

**Program of the 42nd International Scientific Conference on Economic and Social Development  
(minor changes are possible, according to authors' requirements)**

**London, 12-13 June, 2019**

**Venue: Pearson College London - MidTown campus, 190 High Holborn, London, United Kingdom**

<b>First day, June 12<sup>th</sup> 2019</b>	<b>Individual arrival of delegates</b>
<b>09:00 – 09:30</b>	<b>Welcome Drink and Registration</b>
<b>09:30 – 11:00</b>	<b>Plenary Session I. – Opening Ceremony</b>
<b>WELCOME ADDRESS</b> <b>Domagoj Cingula, Organizing Committee</b> <b>Representatives of Pearson College London</b> <b>Marijan Cingula, Scientific Committee</b>	
<ol style="list-style-type: none"> <li><b>Anica Hunjet, Petar Lusavec, Goran Kozina</b> ■ ATTITUDES TOWARDS ORGANISATIONAL CHANGE IN THE REPUBLIC OF CROATIA</li> <li><b>Houda Jorio, Samira Kasmi, Taoufik Dagabri</b> ■ EMOTIONAL INTELLIGENCE: AN INTANGIBLE CAPITAL LINKED CLOSELY TO ORGANIZATIONAL PERFORMANCE AS A LIABILITY - CASE OF SAHAM COMPANY</li> <li><b>Ilyinykh Svetlana, Naumova Elena, Rovbel Svetlana, Tevlyukova Oksana, Suchorukova Natalia</b> ■ THE QUALITY OF LIFE OF THE CITIZENS: THE RESEARCH IN THE CONTEXT OF THEIR SOCIAL WELL-BEING</li> <li><b>Reui-Lin Lee, Xing-Bei Zhou</b> ■ CORPORATION INNOVATIONS, TRANSACTION COSTS AND MOMENTUM PROFITS</li> <li><b>Dana Linkeschova, Svatopluk Pelcak, Alena Ticha</b> ■ STRUCTURAL ENGINEERING MANAGERS – CHALLENGES FOR STRUCTURAL ENGINEERING WORKERS AND THEIR REQUIREMENTS FOR WORK</li> <li><b>Sandra Thompson</b> ■ IT'S ALL IN THE MIND - UNLEASHING THE POWER OF EMOTIONAL INTELLIGENCE AND ITS ABILITY TO CREATE POSITIVE CUSTOMER MEMORIES</li> </ol>	
<b>11:00 – 11:30</b>	<b>Coffee Break</b>
<b>11:30 – 13:00</b>	<b>Plenary Session II.</b>
<ol style="list-style-type: none"> <li><b>Sook Ling Lee, Guru Dhillon</b> ■ THE IMPACT OF TECHNICAL PROCEEDINGS FOR EMPLOYMENT DISMISSAL CASES IN MALAYSIA – AN ANALYSIS</li> <li><b>Sanja Zlatic, Marin Milkovic, Valter Boljuncic</b> ■ USE OF PRINCIPAL COMPONENT ANALYSIS FOR OPTIMIZATION OF VOICE OF STAKEHOLDER IN QUALITY FUNCTION DEPLOYMENT METHOD</li> <li><b>Marina Klacmer Calopa, Ivana Djundjek Kokotec</b> ■ THE OWNERSHIP STRUCURE OF CROATIAN COMPANIES</li> <li><b>Carmen Emilia Pascal</b> ■ AN ANALYSIS OF ROMANIAN CAPITAL, FOREX AND MONETARY MARKETS: VOLATILITIES AND CONTAGION</li> <li><b>Hamid Azari-Rad</b> ■ ECONOMICS, LIBERAL ARTS, AND BUSINESS EDUCATION IN THE UNITED STATES</li> <li><b>Aleksandar Milosevic, Aleksandra Tosovic - Stevanovic, Dinko Primorac</b> ■ MODEL FOR ANALYZING MARKET AND ACTIVITIES OF MARKETING MANAGERS FOR IMPROVING BUSINESS OPERATIONS</li> <li><b>Jolly Sahni</b> ■ INVESTIGATING THE STATUS OF EMPLOYEE ENGAGEMENT IN SMES OF AN EMERGING ECONOMY: CASE OF INDIA</li> <li><b>Anaspree Chaiwan, Komsan Suriya</b> ■ THE DECISION TO USE PUBLIC INTERNET SERVICES TO ACCESS DIGITAL CONTENT IN THAILAND</li> <li><b>Rebeka D. Vlahov, Igor Vrecko, Rok Petje</b> ■ MATURITY MODELS AND SUCCESS IN PROJECT MANAGEMENT – REVIEW OF THE LITERATURE</li> </ol>	
<b>13:00 – 14:00</b>	<b>Lunch</b>
<b>14:00 – 16:00</b>	<b>Plenary Session III.</b>
<ol style="list-style-type: none"> <li><b>Matija Habus, Igor Klopotan, Damira Djukec</b> ■ ANALYSIS OF THE FREIGHT TRANSPORTATION USING HUCKEPAK TRANSPORT TECHNOLOGY ON THE EXAMPLE OF EUROPE</li> <li><b>Larisa Nyurenberger, Natalya Luchina, Ivan Sewruikov, Gertruda Tikhomirova</b> ■ “2GO” FORMAT INNOVATIVE TECHNOLOGIES IN TOURISM: AUGMENTED REALITY OF TRAVELLING</li> </ol>	

18. <b>Larisa Nyurenberger, Galina Kvita, Natalya Shchetinina, Tatyana Gromoglasova</b> ■ THE ROLE OF AESTHETIC COMPONENT IN TOURISM PRODUCT DEVELOPMENT	
19. <b>Zrinka Blazevic Bognar, Nikolina Plesa Puljic, Dominik Kadezabek</b> ■ IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOUR	
20. <b>Peter Horvath, Andrea Bencsik</b> ■ CONNECTING EMPLOYEE PERFORMANCE TO THE FIRM'S FINANCIAL RESULT VIA GOAL SETTING	
21. <b>Alen Simec</b> ■ INTERNET APPLICATION OPTIMIZATION WITH UPCOMING TECHNOLOGY	
22. <b>Zuzanna Przygoda</b> ■ NATURALISED UNITED STATES CITIZENS AND PRESIDENCY – WHY NATURALISED CITIZENS SHOULD BE ALLOWED TO RUN FOR PRESIDENT	
23. <b>Damir Ribic, Zrinka Blazevic Bognar, Tomislav Hegedusic</b> ■ IMPORTANCE OF CONTINUOUS RESEARCH OF EMPLOYER'S NEEDS IN VIROVITICA COUNTY FOR ADEQUATE WORKFORCE STRUCTURING	
24. <b>Samira Kasmi, Nada Biddou, Siham El Arraf</b> ■ THE IMPACT OF CSR ON CORPORATE COMMUNICATION: A STUDY OF CENTRAL DANONE, MOROCCO	
<b>16:00 – 16:30</b>	<b><i>Coffee Break</i></b>
<b>16:30 – 18:00</b>	<b><i>Plenary Session IV.</i></b>
25. <b>Gabrijela Budimir Sosko, Kresimir Buntak, Davor Grgurevic</b> ■ MULTIMODAL TRANSPORTATION DEVELOPMENT AS A COMPARATIVE ADVANTAGE FACTOR FOR CROATIAN ECONOMY	
26. <b>Felicetta Iovino</b> ■ THE FINANCIAL SUSTAINABILITY OF WATER COMPANIES: THE ITALIAN CASE	
27. <b>Jennifer South</b> ■ WILL THE MACHINES TAKE OVER FROM THE FINANCIAL AUDITOR?	
28. <b>Guru Dhillon, Lee Sook Ling</b> ■ MANAGING GROSS MISCONDUCT, INSUBORDINATION AND INFIDELITY AT THE MALAYSIAN WORKPLACE – A LEGAL REVIEW	
29. <b>Mladen Greguras, Igor Klopotan, Ivana Martincevic</b> ■ MEDIA AND COMMUNICATION ASPECTS AT LAUNCHING AN ENTREPRENEURIAL VENTURE	
30. <b>Dagna Siuda</b> ■ BRAND-ORGANIZED CONTESTS IN VIRTUAL BRAND COMMUNITIES AS A TOOL FOR INCREASING CONSUMER'S ACTIVITY	
31. <b>Alina Rydzewska</b> ■ THE SIGNIFICANCE OF DERIVATIVES IN THE MANAGEMENT OF VALUE OF NON-FINANCIAL ENTERPRISES IN POLAND IN THE AGE OF FINANCIALIZATION	
32. <b>Ana Globocnik Zunac, Ivana Grabar, Sandra Bicek</b> ■ QUALITY OF PRESENTATION AS A KEY COMPETENCE IN MODERN BUSINESS	
33. <b>Halina Chlodnicka, Grzegorz Zimon</b> ■ BALANCE SHEET MODEL FOR SMALL ECONOMIC ENTITIES	
<b>17:30</b>	<b><i>Closing Ceremony</i></b>
<b><i>Second day, June 13<sup>th</sup> 2019 Individual Program of Delegates</i></b>	
<b>11:00</b>	<b><i>Walking Tour: Meeting at 10:45, Pearson College London</i></b>