

Program of the **33rd International Scientific Conference on Economic and Social Development - "Managerial Issues in Modern Business"** - Warsaw, Poland, 26-27 September, 2018  
*(some changes are possible, according to authors' requirements)*  
**Venue: Faculty of Management, University of Warsaw - 1/3 Szturmowa Street , 02-678 Warsaw**

<b>First day, September 26<sup>th</sup> 2018</b>	<b>Individual arrival of delegates</b>
<b>09:00 – 09:30</b>	<b>Registration at Conference Desk – Refreshment</b>
<b>09:30 – 11:00</b>	<b>Plenary Session I. – Opening Ceremony</b>
<b>WELCOME ADDRESSES</b> <b>Mirosław Przygoda, Organizing Committee</b> <b>Marijan Cingula, president of Scientific Committee</b>	
1. Raluca Florentina Cretu ■ ANALYSIS OF THE CORRELATION BETWEEN CORPORATE GOVERNANCE AND THE ECONOMIC-FINANCIAL PERFORMANCE OF THE ECONOMIC ENTITIES 2. Andrzej H. Jasinski ■ CONTEMPORARY INNOVATION PROCESSES AND MANAGERIAL ISSUES 3. Awe Isaac Tope ■ NEXUS BETWEEN HUMAN CAPITAL DEVELOPMENT AND HUMAN CAPITAL INVESTMENT IN NIGERIA 4. Grazyna Wieczorkowska Wierzbinska ■ THE FUTURE OF MANAGERIAL EDUCATION 5. Chang-Wook Park, Seong-Hoon Jeong ■ INVESTMENT PSYCHOLOGY AND BEHAVIOR ANALYSIS IN THE KOREAN RECONSTRUCTION MARKET <p style="text-align: center;"><i>Discussion</i></p>	
<b>11:00 – 11:30</b>	<b>Coffee Break</b>
<b>11:30 – 13:00</b>	<b>Parallel Session II.</b>
6. Ioan Iulian Alecu ■ EFFICIENT MARKETING METHODS AIMING TO COMPLY WITH THE REQUIREMENTS OF MODERN CLIENTS 7. Olivera Simovic, Djurdjica Perovic ■ FUNCTION AND IMPORTANCE OF INTERNAL AUDIT IN HOTEL GROUP „BUDVANSKA RIVIJERA“ 8. Dragos Ion Smedescu ■ THE EVOLUTION OF ROMANIAN MACROECONOMY POST-CRISIS 9. Monika Smusz – Kulesza ■ THE LEGAL ASPECTS OF INSOLVENCY OF THE ENTERPRISE (SELECTED ISSUES) 10. Eva Vitkova, Vit Hromadka, Jiri Kusak ■ IMPACT OF THE ORGANIZATION OF THE ASSOCIATION OF COMPANIES ON THE ECONOMY OF ITS PARTICIPANTS 11. Krzysztof Beck ■ DETERMINANTS OF INTRA-INDUSTRY TRADE: AN INVESTIGATION WITH BMA FOR THE EUROPEAN UNION 12. Kumru Didem Atalay, Bahar Isin, Irem Sevindik ■ WHAT DO WOMEN EXPECT FROM BUS COMPANIES? <p style="text-align: center;"><i>Discussion</i></p>	
<b>11:30 – 13:00</b>	<b>Parallel Session III.</b>
13. Handan Ozdemir ■ PERCEIVED RISKS AND ONLINE CONSUMER BUYING BEHAVIOR 14. Piotr Nowaczyk, Arkadiusz Malkowski ■ REVITALIZATION OF DEGRADED PORT AREAS AS A CHANCE FOR LOCAL DEVELOPMENT ON THE EXAMPLE OF KOŁOBRZEG MUNICIPALITY 15. Valentina Constanta Tudor ■ ANALYSIS OF THE VALUATION ACTIVITY ON VEGETABLES AND FRUITS CHAINS FOR THEIR IMPROVEMENT 16. Piotr Nowaczyk ■ CHANGE OF THE PREVIOUS PATH OF DEVELOPMENT IN THE ACTIVATION OF PERIPHERAL AREAS OF WEST POMERANIA IN POLAND 17. Sylwia Lach ■ SELECTED METHODS OF PSYCHOLOGICAL MANIPULATION IN THE MARKETING OF FINANCIAL SERVICES 18. Tomasz Klemt, Michalina Szyrka ■ SOFT LAW ACTS AND THE PRINCIPLE OF LEGAL CERTAINTY ON THE EXAMPLE OF THE ACTIVITIES OF THE POLISH FINANCIAL SUPERVISION AUTHORITY AND THE PRESIDENT OF THE OFFICE OF ELECTRONIC COMMUNICATIONS 19. Dorina Nicoleta Mocuta ■ THE INFLUENCE OF CLIMATE CHANGE ON SUSTAINABLE DEVELOPMENT <p style="text-align: center;"><i>Discussion</i></p>	
<b>13:00 - 14:00</b>	<b>Lunch</b>

<b>14:00 – 15:30</b>	<b>Parallel Session IV.</b>
<p>20. Joanna Hernik, Rafal Mazur ■ INNOVATIONS AND SAFETY IN PASSENGER RAILWAY TRANSPORT - THE TRAVELERS' PERSPECTIVE</p> <p>21. Witold Chmielarz, Tomasz Parys ■ CHANGES IN THE USE OF WEBSITES IN E-COMMERCE IN 2017 -2018</p> <p>22. Grazyna Wieteska ■ DESIGN OF RESILIENT SUPPLY CHAINS</p> <p>23. Michal Kozlowski, Danuta Jachniak ■ 'QUESTIONS BANK' IN TERMS OF WŁADYSŁAW JACHNIAK AS A MANAGERIAL TOOL OF FINANCIAL EDUCATION</p> <p>24. Marius Mihai Micu ■ RESEARCH ON ACCESSING EUROPEAN FUNDS FOR YOUNG FARMERS IN ROMANIA UNDER THE TWO NATIONAL RURAL DEVELOPMENT PROGRAMS</p> <p>25. Krzysztof Nowak, Anna Olga Kuzminska, Katarzyna Kinga Kowalczyk ■ THE EFFECT OF OVERFLOW AT WORKPLACE ON EMPLOYEES PRODUCTIVITY AND WELL BEING</p> <p>26. Muhammad Kamran ■ RHETORICAL NATURE OF SPIRITUALITY IN VOCATIONAL TRAINING OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) PROFESSIONALS</p> <p style="text-align: center;"><i>Discussion</i></p>	
<b>14:00 – 15:30</b>	<b>Parallel Session V.</b>
<p>27. Nassr Saleh Mohamad Ahmad, Ramadan Ahmed A. Atniesha ■ THE PECKING ORDER THEORY (POT) AND START-UP FINANCING OF SMALL AND MEDIUM ENTERPRISES (SMES): INSIGHT INTO AVAILABLE LITERATURE IN THE LIBYAN CONTEXT</p> <p>28. Marta Kozakowska-Kedzierska ■ THE CONCEPT OF ORGANIZATIONAL AMBIDEXTERITY AS AN EXAMPLE OF PARADOXICAL STRATEGY</p> <p>29. Romeo Catalin Cretu ■ ANALYSIS OF THE ECOTOURIST PROFILE IN ROMANIA, HUNGARY AND BULGARIA</p> <p>30. Beata Tarczydło ■ CASE STUDY METHOD AND ITS USEFULNESS IN BRANDING ACTIVITIES - RESULTS OF RESEARCH</p> <p>31. T. Bartosz Kalinowski ■ BUSINESS PROCESS MATURITY MODELS RESEARCH – A SYSTEMATIC LITERATURE REVIEW</p> <p>32. Zoya Sokolovska, Alexey Alyohin, Iryna Kapustyan ■ USING THE APPARATUS OF SIMULATION MODELING IN THE PROCESS OF DEVELOPING ADVERTISING STRATEGIES OF ENTERPRISES</p> <p style="text-align: center;"><i>Discussion</i></p>	
<b>15:30 – 16:00</b>	<b>Coffee Break</b>
<b>16:00 – 17:30</b>	<b>Parallel Session VI.</b>
<p>33. Andzela Veselova ■ COMPARATIVE ANALYSIS OF BUSINESS EXCELLENCE MODELS</p> <p>34. Belen Arnao-Nieto, Joanna Hernik, Antonio Minguez-Vera ■ THE INFLUENCE OF FEMALE CEOS ON PERFORMANCE AND INDEBTEDNESS: AN EMPIRICAL ANALYSIS OF SPANISH HOTEL COMPANIES</p> <p>35. Magdalena Grebosz-Krawczyk, Jean Marc Pointet ■ THE STRATEGY OF NOSTALGIC BRAND – EXPERTS' STUDY</p> <p>36. Anita Proszowska ■ CONDITIONS AND DIRECTIONS OF DEVELOPMENT OF BOOK FAIRS - PERSPECTIVE OF THE POLISH MARKET</p> <p>37. Vit Hromadka, Eva Vitkova, Jana Korytarova ■ METHODOLOGICAL APPROACH FOR THE ECONOMIC EVALUATION OF SPECIFIC PROJECTS ON WATERWAYS</p> <p>38. Lukasz Konopielko, Anastasiia Trechubova ■ R&amp;D EFFECTIVENESS IN THE PHARMACEUTICAL INDUSTRY</p> <p style="text-align: center;"><i>Discussion</i></p>	
<b>16:00 – 17:30</b>	<b>Parallel Session VII.</b>
<p>39. Witold Chmielarz, Konrad Luczak ■ THE IMPORTANCE OF QUALITY ASSESSMENT CRITERIA OF BANKING APPLICATION IN POLAND</p> <p>40. Katarzyna Liczmańska-Kopcewicz ■ REDEFINING THE ROLE OF THE CONSUMER IN THE PROCESS OF CREATING MARKETING INNOVATIONS</p>	

41. Tomasz Ochowski, Edyta Rosinska-Wielec ■ PERIPHERAL ANTECEDENTS OF THE PROSUMER CULTURE AS A SOURCE OF INSPIRATION FOR HUMANISTIC MANAGEMENT
42. Maria Cywinska, Konrad Zawadzki ■ PERFORMANCE APPRAISAL SYSTEM FOR ADMINISTRATIVE STAFF: A PILOT IMPLEMENTATION STUDY AT THE UNIVERSITY OF WARSAW
43. Agnieszka Wilczak ■ BETWEEN CONSUMERISM AND DECONSUMPTION - ATTITUDES OF YOUNG POLES AS A CHALLENGE FOR MARKETERS
44. Stanislaw Walukiewicz ■ ECONOMIC ASPECTS OF VIRTUAL SERVICES

*Discussion*

**17:30 – 18:30**

***Plenary Session VIII.***

45. Nenad Rancic, Ying Zhang, Ozren Pilipovic ■ A POLITICAL ECONOMY ANALYSIS OF THE CHINESE SYSTEM OF SOCIALIST MARKET ECONOMY
46. Maciej Urbaniak ■ THE ROLE OF PROCESS IMPROVEMENTS TOOLS IN BUILDING RELATIONSHIP BETWEEN SUPPLIERS AND INDUSTRIAL CLIENTS
47. Alexey Chernov, Victoria Chernova ■ GLOBAL BLOCKCHAIN TECHNOLOGY MARKET ANALYSIS – CURRENT SITUATIONS AND FORECASTS
48. Petrica Stefan ■ ROMANIAN WINES - PAST, PRESENT, FUTURE
49. Housni Hamid, Maliki Sadik, Biad Tayeb ■ FROM EL BOUAZIZI TO ISIS: PAST SEEDS AND PRESENT HARVEST - TOWARDS UNDERSTANDING THE CAUSES OF THE SHIFT FROM CLAIMS FOR FREEDOM TO VIOLENCE

*Discussion*

***Closing ceremony***

**19:00**

***Dinner for all participants***

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***Second day, September 27<sup>th</sup> 2018***

***Walking City Tour***