8th International Conference
‘The Economies of Balkan and Eastern Europe Countries in the changed World’
EBEEC 2016

Conference Program

Split, Croatia, May 5-8, 2016
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 Andelinović, 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: Srečko 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**

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

1. **Srđan Marinković, Ognjen Radović, Zoran Aranđelović** - University of Niš, Serbia, “What drives a local currency away from banking markets? Some southeast Europe insights”

2. **Doriana Matraku** - 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

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

1. Mario Pečarić, Helena Blažić, 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

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

2. Paraskevi Tsimitri, Anastasios Michailidis, Maria Partalidou, Matteo Belletti, Efstratios Loizou - 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, Achilles Kontogiorgos - 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”


SESSION IV

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”


6. **Ágnes Urbánné Treutz** - Szent István University, Hungary, “The examination of the importance of the thermal panzió in Mórahalom”


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**SESSION V**

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**

**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”


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 microfinance banks in Pakistan”

**13:00 - 14.00**

LUNCH – Faculty of Economics Split

**14:00 - 15:30**

Concurrent Sessions:

**SESSION I**

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”


6. **Maria-Eleni Voutsa, 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

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

1. **Ali Ari, Raif Cergibozan** - Kirklareli 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/
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 – Sapi’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”

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**SESSION III**

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 Kliestik** - 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

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’Attì, Matteo Buccioli** - 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

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 Piraues, Greece, “Adult education policies in EU: In-depth insight on their contribution to social cohesion”

2. **Martina Dragija, Bobana Ćegar** - 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 Częstochowa, 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”


**15:30 - 16:00**
Coffee break

**16:00 - 17:30**
Concurrent Sessions:

**SESSION I**

**Chairmen: Miroljub Shukarov / Anastasios Michailidis** - South East European 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, Miroljub 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”


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**SESSION II**

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”


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

**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** - Kirklareli University/ Kirklareli 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

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

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”


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”

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**21:00**

**Conference Dinner**

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

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**Saturday May 7**

**9:00 - 10:30**

**Concurrent Sessions:**
SESSION I

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”


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/ Koçaeli 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

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


2. Kemal Kozarić, Emina Žunić - School of Economics and Business Sarajevo, Bosnia and Herzegovina, “Cointegration analysis of financial stability and non-performing loans”

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 Dicuonzo, 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”

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**SESSION III**

Chairmen: **Vinko Muštra / Ľubica Bajzíková** - 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 Burnać, 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”


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. Ľubica Bajziková, Daniela Nováčková and Peter Bajzik - Comenius University in Bratislava, Slovakia, “Eliminating barriers and new challenges in the European labour market”

SESSION IV

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”


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”

7. **Sanja Bijakšić, Brano Markić, Arnela Bevanda** - University of Mostar, Bosnia and Herzegovina, “Decision support system for marketing metrics”

**SESSION V**

Chairmen: Yılmaz Gökşen / Željko Mrnjavac - Dokuz Eylul University, Turkey / University of Split, Croatia

1. **Emre Karagoz, L. Özge Oral, Oğuz Han Kaya, Vahap Tecİm** - Dokuz Eylul 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 Eylul University, Turkey, “The proposal model of rational workforce assignment in Dokuz Eylül University by analytical hierarchy process based 0-1 integer programming”
SESSION VI

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, Yılmaz Onur Arİ - 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”


10:30 - 11:00
Coffee break

11:00 - 12:30
Concurrent Sessions:

SESSION I

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 Žilina, 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**

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, Efthathios 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”


6. Ivana Kursan Milaković, Mirela Mihić - University of Split, Croatia, “Predictors and effect of the consumer’s price sensitivity: The case of Croatia”


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 Slavonski Brod, Croatia, “Impact of knowledge and higher education on the development of innovation in Croatia”

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**SESSION IV**

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 Tzourgiannis, 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. **Sulieman Al-Hawary, Ayat Mohammad** - Al al-Bayt University/ World Islamic Science University, Jordan, “E-Service quality and customer loyalty of Islamic banks in Jordan”


**SESSION V**

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, 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”

**SESSION VI**

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 Kalampouka, 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 Karasavvoglou** - 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

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”


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/ 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
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 Yıldız, Vahap Tecim** - Dokuz Eylül University, Turkey, “Designing an intelligent digital signage system for business marketing”
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”

SESSION III
Chairmen: Cigdem Tarhan / László Várallyai - Dokuz Eylul University, Turkey / University of Debrecen, Hungary

1. **Kadir Cakir, Cigdem Tarhan, Can Aydin** - SDB Sistem Denetim Belgelemdirme Ltd.Sti./ Dokuz Eylul University/ Dokuz Eylul 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 Bozdag** - Dokuz Eylul 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 workflows in companies”


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**SESSION IV**

**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”

7. Pantelis Sklias, Antonis Klapis - University of Peloponnese/ Hellenic Open University, Greece, “A troublesome relation: Erdogan’s Turkey and the west”

SESSION V

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”


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

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

1. Yılmaz Gökşen, Güner Çelikkaya - Dokuz Eylul University, Turkey, “Manufacturing execution systems and a sectoral application”


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”


7. **Keranka Nedeva and Stela Todorova** - University of Agriculture, Bulgaria, “Status and trends in the development of social entrepreneurship in Bulgaria”

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**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

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**Sunday May 8**

**8:00 - 16:30**

*Excursions – Central Dalmatia*