



Eastern Macedonia and Thrace Institute of Technology,  
DEPARTMENT OF ACCOUNTANCY AND FINANCE, KAVALA, GREECE



University of Split, Faculty of Economics, SPLIT, CROATIA



# 8<sup>th</sup> International Conference 'The Economies of Balkan and Eastern Europe Countries in the changed World'

**EBEEC 2016**



Split, Croatia,  
May 5-8, 2016

## Conference Program

## Thursday May 5

**16:00 - 19:00**

Registration – Venue: Faculty of Economics, University of Split

**18:00 - 20:00**

Split guided tour

**20:00 - 21:00**

Welcome cocktail – Diocletian's palace

## Friday May 6

**8:00 - 12:00**

Registration

**9:00 - 9:30**

Opening Ceremony and welcome speeches

**Professor Šimun Anđelinović**, Rector of University of Split, Croatia

**Professor Željko Garača**, Dean of the Faculty of Economics, University of Split, Croatia

**Professor Srećko Goić**, University of Split, Croatia

**Professor Anastasios Karasavvoglou**, Eastern Macedonia and Thrace Institute of Technology, Greece

**9:30 - 11:00**

*Plenary Session:*

**Chairman: Srećko Goić**, University of Split, Croatia

**(a) Professor Dr. Miroslav Prokopijevic**, Institute for European Studies, Serbia

*"The end of the Euro"*

(b) **Professor Dr. Harris Dellas**, University of Bern, Switzerland

*"Austerity"*

**11:00 - 11:30**

Coffee break

**11:30 - 13:00**

Concurrent Sessions:

## **SESSION I**

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**Chairmen: Vujica Lazović / Dimitrios Kyrkilis** - University of Montenegro, Montenegro / University of Macedonia, Greece

1. **Srđan Marinković, Ognjen Radović, Zoran Arandželić** - University of Niš, Serbia, *"What drives a local currency away from banking markets? Some southeast Europe insights"*
2. **Doriana Matranku** - University of Tirana, Albania, *"Challenge of banking sector toward new banking services"*
3. **Ana Kundid Novokmet, Andrijana Rogošić** - University of Split, Croatia, *"Explaining banks' CSR performance with country development level"*
4. **Yiannis Kokkinakis** - University of Crete, Greece, *"Greek banking expansion in South Eastern Europe and its role in the post-2009 recession"*
5. **Sandra Pepur, Marija Tripović** - University of Split, Croatia, *"Credit risk and bank profitability - Case of Croatia"*
6. **Ana Kundid Novokmet, Antonia Marinović** - University of Split, Croatia, *"Solvency and liquidity level trade-off: Does it exist in Croatian banking sector?"*
7. **Dimitrios Maditinos, Alexandra Tsinani, Željko Šević, Jelena Stankevičienė** - Eastern Macedonia and Thrace Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology/ Sohar University/ Vilnius Gediminas Technical University, Greece/ Greece/ Oman/ Lithuania, *"Financially constrained firms: The impact of managerial op-*

*timism and corporate investment on inefficiencies leading to low market valuation - The case of Greece"*

## SESSION II

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**Chairmen: Antanas Buracas / Panayotis G. Michaelides** - Lithuanian University of Educational Sciences, Lithuania / National Technical University of Athens, Greece

1. **Mario Pečarić, Helena Blažič, Tino Kusanović** - University of Split/ University of Rijeka/ University of Split, Croatia, *"The relationship among public, private and external debt – The case of selected Eastern European countries"*
2. **Predrag Bejaković, Željko Mrnjavac** - Institute for Public Finance/ University of Split, Croatia, *"Private over-indebtedness in selected central and Eastern Europe countries"*
3. **Nicoleta Mihaela Florea, Radu Buziernescu, Stelian Selisteanu** - University of Craiova, Romania, *"The impact of the personal income tax on the standard of living in the EU member states"*
4. **Dan Sava** - Independent consultant, Romania, *"The correlation between four input indicators and six demographic and output indicators within the East European health care systems"*
5. **Vilma Deltuvaite** - Kaunas University of Technology, Lithuania, *"Socio-economic, demographic, and psychological factors. Which factors are crucial in explaining households' saving behavior?"*
6. **Jadranka Đurovic-Todorović, Marina Đorđević, Zoran Tomić** - University of Nis, Serbia, *"Analysis of the influence of economic agents expectations on the dynamics of inflation in Serbia"*
7. **Vasileios Vlachos, Aristidis Bitzenis** - University of Macedonia, Greece, *"Corruption and tax compliance of Greek SMEs"*

## SESSION III

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**Chairmen: Milan Vodopivec / Anna Solovyeva** - University of Primorska, Slovenia / University of Fribourg, Switzerland

1. **Natália Turčeková, Peter Bielik, Izabela Adamičková, Danka Moravčíková** - Slovak University of Agriculture in Nitra, Slovakia, *"Bioeconomy ensuring sustainable agricultural production"*
2. **Paraskevi Tsimitri, Anastasios Michailidis, Maria Partalidou, Matteo Belletti, Efstratios Loizou** - Aristotle University of Thessaloniki/ Aristotle University of Thessaloniki/ Aristotle University of Thessaloniki/ The Polytechnic University of Marche/ Western Macedonia Institute of Technology, Greece/ Greece/ Greece/ Italy/ Greece, *"Looking for "the one": Who is the "real" opinion leader in an agricultural cooperative?"*
3. **Sotirios Papadopoulos, Christos Karelakis, Eleni Zafeiriou, Theodoros Koutroumanidis** - Democritus University of Thrace, Greece, *"Organics or not? Evaluating the reasons of entering the organic farming"*
4. **Nataša Tandir, Zafer Konakli** - International Burch University, Bosnia and Herzegovina, *"Exploring the differences in the development of rural areas in Bosnia and Herzegovina"*
5. **Zacharias Papanikolaou, Christos Karelakis, Konstadinos Mattas** - Aristotle University of Thessaloniki/ Democritus University of Thrace/ Aristotle University of Thessaloniki, Greece, *"Empirical analysis of export barriers perceptions by Greek yogurt exporters"*
6. **Ioanna Apostolidou, Anastasios Michailidis, Efstratios Loizou, Christos Karelakis, Fotios Chatzitheodoridis, Achilleas Kontogiorgos** - Aristotle University of Thessaloniki/ Aristotle University of Thessaloniki/ Technological Educational Institute of Western Macedonia/ Democritus University of Thrace/ Technological Educational Institute of Western Macedonia/ University of Patras, Greece, *"Investment decisions in agriculture under economic instability: Evidence from Greece"*
7. **Christina Chinaki, Anastasios Michailidis and Panagiota Sergaki** - Aristotle University of Thessaloniki, Greece, *"Contract farming through agricultural cooperatives: A case study of the S.A "ATHENIAN BREWERY" and two agricultural cooperatives of Northern Greece"*

## SESSION IV

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**Chairmen: Vittorio Dell'Atti / Ana Vizjak** - University of Bari Aldo Moro, Italy  
/ Faculty of Tourism and Hospitality Management, Croatia

1. **Zvonimir Kuliš, Blanka Šimundić, Smiljana Pivčević** - University of Split, Croatia, *"The analysis of tourism and economic growth relationship in central and Eastern European countries"*
2. **Dražen Glavaš** - ETK, Croatia, *"The power of culture and context: Developing human potential by changing the organizational culture and communication /Shared values process"*
3. **Pavel Zakharchenko, Svetlana Zhvanenko** - State Pedagogical University of Berdyansk, Ukraine, *"Resort-recreation and tourism industry of Ukraine in the European community"*
4. **Tea Golja, Adriana Galant** - Juraj Dobrila University of Pula, Croatia, *"Monitoring the impacts of corporate activities on environment in tourism and communicating through corporate reports"*
5. **Whitney Hazard, Casey Magrath, Anushrot Mohanty, Tess Nogueira, Nicola Bulled, Robert Hersh, Konstantinos Rotsios** - Interdisciplinary and Global Studies Division/ Interdisciplinary and Global Studies Division/ Interdisciplinary and Global Studies Division/ Interdisciplinary and Global Studies Division/ Interdisciplinary and Global Studies Division/ Perrotis College, U.S.A./ U.S.A./ U.S.A./ U.S.A./ U.S.A./ U.S.A./ Greece, *"Wine tourism development in Northern Greece: Evidence from ktima Gerovassiliou"*
6. **Ágnes Urbáné Treutz** - Szent István University, Hungary, *"The examination of the importance of the thermál panzió in Mórahalom"*
7. **Irene Kamenidou, Spyridon Mamalis, Zoi Alexandrou** - Eastern Macedonia Thrace Institute of Technology/ Eastern Macedonia Thrace Institute of Technology/ Development Company of Southern Epirus - Amvrakikos - Development SA OTA (ETANAMSAOTA), Greece, *"Tourism and ecologically sensitive areas: The case of the prefecture of Preveza. A citizens' point of view"*

## SESSION V

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**Chairmen: Murat Türkeş / Iwona Gorzeń-Mitka** - Boğaziçi University, Turkey  
/ Czestochowa University of Technology, Poland

1. **Małgorzata Okręglicka, Iwona Gorzeń-Mitka, Monika Sipa**

- Czestochowa University of Technology, Poland, "Selected aspects of human resource management supporting and limiting organizational learning"
2. **Judita Peterlin, Daniela Garbin Praničević** - University of Ljubljana/ University of Split, Slovenia/ Croatia, "Slovene management education in the changed world through appreciative inquiry"
  3. **Helena Miloloža** - Faculty of Economics & Business / Croatia, "Organizational capacity for export activities: How important it is to accomplish positive business results?"
  4. **Krzysztof Lyskawa, Marietta Janowicz-Lomott, Pawel Rozumek** - Poznań University of Economics/ Warsaw School of Economics/ Poznan University of Economics, Poland, "Risk management tools for small and medium-sized enterprises - A guarantee of stability for economic development"
  5. **Matteo Buccioli, Peter Perger, Antonio Fusco, Vittorio Dell'Atti** - ORM research/ ORM research/ Catholic University "Our Lady of Good Counsel"-Universiteti Katolik "Zoja e Këshillit të Mirë"/ University of Bari Aldo Moro, Italy, "Operating room process: Strategic governance to sustainable health system"
  6. **Logica Banica, Persefoni Polychronidou, Magdalena Radulescu** - University of Pitesti/ Eastern Macedonia and Thrace Institute of Technology/ University of Pitesti, Romania/ Greece/ Romania, "The agile revolution in software engineering"
  7. **Blanka Kesić, Alen Jugović, Ana Perić- Hadžić** - University of Rijeka, Croatia, "A proposal for the reorganization (restructuring) of the port system in Croatia"

## SESSION VI

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**Chairmen: Primož Pevcin / Mario Pečarić** - University of Ljubljana, Slovenia / University of Split, Croatia

1. **Georges Sarafopoulos, Kosmas Papadopoulos** - Democritus University of Thrace, Greece, "On a Cournot duopoly game with differentiated goods, heterogeneous expectations and a cost function including emission costs"

2. **Peter Adamko, Marek Durica** - University of Zilina, Slovakia, "Comparison of default models by conformity in determining the problematic Slovak enterprises"
3. **Georges Sarafopoulos, Kosmas Papadopoulos** - Democritus University of Thrace, Greece, "Complexity in a Bertrand duopoly game with heterogeneous players and differentiated goods"
4. **Tomas Kliestik, Lucia Svabova** - University of Zilina, Slovakia, "Some remarks on the regional disparities of prediction models constructed in the Visegrad countries"
5. **Avni Arifi, Benizar Ganiu** – SEEU / F.Y.R.O.M., "Local fiscal optimality in F.Y.R.O.M. – The case of municipality of Tetovo"
6. **Primož Pevcin** - University of Ljubljana, Slovenia, "The evidence on the existence of economies of scale in local government units"
7. **Saghir Ahmed**- National University of Modern Languages, Islamabad, Pakistan, "Determinants of operational risk and their impact on micro-finance banks in Pakistan"

**13:00 - 14.00**

**LUNCH – Faculty of Economics Split**

**14:00 - 15:30**

**Concurrent Sessions:**

## **SESSION I**

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**Chairmen: Joel Deichmann / Tjaša Redek** - Bentley University, U.S.A. / University of Ljubljana, Slovenia

1. **Alexandra Horobet, Aleksandar Shivarov, Lucian Belascu** - Bucharest University of Economic Studies/ University of Economics Varna/ Lucian Blaga University of Sibiu, Romania/ Bulgaria/ Romania, "Exposure to exchange rate risk and competitiveness: An application to South-Eastern Europe"
2. **Irisi Beleraj** - University of Tirana, Albania, "The role of FDI in increasing employment for South-Eastern Europe countries"



3. **Victoria Pistikou** - University of the Peloponnese, Greece, *"The myth of the positive impact of asymmetric economic interdependence on national security. The case of the Sino-Japanese conflict"*
4. **Olena Liashenko, Tetyana Kravets** - Taras Shevchenko National University of Kyiv, Ukraine, *"Fractal analysis of currency markets: Hurst index as an indicator of events affecting the persistence"*
5. **Efstratios Kypriotelis** - TEI of Epirus, Greece, *"Trends in the Balkans and Eurasia under globalization – Geostrategic analysis"*
6. **Maria-Eleni Voutsas, George Borovas** - University of Thessaly/ University of Macedonia, Greece, *"Global economic governance: Between a new compromise or integration"*
7. **Emi Hoxholli** - Agricultural University of Tirana, Albania, *"The internationalization process of small and medium enterprises: Case of Albania"*

## SESSION II

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**Chairmen: Lucian-Liviu Albu / Ali Ari** - Institute for Economic Forecasting, Romanian Academy, Romania / Kırklareli University, Turkey

1. **Ali Ari, Raif Cergibozan** - Kırklareli University, Turkey, *"Economic growth in Turkey: The role of trade openness, financial development, and energy use"*
2. **Anita Frajman Ivković, Marija Ham, Sanja Štefanac** - University of Osijek, Croatia, *"The imperative of economic policy: Economic growth or well-being?"*
3. **Luljeta Sadiku, Merale Fetahi-Vehapi, Murat Sadiku** - State University of Tetovo/ State University of Tetovo/ South East European University, F.Y.R.O.M., *"Government expenditures and economic growth: An empirical evidence for South East European countries"*
4. **Turker Susmus, S. Sertac Caki, Dincer Can** - Ege University/ Ege University/ Uni-Pa Company, Turkey, *"Financial incentives for research and development practices in Turkey"*
5. **Theodoros Markopoulos, Christos Karelakis, Konstantinos Galanopoulos, Konstadinos Mattas** - Democritus University of Thrace/ Democritus University of Thrace/ Democritus University of Thrace/

Aristotle University of Thessaloniki, Greece, *"The effects of the reformed cap to the local economy, in rural areas"*

6. **András Borbély** - Szent István University, Hungary, *"European models at a glance – Sapir's social models, then and now. Probable linkages between employment and innovation"*
7. **Josip Visković, Martina Udovičić** - University of Split, Croatia, *"Awareness of SMEs on the EU funds financing possibilities: The case of Splitsko-Dalmatinska county"*

### SESSION III

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**Chairmen: Kemal Kozarić / Janez Prašnikar** - School of Economics and Business Sarajevo, Bosnia and Herzegovina / University of Ljubljana, Slovenia

1. **Goran Karanović, Bisera Karanović** - University of Rijeka, Croatia, *"IPO performance analysis: Evidence from emerging markets in the Balkans"*
2. **Predrag Bejaković, Željko Mrnjavac** - Institute for Public Finance/ University of Split, Croatia, *"Efficiency and equity trade-off in education in observed countries in South East Europe"*
3. **Marija Šimić Šarić** - University of Split, Croatia, *"Does a venture capital market exist in the countries of former Yugoslavia?"*
4. **Velimir Bole, Milan Lakićević, Ana Oblak, Janez Prašnikar** - EIPF/ University of Montenegro/ University of Ljubljana, Slovenia/ Montenegro/ Slovenia/ Slovenia, *"Banking intermediation in financial crisis – Which channels are crucial in emerging economies"*
5. **Anna Siekelová, Ivana Weissová, Katarína Valášková** - University of Žilina, Slovakia, *"Interdependence between maturity of claim and risk payment index in the selected countries"*
6. **Lucia Svabova, Tomas Klietnik** - University of Zilina, Slovakia, *"Analysis of predictors in bankruptcy prediction models for Slovak companies"*
7. **Sylwia Pieńkowska-Kamieniecka** – University of Warmia and Mazury in Olsztyn, Poland, *"Trust in financial institutions in Poland on the example of the Social Insurance Institution"*

## SESSION IV

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**Chairmen: Judita Peterlin / Matej Lahovnik** - University of Ljubljana, Slovenia / University of Ljubljana, Slovenia

1. **Srećko Goić, Dario Šimić** - University of Split, Croatia, *"Managers in private and public sector – What is the difference?"*
2. **Lucie Jelínková** - University of Pardubice, Czech Republic, *"Factors influencing the implementation and continuous improvement of the performance management system"*
3. **Antanas Buracas** - Lithuanian University of Educational Sciences, Lithuania, *"Metaeconomic approaches in global management"*
4. **Magdalena Kowalczyk** - Poznan University of Economics, Poland, *"Changes in accounting of local government in Poland assumptions in the context of new public management"*
5. **Péter Földi, Judit Bárczi** - Szent István University, Hungary, *"Examination of two companies' liability management"*
6. **Antonio Fusco, Grazia Dicuonzo, Vittorio Dell'Atti, Matteo Buccioni** - Catholic University "Our Lady of Good Counsel"/ University of Bari Aldo Moro/ University of Bari Aldo Moro/ University of Bologna, Albania/ Italy/ Italy/ Italy, *"The implementation of clinical risk management in Albania and Italy: A multi-case study"*
7. **Konstantinos Rotsios, Nikolaos Sklavounos, Yannis Hajidimitriou** - University of Macedonia, Greece, *"Knowledge transfer and trust among partners: The case of Greek IJVs"*

## SESSION V

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**Chairmen: Bojan Lalić / Alka Obadić** - University of Novi Sad, Serbia / University of Zagreb, Croatia

1. **Pantelis Sklias, Spyros Roukanas, Giota Chatzimichailidou** - University of Peloponnese/ University of Piraeus, Greece, *"Adult education policies in EU: In-depth insight on their contribution to social cohesion"*
2. **Martina Dragija, Bobana Čegar** - University Zagreb/ University Banja Luka, Croatia/ Bosnia and Herzegovina, *"Comparative analysis of inter-*

*nal reporting at higher education institutions of Croatia and Bosnia and Herzegovina"*

3. **Valeriy Okulich-Kazarin** - The University of Jan Dlugosz in Chestochowa, Poland, *"Managing of innovations: Can the school principal create a creative atmosphere?"*
4. **Ivana Bulog, Ivan Matić** - University of Split, Croatia, *"Learning styles and preferences for different types of courses and teaching of Croatian students of business"*
5. **Sofia D. Anastasiadou** - University of Western Macedonia, Greece, *"Ishikawa' approach in Greek secondary education system evaluation in respect of quality assurance"*
6. **Elias Gounopoulos, Sotirios Kontogiannis, Stavros Valsamidis, Ioannis Kazanidis** - TEI of West Macedonia/ TEI of West Macedonia/ TEI of East Macedonia and Thrace/ TEI of East Macedonia and Thrace, Greece, *"Blended learning evaluation in TEI of West Macedonia"*

**15:30 - 16:00**

**Coffee break**

**16:00 - 17:30**

**Concurrent Sessions:**

## **SESSION I**

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**Chairmen: Miroljub Shukarov / Anastasios Michailidis** - South East Europe-an University, F.Y.R.O.M. / Aristotle University of Thessaloniki, Greece

1. **Agne Simelyte, Ausra Liucvaitiene** - Vilnius Gediminas Technical University/ University of Applied Sciences; Vilnius Kolegija, Lithuania, *"The impact of Scandinavian inward foreign direct investment on the Baltic states"*
2. **Bogdan Budica, Adrian Budica-Iacob, Raducu Bratu, Aurelia Dumitru** - University of Craiova, Romania, *"Comparisons between the levels of foreign direct investments in Romania and Croatia"*

3. **Necibe Aydan Sat** - Gazi Üniversitesi, Turkey, *"The role of FDI in the regional integration: A case study from "EU" and "Turkey""*
4. **Anagnostis Kipouros** - Eastern Macedonia and Thrace Institute of Technology, Greece, *"Foreign investments and the impact of political risk"*
5. **Kristina Maric, Miroљub Shukarov** - South East European University, F.Y.R.O.M., *"The role of institutions in attracting foreign direct investments"*
6. **Özcan Karahan** - Bandırma Onyedi Eylül Üniversitesi, Turkey, *"Technology spillover from foreign direct investment in Turkey"*
7. **Ariana Cela** - University of New York Tirana, Albania, *"Size of the government and FDI inflows: An empirical analysis"*

## SESSION II

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**Chairmen: Helena Blažić / Dragan Tevdovski** - University of Rijeka, Croatia / Ss. Cyril and Methodius University, F.Y.R.O.M.

1. **Vesna Vašiček, Jelena Poljašević, Maja Letica** - University of Zagreb/ University of Banja Luka/ University of Mostar, Croatia/ Bosnia and Herzegovina/ Bosnia and Herzegovina, *"The comparison of the public sector accounting of Croatia and Bosnia and Herzegovina"*
2. **Yılmaz Gökşen, Ejder Ayçin, Hüseyin Avunduk** - DEU FEAS, Turkey, *"The product-based tracking system by using RFID Technologies in logistics applications"*
3. **Andreas Hadjixenophontos, Pantelis Sklias, Athanasios Mandilas, Eleftheria Panagiotidou** - Neapolis University Paphos/ University of the Peloponnese/ Eastern Macedonia and Thrace Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology, Cyprus/ Greece/ Greece/ Greece, *"IAS for SMEs adoption: Evidence from the regions of Kavala and Serres, Greece"*
4. **Ivana Dražić Lutilsky, Jelena Ćorić** - University of Zagreb/ University of Mostar, Croatia/ Bosnia and Herzegovina, *"Assessing the cost information usage in higher education institutions – Case study in Croatia and Bosnia and Herzegovina"*
5. **Davor Vašiček, Gorana Roje, Ivana Dražić Lutilsky** - University of Rijeka/ State Asset Management Office/ University of Zagreb, Croatia,

*"Accounting system in Croatian public healthcare sector: Current state and improvement perspectives"*

6. **Nikos Kartalis** - TEI of Western Macedonia, Greece, *"Can time driven activity based costing apply in a small service enterprise? Evidence from a Greek show cave"*
7. **Anna Lemańska-Majdzik, Monika Sipa and Andrzej Skibiński** - Czestochowa University of Technology, Poland, *"The impact of the external environment on the functioning of SMEs - Results of own studies"*

### SESSION III

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**Chairmen: Turker Susmus / Goran Karanović** - Ege University, Turkey / University of Rijeka, Croatia

1. **Ana Vizjak, Maja Vizjak** - Faculty of Tourism and Hospitality Management, Croatia, *"The impact of investor to state dispute settlement mechanism on international business activities"*
2. **Sofia Gouveia, Micael Santos** - UTAD, Portugal, *"Export performance of South Eastern European countries"*
3. **S. Ozgur Baslangic, Turker Susmus** - Company/ Ege University, Turkey, *"Trading volumes of free zones in Turkey and evaluation of their contribution to international business"*
4. **Radoslav Barišić** - Ministry of regional development and EU funds, Croatia, *"Towards competitive dynamics view on oil companies in the South East Europe"*
5. **Cigdem Varol, Emrah Soylemez** - Gazi University Department of City and Regional Planning, Turkey, *"Border permeability and drivers of cross-border cooperation in the Turkish and EU border region"*
6. **Ali Ari, Raif Cergibozan, Emre Cevik** - Kırklareli University/ Kırklareli University/ Marmara University, Turkey, *"Determinants of the trade balance in the Turkish economy"*
7. **Irena Nikolova** - New Bulgarian University, Bulgaria, *"Economies in transition: What`s next for Bulgaria, Romania and Hungary?"*

## SESSION IV

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**Chairmen: Danka Moravčíková / Polona Tominc** - Slovak University of Agriculture in Nitra, Slovakia / University of Maribor, Slovenia

1. **Pavlos Delias** - Eastern Macedonia and Thrace Institute of Technology, Greece, *"Constructive deviance for public organizations: A case study of decision support to the outsourcing problem"*
2. **Emre Karagoz, Vahap Tecim** - Dokuz Eylül University, Turkey, *"Defining decision making process for student learning support system"*
3. **Krzysztof Lyskawa, Marietta Janowicz-Lomott** - Poznań University of Economics/ Warsaw School of Economics, Poland, *"The current situation and developments in the different member states on risk management in agriculture"*
4. **Stela Todorova, Nelly Bencheva and Teodora Stoeva** - University of Agriculture, Bulgaria, *"Impact of environmental and organisational production factors of Bulgarian agriculture in regional aspect"*
5. **Salah Alhaj** - University of Sharjah, United Arab Emirates, *"Government organisations development through ISO9000:2008"*
6. **Dunja Meštrović** - University of Rijeka, Croatia, *"The impact of service quality on students' satisfaction and the word-of-mouth: The case of the university of Rijeka"*
7. **Turker Susmus, S. Ozgur Baslangic** - Ege University/ Company, Turkey, *"Income and expense analysis of retail trade sector companies traded on Borsa Istanbul"*

## SESSION V

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**Chairmen: Róbert Szilágyi / Tatiana Čorejová** - University of Debrecen, Hungary / University of Zilina, Slovakia

1. **István Füzesi, Péter Lengyel, Róbert Szilágyi, Katalin Csobán** - University of Debrecen, Hungary, *"Development of ICT support of Hungarian meat sector"*
2. **Klaudia Smoląg, Anna Lemańska-Majdzik** - Czestochowa University of Technology, Poland, *"Role and importance of fanpage in promotion of products and services"*

3. **László Várallyai, Szilvia Botos, Ádám Péntek** - University of Debrecen, Hungary, *"Usage of innovative ICT tools in Hungarian SMEs on the northern Great Plain region"*
4. **Kateryna Kononova, Vadym Hadetskyi** - V. N. Karazin Kharkiv National University, Ukraine, *"M&A in ICT sector: Data mining of deals' options, case-study of Google"*
5. **Vehbi Ramaj, Refik Havolli, Fidan Ibrahim, Abdulla Prebreza** - University of Pristina/ International University of Struga/ International University of Struga/ AAB College, / F.Y.R.O.M./ F.Y.R.O.M./ , *"Quality of service in computer networking"*
6. **Tatiana Čorejová, Mario Alkassiri, Iveta Sedlakova, Eva Sedlakova** - University of Zilina/ UNIZA/ University of Zilina/ Private, Slovakia, *"Concentration evaluation on the electronic communication markets in the Slovak republic"*
7. **Elias Gounopoulos, George Kokkonis, Valsamidis Stavros and Sotirios Kontogiannis** - Western Macedonia Institute of Technology/ University of Macedonia/ Eastern Macedonia and Thrace Institute of Technology/ Western Macedonia Institute of Technology, Greece, *"Digital divide in Greece- A quantitative examination of Internet non-use"*

**21:00**

**Conference Dinner**

20.30 Departure with the conference bus from the hotels to the restaurant

## Saturday May 7

**9:00 - 10:30**

**Concurrent Sessions:**



## SESSION I

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**Chairmen: Marietta Janowicz-Lomott / Srđan Marinković** - Warsaw School of Economics, Poland / University of Niš, Serbia

1. **Jarosław Olejniczak** - Wrocław University of Economics, Poland, *"Fiscal transfers to local government units in Poland in 1996-2014 period"*
2. **Marija Džunić, Nataša Golubović, Jelena Stanković, Vesna Janković-Milić** - University of Niš, Serbia, *"Building effective governance: Assessing the impact of corruption on trust in institutions"*
3. **Anna Lemańska-Majdzik, Monika Sipa, Andrzej Skibiński** - Częstochowa University of Technology, Poland, *"Impact of the external environment on the functioning of SMEs - Results of own studies"*
4. **Abdullah Kiray, Oktay Koç** - Canakkale onsekiz mart university/ Kocaeli university, Turkey, *"Institutional voids and the role of NGOs in filling voids: The case of GIMDES"*
5. **Lazaros Anastasiadis, Sofia Anastasiadou and George Iakovidis** - University of Western Macedonia/ University of Western Macedonia/ ASPETE, Greece, *"Malcolm Baldrige National Quality Award (MBNQA) dimensions in Greek tertiary education system"*
6. **Vojko Potočan, Zlatko Nedelko** - University of Ljubljana, Slovenia, *"Devoting resources to environmental protection: The role of personal values and attitudes"*
7. **Luka Tomat** - University of Ljubljana, Slovenia, *"Research areas in big data analytics studies"*

## SESSION II

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**Chairmen: Željko Šević / Dragana Grubišić** - Sohar University, Oman / University of Split, Croatia

1. **Violeta Cvetkoska, Elena Naumovska** - Ss. Cyril and Methodius University in Skopje, F.Y.R.O.M., *"Efficiency analysis of the Baltic banks"*
2. **Kemal Kozarić, Emina Žunić** - School of Economics and Business Sarajevo, Bosnia and Herzegovina, *"Cointegration analysis of financial stability and non-performing loans"*

3. **Valerija Botrić, Ljiljana Božić** - The Institute of Economics, Croatia, *"Access to finance – Innovation relationship in post-transition"*
4. **Goran Ćurić** - University "Džemal Bijedić" Mostar, Bosnia and Herzegovina, *"Institutional investors within financial sector of Bosnia-Herzegovina - Current state and development perspectives"*
5. **Grazia Dicunzo, Antonio Fusco, Vittorio Dell'Atti** - University of Bari Aldo Moro/ Catholic University "Our Lady of Good Counsel"/ University of Bari Aldo Moro, Italy/ Albania/ Italy, *"The determinants of financial risk disclosure: Evidence from Albanian and Italian companies"*
6. **Maja Rožman, Sonja Treven, Vesna Čančer** - University of Maribor, Slovenia, *"Symptoms of burnout in the workplace: Comparison between the older and younger employees in Slovenian companies"*
7. **Biljana Rondović, Vujica Lazović, Tamara Đuričković, Dijana Kovačević** - University of Montenegro, Montenegro, *"A study of the possible consequences in the event of an accelerated issuance and widespread use of private e-money – A case study of Montenegro"*

### SESSION III

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**Chairmen: Vinko Muštra / Lubica Bajžiková** - University of Split, Croatia / Comenius University in Bratislava, Slovakia

1. **Jelena Mladenović, Ivana Ilić, Zorana Kostić** - University of Nis, Serbia, *"Modeling the unemployment rate at the EU level by using box-Jenkins methodology"*
2. **Paško Burnač, Vinko Muštra, Vladimir Šimić** - University of Split, Croatia, *"Fiscal consolidation – Impact on labor market outcomes"*
3. **Iva Trako** - Paris School of Economics, France, *"Fertility and parental labor-force participation: New evidence from a developing country in the Balkans"*
4. **Efstathios Dimitriadis, Ilias Charalabidis** - Eastern Macedonia and Thrace Institute of Technology/ Manpower Employment Organization, Greece, *"The impact of economic crisis on unemployment in the region of Eastern Macedonia and Thrace (Greece)"*
5. **Matija Vodopivec, Suzana Laporšek, Milan Vodopivec** - University of

Primorska, Slovenia, *"Levelling the playing field: The effects of Slovenia's 2013 labour market reform"*

6. **Persefoni Polychronidou, Katerina Tsitsinou, Giannoula Florou** - Eastern Macedonia and Thrace Institute of Technology, Greece, *"Data of employment and unemployment in Greece"*
7. **Lubica Bajžíková, Daniela Nováčková and Peter Bajžík** - Comenius University in Bratislava, Slovakia, *"Eliminating barriers and new challenges in the European labour market"*

## SESSION IV

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**Chairmen: Robert Lauterborn / Brano Markić** - University of North Carolina, U.S.A / University of Mostar, Bosnia and Herzegovina

1. **Emrah Tokgöz, Ayten Akatay, Serkan Özdemir** - Çanakkale Onsekiz Mart University, Turkey, *"Impact of ambidextrous marketing on market and financial performances"*
2. **Ulvi Cenap Topçu** - Çanakkale Onsekiz Mart University, Turkey, *"Conspicuous consumption in relation to self-esteem, self-image and social status: An empirical study"*
3. **Christos Soulios, Athanasios Bizmpiroulas, Konstantinos Rotsios** - Perrotis College, Greece, *"Greek olive oil in the U.K.: Evidence of the perception of local importers on product characteristics"*
4. **Lambros Tsourgiannis, Despoina Chatzipanagiotou, Loukas Georgiou, Kyriakos Pavlidis, Valentina Dislian** - Region of Eastern Macedonia and Thrace/ Region of Eastern Macedonia and Thrace/ Region of Eastern Macedonia and Thrace/ Health Center of Avdira, Primary National Health Network (PEDY), Greece, *"Exploring citizens buying behavior towards self-protection measures against mosquito in Greece: The case of region of Eastern Macedonia and Thrace"*
5. **Maja Mujkić, Ermina Smajlović** - University of Tuzla, Bosnia and Herzegovina, *"Operationalization of consumer ethnocentrism through research on product nationality impact on purchasing decision related to consumer products in Bosnia and Herzegovina"*

6. **Liliana Almonte, Tyler Leighton, Sarah Rogers, Pabitra Saikee, Nicola Bulled, Robert Hersh** - Worcester Polytechnic Institute, U.S.A., "Identifying market opportunities for Greek specialty food products in the United States"
7. **Sanja Bijakšić, Brano Markić, Arnela Bevanda** - University of Mostar, Bosnia and Herzegovina, "Decision support system for marketing metrics"

## SESSION V

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**Chairmen: Yılmaz Gökşen / Željko Mrnjavać** - Dokuz Eylül University, Turkey / University of Split, Croatia

1. **Emre Karagoz, L. Özge Oral, Oğuz Han Kaya, Vahap Tecim** - Dokuz Eylül University, Turkey, "Lms selection process for effective distance education system in organizations"
2. **Hatidža Jahić, Alka Obadić** - University of Sarajevo/ University of Zagreb, Bosnia and Herzegovina/ Croatia, "Current issues and trends in education – Brief overview"
3. **Sofia D. Anastasiadou, Chrysanthi S. Tiliakou, Lazaros Anastasiadis, George Iakovidis** - University of Western Macedonia/ University of Western Macedonia/ Political Scientist/ ASPETE, Greece, "Estimate and analysis of vocational training school (IEK) students' satisfaction regarding the quality of studies provided by these schools"
4. **Elvira Tabaku** - European University of Tirana, Albania, "Students' perceptions of quality and satisfaction on the higher education"
5. **Sofia D. Anastasiadou** - University of Western Macedonia, Greece, "Greek tertiary education system evaluation in respect of quality assurance dimensions according to Malcom Baldrige performance excellence model"
6. **Yılmaz Gökşen, Hakan Aşan, Onur Doğan, Mustafa Ünlü, Osman Pala** - Dokuz Eylül University, Turkey, "The proposal model of rational workforce assignment in Dokuz Eylül University by analytical hierarchy process based 0-1 integer programming"

## SESSION VI

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**Chairmen: Oleksandr Chernyak / Aaro Hazak** - Taras Shevchenko National University of Kyiv, Ukraine / Tallinn University of Technology, Estonia

1. **Ioannis Petasakis, Fotini Perdiki, Stavros Valsamidis, Giannoula Florou** - Eastern Macedonia and Thrace Institute of Technology, Greece, *"Factors that influence the formation of wages in the Balkan countries"*
2. **Efstratios Kypriotelis** - TEI of Epirus, Greece, *"Migration and international division of labor"*
3. **Adem Kalça, Yilmaz Onur Arı** - Black Sea Technical University/ Bayburt University, Turkey, *"Circular migration between Georgia and Turkey: Is triple win a solution for illegal employment?"*
4. **Oleksandr Chernyak, Yevgen Chernyak** - Taras Shevchenko National University of Kyiv, Ukraine, *"International labor force emigration and the "brain drain": The economical discourse of emigration from Ukraine"*
5. **Aslı Üçer, Seher özkazanç** - Gazi university, Turkey, *"Syrian refugees in Turkish cities: Labor market integration"*
6. **Antonella Biscione, Thais Garcia Pereiro** - Catholic University of Our Lady of Good Counsel, Albania, *"Estimating poverty in Albania"*
7. **Aaro Hazak, Marko Virkebau, Viiu Tuulik, Piia Tint, Viive Pille and Erve Sõõru** - Tallinn University of Technology, Estonia, *"Employee performance, working time and tiredness in creative R&D jobs: Employee survey from Estonia"*

**10:30 - 11:00**

Coffee break

**11:00 - 12:30**

Concurrent Sessions:

## SESSION I

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**Chairmen: Nicu Marcu / Ivana Bulog** - Romanian Academy, Romania / University of Split, Croatia

1. **Josef Nesleha, Vera Jancurova** - Masaryk University, Czech Republic, *"Financial literacy and behavioural skills: The comparison of students of economics and non-economics students"*
2. **Tatjana Horvat, Kristina Žerdin** - UP Faculty of management/ The Accountant, Slovenia, *"Analysis of assets in balance sheet of construction company"*
3. **Ivana Weissová, Anna Siekelová, Katarína Valašková** - University of Žilina, Slovakia, *"Meaning of the market value of company in the area of credit risk estimation"*
4. **Tjaša Redek, Janez Prašnikar** - University of Ljubljana, Slovenia, *"Intangible capital and public sector performance: Evidence from the police sector in Slovenia"*
5. **Tonči Kuzmanić** - Faculty of Management Koper, Capodistria, Slovenia, *"Understanding money & finances differently: Aristotelian perspectives"*
6. **Pavol Kral, Viera Bartosova** - University of Zilina, Slovakia, *"Examining interdependence of Mda bankruptcy models' ability to predict and variables involved"*
7. **Nicu Marcu, Georgeta-Madalina Meghisan, Mirela Cristea** - Romanian Academy/ University of Bucharest/ University of Craiova/ Romanian Academy/ University of Craiova, Romania, *"Financial performances analysis of the state run companies from Romania"*

## SESSION II

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**Chairmen: Mirela Mihić / Snežana Mojsovska Salamovska** - University of Split, Croatia / University of St. Kliment Ohridski, F.Y.R.O.M.

1. **Eleni-Plousia Kosteroglou, Georgios Theriou, Dimitrios Chatzoudes, Efstathios Dimitriadis** - Eastern Macedonia and Thrace Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology/ Democritus University of Thrace/ Eastern Macedonia and Thrace Institute of Technology, Greece, *"Customer satisfaction from private utility companies: An explanatory study"*
2. **Yuliya Syaglova** - The Russian presidential Academy of national econ-

omy and public administration, Russian Federation, *"The circle of marketing paradigms"*

3. **Drago Dubrovski** - International School for Social and Business Studies, Slovenia, *"Market niches as the opportunities for Eastern European countries"*
4. **Lambros Tsourgiannis, Giannoula Florou, Stavros Valsamidis, Helen Samioti, Savatoula Galanopoulou** - Region of East Macedonia and Thrace/ Eastern Macedonia and Thrace Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology/ Region of Eastern Macedonia and Thrace/ Region of Eastern Macedonia and Thrace, Greece, *"Measuring citizens satisfaction from public sector organisations in Greece: The case of the regional district of Xanthi."*
5. **Zoran Mihanović, Ivana Markotić** - University of Split / Croatian Employment Service, Croatia, *"Marketing in publishing the study of the book buying and reading habits among university students in Split"*
6. **Ivana Kursan Milaković, Mirela Mihić** - University of Split, Croatia, *"Predictors and effect of the consumer's price sensitivity: The case of Croatia"*
7. **Snežana Mojsovska Salamovska, Robert Lauterborn** - University of St. Kliment Ohridski/ University of North Carolina, F.Y.R.O.M./ U.S.A., *"Comparative analysis of consumer's attitudes and preferences regarding the global vs. local brands"*

## SESSION III

**Chairmen: Spyros Roukanas / Ivana Bilić** - University of Piraeus, Greece / University of Split, Croatia

1. **Dragan Tevdovski, Katerina Toševska-Trpčevska, Elena Makrevska Disoska** - Ss.Cyril and Methodius University, F.Y.R.O.M., *"The role of innovation in productivity growth across Central and Eastern European countries"*
2. **Ceyda Unal, Vahap Tecim** - Dokuz Eylul University, Turkey, *"Designing open innovation based product development process for SMEs using mobile technologies"*

3. **Ivana Bilić, Danijela Ćirić, Bojan Lalić** - University of Split/ University of Novi Sad/ University of Novi Sad, Croatia/ Serbia/ Serbia, "Macro and micro innovativeness of the Western Balkan countries"
4. **Katarína Janošková** - University of Žilina, Slovakia, "Impact of process of adoption of innovation on innovation diffusion"
5. **Viktor Prokop, Jan Stejskal** - University of Pardubice, Czech Republic, "Determinants of business innovation activities in manufacturing industries – Czech republic and Estonia case study"
6. **Vasiliki Kounnou, Dimitrios Kyrkilis** - University of Macedonia, Greece, "The linkage of innovation, R&D and market structure in the Greek pharmaceutical industry"
7. **Zoran Tršinski, Jerko Glavaš, Milan Stanić** - Agency for Science and Higher Education/ Faculty of Economics in Osijek/ College of Slavon-ski Brod, Croatia, "Impact of knowledge and higher education on the development of innovation in Croatia"

## SESSION IV

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**Chairmen: Peter Lengyel / Tamás Haffner** - University of Debrecen, Hungary / University of Pécs, Hungary

1. **Elpida Tenidou, Dimosthenis Pappas, Ioannis Kazanidis, Stavros Valsamidis** - Eastern Macedonia and Thrace Institute of Technology, Greece, "The usage of e-commerce in the area of Evros, Greece"
2. **Eirini Mosxou, Stavros Valsamidis, Lambros Tsourgiannis, Athanasios Mandilas** - Eastern Macedonia and Thrace Institute of Technology, Greece, "CRM systems in the area of Eastern Macedonia and Thrace"
3. **Persefoni Polychronidou, Vasiliki Moschoudi, Xanthippi Chapsa, Christos Tsitsakis** - Eastern Macedonia and Thrace Institute of Technology & Serres Institute of Technology/ Serres Institute of Technology/ Aristotle University of Thessaloniki & Serres Institute of Technology / Central Greece Institute of Technology, Greece, "A statistical analysis of e-commerce in Greece: The case of young people in Central Macedonia"
4. **Vasilios Zoumpoulidis, Aggelos Zoitsas, Vasilios Ferelis and Michael Nikolaidis** - Eastern Macedonia and Thrace Institute of Technology/



Manpower Employment Organization/ Eastern Macedonia and Thrace Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology, Greece, *"The impact of mobile commerce in Kavala"*

5. **Suliemman Al-Hawary, Ayat Mohammad** - Al al-Bayt University/ World Islamic Science University, Jordan, *"E-Service quality and customer loyalty of Islamic banks in Jordan"*
6. **Peter Lengyel, István Füzesi, János Pancsira, Gergely Ráthonyi** - University of Debrecen, Hungary, *"The effectiveness of the e-learning application: Impact assessment of the quality"*

## SESSION V

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**Chairmen: Yannis Hajidimitriou / Luljeta Sadiku** - University of Macedonia, Greece / State University of Tetovo, F.Y.R.O.M.

1. **Panayotis G. Michaelides, Theofanis Papageorgiou, Konstantinos Konstantakis** - National Technical University of Athens, Greece, *"Business cycles and transmission of shocks: The role of USA and Greece in the EMU crisis"*
2. **Branislav Dudić, Ján Smoleň, Petra Milošovičová, Zdenka Dudić** - Comenius University in Bratislava/ Comenius University in Bratislava / Comenius University in Bratislava / University of Novi Sad, Slovakia, Slovakia, Serbia, *"Advantages and disadvantages of the membership of the republic of Serbia in the European Union"*
3. **Grzegorz Waszkiewicz** – MUT, Poland, *"Political risk, Europeanization and foreign capital before the EU accession – Experiences of new member states in XXI"*
4. **Amra Nuhanovic** - Faculty of Economics, Bosnia and Herzegovina, *"Euro zone financial crisis and its impact on the economy of Bosnia and Herzegovina"*
5. **Nataša Grujić, Dimitrios Kyrkilis** - University of Macedonia, Greece, *"Greek crisis and its spillovers in South-Eastern Europe"*
6. **Theofanis Mavridakis, Dimitrios Dovas, Spiridoula Bravou** - Western Greece Institute of Technology/ Western Greece Institute of Technology/ University of Patras, Greece, *"Failure factors of the economic adjustment programme for Greece"*

7. **Merale Fetahi-Vehapi, Luljeta Sadiku** - State University of Tetovo, F.Y.R.O.M., *"Empirical analysis of the effects of global economic crisis on the exports of FYROM"*

## SESSION VI

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**Chairmen: Polona Tominc / Jiri Schwarz** - University of Split, Croatia / CNB, Czech Republic

1. **Ivica Pervan, Marijana Bartulović** - University of Split, Croatia, *"Determinants of internet financial reporting of Croatian banks – Panel analysis"*
2. **Urban Šebjan, Polona Tominc** - University of Maribor, Slovenia, *"Conceptual model of outcomes of perceived fair insurance services"*
3. **Gentiana Sharku** - University of Tirana, Albania, *"Opportunities for private pension fund development in Albania"*
4. **Marietta Janowicz-Lomott and Adam Sliwinski** - Warsaw School of Economics, Poland, *"The new role of mutuals in the European insurance market"*
5. **Lubomir Lizal, Jiri Schwarz** - CNB, Czech Republic, *"Foreign exchange interventions as an (Un)conventional monetary policy tool: Mid-term evaluation"*
6. **Magdalena Szyszko** - WSB Poznan School of Banking, Poland, *"Is monetary policy really forward-looking? The case of the Czech republic, Poland and Hungary"*
7. **Kalliopi Kalam pouka, Ilektra Simitsi and Dimitra Giannopoulou** - Eastern Macedonia and Thrace Institute of Technology/ Democritus University of Thrace/ Aristotle University of Thessaloniki, Greece, *"Legal and financial problems in cross-border healthcare services"*
8. **Christos Tsitsakis, Persefoni Polychronidou and Anastasios Karasavvoglu** - Central Greece Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology, Greece, *"The problem of capacity management in Greek Public Hospitals"*

**12:30 - 13.30**

**LUNCH – Faculty of Economics Split**

**13:30 - 15:00**

**Concurrent Sessions:**

## **SESSION I**

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**Chairmen: Alexandra Horobet / Andrej Kuštrin** - Bucharest University of Economic Studies, Romania / University of Ljubljana, Slovenia

1. **Tomáš Plíhal, Tomáš Urbanovský** - Masaryk University, Czech Republic, *"Increasing impact of stock market performance to government tax revenues"*
2. **Georgi Marinov, Alexandra Horobet, Lucian Belascu** - University of Economics/ Bucharest University of Economic Studies/ Lucian Blaga University of Sibiu, Bulgaria/ Romania/ Romania, *"A panel study of fiscal policies in South Eastern Europe"*
3. **Yiannis Yiannoulis**- TEI of Crete, Greece, *"Determinants of delisting in Athens stock exchange"*
4. **Ekrem Tufan, Bahattin Hamarat, Murat Türkeş, Ahmed Abdullah Al-Zahrani** - Canakkale Onsekiz Mart University/ Çanakkale Onsekiz Mart University/ Boğaziçi University / Institute of Public Administration, Turkey/ Turkey/ Turkey/ Saudi Arabia, *"Sand in my eyes fled effect: An evidence from Saudi Arabia"*
5. **Dimitrios Kyrkilis, Athanasios Koulakiotis** - University of Macedonia, Greece, *"Modelling the short-term dynamics and interdependencies in the Athens stock exchange"*
6. **Antonios Papathanasiou, Chris Grose** - Eastern Macedonia and Thrace Institute of Technology, Greece, *"Delistings from the Athens stock exchange - A study with an emphasis on financial and accounting data"*
7. **Andrej Kuštrin** - University of Ljubljana, Slovenia, *"Evaluating fiscal policy rules in an estimated DSGE model"*

## SESSION II

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**Chairmen: Marek Prymon / Vahap Tecim** - University of Economics, Poland / Dokuz Eylül University, Turkey

1. **Marek Prymon** - University of Economics, Poland, *"Is marketing research still necessary in the digital world?"*
2. **Cem Yildiz, Vahap Tecim** - Dokuz Eylül University, Turkey, *"Designing an intelligent digital signage system for business marketing"*
3. **Lambros Tsourgiannis, Despoina Chatzipanagiotou, Loukas Georgiou, Kyriakos Pavlidis** - Region of Eastern Macedonia and Thrace / Directorate of public health xanthi/ Region of Eastern Macedonia and Thrace/ Region of Eastern Macedonia and Thrace, Greece, *"Cost – Effectiveness of mosquito and vector control program in the regional district of Xanthi in Greece"*
4. **Yılmaz Gökşen, Selcan Karabacak** - DEU FEAS/ Marble Sektor, Turkey, *"Marketing expansion strategies in multinational marketing: The role of e-business"*
5. **Cihat Kartal, Tülin Durukan, Melahat Öneren** - University of Kirikkale, Turkey, *"Business ethics and corporate social responsibility in public relations: Institutional representative in Turkey"*
6. **Josipa Bašić, Zoran Mihanović** - University of Split, Croatia, *"Social marketing in public sector - The case of municipality in Croatia"*

## SESSION III

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**Chairmen: Cigdem Tarhan / László Várallyai** - Dokuz Eylül University, Turkey / University of Debrecen, Hungary

1. **Kadir Cakir, Cigdem Tarhan, Can Aydin** - SDB Sistem Denetim Belgeleme Ltd.Sti./ Dokuz Eylül University/ Dokuz Eylül University, Turkey, *"Changes in manufacturing execution system: Converting business processes into smart system"*
2. **Klaudia Smoląg** - Czestochowa University of Technology, Poland, *"Virtual organization of work space - A system grasp"*
3. **Cigdem Tarhan, Can Aydin, Mert Bozdog** - Dokuz Eylül University, Turkey, *"Web based it firm evaluation: Which one is the right solution?"*

4. **Georgeta Soava, Mircea Raduteanu, Catalina Sitnikov** - University of Craiova, Romania, *"ERPs importance in the informatisation of work-flows in companies"*
5. **János Felföldi, Szilvia Botos, Ádám Péntek, Róbert Szilágyi, László Várallyai** - University of Debrecen, Hungary, *"Studying the ICT management of agri-food sector on supply chain level – The first stage: Analysis of agricultural ICT usage"*
6. **Anna Solovyeva, Martin Huber, Ana Kotevska, Aleksandra Martynovska-Stojcheska** - University of Fribourg/ University of Fribourg/ University Ss. Cyril and Methodius in Skopje/ University Ss. Cyril and Methodius in Skopje, Switzerland/ Switzerland/ F.Y.R.O.M./ F.Y.R.O.M., *"Effects of an Information Campaign in a Rural Area in the Former Yugoslav Republic of Macedonia"*

## SESSION IV

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**Chairmen: Pantelis Sklias / Sofia Anastasiadou** - University of Peloponnese, Greece / University of Western Macedonia, Greece

1. **Joel Deichmann, Abdolreza Eshghi, Dominique Haughton, Mingfei Li** - Bentley University, U.S.A., *"Analyzing socio-economic convergence in Europe one decade after the EU expansion of 2004"*
2. **Lucian-Liviu Albu** - Institute for Economic Forecasting, Romanian Academy, Romania, *"Convergence and divergence in EU and in Balkan region"*
3. **Spyros Roukanas, Pantelis Sklias** - University of Piraeus, University of Peloponnese / Greece, *"The effects of alternative currencies to national economies: The European experience"*
4. **Pantelis Sklias, George Maris, Sifis Plimakis** - University of Peloponnese/ Neapolis University/ University of Peloponnese, Greece/ Cyprus/ Greece, *"Governance innovation and entrepreneurship in Greek local government: Towards the limits of Europeanization?"*
5. **Vengadeshvaran Sarma** - The University of Nottingham, U.K., *"Economic crisis and female entrepreneurship: Evidence from countries in eastern Europe and central Asia"*

6. **Stavros Mavroudeas** - University of Macedonia, Greece, *"Troika's economic adjustment programmes for Greece: Why they fail systematically?"*
7. **Pantelis Sklias, Antonis Klapsis** - University of Peloponnese/ Hellenic Open University, Greece, *"A troublesome relation: Erdogan's Turkey and the west"*

## SESSION V

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**Chairmen: Stavros Valsamidis / Heri Bezić** - Eastern Macedonia and Thrace Institute of Technology, Greece / University of Rijeka, Croatia

1. **Galyna Chornous** - Taras Shevchenko National University of Kyiv, Ukraine, *"Influence of the modern trends of economic development on the research of the socio-economic systems"*
2. **Tamás Haffner** - University of Pécs, Hungary, *"Application of renewable energy sources in Hungary in the South-Transdanubian region"*
3. **Etelka Katits** - University of west Hungary, Hungary, *"The profitability analysis of the greatest Hungarian energy companies between 2008-2013"*
4. **Mihaela Grubišić Šeba, Marija Mušec** - The Institute of Economics, Zagreb/ Bardek, Lisac, Mušec, Skoko Law firm, Zagreb, Croatia, *"Making street lighting ESCO projects work in practice"*
5. **Tomislav Galović, Heri Bezić, Boris Barac** - University of Rijeka, Croatia, *"The influence of R&D on productivity of OECD electrical and optical equipment sector"*
6. **Odiljon Abdurazzakov, Nasib Jafarov** - Qafqaz University, Azerbaijan, *"Impact of risk capital on stimulating innovation"*

## SESSION VI

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**Chairmen: Vojko Potočan / Georges Sarafopoulos** - University of Ljubljana, Slovenia / Democritus University of Thrace, Greece

1. **Yılmaz Gökşen, Güner Çelikkaya** - Dokuz Eylül University, Turkey, *"Manufacturing execution systems and a sectoral application"*
2. **Velimir Bole, Ada Guštin, Janez Prašnikar** - EIPF/ Institute for Economic Research / University of Ljubljana, Slovenia, *"When blockholding is growth enhanced?"*

3. **Velimir Bole, Miha Dominko, Janez Prašnikar** – EIPF/ Institute for Economic Research / University of Ljubljana, Slovenia, *“Blockholding and its effect on corporate debt”*
4. **Matej Lahovnik** - University of Ljubljana, Slovenia, *“Corporate governance in a post-transition period: A case of Slovenia”*
5. **Achilleas Kontogeorgos, George Theodossiou, Christos Karelakis, Anastasios Michailidis** - University of Patras/ Technological educational institute of Larissa/ Democritus University of Thrace/ Aristotle University of Thessaloniki, Greece, *“Workers in a poultry cooperative: A study on their job satisfaction”*
6. **Antonios Kostas, Ioannis Tsoukalidis, Anastasios Karasavvoglou, Persefoni Polychronidou, Lambros Tsourgiannis** - Scientific Society for Social Cohesion and Development/ Support Structure for Organizations of Social Economy and Entrepreneurship/ Eastern Macedonia and Thrace Institute of Technology/ Eastern Macedonia and Thrace Institute of Technology/ Region of Eastern Macedonia and Thrace, Greece, *“The barriers for the development of the social cooperative enterprises in Greece”*
7. **Keranka Nedeva and Stela Todorova** - University of Agriculture, Bulgaria, *“Status and trends in the development of social entrepreneurship in Bulgaria”*

**19:00 - 21:00**

**Farewell Party (with buffet dinner)** – Museum of Fine Arts

**18.30**

Departure with the conference bus from the hotels to the Museum of Fine Arts

## Sunday May 8

**8:00 - 16:30**

**Excursions – Central Dalmatia**

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