

PROGRAM/PROGRAMME:

PLENARY SESSION (S auditorium)

PLENÁRNE ROKOVANIE

Chairpersons:

Iveta Ubrežiová – Slovak University of Agriculture, Nitra, Slovakia,

Ludmila Nagyová – Slovak University of Agriculture, Nitra, Slovakia

Secretary:

Anna Dunay – Szent István Univeristy, Gödöllő, Hungary

8.00 – 9.30 Registration of Participants/Regisztrácia účastníkov

9.30 – 9.45 Welcome speech/Uvítacia reč

Elena Horská – Vice – rector for International and Public Relations,

Slovak University of Agriculture, Nitra, Slovakia

Iveta Zentková – Dean of the Faculty of Economics and

Management, Slovak University of Agriculture, Nitra, Slovakia

9.45-10.05

New Trends in Management of the Rural Economics

Mária KADLEČÍKOVÁ – Slovak University of Agriculture, Nitra, Slovakia

10.15-10.35

Management Consultancy in Progress in Light of European Empirical Researchers

József POÓR - Szent István University, Gödöllő, Hungary

10.45-11.05

Management of Social Capital in Small and Medium-Sized Enterprises

Felicjan BYŁOK - Częstochowa University of Technology, Poland

11.15-11.35

The Impacts of EU Accession on the Competitiveness of Agricultural Enterprises of Different Farm Types

Csaba BÁLINT ILLÉS – Anna DUNAY - Szent István University, Gödöllő,

Hungary

11.45-12.05

Becoming a Professional - Narrative Approach to Career Self - Management

Leszek CICHOBŁAZIŃSKI - Częstochowa University of Technology, Poland

SESSION 1: Current Issues of Internationalization: Managerial and Marketing Aspects (AS-24)

SEKCIA 1: Aktuálne otázky internacionalizácie: Manažérske a marketingové aspekty

Chairpersons: Iveta Ubrežiová (SK), Aleš Hes (CZ)

Secretary: Lucia Palkechová (SK)

14.00-14.15

Positioning of Belgorod Region Brands

ANDREEVA Irina (RU)

14.15-14.30

The Position of Foods of V4 Countries on the Market of European Union

BOZSIK Norbert (HU)

14.30-14.45

Availability of Products for Celiacs on Market in the Czech Republic

Dostupnosť Produktů pro Celiaky na Trhu v ČR

HES Aleš (CZ) – REGNEROVÁ Marta (CZ)

14.45-15.00

The Development of Global Capitalism and its Impact on Management

JANIK Robert (PL)

15.00-15.15

Role of Strategy of Internationalization in Building the Competitive Advantage of an Enterprise

KURASŃ Piotr (PL) – NOWAKOWSKA-GRUNT Joanna (PL) –

WŁODARCZYK Aneta (PL)

15.15-15.30

Ways to Obtain Information for Adaptation of Products in Vegetable-Grocery

Subcomplex to Foreign Markets

PETRENKO Anna (UA)

15.30-16.00 Coffee break

Chairpersons: Irina Andreeva (RU), Marta Regnerová (CZ)

Secretary: Lucia Palkechová (SR)

16.00-16.15

The Changing Priorities of the Agricultural and Rural Development Sectors under

the Changing Conditions of the Common Agricultural Policy of the EU

KADLEČÍKOVÁ Mária (SK) – FILO Michal (SK) – KAPSDORFEROVÁ Zuzana

(SK) –

FARKAŠOVÁ Lucia (SK)

16.15-16.30

Selected Aspects of International Marketing Strategies

GÁLOVÁ Jana (SK)

16.30-16.45

Development of Chosen Marketing and Economic Indicators of Sunflower

Growing in the Slovak Republic

RÉCKY Roman (SK)

16.45-17.00

The Main Factors and Problems in the Process of Formation of Corporate Culture

in the Selected Set of International Companies

UBREŽIOVÁ Iveta (SK) – SEDLIAKOVÁ Ingrida (SK)

SESSION 2: Business Strategies, Planning, Organizing and Management (AS 36)

SEKCIA 2: Podnikateľské stratégie, plánovanie, organizovanie a riadenie podniku

Chairpersons: Dorota Jelonek (PL), Bálint Csaba Illés (HU)

Secretary: Martina Čulíková (SK)

14.00-14.10

Elements of the Classical School of Management Used in Management

of the Prison Service's Basic Organizational Unit

CZARNECKA Aleksandra (PL)

14.10-14.20

Investment and Decision-Preparation Theory and Practice of Agricultural

Enterprises

DARÓCZI Miklós (HU)

14.20-14.30

How to Measure the Efficiency of Management Strategy?

GYENGE Balázs (HU) – BURESCH János (HU)

14.30-14.40

Presumption in Creating Value for the Customer

JELONEK Dorota (PL)

14.40-14.50

What Can Be the Main Goals of the 21st Century's Company, or the Role

of Sustainable Development in Corporate Strategy, and It's Demonstration through

Green Projects Analysis

KOSZTYI David (HU) – KOVÁCS Attila (HU)

14.50-15.00

Organizational and Economic Issues of the Hungarian Mustard Seed Production

MARKÓ Olga (HU)

15.00-15.10

The Role of Organization in the Creation Process of Employee Job Satisfaction,

Motivation and Emotions

PAWŁOWSKA Beata (PL)

15.10-15.20

Competitive Intelligence

PISTER Marco (DE) – UBREŽIOVÁ Iveta (SK)

15.20-15.35 Coffee break

Chairpersons: Anna Dunay (HU), Leszek Czichoblaziński (PL)

Secretary: Martina Čulíková (SR)

15.35-15.45

Knowledge about Sharing Knowledge Behaviour as a Factor Supporting

Organizational Innovativeness

SŁOCIŃSKA Anna (PL)

15.45-15.55

The Elements of Production Cycle Time: The Cases Related to a Stochastic Model

STANISAVLJEV Sanja (RS) – ČOČKALO Dragan (RS) – ĐORĐEVIĆ Dejan

(RS) – GLIGOROVIĆ Bojana (RS)

15.55-16.05

Analysis of the Relationship between the Performance and the Composition

of Student Groups in a Production Simulation Game

UZONYI-KECSKÉS Judit (HU) – KOLTAI Tamás (HU)

16.05-16.15

Theoretical Aspects of Using the Econometric Model of Production in Business

Management

WŁODARCZYK Aneta (PL) – KURASŃ Piotr (PL) – NOWAKOWSKA-GRUNT

Joanna (PL)

16.15-16.25

The selected Problems in the Business of Small and Medium-Sized Enterprises

DOBIŠOVÁ Mária (SK)

16.25-16.35

The Modern Forms of Marketing Research in Selected Agri-food Businesses

BERČÍK Jakub (SK)

16.35-16.45

Activation of the Agricultural Products Sale to the Final Consumer

KRETTNER Anton (SK) – PALUCHOVÁ Johana (SK)

16.45-16.55

Impacts of corporate taxes on the R&D&I activities of agricultural enterprises
ILLÉS Bálint CSABA (HU) - HUSTINÉ BÉRES Klára (HU) – TATÁR Emese (HU) – HORÁNYI Beatrix (HU)

16.55-17.05

Strategic Management in a Sample of German Companies
KUTSCHEID Marcus (DE) – KADLEČÍKOVÁ Mária (SK) – FILO Michal (SK)

17.05-17.15

Evaluation of Business Management in Selected Agrobusiness Companies in the Slovak Republic

FRIDRICHOVÁ Klaudia (SK)

17.15-17.25

The Importance of the Supplies and Supply Logistics in Business Management
ČULIKOVÁ Martina (SK) – PALKECHOVÁ Lucia (SK)

17.25-17.35

Statistical Methods in Quality Management
FARKAŠOVÁ Mária (SK)

17.35-17.45

The Average Amount of Stock within Delivery Cycle in Static Inventory Model
MALEJČÍKOVÁ Alexandra (SK) – FILO Michal (SK) – MALEJČÍK Albín (SK)

17.45-17.55

The Position of Tourism in Slovak Republic
PALKECHOVÁ Lucia (SK) – ČULIKOVÁ Martina (SK)

SESSION 3: Human, Social and Intellectual Capital in an Organization (AS 32)**SEKCIA 3: Ľudský, spoločenský a intelektuálny kapitál v organizácii**

Chairpersons: Radovan Savov (SK), Urszula Swadzba (PL)

Secretary: Michal Filo (SK)

14.00-14.15

Management of Social Capital in Small and Medium-Sized Enterprises
BYLOK Felicjan (PL)

14.15-14.30

Balanced Scorecard as Integrated Carrier Panning Tool for Older Workers
CZEGLÉDI Csilla (HU) – MAROSNE KUNA Zsuzsanna (HU) – HAJÓS László (HU)

14.30-14.45

Transformational-Developmental Leadership: Concepts and Hungarian Survey Results
FEHÉR János (HU) – KOLLÁR Péter (HU)

14.45-15.00

Characteristics of the Relationship between Competence Management System and Enterprise Intellectual Capital
PRUSAK Rafał (PL)

15.00-15.15

Corporate Integration Management / Disability Management – Strain or Chance for SME in Germany
REICH Matthias (DE) – FONGER Jürgen (DE)

15.15-15.30

The Process of Monitoring and Developing an Enterprise's Employee Satisfaction Level
SKUZA Zbigniew (PL) – PRUSAK Rafał (PL) – KOLMASIAK Cezary (PL)

15.30-16.00 Coffee break

Chairpersons: Edit Terek (HU), Rafael Prusak (PL)

Secretary: Michal Filo (SK)

16.00-16.15

Women in a Market Economy. The Place of Work in Women's Lives. Case of Poland

SWADZBA Urszula (PL)

16.15-16.30

Communication Satisfaction of Employees in Companies in Serbia
TEREK Edit (RS) – NIKOLIĆ Milan (RS) – SAJFERT Zvonko (RS) – IVIN Dragica (RS)

16.30-16.45

The Impact of Leadership Styles on Employee's Motivation
ŠAJBIDOROVÁ Mária (SK) – LUŠŇÁKOVÁ Zuzana (SK)

16.45-17.00

Netiquette and its Role in E-mail Communication
POGRANOVÁ Zuzana (SK) – SEDLIAKOVÁ Ingrida (SK)

17.00-17.15

Research Results of the Quality Management Evaluation According to Criteria of MBNQA in Agribusinesses Companies

SAVOV Radovan (SK) – PAŠKA Ľubomír (SK)

17.15-17.30

Diversity – a New Challenge for Organization's Management
LANČARIČ Drahošlav (SK) – ROVNÝ Patrik (SK)

SESSION 4: Agribusiness and Sustainable Development (AS 34)**SEKCIA 4: Agropodnikanie a udržateľný rozvoj**

Chairpersons: Ludmila Nagyová (SK), Ajay Kumar Singh (India)

Secretary: Jana Gálová (SK)

14.00-14.10

Development of Renewable Energies in a Critical Economy environment
ALFÖLDY-BORUSS Márk (HU)

14.10-14.20

Economic Losses Due to Mastitis and Reproductive Failures in Hungarian Large-Scale Holstein-Friesian Dairy Herds

FODOR István (HU) -DUNAY Anna (HU) -ÓZSVÁRI László (HU)

14.20-14.30

Development of Agricultural Farms in Poland in view of Acquired European Funds
KORNALSKA Elzbieta (PL) – KRASNODĘBSKI Andrzej (PL) – TRELA Witold (PL)

14.30-14.40

Estimation of Environmental Financing in Ukraine
LABENKO Oleksandr (UA)

14.40-14.50

New Perspectives for Natural Resources Usage in the EU
MAGDA Robert (HU)

14.50-15.00

Evaluating Financial Intermediation for Agriculture in Ukraine
OLIIYNYK Olena (UA) – OLIINYK Liudmyla (UA)

15.00-15.10

Economic Losses Due to Bovine Foot Diseases in Hungarian Large-Scale Holstein-Friesian Dairy Herds

ÓZSVÁRI László (HU) – KOVÁCS Attila (HU) – VIDA Adrienn (HU)

15.10-15.20

Sustainable Rural Development in the Process of Economic Integration and Globalization

TALAVYRIA Mykola (UA) – TALAVYRIA Olexander (UA)

15.20-15.50 Coffee break

Chairpersons: Johana Paluchová (SK), Róbert Magda (HU)

Secretary: Jana Gálová (SK)

15.50-16.00

Corporate Social Responsibility as a Tool of Employer Branding
TRELA Witold (PL) – KRASNODĘBSKI Andrzej (PL) – KORNALSKA Elzbieta (PL)

16.00-16.10

Use of Biomass in Hungary – Questions of Optimization
VIDA Adrienn (HU) – DUNAY Anna (HU) – ILLÉS Bálint Csaba (HU)

16.10-16.20

Sustainability in Agribusiness: A Case of Canadian Agrifood Industry
BRISSON Benjamin (CAN) – RICHARD Joelle (CAN) – BRUN Kevin (CAN) – THIBEAULT Mitch (CAN) – STRUHÁROVÁ Lucia (SK)

16.20-16.30

Sustainable Development and Business: Vision 2050
KUMAR SINGH Ajay (IN):

16.30-16.40

Domestic support of beef production in Ukraine
DIBROVA Anatolii (UA) – KUKHAR Oksana (UA)

16.40-16.50

Sustainability Issues and Innovations in Food Industry and Retailing
BERČÍK Jakub (SK) – GÁLOVÁ Jana (SK) – HORSKÁ Elena (SK)

16.50-17.00

Sustainability Marketing in Slovak Agribusiness Practice
NAGYOVÁ Ludmila (SK) – KÁDEKOVÁ Zdenka (SK) – HORSKÁ Elena (SK)

17.00-17.10

Marketing and Statistical Approaches of the Sustainability in Agribusiness Sector
PROKEINOVÁ Renata (SK) – PALUCHOVÁ Johana (SK)