, P., Ulman, M. (CZ)		Open data and rural development

<b>Session 7</b>	<b>16. 9. 2015 / 16:00</b>	<b>Room: E IV / Moderator: Josef Hambrusch</b>
<b>ANIMAL PRODUCTION II</b>		
Pirsich, W., Theuvsen, L. (DE)		Animal welfare as a differentiation strategy for butchers
Heise, H., Theuvsen, L. (DE)		Farmers' understanding of animal welfare: Evidence from an empirical study
Wunderlich, A., Zorn, A. (CH)		Cost-effectiveness of climate protection in cattle farming
Näther, M., Theuvsen, L. (DE)		Is the African swine fever and economic threat to the EU?

<b>Session 8</b>	<b>16. 9. 2015 / 16:00</b>	<b>Room: E V / Moderator: William Meyers</b>
<b>AGRICULTURE IN THE NEW EU MEMBER COUNTRIES</b>		
Meyers, W., H. (US), Kazlauskienė, N., Krisciukaitienė, N., Galnaitytė, A. (LT)		Lithuanian agriculture after 10 years in the EU: Analysis of impacts and prospects
Bartová, L., Konyová, V. (SK)		Structural Changes in the Slovak Regional Agriculture
Rovný, P., Dobák, D., Čierna, Z. (SK)		The calculation of the minimum area of agricultural land required to self-sufficiency of average Slovak farm family
Smutka, L., Steininger, M., Maitah, M., Škubna, O. (CZ)		Czech agrarian foreign trade – ten years after the EU accession

<b>Session 9</b>	<b>16. 9. 2015 / 16:00</b>	<b>Room: C12 / Moderator : Michael Eder</b>
<b>ORGANIC FARMING</b>		
Strauss, A., Darnhofer, I. (AT)		Does a high share of organic farms contribute to alternative rural development pathways?
Walder, P., Kantelhardt, J. (AT)		Farmers' environmental perception concerning agri-cultural landscape and agrobiodiversity
Würrriehausen, N., Lakner, S. (DE)		Status of Structural Change in Organic Farming in Germany – Theoretical Explanation and Empirical Evidence
Heinze, S., Vogel, A. (DE)		Reversion from organic to conventional agriculture in Germany: An event history analysis

<b>Session 10</b>	<b>16. 9. 2015 / 16:00</b>	<b>Room: C14 / Moderator: Hans Karl Wytzens</b>
<b>LIFE QUALITY IN RURAL AREAS</b>		
Jantsch, A., Hirschauer, N. (DE)		Life satisfaction of people in rural areas
Willersinn, Ch., Lavèn, P., Doluschitz, R. (CH, DE)		Options and limitations of cooperatives for preserving quality of life in rural areas
Svatošová, L., Svobodová, J. (CZ)		Changes in the Assessment of Conditions of Living in Regions of the Czech Republic
Dömeová, L., Jindrová, A. (CZ)		Positive Disparities in Micro Regions

<b>Session 11</b>	<b>16. 9. 2015 / 16:00</b>	<b>Room: C21 / Moderator: Petr Procházka</b>
<b>SPECIFIC PROBLEMS OF AGRARIAN SECTOR II</b>		
Lettner, M. (AT)		Bio-based Plastics from Agricultural Feedstocks: A Comparative Scenario Analysis Approach
Adams I., Gindele, N., Ballman, L., Doluschitz, R. (DE)		Strategic Company Management of Agricultural Main Holdings - a comparative analysis between Baden-Wuerttemberg and Bavaria
Mitter, H., Kirchner, M., Schmid, E. (AT)		Analyzing climate change vulnerability of cropmanagement practices in Austrian production regions
Boháčková, I., Mach, J. (CZ)		Labour productivity in agriculture – value known or unknown?

<b>Session 12</b>	<b>16. 9. 2015 / 16:00</b>	<b>Room: C23 / Moderator: Jan Tyrychtr</b>
<b>ICT II</b>		
MacGregor Pelikánová, R. (CZ)		The Significance of Domain Names for Agribusiness – Czech and Austrian comparative study
Vostrovký, V., Halbich, Č., Tyrychtr, J. (CZ)		Correctness of open data in the agricultural sector
Benda, P., Šmejkalová, V. (CZ)		Usability and Accessibility of Czech agrarian portals
Šmejkalová, M., Masner, J., Jarolímek, J. (CZ)		Methodology of usability testing of the next generation of editors for agricultural web portals
Cvik, E. D., MacGregor Pelikánová, R. (CZ)		Agricultural policy and law as reflected by web sites of Czech biofarmers

<b>Session 13</b>	<b>17. 9. 2015 / 9:00</b>	<b>Room: E V / Moderator: Derek Shepherd</b>
<b>FOOD MARKET I</b>		
Varvažovská, P., Jarkovská, M., Šálková, D. (CZ)		Promoting regional foods as a factor for sustainable development
Fietz, A., Bavorová, M. (DE)		Behavioural drivers and the influence of transparency on food business compliance - the case of Berlin, Germany
Cordes, H., Ermann, M., Rühmann, H., Spiller, A. (DE)		Public orientated communications in the case of a food scandal
Rieger, J., Weible, D. (DE)		Changes in Consumers' Demand Behavior during a Food Scandal and the Role of the Media: The Case of Dioxin Contaminated Meat in Germany

<b>Session 14</b>	<b>17. 9. 2015 / 9:00</b>	<b>Room: C12 / Moderator: Christoph Tribl</b>
<b>QUANTITATIVE METHODS IN AGRICULTURE</b>		
Lakner, S., Kirchweger, S., Hoop, D., Brümmer, B., Kantelhardt, J. (DE, AT, CH)		Technical Efficiency of Para-Agriculture
Góral, J. (PL)		Subsidies and Technical Efficiency of Large-Scale Farms in Poland
Schönhart, M., Schauppenlehner, T., Kuttner, M., Kirchner, M., Schmid, E. (AT)		Integrated landscape modelling of climate change impacts, mitigation and adaptation policies in Austrian
Foltýn, I., Štiková, O., Mrháková, I. (CZ)		Model AGRO-2014 and problem discrimination of Czech food producers

<b>Session 15</b>	<b>17. 9. 2015 / 9:00</b>	<b>Room: C14 / Moderator: Karel Tomšík</b>
<b>SELECTED ASPECTS OF RURAL COMMUNITIES</b>		
Wellner, M., Theuvsen, L. (DE)		Community Supported Agriculture: a comparative analysis of Austria and Germany
Wachter, M., Wytrzens, H. K. (AT)		The impact of a local thematic focus on the intensity of community-forging activities in rural villages
Kopřiva, R., Kotásková, S. (CZ)		Development of Rural Communities and the Factors Forming Local Political Representation
Husák, J., Hádková, Š. (CZ)		Rural Community Schools in the Czech Republic and their Activities in Context of Rural Development

<b>Session 16</b>	<b>17. 9. 2015 / 9:00</b>	<b>Room: C21 / Moderator: Markus Lips</b>
<b>MANAGEMENT IN AGRICULTURE</b>		
Pechrová, M., Šimpach, O. (CZ)		Are there any differences in efficiency between Czech agricultural holdings managed by male or female farmers?
Gindele, N., Hohnecker, J., Doluschitz, R. (DE)		Leadership Styles in Agricultural Holdings
Hron, J., Macák, T., Sládek, P. (CZ)		Deterministic Decision Making in Agricultural Production
Vnoučková, L., Urbančová, H., Smolová, H. (CZ)		Possibilities of talent development in the Czech Republic

<b>Session 17</b>	<b>17. 9. 2015 / 9:00</b>	<b>Room: C23 / Moderator: Pavlína Hálová</b>
<b>SPECIFIC PROBLEMS OF AGRARIAN SECTOR III</b>		
Hálová, P., Žáková-Kroupová, Z., Antoušková, M., Čechura, L., Malý, M. (CZ)		Provision of public goods in Czech agriculture
Olejniczak, J. (PL)		Should we differentiate systems of own revenues in rural and urban local self-governments' budgets? Example from Lower Silesian voivodeship.
Čmejrek, J., Čopík, J. (CZ)		Risk management of rural municipalities as a limit of their basic self-governing functions
Navrátilová, M., Lőrinczová, E., Šišková, J. (CZ)		Assessment of Young People's Expectations of Agri-tourism in the Czech Republic

<b>Session 18</b>	<b>17. 9. 2015 / 11:00</b>	<b>Room: E V / Moderator: Katrin Heinschink</b>
<b>FOOD MARKET II</b>		
Hes, A., Šálková, D., Kučírková, L., Regnerová, M. (CZ)		Food availability on the Czech market for specific groups of customers and the quality of life
Šánová, P., Nový, J., Svobodová, J., Šeráková, P. (CZ)		Pilot analysis of key factors in honey consumption
Šrédl, K., Svoboda, R. (CZ)		Making monopoly profits and price discrimination on food commodity markets
Navrátilová, M., Kučírková, L., Kovářová, K., Šálková, A. (CZ)		Consumer preferences and attitudes of the young generation to the business concept of Fair Trade in the Czech Republic

<b>Session 19</b>	<b>17. 9. 2015 / 11:00</b>	<b>Room: C12 / Moderator: Tomáš Maier</b>
<b>TAXES AND FINANCE</b>		
Pawłowska-Tyszko, J., Soliwoda, M. (PL)		Income taxation in agriculture vs. competitiveness. International perspective and evidence from Poland
Walczak, D., Pieńkowska-Kamieniecka, S. (PL)		Solidarity on the example of farmers' pension insurance in Poland
Hana, D. (Kosovo), Kniepert, M., (AT), Maskuti, A., (Kosovo)		Balance sheets as empirical base of agricultural policy design – The need for detailed analysis
Maier, T. (CZ)		Relation Between Excise Tax and Beer Consumption in Chosen EU States



<b>Session 20</b>	<b>17. 9. 2015 / 11:00</b>	<b>Room: C14 / Moderator: Irena Benešová</b>
<b>INTERNATIONAL AGRICULTURE AND TRADE</b>		
Smutka, L., Benešová, I., Laputková, A. (CZ)		Agricultural market of post-soviet countries and its comparison with selected group of countries
Kontsevaya, S., Khoruziy, L., Kharcheva, I. (RU)		Taking the managerial decisions at the enterprise in the age of agriculture globalization in Russian Federation
Verter, N. (CZ)		DETERMINANTS OF AGRICULTURAL PRODUCTIVITY IN NIGERIA IN THE ERA OF AGRIBUSINESS
Milovanovic, V., Smutka, L. (CZ)		Establishing food security for Bangladesh's rural poor through sustainable collective farming practices

<b>Session 21</b>	<b>17. 9. 2015 / 11:00</b>	<b>Room: C21 / Moderator: Pavel Kotyza</b>
<b>ANGRICAL COMMODITIES AND BIO-ENERGY</b>		
Slaboch, J., Kotyza, P. (CZ)		Are V4 countries competitive in production of main oil-bearing crops in the perspective of production self-sufficiency and foreign trade development?
Chetvertakov, S. (DE)		Corn and soy in Russia: the latest fad or a new cash cow?
Curtiss, J., Jelínek, L. (DE)		Measuring energy efficiency and shadow costs of energy savings in agriculture: application to wheat production
Linhart, Z., Hönig, V. (CZ)		Break Even Point in Circular Economy of Biofuels

<b>Session 22</b>	<b>17. 9. 2015 / 11:00</b>	<b>Room : C23 / Moderator: Mansoor Maitah</b>
<b>SPECIFIC PROBLEMS OF AGRARIAN SECTOR IV</b>		
Bílková, D. (CZ)		Comparison of Wages in Czech Agricultural, Industrial and Construction Sectors
Varyová, I., Ferenczi Vaňová, A., Košovská, I., Krajčířová, R. (SK)		Information Support of Cost Controlling in Entities of Agricultural Primary Produce in Slovakia
Janků, M. (CZ)		EU Legal Regulation of State Aid In Agriculture - Selected Issues
Borská, J., Kadlecová, E. (CZ)		Legal Aspects of Agricultural Land in the Czech Republic

<b>Session 23</b>	<b>17. 9. 2015 / 14:00</b>	<b>Room: E V / Moderator: Jochen Kantelhardt</b>
<b>RISK AND MANAGEMENT IN AGRICULTURE</b>		
Larcher, M., Schönhart, M., Schmid, E. (AT)		Risk and Risk Management in Austrian Agriculture
Hambrusch, J., Tribl, Ch., Heinschink, K.(AT)		Risks in Austrian agriculture: findings from expert surveys and from a literature review
Tóth, M., Rábek, T., Piterková, A., Fandel, I. (SK)		Measuring Risk in Agriculture: The case of Slovakia
Kurdyś-Kujawska, A., Rosa, A. (PL)		Factors influencing the use by farmers of disaster loans - empirical research

<b>Session 24</b>	<b>17. 9. 2015 / 14:00</b>	<b>Room: C12 / Moderator: Tomáš Maier</b>
<b>CZECH AGRICULTURE AND CZECH FARMS</b>		
Prášilová, M., Procházková, R. (CZ)		Long-term changes in production and structure of Czech agriculture and modeling of future development of these
Maxová, J., Žáková-Kroupová Z. (CZ)		Performance of Czech Dairy Farms
Dvořáková, K. (CZ)		Predictive ability of financial health assessment in agriculture
Steklá, J., Homolka, J., Malec, K. (CZ)		Economic Effectiveness of Agricultural Holdings in the Czech Republic

<b>Session 25</b>	<b>17. 9. 2015 / 14:00</b>	<b>Room: C14 / Moderator: Bohuslava Boučková</b>
<b>LABOUR AND GENDER</b>		
Higuchi, A., Zegarra, E. (PERU)		A general appraisal of entrepreneurship and the role of training for rural women in Peru, with case study in Cañete: Condoray and the rural promoters
Jungmair, J. A., Meixner, O. (AT)		“Green Care”: Day care on farms for elderly people. A qualitative, comparative feasibility study with special emphasis on female farmers in Upper Austria
Stratmann, J., Ladwig, F., Theuvsen, L. (DE)		Personnel structures and incentive schemes in big and expanding dairy farms
Šimpach, O., Pechrová, M. (CZ)		Projection of Czech agricultural workers’ gender structure

<b>Session 26</b>	<b>17. 9. 2015 / 14:00</b>	<b>Room: C21 / Moderator: Pavel Kotyza</b>
<b>COSTS MANAGEMENT</b>		
Heinschink, K., Sinabell, F., Tribl, Ch.(AT)		Decomposition of production costs of crop, forage and livestock production in Austria
Lips, M., Zorn, A. (CH)		The impact of the operational life on life cycle costs of a tractor
Holúbek, I. (SK)		Cost and profitability of sugar beet in production conditions
Tóth, M., Lančarič, D., Savov, R., Munk, M., Piterková, A. (SK)		Measuring Agency Costs in Agriculture

<b>POSTER SESSION I</b>	<b>16. 9. 2015 / 15:30-16:00</b>	<b>Atrium FEM, 1st Floor, FEM / Moderator: Ulrich Morawetz</b>
Zorn, A., Lips, M. (CH)		Indicators on the Economic Sustainability of Swiss Dairy Farms
Lavèn, P., Schwarze, B., Janas, C., Gindele, N., Doluschitz, R. (DE)		Future development strategies for small scaled dairy farms in Baden-Württemberg after phasing out of the milk quota system
Gotthardt, A., Steinwidder, A., Starz, W., Pfister, R., Rohrer, H. (AT)		Economic effects of site-related strategies to reduce the concentrate input of organic dairy cattle farms
Hildenbrand, A., Kühl, R., Piper, A. (DE)		Do Negative Headlines Really Undermine the Credibility of a Quality Label? A Quasi-Natural Experiment

<b>POSTER SESSION II</b>	<b>17. 9. 2015 / 10:30-11:00</b>	<b>Atrium FEM, 1st Floor, FEM / Moderator: Ulrich Morawetz</b>
Breuning, S., Gindele, N., Lavèn, P., Doluschitz, R. (DE)		Future viability of rural purchasing and marketing cooperatives
Hildenbrand, A., Höhler, J. (DE)		Wine quality in different organizational forms: Why do cooperatives often perform worse?
Wiltschko, J., Wyrzens, H. K. (AT)		The SWOT analysis as tool for creating rural development strategies: Some remarks on its practical in Austrian LEADER regionsimplementation
Pieńkowska-Kamieniecka, S., Walczak, D. (PL)		Socio-economic characteristics of households run by farmers and by entrepreneurs in Poland's rural areas

<b>COMPETE workshop</b>	<b>17. 9. 2015 / 9:00, 11:00, 14:00</b>	<b>Room: EIV/ Moderator : Lukáš Čechura</b>
<p><i>COMPETE: "International comparisons of product supply chains in the agro-food sectors: determinants of their competitiveness and performance on EU and international market."</i></p> <p><i>COMPETE is a research project supported by the European Commission's Seventh Framework Programme for research, technological development and demonstration under grant agreement No 312029.</i></p>		