**Program of the 52nd International Scientific Conference on Economic and Social Development**

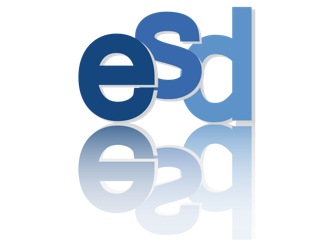
**Second online esd Conference**

**Porto, 17th April, 2020**

**Venue:** esd Conference Discord server – Download: [Discord guide](https://mcusercontent.com/c837064af6ff01b2dd9b24f80/files/bc4ebeeb-945e-4041-9c04-c7b67c07da6a/esd_Conference_Discord_guide.pdf)

**Time Zone:** Central European Time (CET)

***Important note for all Authors who will present paper*** *- We kindly ask you to be online at our esd Discord channel at least 30 minutes before the beginning of the conference in Opening/Closing ceremony (voice channel). Thank you in advance for your co-operation.*

****

|  |  |
| --- | --- |
| ***Conference day, April 17th 2020*** | |
| **08:30 – 09:00** | ***Discord #welcome (text channel)*** |
| **09:00** | ***Plenary Session – Opening/Closing Ceremony*** *(voice channel)* |
| **WELCOME ADDRESS**  **Domagoj Cingula**,Organizing Committee President  **Marijana Cingula**,Scientific Committee President  **Sime Vucetic**, Session moderator   1. **Gisaor, Vincent Iorja** ■ THE LONG RUN IMPACT OF FINANCIAL DEEPENING ON ECONOMIC GROWTH IN NIGERIA 2. **Biruta Sloka, Ginta Tora, Ilze Buligina, Juris Dzelme** ■ DEVELOPMENT OF HOUSEHOLD INCOME TOWARDS MODERN WELFARE ECONOMICS IN LATVIA 3. **Ilze Buligina, Biruta Sloka** ■ WORK-BASED-LEARNING DEVELOPMENT IN LATVIA: SUCCESS AND FURTHER CHALLENGES BY VIEWS OF EDUCATORS, EMPLOYERS AND STUDENTS 4. **Robert Svetlacic, Dinko Primorac, Jasna Lasinger Siladev** ■ SMALL FAMILY HOTELS IN DESTINATION BRANDING FUNCTION 5. **Adrianna Karas** ■ INVESTMENT DIRECTIONS FOR THE DEVELOPMENT OF SEAPORTS 6. **Santi Setyaningsih, Zoltan Szegedi, Regina Zsuzsanna Reicher** ■ BENCHMARKING ON DIGITALIZATION / INDUSTRY 4.0 STRATEGY IN SMES 7. **F. I. Vega-Gomez, F. J. Miranda Gonzalez, A. Chamorro Mera, J. Perez-Mayo** ■ FORMALITY MATTERS: FACTORS DETERMINING THE CHOICE OF FORMAL OR INFORMAL CHANNELS OF TECHNOLOGY TRANSFER BY SPANISH ACADEMICS 8. **Alexandra Vilela** ■ THE SANCTIONATORY LAW AND THE REGULATORY STATE IN THE ECONOMIC-FINANCIAL PLAN 9. **Uiliia Ostrovaya, Zemfira Aksyanova** ■ SPECIFICS OF TEACHING FRENCH AS THE SECOND FOREIGN LANGUAGE AT THE UNIVERSITY 10. **Krisztina Kupa, Laszlo Imre Komlosi** ■ TEAM DYNAMICS AND ISSUE RESOLUTION IN MULTICULTURAL PROJECT TEAMS: A CASE STUDY OF A GLOBAL ORGANISATIONAL TRANSFORMATION PROJECT 11. **Heba Zaher, Gilberto Marquez Illescas** ■ CASH CONVERSION CYCLE AND FIRM PROFITABILITY: THE MODERATING ROLE OF FIRMS’ ACCESS TO CREDIT 12. **Raquel Noutel, Patricia Araujo, Rosina Fernandes, Paula Arriscado** ■ AN EMPLOYER BRANDING STRATEGY: DEVELOPING A TALENT ATRACTION MODEL THROUGH ACTION RESEARCH 13. **Maria do Rosario Anjos, Rodrigo de Queiroz Fionda** ■ PROHIBITION OF RESTRICTIVE COMPETITION AGREEMENTS IN THE EUROPEAN UNION: ANALYZING THE 'EXPEDIA' CASE 14. **Maria do Rosario Anjos, Joaquim da Veiga Cepeda** ■ THE (IR)RELEVANCE OF DIRECTIVE 2011/24/EU ON THE CROSS-BORDER HEALTH SERVICES MARKET 15. **Beatrix Andrasko, Zoltan Baracskai** ■ SCENARIOS EVALUATION OF FUTURE WORKPLACES 16. **Giorgi Zarnadze** ■ THE RELATIONSHIP BETWEEN CONSUMER ONLINE REVIEWS AND SALES 17. **Miklos Szerdahelyi, Laszlo Imre Komlosi** ■ THE POSITIVE PSYCHOLOGICAL BASIS, MEASUREMENT AND OUTCOMES OF COVEY’S 7HABITS 18. **Thomas Chatzigagios, Ioannis Dokas, Athanasios G. Panagopoulos** ■ EURO ZONE BUDGET AND ITS EFFECTS ON THE EUROPEAN AND MONETARY UNION (EMU) INTEGRATION 19. **Peter Fischer, Laszlo Imre Komlosi, Szasa Baracskai, Zoltan Baracskai** ■ SMART EDUCATION FOR THE DIGITAL ERA - WHY WE NEED TO ABANDON TRADITIONAL LEARNING STYLES AND LET DIGITAL NATIVES DO WHAT THEY DO BEST 20. **Maria Hudakova, Patrik Lahuta** ■ RISK MANAGEMENT AS A TOOL FOR BUILDING A RESILIENT ENTERPRISE | |
| **30 minutes** | ***Break*** |
| 1. **Maria Luskova, Bohus Leitner** ■ ENSURING CRITICAL INFRASTRUCTURE OPERATIONAL CONTINUITY 2. **Bohus Leitner, Maria Luskova** ■ PROTECTION OF SOFT TARGETS AS ACTUAL SECURITY AND SOCIAL PROBLEM 3. **Katarina Buganova, Jana Simickova** ■ INCREASING THE ORGANIZATION'S RESILIENCE THROUGH PROJECT RISK MANAGEMENT 4. **Eva Nedeliakova, Juraj Camaj, Lenka Lizbetinova** ■ BUILDING A RESILIENT ORGANIZATION IN TURBULENT LIBERALIZED TRANSPORT MARKET ENVIRONMENT – A CASE STUDY ON INCREASING COMPETITIVENESS THROUGH AN INNOVATIVE APPROACH TO CONTINUOUS IMPROVEMENT IN RAIL UNDERTAKINGS 5. **Bernadett Domokos, Zoltan Baracskai** ■ CONSEQUENCES OF JUDGMENT: RELATIONSHIPS BETWEEN INDIVIDUAL PERFORMANCE AND EMPLOYEE TURNOVER 6. **Celia Taborda Silva** ■ THE ECONOMIC CRISIS OF 2008 AND ITS SOCIAL IMPACT IN EUROPE 7. **Paula Brito** ■ FROM THE RIGHT TO BE LET ALONE TO THE CONTROL OF PERSONAL DATA (IN THE LABOUR CONTEXT) 8. **Viera Sukalova** ■ PSYCHOLOGICAL ASPECTS OF CONTRACT IN SUSTAINABLE HUMAN CAPITAL MANAGEMENT 9. **Jorge Ilidio Martins** ■ THE RECENT NORMATIVE CONSTRUCTION OF EDUCATIONAL DECENTRALIZATION IN PORTUGAL: RISKS AND CHALLENGES 10. **Maria de Nazare Coimbra, Ana Vale Pereira, Alcina Manuela de Oliveira Martins, Cristina Maria Baptista**■ PEDAGOGICAL SUPERVISION AND CHANGE: DYNAMICS OF COLLABORATION AND TEACHER DEVELOPMENT 11. **Maria Joao Mimoso** ■ STRATEGIC ALLIANCES IN INTERNATIONAL TRADE: THE JOINT VENTURE CONTRACT 12. **Natalia Davidson, Andrey Pushkarev, Oleg Mariev, Alexey Zhukov** ■ THE MECHANISMS OF AGGLOMERATION EXTERNALITIES AND ENTERPRISE PERFORMANCE IN RUSSIA 13. **Margareta Nadanyiova, Lubica Gajanova, Jana Majerova** ■ THE IMPACT OF PSYCHOGRAPHIC SEGMENTATION ON THE PERCEPTION OF GREEN MARKETING 14. **Luisa Maria Alves Machado Magalhaes** ■ “REAL ESTATE” AND THE HOUSING RIGHT: FROM A STRICTLY CONTRACTUAL STAGE TO AN EFFECTIVE REAL RIGHT 15. **Patricia Araujo** ■ PODCAST-LEARNING FOR MINDFULNESS, EMOTIONAL INTELLIGENCE AND SELF DEVELOPMENT: WORLDWIDE LEARNERS REVIEWS ON INSIGHT TIMER APP TEN-SESSION COURSE 16. **Orindaru Andreea, Constantinescu Mihaela, Caescu Stefan-Claudiu** ■ COMMON PRACTICES IN STANDING OUT ON THE DIGITAL MARKETING AGENCIES’ MARKET – AN OBSERVATION APPROACH 17. **Luis Barbosa** ■ SOCIAL ENTREPRENEURSHIP AND DIGITAL TECHNOLOGY - CASE STUDY OF THE BLOCKCHAIN FOR ZERO HUNGER INITIATIVE 18. **Luis Barbosa** ■ THE ROLE OF IMPACT INVESTMENT IN SOCIAL ECONOMY - CASE STUDY OF IMPACT INVESTMENT EXCHANGE (IIX) 19. **Milanez Souza, Cesar Ferreira** ■ THE USE OF THE FLEURIET MODEL TO ASSESS THE ECONOMIC AND FINANCIAL SITUATION OF COMPANIES IN THE TEXTILE SECTOR IN PORTUGAL IN THE PERIOD 2006 TO 2018 20. **Adrian Bazavan** ■ CHINA'S TRANSITION TO A KNOWLEDGE ECONOMY - INSTITUTIONAL MECHANISMS, PUBLIC POLICIES AND PRIVATE INVESTMENT | |
| **30 minutes** | ***Break*** |
| 1. **Klaudia Bugarin, Davor Filipovic, Najla Podrug** ■ ANALYSIS OF ACQUISITION SUCCESS IN HOTEL INDUSTRY OF THE REPUBLIC CROATIA 2. **Silva Lozancic, Lackovic Kresimir, Marina Peko** ■ ORGANIZATION AND PUBLIC RELATIONS IN SMALL COMPANY FOR PROJECT - CONSULTING ACTIVITIES 3. **Renata Teles, Antonio Valle, Susana Rodriguez** ■ HIGHER EDUCATION TEACHERS WITH BURNOUT 4. **Somaya Zine-Dine, Moulay Sadik Maliki** ■ RELIGIOUS EDUCATIONAL REFORMS AND THE SHAPING OF MOROCCAN IDENTITY: ISLAMIC EDUCATION TEXTBOOKS AS A CASE STUDY 5. **Pal Bite, Marta Konczos-Szombathelyi, Galos Krisztina** ■ THE ATTRIBUTES AND ELEMENTS OF THE INTEGRATION OF LABOUR MIGRANTS IN PRACTICE 6. **Marina Purgina** ■ RESOURCE OPTIMIZATION IN IT - SERVICES IMPROVEMENT TASKS 7. **Samar Rahi, Sajjad Ahmad** ■ INVESTIGATING THE ROLE OF EMPLOYEE READINESS TO CHANGE ON EFFECTIVE ORGANIZATIONAL CHANGE IMPLEMENTATION: A THEORETICAL PERSPECTIVE 8. **Lubica Gajanova, Jana Majerova, Margareta Nadanyiova** ■ WIFI TECHNOLOGY AS AN IMPORTANT CHANNEL OF MARKETING STRATEGY IN THE RETAIL ENVIRONMENT 9. **Claudia Maria Huber, Luciene Dal Ri ■** THE APPLICATION OF FEDERAL PUBLIC POLICIES IN COMMUNITY UNIVERSITIES: THE CASE OF LAW COURSES IN BRAZIL 10. **Ana Zivkovic, Ivana Fosic, Dubravka Pekanov Starcevic** ■ EMPLOYEE TURNOVER TRENDS IN CROATIA 11. **Samar Rahi, Sajjad Ahmad** ■ INVESTIGATING THE ROLE OF EMPLOYEE READINESS TO CHANGE ON EFFECTIVE ORGANIZATIONAL CHANGE IMPLEMENTATION: A THEORETICAL PERSPECTIVE | |
| **16:30 - 17:00** | ***Expected time for Closing Ceremony - Opening/Closing Ceremony (voice channel)*** |





****