

Plenary session

Global Economy: Challenges and Perspectives

Assembly Hall of SUA

Wednesday - May 26, 2010

9:00 Welcome address

Peter Bielik – Dean of the Faculty of Economics and Management, Slovak University of Agriculture, Nitra, Nitra, Slovakia

Homai Saha – Ambassador of India in the Slovak Republic

Brajendra Pratap Singh – Chairman of the Delhi School of Professional Studies and Research, Delhi, India

9:10 Impact of the Global Economic Crisis on the Agriculture and the Rural Development in the Countries of the Eastern Europe and Central Asia

Mária Kadlečíková - FAO Sub-Regional Office for Central and Eastern Europe, Budapest

9:30 Economic crisis and its impact on the Slovak Republic

Ľubomír Jahnátek, Minister of Economy of the Slovak Republic

9:50 Asian Economies: Threats, Opportunities and Cooperation

Dilip K. Bandopadhyay, Guru Gobind Singh Indraprastha University, Delhi, India

10:10 Award Prices

11:00 Global supply chains, standards, and development

Johan Swinnenn, Catholic university, Leuven, Belgium

11:20 Farm Businesses, the Digital Economy, and High-Speed Access to the Internet

Peter Stenberg, USDA-Economic Research Service, Washington, USA

11:40 Vote of Thanks

Elena Horská, Faculty of Economics and Management, SUA, Nitra, Slovakia

12:00 Lunch Break

Dormitory A. Bernoláka

Conference Sessions

14:00 – 17:00 International Finance: Threats and Opportunities

Room AS-32

European and Asian Economies: Cooperation vs. Conflict

Room AS-32

International Business: Challenges and Opportunities

Room AS-36

Cross Cultural Dimensions in the Global Economy

Room AS-34

Economic, Social and Multicultural Dimensions of Contemporary World

Room AS-31

Ekonomické, sociálne a multikultúrne dimenzie súčasného sveta

Lecture room „S“

1-2 International Finance: Threats and Opportunities

European and Asian Economies: Cooperation vs. Conflict

Room AS-32

Wednesday - May 26, 2010

14:00 – 17:00 Conference session

Chairpersons: Enright Patrick, Rovný Patrik

The Voluntary Disclosure of Value Added Statement in Annual Reports of Italian Listed Companies

Ianniello Giuseppe

Corporate Debt Restructuring

Sharma Sunita

The Relationship of Ethanol, Gasoline and Oil Prices

Rajčániová Miroslava - Pokrivčák Ján

Logistic Costs in Competitive Strategies of Enterprises

Kubon Maciej - Andrzej Krasnodębski

Factors of Differentiation Economic Profit of Agricultural Enterprises

Mistríková Petronela

EU CAP Reforms: Reasons and Impact on the Financial Situations of Agricultural Enterprises

Serenčes Peter - Čierna Zuzana - Koncošová Katarína

15:30 – 16:00 Coffee Break

Impact of CAP Subsidies on Agricultural Production in Slovakia

Tóth Marián - Čierna Zuzana - Rábek Tomáš

Assets and Financial Structure of Agricultural Companies in Slovakia

Krutáková Petra - Gyurián Norbert

Succession Planning: Practices of Small Business Family Owned Firms in India

Pareek Ashish - Khangarot Leha - Pareek Anita

The Stages of the Cyclic Development of the Agro- Food Market in the European and Asian States

Gaysin Rafkat

Thursday, May 27, 2010

9:00 – 12:00 Conference session

Chairpersons: Sharma Sunita, Rajčániová Miroslava

The Role of Waterways for Current East European Grain Trade

Zhemoyda Oleksandr - Gerasymenko Nataliia

Tariff and Non-Tariff Measures in EU-Russia Dairy Trade

Drgová Lenka - Marián Mráz

The agricultural land prices and land transactions development in Slovakia and selected EU countries

Takáč Ivan - Bandlerová Anna

Critical Analysis of Employment in Public and Private Organized Sectors in India for the Period 1996 to 2006

Mahajan Darsham - Aggarwal Anil - Rajput Babalu

Cross-Border Cooperations to Enhance Economic Development in the Visegrad Countries

Kaposzta József - Nagy Henrietta - Ritter Krisztián

The Infrastructure of Agrarian Market of Ukraine

Neománi Juraj - Kleban Oksana – Belák Michal

10:30 – 11:00 Coffee Break

Selected Aspects of Agriculture Developments: A Comparative Case Study for V4 Countries and India

Qineti Artan - Pareek Ashish - Matejkova Eva - Švabová Jana

Structure of Agricultural Production and Demand for Labor in Central and Eastern Europe

Szegényová Katarína - Kuzma František

The Position of Agriculture Diversification in the Economy of Slovak Republic

Veselá Adriana - Kuzma František

Environmental Regulation Limits Growth Opportunity: A Case Study of the Irish Mussel Industry

Enright Patrick - McKernan Eoghan

The Evaluation of the Marketing Level of Sugar Beet Production and Consumption in the Production-Economical Conditions in Slovakia

Récky Roman - Dobák Dušan - Rovný Patrik

12:00 - 14:00 Lunch

Dormitory A. Bernoláka

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International Business: Challenges and Opportunities

Room AS-36

Wednesday - May 26, 2010

14:00 – 17:00 Conference session

Chairpersons: Peša Radman Anita, Hupková Daniela

Development of Czech Agriculture in the European Context

Bečvářová Věra - Vinohradský Karel - Zdráhal Ivo

The Influence of Slovak Household Income Differentiation on Food Expenditures – Engel's Expenditures Functions Estimation

Zentková Iveta - Hošková Elena

Determinants of Agro–Food Price Developments in Slovenia

Bojnec Štefan - Gričar Sergej

Analysis of Foreign Trade and Competitiveness of Selected Agrarian Commodities in Slovak Republic

Konduliaková Lucia

International Business Environment: The Opportunity for Development of Small and Medium Sized Enterprises in Slovakia

Ubrežiová Iveta - Horváthová Jarmila

The Sectoral Competitiveness

Molnárová Anna

15:30 – 16:00 Coffee Break

Agricultural Policy of Ukraine in Terms of Creation of Free Trade Area with European Union

Odosii Oleksandr - Dibrova Anatolii

Productivity Development Examination of Agricultural Companies

Hupková Daniela - Bielik Peter - Vadovič Matúš

Political Economy of the EU's Trade Policy: The influence of Member States and the European Commission

Pokrivčák Ján - Šindlerová Kristína

Comparison of Imputed Patterns of Selected Methods for Calculating the Example of the Commodity

Gajdošová Jana - Štomfaiová Martina

Thursday, May 27, 2010

9:00 – 12:00 Conference session –

Chairpersons: Bojnec Stefan, Pokrivčák Ján

Development of Land Markets in the Central and Eastern Europe and the Impact on
Agricultural Sector: Empirical Evidence

Borbélyová Mária - Pokrivčák Ján

Sustainable Corporate Responsibility and Social Responsible Investment in South Eastern
Europe

Peša Radman Anita - Belak Ana - Belak Stipe

The Use of EAGGF Interventions for Increasing the Competitiveness of Agricultural Sector
in SR

Schwarz Pavol - Schwarzová Loreta

Economic Evaluation of the Czech Food Processing Sector in the Context of
Contemporary Development

Blažková Ivana

The Importance of Foreign Investment in Regional Development

Baculíková Nina

10:30 – 11:00 Coffee Break

12:00 - 14:00 Lunch

Dormitory A. Bernoláka

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Cross Cultural Dimensions in the Global Economy

Room AS-34

Wednesday - May 26, 2010

14:00 – 17:00 Conference session –

Chairpersons: Bakshi D.K., Moravčíková Danka

Women Empowerment: A Case Study on Grameen Bank, Bangladesh

Bhagowati Surajit Kumar

Ethical Appeals of Globalization and Business Ethics

Svitačová Eva - Kováčiková Elena

Pre-History of Public Relation Development in Latvia

Pūre Inga

Knowledge and Financial Skills of Consumers in Poland against the Background of Selected Countries in the World

Szafrańska Monika - Matysik-Pejas Renata

Ethical Dimension of Environmental Problems in Economic Evaluation of Development Policies

Miškolci Simona - Grega Libor

Cross-cultural Collaboration Social-economical Impacts

Rosická Zdena - Sykorova Jitka

15:30 – 15:45 Coffee Break

Development of Regional Distribution of Population in the Czech Republic 1869 – 2008 and its Economic Connections– Benešov District Example

Klufová Renata - Rost Michael - Faltová Leitmanová

Knowledge Management and Commitment (Case Study: Regional Office of Directorate General of Taxes, South Jakarta)

Sariono Endro - Hotniar Siringoringo

Water – Strategic Commodity for the 21st Century: The Role of Global Business Activities and Social Responsibility

Bielik Peter - Smutka Ľuboš - Horská Elena

Globalization of the Consumption - Determinants and Effects

Žmija Janusz - Pejas-Matysik Renata - Szafrańska Monika

Thursday, May 27, 2010

9:00 – 12:00 Conference session

Chairpersons: Hotniar Siringoringo, Grega Libor

People – the key drivers in cross cultural global economy

Bakshi D.K.

Dilemmas of the Integrated and Non- integrated Regional and Rural Development Strategies

Goda Pál - Goda-Béndeek Renáta - Tóth Tamás - Okros Imre

Bridging the Gap of Psychic Distance - Examples of Local Activity in Global Thinking

Klisinski Janusz

Environmental Migration – Reality We Have to Face

Pintová Eva

Analysis of Sustainability from the Viewpoint of Chosen Indicators-Application of Kuznets Curve

Prokeinová Renata

Globalizing World: Social and Economic Issues in a Local Perspective

Moravčíková Danka - Hanová Martina - Klimentová Katarína

10:30 – 11:00 Coffee Break

12:00 - 14:00 Lunch

Dormitory A. Bernoláka

5 Economic, Social and Multicultural Dimensions of Contemporary World

Room AS-31

Wednesday - May 26, 2010

14:00 – 17:00 Conference session –

Chairpersons: Pareek Ashish, Kapsdorferová Zuzana

Importance of the Integrated Product Channel for Agricultural Production

Zsarnóczai J.Sándor - Szabó Lajos

Influence of Land Resources and Labour on Agricultural Productivity in Poland and in Selected Polish Farms

Prusak Agnieszka - Sylvester Tabor

Domestic Support of Wheat Production in Ukraine

Dibrova Anatolii - Odosii Oleksandr - Krylov Yaroslav

Debt Levels and Economic Results of Pig Farms in Poland - Regional Analysis

Szymańska Elżbieta

TSPKOSA – a Module Supporting Teaching the Traveling Salesman Problem

Krejčí Igor - Kučera Petr - Vydrová Hana

The Competitiveness and Sustainable Development of CEDROB SA

Utnik-Banaś Katarzyna - Żmija Janusz

15:30 – 16:00 Coffee Break

The Significance of Farm Management in Extension Programmes in Hungary

Kozari Jozsef - Toth Krisztina

Territorial Differences in Hungary from the Point of Transportation Infrastructure, Development and Improvement in Towns

Széles Ivett - Malomsoki Urbán Mónika - László Péli

The True Motives to Implement and Maintain ISO 9000 in Czech Republic

Báčovský Michal

The Theory and the Practice of the Flower Markets

Mizik Tamas - Török Aron

Thursday, May 27, 2010

9:00 – 12:00 Conference session –

Chairpersons: Dibrova Anatolli, Savov Radovan

Some Marketing Implications Related to Impact of Country-Of-Origin Image on Product Perception

Ürgeová Johana

Integrated Regional and Rural Development in the European Union: Case Study of the Challenges of the Hungarian Tourism and LEADER Program

Kollár Kitti - Nagy Adrienn - Takács Szabolcs - Péli László

Traceability as an Important Aspect in the Food Chain

Kapsdoreferová Zuzana

Comparison of the Managerial Functions in Agribusiness Companies

Savov Radovan - Lančarič Drahošlav

Global Challenges and Perspectives based on Diversification as a Factor for Sustainable Rural Development

Škodová Parmová Dagmar

Impact of Information Technology in Indian Industry: The Shift in Paradigm

Meena R.S.

10:30 – 11:00 Coffee Break

Guerilla Marketing – New Trend in Marketing Communication

Lušňáková Zuzana - Kleinová Katarína

Seasonal Events as an innovative Tool of Marketing Tactics

Šrámeková Z. - Horská Elena

Technical Efficiency and X-Efficiency

Kováč Štefan

EU Quality Policy: Application in the Conditions of the EU and Slovakia

Supeková Soňa - Nagyová Ľudmila - Kádeková Zdenka - Stávková Jana

12:00 - 14:00 Lunch

Dormitory A. Bernoláka

6 Ekonomické, sociálne a multikultúrne dimenzie súčasného sveta

Lecture room „S“

Wednesday - May 26, 2010

14:00 – 17:00 Conference session –

Chairpersons: Nagyová Ľudmila, Lesáková Dagmar

Comparison of Consumption on the Food Market between Slovakia and Austria
Kubicová Ľubica

The Impact of Direct Payments on the Slovak Agriculture
Angelovič Marek

Applied Problems of Financial Mathematics on the Web Sites
Gregáňová Radomíra - Országhová Dana

Analysis of Basic Needs of Agrarian Products in the Diet of the Population of Slovak Republic
Lázníčka Jiří - Malejčíková Alexandra

The Evaluation of the Marketing Level of Oil Plants Production and Consumption in the Production-Economical Conditions in Slovakia
Rovný Patrik - Dobák Dušan - Récky Roman

Revenue Recognition When Right of Return Exists
Kočner Marián - Konvalina Martin

15:30 – 16:00 Coffee Break

Outsourcing: Decision Making in Case of Outsourcing the Company Activity and Management of Outsourcing Project
Milecová Miroslava - Grznár Miroslav - Szabo Ľuboslav

The influence of the EU Common Market on Slaughter Poultry Market in Slovakia
Vicen Michal - Rovný Patrik

Selected Aspects of the information Security in Slovakia
Hennyeyová Klára - Korcová Zuzana - Popelka Vladimír

Information Systems and Information and Communication Technology and Economic Crisis
Šilerová Edita

Thursday, May 27, 2010

9:00 – 12:00 Conference session

Chairpersons: Grznár Miroslav, Országhová Dana

Evaluation of Employees in Slovakian Agricultural Enterprises

Šajbidorová Mária - Dobišová Mária

Brand Equity and Buying Behaviour

Lesáková Dagmar

The Impact of Enterprise Environment on Successful Entrepreneurships in Commerce Sphere

Hambáľková Mária

About Discrimination of Women on the Labour Market in the Czech Republic

Discrimination versus Preferences – The Liberal View

Brožová Dagmar

Prediction of the Financial Situation of Agricultural Subjects in the Slovak Republic

Gurčík Ľubomír - Miklovičová Jana - Miklovičová Silvia

Relation Ship of Pupils in Selected Professional Secondary Schools in the Nitra Region to Life in Rural Areas and Ideas about Life Success

Kučírková Drahomíra - Balačková Ľubica

10:30 – 11:00 Coffee Break

Determinants of Competitiveness of the Fruit Production in Slovakia

Porhajaš Viktor - Adamičková Izabela

Changes in the secondary professional education in nitra region with a focus on the food-processing educational programs

Černáková Eleonóra

Country of Origin of the Food and Consumer Preferences in Segment of University Students

Kretter Anton - Kádeková Zdenka - Sedláková Jana

Influence of information Systems on Quality Improving of Management of Agricultural Enterprises

Látečková Anna - Kučera Milan - Michaláková Jana - Váryová Ivana

12:00 - 14:00 Lunch

Dormitory A. Bernoláka

Valedictory Session

Global Economy: Challenges and Perspectives

Lecture room „S“

Thursday, May 27, 2010

- 14:00** **D. K. Bakshi**, Vice- President, Indo Rama, Bangkok, Thailand
- 14:15** **Anu Singh Lather**, Guru Gobind Singh Indraprastha University, Delhi, India
- 14:30** **Ajay Kumar Singh**, Delhi School of Economics University, Delhi, India
- 14:45** **Ján Pokrivčák**, Slovak University of Agriculture, Nitra, the Slovak Republic