

**Program of 23rd International Scientific Conference on Economic and Social Development
15-16 September, 2017 (minor changes are possible, according to authors' requirements)
Venue: Hotel Emperador - Calle Gran Via, 53, 28013 Madrid, Spain**

First day, September 15th 2017		Individual arrival of delegates
18:00 – 19:00		Welcome Drink and Registration
Second day, September 16th 2017		
08:30 – 09:30		Registration at Conference Desk
09:30 – 11:00		Plenary Session I. – Opening Ceremony
<p align="center">WELCOME ADDRESS</p> <p align="center">Marijan Cingula, President of Scientific Committee Mirosław Przygoda, Faculty of Management University of Warsaw</p> <ol style="list-style-type: none"> 1. Mirosław Przygoda ■ THE VISEGRAD GROUP AS AN INSTRUMENT OF REGIONAL AND EUROPEAN POLICY OF CENTRAL EUROPEAN STATES 2. Snezana Zivkovic ■ RISK ASSESSMENT AS A FUNCTION OF INTEGRATED MANAGEMENT SYSTEMS – A CASE STUDY 3. Ki-Ha Hwang, No-Eon Park, Ka-young Kim ■ DIRECTION AND CRITERIA OF KOREA'S GOVERNMENT R&D INVESTMENT FOR RESPONDING TO CLIMATE CHANGE IN FY 2018 4. Anica Hunjet, Erika Susec, Goran Kozina ■ EMPLOYEE MOTIVATION IN VARAZDIN COUNTY 5. Irena Jankovic, Mirjana Gligoric ■ FINANCIAL SECTOR DEVELOPMENT AND ECONOMIC GROWTH 6. Daniel Tomic, Sasa Stjepanovic ■ THE RELATIONSHIP BETWEEN POTENTIAL ECONOMIC GROWTH AND LEGAL PROCEDURE ENACTMENTS IN CROATIA 		
11:00 – 11:30		Coffee Break
11:30 – 13:00		Parallel Session II.
<ol style="list-style-type: none"> 7. Maja Bedenikovic, Marina Klacmer Calopa, Ivana Djundjek Kokotec ■ SOURCE OF FINANCING AND DIGITAL TRANSFORMATION – CASE STUDY OF VARAZDIN AND MEDJIMURJE COUNTY 8. Ioana Radu, Alexandra Horobet, Lucian Belascu ■ HOME BIAS AND DIVERSIFICATION IN EQUITY HOLDINGS OF EMU-BASED INVESTORS 9. Tomislava Pavic Kramaric, Marko Miletic, Marina Lolic Cipic ■ GROWTH PROSPECTS AND CLAIMS RATIO AS TRIGGERS OF MERGERS & ACQUISITIONS IN POLISH INSURANCE MARKET 10. Avi Silbiger, Ron Berger, Bradley R. Barnes, Douglas W. S. Renwick ■ EXPATRIATE ADJUSTMENT: INTERACTION EFFECTS OF CULTURAL DISTANCE AND REGULATORY FOCUS 11. Abdelhamid Nechad, Sadik Maliki ■ TOWARDS A TRANSVERSAL APPROACH TO DEPRIVATION IN EMERGING COUNTRIES: FROM LOW INCOME TO LOW CAPABILITIES 12. Ivana Fojs, Ksenija Vukovic, Kristina Detelj ■ IMPACT OF SOCIAL CAPITAL ON THE GENERATION OF ECONOMIC CAPITAL IN CREATIVE INDUSTRIES 13. Danijela Vrbljanac ■ PRIVATE ENFORCEMENT OF COMPETITION LAW: BEFORE WHICH EU MEMBER STATE COURTS? 		
11:30 – 13:00		Parallel Session III.
<ol style="list-style-type: none"> 14. Nenad Rancic ■ EUROPE AT THE CROSSROADS – THE EAST–WEST AND NORTH–SOUTH BRIDGE FOR CHINA 15. Anna Wasiluk ■ REASONS FOR UNDERTAKING CROSS-BORDER COOPERATION BY POLISH AND BELARUSIAN ENTERPRISES 16. Andrzej Daniluk ■ CROSS-BORDER CO-OPERATION BY POLISH AND BELARUSIAN COMPANIES IN THE ASPECT OF INCREASING THE COMPETITIVENESS 17. Tomas Heryan ■ WHAT INFLUENCES USAGE OF EXTERNAL FINANCIAL SOURCES AMONG LARGE AND MEDIUM SIZED HOTELS IN V4 COUNTRIES? 		

18. Maja Grdinic, Sasa Drezgic, Jelena Stankovic ■ TAX STRUCTURE AND ECONOMIC GROWTH RECOMMENDATIONS AND REFORMS IN CEE COUNTRIES
19. Matea Skaberna, Petar Kurecic ■ THE PROSPECTS OF RURAL TOURISM DEVELOPMENT IN THE CONTINENTAL TOURISTIC REGION OF CROATIA: A SURVEY CONDUCTED AMONG YOUNGER AND MORE EDUCATED RESPONDERS
20. Josipa Penic, Petar Kurecic ■ SECURITY AS THE KEY FACTOR IN CONTEMPORARY TOURISM: SPECIFICITIES IDENTIFIED THROUGH THE ANALYSIS OF RESPONDERS' ATTITUDES

11:30 – 13:00

Parallel Session IV.

21. Gorkem Ataman, Ece Acar, Mustafa Gurol Durak ■ USING MARKOV CHAINS IN PREDICTION OF STOCK PRICE MOVEMENTS: A STUDY ON AUTOMOTIVE INDUSTRY
22. Ulker Erdogan Araci, Zeki Atil Bulut, Nilufer Kocak ■ THE RELATION AMONG EXPERIENTIAL MARKETING, CUSTOMER SATISFACTION, AND BEHAVIORAL INTENTION: A STUDY ON FOOD AND BEVERAGE BUSINESSES
23. Zeki Atil Bulut, Berrin Onaran ■ THE LINK BETWEEN CONSUMERS' ONLINE SHOPPING BEHAVIOURS AND E-SERVICESCAPE IN C2C E-COMMERCE: EVIDENCES FROM TURKEY
24. Elif Yucebas, Zeki Atil Bulut, Onur Dogan ■ DIGITAL PRESENCE OF MUNICIPALITIES: EVIDENCES FROM CITY OF IZMIR
25. Elif Yucebas, Sultan Kavili Arap ■ AN ANALYSIS ON LOCAL ADMINISTRATIONS PROGRAMS IN TURKEY
26. Oznur Akyol Bulut, Mustafa Miynat ■ PROBLEMS EXPERIENCED IN TAXING OF ELECTRONIC COMMERCE
27. Tiago Neves Sequeira, Marcelo Serra Santos ■ DOES COUNTRY-RISK INFLUENCE ELECTRICITY PRODUCTION WORLDWIDE?

13:00 – 14:00

Lunch

14:00 – 15:30

Parallel Session V.

28. Gracinda Carlos, Humberto Ribeiro, Sandra Raquel Alves, Claudia Miranda Veloso, Jose Manuel Pereira ■ THE DETERMINANTS OF THE EVOLUTION OF FAMILY SAVINGS IN THE CONTEXT OF A HIGH LEVERAGED SOCIETY
29. Luciano Fanti, Domenico Buccella ■ ENTRY EFFECTS UNDER STRATEGIC TRADE POLICY WITH NETWORK GOODS
30. Cicero Eduardo Walter, Claudia Miranda Veloso, Paula Odete Fernandes, Humberto Ribeiro ■ MEASURING THE DEGREE OF INNOVATION IN RETAIL AND SERVICES' MICRO AND SMALL ENTERPRISES
31. Claudia Miranda Veloso, Daniel Margaca Magueta, Paula Odete Fernandes, Humberto Ribeiro ■ THE EFFECTS OF CUSTOMER SATISFACTION, SERVICE QUALITY AND PERCEIVED VALUE ON BEHAVIOURAL INTENTIONS IN RETAIL INDUSTRY
32. Ismail Cakmak, Alperen Agca ■ RELATIONSHIP BETWEEN ENERGY AND GROWTH IN MINT COUNTRIES
33. Anna Dyhdalewicz ■ INNOVATION OF TRADING COMPANIES IN RELATION TO THE CONTENT OF ANNUAL REPORTS – RESEARCH RESULTS
34. Joanna Duda ■ ROLE AND SIGNIFICANCE OF SMES IN POLISH ECONOMY – BARRIERS TO AND OPPORTUNITIES FOR DEVELOPMENT. EXAMPLE OF CENTRAL EUROPEAN COUNTRY

14:00 – 15:30

Parallel Session VI.

35. Urszula Widelska ■ MARKETING ASPECTS OF AN INNOVATIVE INVESTMENT PROJECT - CASE STUDY ANALYSIS
36. Milica Bulajic, Dragana Kragulj, Milica Maricic, Ana Horvat, Marina Dobrota ■ IS THERE INTERCONTINENTAL DIFFERENCE IN THE INDICATORS OF URBAN SUSTAINABILITY? THE CASE OF SUSTAINABLE CITIES INDEX
37. Krzysztof Jarosinski ■ BUDGETARY ECONOMY OF PUBLIC SECTOR UNITS IN TRANSITION IN POLAND AND THE CONCEPT OF DEVELOPMENT ECONOMICS
38. Benedykt Opalka ■ SOCIAL SERVICES OF SELF-GOVERNMENT UNITS AND FINANCING OF THE LOCAL AND REGIONAL DEVELOPMENT

39. Zuzana Frantikova, Miroslava Vlckova, Jaroslav Vrchota, Jan Sladek ■ COMPARISON OF HOMEWORKING IN THE CZECH REPUBLIC AND SPAIN	
40. Barbara Wieliczko ■ RURAL ASPECTS OF REGIONAL DEVELOPMENT POLICY IN POLAND	
41. Ewa Kozien, Adam Kozien ■ ACADEMIC GOVERNANCE AS A DETERMINANT OF EFFICIENT MANAGEMENT OF A UNIVERSITY IN POLAND – LEGAL AND COMPARATIVE PERSPECTIVE	
14:00 – 15:30	<i>Parallel Session VII.</i>
42. Lucie Coufalova, Libor Zidek ■ THE IMPACT OF SANCTIONS ON CZECH ECONOMIC RELATIONS WITH RUSSIA	
43. Anna Bagienska ■ THE ACTIVITY REPORT AS A TOOL OF EMPLOYER BRANDING	
44. Nelly Popova ■ EFFECTS OF THE GLOBAL CRISIS ON TAX POLICY OF NEW EU MEMBER STATES FROM CENTRAL AND EASTERN EUROPE	
45. Ireneusz Janiuk ■ EXPORT IN FRAGMENTED INDUSTRIES IN POLAND – ANALYSIS OF THE TOP EXPORTERS IN SELECTED FRAGMENTED INDUSTRIES	
46. Radoslaw Piwowarski ■ THE IMPACT OF VOTER TURNOUT AND EDUCATION OF COUNCILLORS ON PUBLIC SECTOR EFFICIENCY: EVIDENCE FROM POLISH MUNICIPALITIES	
47. Mohammad Bashir Mia Khadem, Sabrina Amin ■ THE IMPACT OF MICROCREDIT EMPOWERMENT ON THE EXTREMELY POOR WOMEN OF BANGLADESH: THE CASE OF GRAMEEN BANK	
48. Katarzyna Borowka, Jakub Szlachetko ■ THE REGULATIONS ON METROPOLITAN AREAS IN POLAND	
15:30 – 16:00	<i>Coffee Break</i>
16:00 – 18:00	<i>Session VIII.</i>
49. Justyna Kozłowska ■ SERVITIZATION OF MANUFACTURING COMPANIES – A PROPOSITION OF FACTORS FOR STEEPVL ANALYSIS	
50. Arkadiusz Jurczuk ■ BUSINESS PROCESS INCONSISTENCIES IN POLISH SMALL AND MEDIUM ENTERPRISES	
51. Nurjannah Salleh, Abd Halim Mohd Noor, Mohd Saiyidi Mokhtar Mat Roni ■ WAQF-BASED ENDOWMENT AND ENTREPRENEURIAL INTENTION AMONG STUDENTS IN INSTITUTES OF HIGHER LEARNING	
52. Rahab, Nurul Anwar, Darmanto Sahat Setyawan ■ INTERFIRM COOPERATION TO CREATE COMPETITIVENESS: CASE OF BATIK BANJARNEGARA SMALL FIRM	
53. Katarzyna Debkowska ■ MULTIDIMENSIONAL STATISTICAL ANALYSIS OF AN INFLUENCE OF A BUSINESS MODEL ON A FINANCIAL CONDITION IN TRANSPORTATION- FORWARDING – LOGISTICS (TFL) SECTOR ENTERPRISES	
54. Aleksandra Gulc ■ COURIER SERVICE QUALITY IN THE LIGHT OF SCIENTIFIC PUBLICATIONS	
55. Bogna Janik ■ THE IMPACT OF SOCIAL BANKS ON THE AVOIDANCE OF FINANCIAL CRISES	
56. Rafal Kusa ■ TESTING QUANTITATIVE MEASURES OF PROACTIVENESS IN CONTEXT OF ENTREPRENEURIAL ORIENTATION	
57. Tamar Dolbaia ■ INITIATIVE OF CHINA: “ONE BELT - ONE ROAD” AND PERSPECTIVES OF GEORGIA	
18:00	<i>Closing Ceremony</i>

