

Program of the 27th International Scientific Conference on Economic and Social Developmen -, Rome, Italy
1-2 March, 2018 (some changes are possible, according to authors' requirements)

Venue: Rome Marriott Park Hotel - Via Colonnello Tommaso Masala 54, 00148 Rome, Italy

First day, March 1st 2018	
17:00 – 19:00	Individual arrival of Delegates - Welcome drink and Registration
Second day, March 2nd 2018	
08:30 – 09:00	Registration at Conference Desk - Refreshment
09:00 – 11:00	Plenary Session I. – Opening Ceremony
WELCOME ADDRESSES: Representatives of Partners and Scientific Committee	
1. Olga Kaurova, Alexander Maloletko ■ FORMATION OF THE INDICATORS SYSTEM, CHARACTERIZING THE POPULATION SATISFACTION BY HEALTH CARE QUALITY IN THE FIELD OF COMPULSORY MEDICAL INSURANCE OF RUSSIA	
2. Lucian Belascu ■ THE PERFORMANCE DYNAMICS OF TRADE COMPANIES IN CENTRAL AND EASTERN EUROPE: AN ANALYSIS OF LOCAL VERSUS FOREIGN-OWNED BUSINESSES	
3. Petar Kurecic, Petar Miljkovic, Petra Bagaric ■ THE IMPORTANCE OF THE INTERNET IN FORMING OF THE PUBLIC OPINION AND ITS INDISPENSABILITY FOR CONTEMPORARY ECONOMY: AN ONLINE SURVEY	
4. Irfan Ahmed, Claudio Socci, Francesca Severini, Qaiser Rafique Yasser ■ GLOBAL FINANCIAL CRISIS, EUROPEAN CENTRAL BANK AND FINANCIAL POSITION OF ECONOMIC AGENTS: A DYNAMIC COMPUTABLE GENERAL EQUILIBRIUM MODEL FOR ITALY	
5. Elzbieta Szymanska, Alexander Wollenberg ■ POSSIBLE MODELS OF POST-BREXIT OUTCOMES – FROM CARICOM AND EU PERSPECTIVES	
11:00 – 11:30	Coffee Break
11:30 – 13:30	Parallel Session II. Education
6. Claudia Ogrean ■ INTEGRATING RESILIENCE AND SUSTAINABILITY INTO THE CORE ORGANIZATIONAL STRATEGY – IS IT POSSIBLE OR IMPERATIVE?	
7. Pavel Novgorodov ■ VALUE-BASED APPROACH FOR MEASURING THE INTELLECTUAL CAPITAL OF THE UNIVERSITY	
8. Vitally Cherenkov, Natalia Cherenkova ■ BUSINESS CASES AS SCENARIOS IN THE FRAME OF INTEGRATING CASE METHOD AND DRAMA TECHNIQUES IN TEACHING ENGLISH	
9. Ivana Tadic, Branka Marasovic ■ ANALYZE OF HUMAN RESOURCE ALLOCATION IN HIGHER EDUCATION APPLYING INTEGER LINEAR PROGRAMMING	
10. Agnieszka Faron ■ "CONSTRAINTS IN EFFECTIVE COOPERATION BETWEEN UNIVERSITIES AND BUSINESS - POLISH EXAMPLE"	
11. Agnieszka Springer, Iwona Werner ■ THE LEVEL OF PSYCHOSOCIAL RISK IN ACADEMIC PROFESSIONALS WORK - DIFFERENTIATION AND SELECTED NEGATIVE OUTCOMES	
12. Maria Bartekova, Ľudomir Slahor ■ THE STUDENT LOANS IN SLOVAKIA - THE ECONOMIC IMPACT ON NATIONAL STUDENT SUPPORT SYSTEM DEVELOPMENT	
13. Mislav Ante Omazic, Alica Grilec, Irena Sabaric ■ CONCIIOUS BUYING AS SUSTAINABLE FASHION DRIVER – SURVEY ON CROATIAN STUDENTS' ATTITUDE	
14. Anica Hunjet, Goran Kozina, Damira Dukec ■ DISTINCTIVENESS AND QUALITY OF UNIVERSITY NORTH ON THE HIGHER EDUCATION MARKET IN THE REPUBLIC OF CROATIA	
11:30 – 13:30	Parallel Session III. Entrepreneurship
15. Iwona Werner, Agnieszka Springer ■ OCCUPATIONAL STRESS AMONG ACADEMICS: RELATIONSHIPS WITH PSYCHOSOCAL RISK AND SUBJECTIVE HEALTH ASSESSMENT	
16. Arilova A. Randrianasolo, Jenny Rakotoarisoa ■ ENTREPRENEURIAL ENVIRONMENTS IN INSTITUTIONAL TRANSITIONS	
17. Raluca Florentina Cretu ■ ANALYSIS OF THE OPPORTUNITIES AND THREATS OF INNOVATIVE SMES IN THE EU	
18. Lucian Belascu, Alma Pentescu ■ ENTREPRENEURSHIP IN THE EUROPEAN UNION – FACTORS OF BUSINESS SUCCESS	
19. Piera Centobelli, Roberto Cerchione, Emilio Esposito ■ KNOWLEDGE MANAGEMENT AND BUSINESS PROCESSES IN SMES: INSIGHTS FROM SOUTHERN ITALY	
20. Maya Yaneva ■ Z GENERATION IN CORPORATE ENVIRONMENT. HOW TO ADDRESS IT?	

21. Dragan Benazic, Nikolina Varga ■ SERVICE QUALITY AND CUSTOMER SATISFACTION IN BUSINESS CONSULTING SERVICES: AN IMPORTANCE- PERFORMANCE ANALYSIS BASED ON THE PARTIAL LEAST SQUARE METHOD

22. Arilova A. Randrianasolo, Jenny Rakotoarisoa ■ ENTREPRENEURIAL ENVIRONMENTS IN INSTITUTIONAL TRANSITIONS

23. Marija Boban ■ PROTECTION OF PERSONAL DATA AND PUBLIC AND PRIVATE SECTOR PROVISIONS IN THE IMPLEMENTATION OF THE GENERAL EU DIRECTIVE ON PERSONAL DATA (GDPR)

24. Gordana Tkalec, Iva Rosanda Zigo ■ PUBLIC INTEREST VS.THE INTEREST OF THE PUBLIC - HOW TO RECONCILE ECONOMIC IMPACT AND THE RIGHT TO INFORMATION?

11:30 – 13:30

Parallel Session IV. Global

25. Alexander Maloletko, Yulia Keyzerova ■ HOW DOES THE RUSSIAN YOUTH PERCEIVE CORRUPTION

26. Marius-Alin Pricopi ■ DEFENCE AND MILITARY ASPECTS REGARDING THE PARTNERSHIP BETWEEN NATO AND THE EU

27. Alexandra Horobet ■ FOREIGN VERSUS LOCALLY-OWNED COMPANIES: AN ANALYSIS OF POST-CRISIS PERFORMANCE IN EASTERN EUROPE

28. Stefania-Cristina Curea ■ THE LINK BETWEEN BRAND VALUE AND INTELLECTUAL CAPITAL: INCORPORATING BRANDS INTO ECONOMIC VALUATION

29. Stefan-Florin Corcodei ■ THE IMPACT OF THE EUROPEAN SOCIAL FUND ON ECONOMIC AND SOCIAL DEVELOPMENT IN ROMANIA

30. Feras Alnaser ■ THE INFLUENCE OF SERVQUAL MODEL AND ATTITUDE ON CUSTOMER'S SATISFACTION AND LOYALTY IN ISLAMIC BANKS OF SAUDI ARABIA IN DEVELOPING COUNTRIES

31. Kurmanaliyeva Ainur, Begalinova Kalimash, Israilova Assel ■ THE ROLE AND PLACE OF ISLAM IN THE STRUCTURE OF THE MODERN KAZAKHSTAN SOCIETY

32. Ovidiu-Mihai Popescu ■ THE WAR ON THE CEREALS MARKET - THE EUROPEAN UNION VERSUS THE UNITED STATES OF AMERICA

33. Onur Basar Ozbozkurt, Elma Satrovic ■ CAUSAL RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENTS AND MACRO-LEVEL POLITICAL STABILITY IN TURKEY

13:30 – 14:30

Lunch

14:30 – 16:30

Parallel Session V. Finance

34. Mihaela Herciu ■ MARKET CAPITALIZATION, ENTERPRISE VALUE AND BRAND VALUE OF THE WORLD'S MOST REPUTABLE COMPANIES

35. Manuel Benazic, Dean Uckar ■ CONSUMER CONFIDENCE AND STOCK PRICES IN CROATIA

36. Emmanuel Innocents Edoun, Dudu Mbatha ■ EFFECTIVE INVESTMENT THROUGH SOUND STRATEGIES AND POLICIES

37. Jan Frait, Jan Hajek, Miroslav Plasil ■ SETTING THE COUNTERCYCLICAL CAPITAL BUFFER THROUGHOUT THE FINANCIAL CYCLE

38. Zbigniew Korzeb ■ DETERMINANTS OF BANK SELECTION USED BY START-UPS IN POLAND - WHY IS CREDIT RATING NOT THE MAIN CRITERION USED BY THE CLIENTS WHEN SELECTING A BANK?

39. Ana Vukusic, Ivan Peronja ■ CORPORATE SOCIAL RESPONSIBILITY IN COMMERCIAL BANKING SECTOR IN CROATIA

40. Maria Magdalena Golec ■ BANK-SPECIFIC DETERMINANTS OF COOPERATIVE BANKS' PROFITABILITY IN POLAND

41. Danilo Conte, Candida Bussoli ■ THE "VIRTUOUS CIRCLE" BETWEEN CORPORATE SOCIAL PERFORMANCE AND CORPORATE FINANCIAL PERFORMANCE IN THE EUROPEAN BANKING SECTOR

42. Aditya Chourasiya, Aditi Kambli, Krutarth Satoskar, Rajrishi Bhisare ■ ON THE CROSS-MARKET LINKAGES IN GLOBAL FINANCIAL MARKETS

14:30 – 16:30

Parallel Session VI. Tourism

43. Romeo Catalin Cretu ■ NEW CHALLENGES IN TOURISM MANAGEMENT - IMPLEMENTATION OF THE ECOLOGICAL LABEL IN AGROTURISM

44. Petrica Stefan ■ NEW CHALLENGES FOR TOURISM MANAGEMENT AND MARKETING - ECOTOURISM IN ROMANIA

45. Alen Jugovic, Natasa Munitic, Edvard Tijan, Gorana Stumpf ■ INDEPENDENCE OF GOVERNANCE STRUCTURE IN STATE OWNED PORT AUTHORITIES - EXAMPLE OF CROATIA

46. Daniela Soldic Frleta, Dora Smolcic Jurdana ■ UNDERSTANDING TOURIST SPENDING ON CULTURE AND ENTERTAINMENT

47. Rodolfo Delgado ■ COMMUNITY INCLUSIVENESS FOR TOURISM GOVERNANCE AND GLOBALIZATION: THE CASE OF KANAGAWA PREFECTURE, JAPAN

48. Marija Beg, Tomislav Sekur, Sime Smolic ■ INDUSTRIAL POLICIES OF TODAY: THE GREEN INDUSTRY CONCEPT

49. Jarmila Horvathova, Martina Mokrsova ■ THE USE OF INNOVATIVE APPROACHES IN ASSESSING AND PREDICTING BUSINESS FINANCIAL HEALTH

50. Iwona Lapunka, Katarzyna Marek-Kolodziej, Piotr Wittbrodt ■ PROJECT MANAGEMENT MODEL OF NEW PRODUCT DEVELOPMENT

51. Elena Tkachenko, Alexander Karlik, Vladimir Platonov, Elena Rogova, Sergey Bodrunov ■ APPROACH TO ASSESSMENT OF THE EFFECTS OF LARGE-SCALE RESEARCH INFRASTRUCTURE UNITS AT THE ECONOMY OF RECIPIENT REGION

14:30 – 16:30

Parallel Session VII. Global

52. Julia Wojciechowska-Solis ■ ASSESSMENT OF THE ECONOMIC DEVELOPMENT OF REGIONS IN POLAND USING MULTIDIMENSIONAL COMPARATIVE ANALYSIS

53. Ana-Maria Bercu ■ THE EMPLOYEE PERFORMANCE APPRAISAL AND ITS IMPACT ON PUBLIC ADMINISTRATION

54. Gabriel A. Gimenez Roche ■ BALANCE SHEET RECESSION OR REFLATED TRAILING LIQUIDATION? ENDURING MALINVESTMENT AFTER THE CRISIS OF 2008

55. Mehdi Seraj ■ REAL EXCHANGE RATE EFFECT ON ECONOMIC GROWTH ACCORDING TO RODRIK MODEL, EVIDENCE FROM VARIABLE RANK ORDERING ANALYSIS

56. Anita Blagojevic ■ INTERNATIONAL LEGAL EFFORTS TO FIGHT TERRORISM: SOME CONSTITUTIONAL IMPLICATIONS

57. Tinatin Akhvlediani ■ IMPACT OF ICT CAPITAL SERVICES ON PRODUCTIVITY GROWTH ACROSS CENTRAL AND EASTERN EUROPEAN COUNTRIES – WHERE HAVE ALL DIGITAL BENEFITS GONE?

58. Lana Lovrencic Butkovic ■ MANAGERIAL SKILLS FOR IMPROVING PROFESSIONAL PERFORMANCE: A PERSPECTIVE FROM ENGINEERS IN CONSTRUCTION

59. Daniel Tomic, Sasa Stjepanovic ■ EMPIRICAL TESTS OF VARIOUS CYCLE EXTRACTION METHODS; GDP VS. INDUSTRIAL PRODUCTION IN CROATIA

60. Emmanuel Innocents Edoun, Dudu Mbatha ■ THE ESSENCE OF INVESTING IN ENVIRONMENTAL, SOCIAL AND GOVERNANCE SPACE (ESG) IN SOUTH AFRICA

16:30 – 17:00

Coffee Break

17:00 – 18:00

Parallel Session VIII.

61. Catia Rosario, Antonio Augusto Costa, Ana Lorga da Silva ■ THE IMPACT OF HUMAN CAPITAL AND INNOVATION ON PORTUGAL'S ECONOMIC GROWTH: AN EMPIRICAL STUDY THROUGH STRUCTURAL EQUATION MODELS

62. Bogna Janik ■ PROCESS AND PRODUCT ECO-INNOVATION IN THE PRACTICE OF THE COMPANIES INCLUDED IN THE RESPECT INDEX

63. Alen Jugovic, Natasa Munitic, Edvard Tijan, Gorana Stumpf ■ INDEPENDENCE OF GOVERNANCE STRUCTURE IN STATE OWNED PORT AUTHORITIES - EXAMPLE OF CROATIA

64. Natalia Nehrebecka, Aneta Dzik-Walczak ■ A META-ANALYSIS OF CORPORATE RESEARCH AND DEVELOPMENT EXPENDITURES

65. Ines Banjari, Rajko Odobasa ■ POVERTY AND EXTREMES IN NUTRITIONAL STATUS OF CHILDREN

17:00 – 18:00

Parallel Session IX.

66. Piotr Wittbrodt, Iwona Lapunka, Katarzyna Marek-Kolodziej ■ INDUSTRY 4.0 – FUTURE OF PRODUCTION SYSTEMS

67. Zelimir Dulcic, Ana Suman, Kristina Bosnjak ■ THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON THE COMPETITIVENESS OF COMPANIES

68. Aleksandar Naumoski ■ CORPORATE CASH HOLDINGS: AN EMPIRICAL INVESTIGATION OF SOUTH-EAST EUROPEAN COMPANIES

69. S. M. Borodachev ■ ECONOMIC APPLICATIONS OF ADAPTIVE KALMAN FILTER

70. Ana Lorga da Silva, Catia Rosario ■ COMPARISON AND ANALYSES OF INNOVATION CAPACITY ACCORDING TO COUNTRIES CLUSTERS

17:00 – 18:00

Parallel Session X.

71. Miroslava Vlckova, Tomas Buus ■ IMPACT OF FINANCIAL DATA QUALITY ON MODELS USED TO DESCRIBE TRANSITORY EARNINGS

72. Nenad Rancic ■ AGROKOR – A CASE OF CONTROLLED COLLAPSE

73. Tomasz Rosiak, Agnieszka Postula ■ COMPETITIVE ADVANTAGES IN MILLENNIALS' REALITY

74. Zofia Koloszko-Chomentowska ■ FINANCING OF AGRICULTURE AND RURAL AREAS IN THE BALTIC STATES

75. Katarzyna Marek-Kolodziej, Iwona Lapunka, Piotr Wittbrodt ■ PRIORITIZATION OF SINGLE ORDERS IN A MANUFACTURING – SERVICE ENTERPRISE WITH APPLICATION OF THE AHP METHOD

18:00 – 18:30

Plenary Session XI. – Closing ceremony – Departure of delegates

76. Magdalena Grebosz-Krawczyk ■ THE IMPACT OF NOSTALGIC FEELINGS ON AN EVALUATION OF BRANDS' PERCEIVED QUALITY

77. Huseyin Isiksal, Aliya Zhakanova Isiksal, Yossi Apeji ■ THE IMPACT OF SYRIAN REFUGEES ON THE TURKISH LABOR MARKET