

**Program of 28th International Scientific Conference on Economic and Social Development
19-20 April, 2018 (minor changes are possible, according to authors' requirements)
Venue: Hotel Bedford - 17, rue de l'Arcade 75008 Paris, France**

First day, April 19th 2018		Individual arrival of delegates
17:00	Welcome Drink and Registration	
Second day, April 20th 2018		
08:30 – 09:30	Registration at Conference Desk	
09:30 – 11:00	Plenary Session I. – Opening Ceremony	
<p>WELCOME ADDRESS Marijan Cingula, President of Scientific Committee</p>		
<p>1. Maja Borovina Frankic, Zelimir Dulcic, Ivan Peronja ■ STRATEGIES FOR THE DEVELOPMENT OF NEW PRODUCTS OF FAMILY BUSINESS</p> <p>2. Vlasta Roska, Ivana Martincevic, Vesna Sesar ■ ACCOUNTING EDUCATION FOR BETTER EMPLOYMENT – CASE STUDY IN CROATIA</p> <p>3. Lucian Adrian Sala ■ DEMOGRAPHIC AGEING AND LABOUR MARKET SHORTAGES - CASE OF ROMANIA</p> <p>4. Mariann Szabo ■ MARKET SIZE AND TRESHOLD ISSUES IN RELATION WITH BROWNFIELD REDEVELOPMENT</p> <p>5. Ana Carolina Arboleda Gallo ■ IMF: FINANCIAL SUPPORT OR INTERVENTIONISM IN LATIN AMERICA?</p> <p>6. Mehmet Kenan Terzioglu ■ EXCHANGE RATE VOLATILITY AS A RISK FACTOR</p> <p>7. Gabriela Pinto, Humberto Ribeiro, Sandra Raquel Alves, Claudia Miranda Veloso ■ CUSTOMER SATISFACTION, PRODUCT AND SERVICE QUALITY IN RETAIL MANAGEMENT: THE CASE OF A FAST FOOD CHAIN</p>		
11:00 – 11:30	Coffee Break	
11:30 – 13:00	Parallel Session II.	
<p>8. Elif Aladag, Sinem Dal ■ A CRITICAL VIEW ON ENTREPRENEURSHIP EDUCATION: A LITERATURE REVIEW</p> <p>9. Claudia Miranda Veloso, Humberto Ribeiro, Sandra Raquel Alves ■ TOWARDS A SERVICE QUALITY MEASURE OF THE PORTUGUESE TRADITIONAL RETAIL INDUSTRY</p> <p>10. Jiri Cerny ■ THE PERSPECTIVES OF DEMOGRAPHIC CHANGES IN THE CZECH LABOUR MARKET REGARDING EMPLOYEES 50+</p> <p>11. Jacek Jaworski, Katarzyna Sokolowska, Tomasz Kondraszuk ■ INFORMATION GAPS AND BARRIERS IN STRATEGIC FARM MANAGEMENT IN POLAND - STUDY RESULTS</p> <p>12. Lina Gaiziuniene, Brigita Janiunaite ■ ADAPTATION OF E-LEARNING TOOLS AS INNOVATION: OVERCOMING BARRIERS USING EDUCATIONAL FACTORS</p> <p>13. Viktor Barkhatov, Antonio Campa, Daria Bents ■ INSTITUTIONAL PROBLEMS OF SUPPORT FOR SMALL AND MEDIUM BUSINESS IN RUSSIA</p>		
11:30 – 13:00	Parallel Session III.	
<p>14. Sabina Silajdzic, Maida Obradovic, Eldin Mehic ■ HOW EFFECTIVE IS TAX POLICY IN ATTRACTING FOREIGN DIRECT INVESTMENTS IN SOUTH-EAST EUROPE?</p> <p>15. Sungjin Hong ■ LOBBYING AND INVESTMENT IN MARKET CAPABILITIES IN TRANSITION ECONOMIES</p> <p>16. Jarmila Horvathova, Martina Mokrisova ■ LINEAR MODEL AS A TOOL IN THE PROCESS OF IMPROVING FINANCIAL HEALTH</p> <p>17. Maria-Pilar Sierra-Fernandez, Almudena Martinez-Campillo, Yolanda Fernandez-Santos ■ IS THE BANKING ACTIVITY OF SPANISH CREDIT UNIONS FINANCIALLY EFFICIENT? LOOKING FOR A RESPONSE FROM THE DEA METHODOLOGY (2008-2013)</p> <p>18. Domagoj Sajter ■ MEASURING FINANCIAL EFFECTS OF BUILDING RESTORATION IN CROATIA</p> <p>19. Iwona Dorota Czechowska, Agnieszka Czajkowska, Wojciech Zaton ■ SOME ASPECTS OF THE FIRMS' STAKEHOLDERS RELATIONS AND THEIR PICTURE IN EU COUNTRIES</p> <p>20. Claudia Miranda Veloso, Daniel Magueta, Humberto Ribeiro, Sandra Raquel Alves ■ THE LINKS BETWEEN SERVICE QUALITY, BRAND IMAGE, CUSTOMER SATISFACTION AND LOYALTY IN THE RETAIL INDUSTRY</p>		
13:00 – 14:00	Lunch	

14:00 – 16:30

PlenarySession V.

21. **Wirat Krasachat** ■ DIRECTIONAL INPUT DISTANCE FUNCTION TECHNICAL EFFICIENCY OF CHILI PRODUCTION IN THAILAND: PARAMETRIC APPROACH
22. **Jana Skoludova, Jana Cerovska** ■ THE IMPACT OF THE DIGITAL ECONOMY ON THE LABOR MARKET IN THE CZECH REPUBLIC
23. **Ambuj Sharma** ■ MYTHS ABOUT DISABILITY: A LITERATURE REVIEW
24. **Ecaterina Grajdieru Coman, Catalina-Ionela Rezeanu, Florin Nechita, Claudiu Coman** ■ MODERN TENDENCIES IN EXPERIENTIAL MARKETING: MUSEUMS USING AUGMENTED REALITY (AR) TO CONVERT YOUNG AUDIENCES INTO AMBASSADORS OF LOCAL CULTURE
25. **Walid Chkili** ■ STOCK MARKET DEVELOPMENT AND ECONOMIC GROWTH FOR SOUTH MEDITERRANEAN COUNTRIES: EVIDENCE FROM LINEAR AND NONLINEAR TESTS
26. **Maria Piotrowska** ■ RESPONSES OF DISCONTENT EMPLOYEES
27. **Dagmara Hajdys, Magdalena Slebocka** ■ PUBLIC-PRIVATE PARTNERSHIP IN IMPLEMENTING REVITALIZATION PROJECTS – POLISH EXPERIENCES IN THE CONTEXT OF THE SOLUTIONS APPLIED BY SELECTED EU COUNTRIES
28. **Czegledy Tamas** ■ TRADE RELATIONS AND TRADE BALANCES AS THE INDICATORS
29. **Mehmet Kenan Terzioglu** ■ EXCHANGE RATE VOLATILITY AS A RISK FACTOR
30. **Marian Morales Mejia, Claudia Miranda Veloso, Antonio Duarte, Humberto Ribeiro, Sandra Raquel Alves** ■ A SHIFT SHARE APPROACH FOR EVALUATING THE TRADE LINKS BETWEEN PANAMA AND THE EUROPEAN UNION

16:00

Closing Ceremony

