

1 International Finance: Threats and Opportunities

Room AS-12

Wednesday - May 26, 2010

14:00 – 17:00 *Conference session - Chairpersons: Ianniello Giuseppe, Tóth Marián*

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*

Assets and Financial Structure of Agricultural Companies in Slovakia

Krutáková Petra - Gyurián Norbert

Mutual Fund – A Catalyst of Industrial Development

Kavidayal P. C. – Kandpal Vinay

Financial Derivatives in Indian Capital Market - A Conceptual Approach

Dwivedi Chandra Krishna

Financial Performance of Equity Mutual Funds under Different Investment Options - An Empirical Analysis

Singh H. K.

Thursday, May 27, 2010

9:00 – 12:00 *Conference session - Chairpersons: Sojková Zlata, Szabo Luboslav*

Segmentation or the Way How to Spend Money to Advertising Effectively

Turček Juraj

Testing Alternative Models for Forecasting Volatility in Stock Futures Market: A Linear Approach

Srinivasan Kaliyaperumal - Malabika Deo

Impact of CAP Subsidies on Agricultural Production in Slovakia

Tóth Marián - Čierna Zuzana - Rábek Tomáš

Price Changes, Trading Volume, Open interest And Volatility: A Multivariate Cointegration and Vecm for S&P CNX Nifty Futures Market in India

Malabika Deo - Srinivasan Kaliyaperumal

10:30 – 11:00 Coffee Break

12:00 - 14:00 Lunch

Dormitory A.Bernoláka

2 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*

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

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

15:30 – 16:00 *Coffee Break*

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

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

Thursday, May 27, 2010

9:00 – 12:00 *Conference session - Chairpersons: Sharma Sunita, Rajčániová Miroslava*

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 Impact of Global Cotton Markets on Rural Poverty in West and Central Africa

Mahamat Y. Ali A. - Qineti Artan

Potentials of Emerging South Asian Economy: Changing Scenario of Indian Subcontinent"

Dharurkar V.L. - Chandawarkar, M. R.

Escalating Indian Economy: Enduring Contribution of Women Entrepreneurs

Singh Meera

Globalisation and Agrarian Economy of India- Achallange and Perspectives

P. Sundara Raj

10:30 – 11:00 *Coffee Break*

Growth of New Issue Market in India: A Comprehensive Study

Satyendra Pratap Singh - S. S. Bhadouria - A.K. Bajpai

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

Effects of ICT on Albanian Entrepreneurships' for globalization value adding in an online setting

Kozeta Sevrani - Fatmir Memaj - Klodiana Gorica

Impact of Globalization on Developing Countries with Special Reference to India

B.M.Baijal - Sunil Kumar Yadav - Rekha Saraswat

12:00 - 14:00 *Lunch*

Dormitory A.Bernoláka

3 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

Internationalization of Small and Medium-sized Companies in Czech Republic
Peprný Aleš - Gašparíková Veronika

10:30 – 11:00 Coffee Break

Location Based Service Application on Blackberry Device Using GPS Technology for KFC (Kentucky Fried Chicken) Restaurant
Banowosari Lintang Yuniar - Teuku Yunufa - Fakhrur Ridha

Global Competitiveness, Sustainable Development and Economic Empowerment of India through Mineral Resources & Management of its Competitive Edge
Prasad Singh Suresh - Singh B.

Selected Aspects of the Slovak and the EU Agri-Food Trade with Russia and Ukraine
Serenčes Roman - Lajdová Suzana

International Business: Challenges and Opportunities
Gangwar Sharda - Preeti Yadav

12:00 - 14:00 Lunch

Dormitory A. Bernoláka

14:00 – 15:30 Conference session - Chairpersons: Peša Radman Anita, Hupková Daniela

Role of Small and Medium Enterprises in International Business
Gupta Santosh - Parikshit Dey

Aspects of the Bad Communication Management in the Context of Domino Effect and Permanent Crisis in Latvian Companies
Pilskunga Jolanta Derkevica

International Business: Challenges and Opportunities Effect of New Economic Policy on Indian Economy
Rai Adhikesh

Enterprise Resource Planning
Rupali Gupta

The Role of Industrial Relations in Globalization
Kumar Jitendra

Analysis of Competitiveness of the Hungarian Wines after Joining the European Union
Bozsik Norbert

Customer Relationship Management
Kanchan Khatabia

4 Cross Cultural Dimensions in the Global Economy

Room AS-33

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

Szafránska 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 – 16:00 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 Ivana

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

Sariono Endro - Siringoringo Hotniar

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

Żmija Janusz - Pejas-Matysik Renata - Szafránska 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

D.K. Bakshi

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

Multicultural Dimensions of Development Activities
Farkas Tibor - Kassai Zsuzsanna

Subcultures: Fragmentation in Higher Education
Chandler Nick

Cross Cultural Dimensions in the Global Economy
Belz Ute

Regions of Poland in the Global Perspective – Selected Aspects
Dziembała Małgorzata

12:00 - 14:00 Lunch

Dormitory A. Bernoláka

14:00 – 15:30 Conference session - Chairpersons: Bakshi D.K., Moravčíková Danka

Development Possibilities of Tourism in the Eastern Side of Hungarian-Slovakian Border Region
Bujdosó Zoltán - Bulcsú Remenyik

Agrarian Marketing in the Arab World: The Need for Modern Marketing
Hammali Nejmy - Kichi Rached

Countryside and Globalization: Threats and Possibilities Through the Example of Hungarian Rural Micro-Regions
Nagy Henrietta - Káposzta József - Ritter Krisztián

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 - Larysa Dibrova - 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

Ůrgeová 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 Drahoslav

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 Stefan

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

14:00 – 15:30 Conference session - Chairpersons: Pareek Ashish, Kapsdorferová Zuzana

Solar Electricity Plants on Agricultural Households' Buildings

Papler Drago - Štefan Bojnec

To Measure the Service Quality of Organized Pharmacy Retail Chain and Determining the Loyalty Patronage Behavior of Pharmacy Visitors

Shubhendra Parihar Singh - Yogesh Upadhyay - Singh Shiv Kumar - Sanjeev Gupta

ICT Paradox: Cost Efficiency of Web Based Learning

Siregar Elida Tety

Green Marketing – New Hopes and Challenges

Daxini Sussmita

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

Láznička 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, 2008

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 Ľ.

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

14:00 – 15:30 Conference session - Chairpersons: Nagyová Ľudmila, Lesáková Dagmar

Multiple Goals in Investment Plan Construction
Repiský Jozef - Pogranová Zuzana

Adaptive Approaches for Modeling the Development of Chosen indicators of Milk Production
Obtulovič Peter - Uličná Martina

Investigation of the Equilibrium Relationship between Gross Domestic Product and Consumption
in the Slovak Republic Using Error Correction Model
Palkovič Jozef - Sojková Zlata

Using of Internet and Internet Services in Enterprises of Agricultural Sector
Hallová Marcela

Image Comparison of Slovakia with Selected EU Countries
Kleinová Katarína - Lušňáková Zuzana

Academic Portal (Portal of Slovak universities) – Field of Applicants for Universities Study,
Universities Students, Employees and Public
Tothová Darina –Oláhová Eva