

# 15<sup>th</sup> International Joint Conference

## *Central and Eastern Europe in the Changing Business Environment*

**May 28, 2015**

18:00 – Welcome drink in Academic Club at the University of Economics, Prague (**see the map and details below**)

**Plenary session (video-conference Prague-Bratislava), May 29, 2015**

8:30 Registration

9:00 Conference opening

9:15 – 12:00 Keynote speeches

9:15 – 9:45

**Petr Kobic** (CEO of the Prague Stock Exchange): *CEE' National Capital Markets – Will They Ever Become Regional?*

9:45 – 10:15

**Peter Dovhun** (Managing Director & COO at Gratex International): *Our Story from Australia. How a Slovak Company Can Succeed Internationally.*

10:15 – 10:45

*Coffee break*

10:45 – 11:15

**Jiri Lhotak** (CFO, European Shopping Center Fund, CBRE Global Investors): *Commercial Real Estate as an Asset Class*

11:15 – 11:45

**Olga Algayerova** (Ambassador, Permanent Representative of the Slovak Republic to the International Organizations in Vienna): *CEE – Strategy for growth: Effective Use of International Organizations*

11:45 – 12:00

*Summary of the joint part with Bratislava*

12:00 – 13:00

*Lunch*

## Sections in Prague 13:00 - 17:00, May 29, 2015

(Maximum duration of each presentation is 15 min.)

### International Finance (room 203 RB)

1. **Filip Iorgulescu** (Bucharest University of Economic Studies/ Romania): *Insights into the Development of the Recent Financial Crisis – A Tale of Contagion and Market Interdependence*
2. **Ioana Andrada Gavril** (Bucharest University of Economic Studies/ Romania): *Sustainable Development and the Financial System: a Quantitative Analysis on ECE Countries*
3. **Iustina Alina Boitan** (Bucharest University of Economic Studies/ Romania): *Socially Responsible Banks' Efficiency – Evidence from EU Countries*
4. Section wrap-up

### International Marketing and Management (room 204 RB)

1. **Jozsef Poor** (Szent Istvan University/ Hungary), **Agnes Slavic** (University of Novi Sad/ Serbia), **Nemanja Berber** (University of Novi Sad/ Serbia): *The Effect of HRM Competences on Organizational Success in the Local Subsidiaries of MNCs in CEE Countries*
2. **Yuksel Koksall, Selin Penez** (Mehmet Akif Ersoy University/ Turkey): *A Comparative Investigation of Franchisee and Non-Franchisee Entrepreneurs' Views on Franchising System in Turkey*
3. **Marketa Lhotakova, Kveta Olsanova** (Univeristy of Economics, Prague): *Regulation of the Food Advertising Targeted to Children. Top-lines Results of the Study of the Czech Households' Awareness of Food Advertising Self-regulation and the Czech Code of Advertising*
4. **Mustafa Demirel** (Mehmet Akif Ersoy University Burdur/ Turkey): *An Investigation of Social Media and Internet Usage Habits of College Students in Turkey*
5. Section wrap-up

### International Business (room 205 RB)

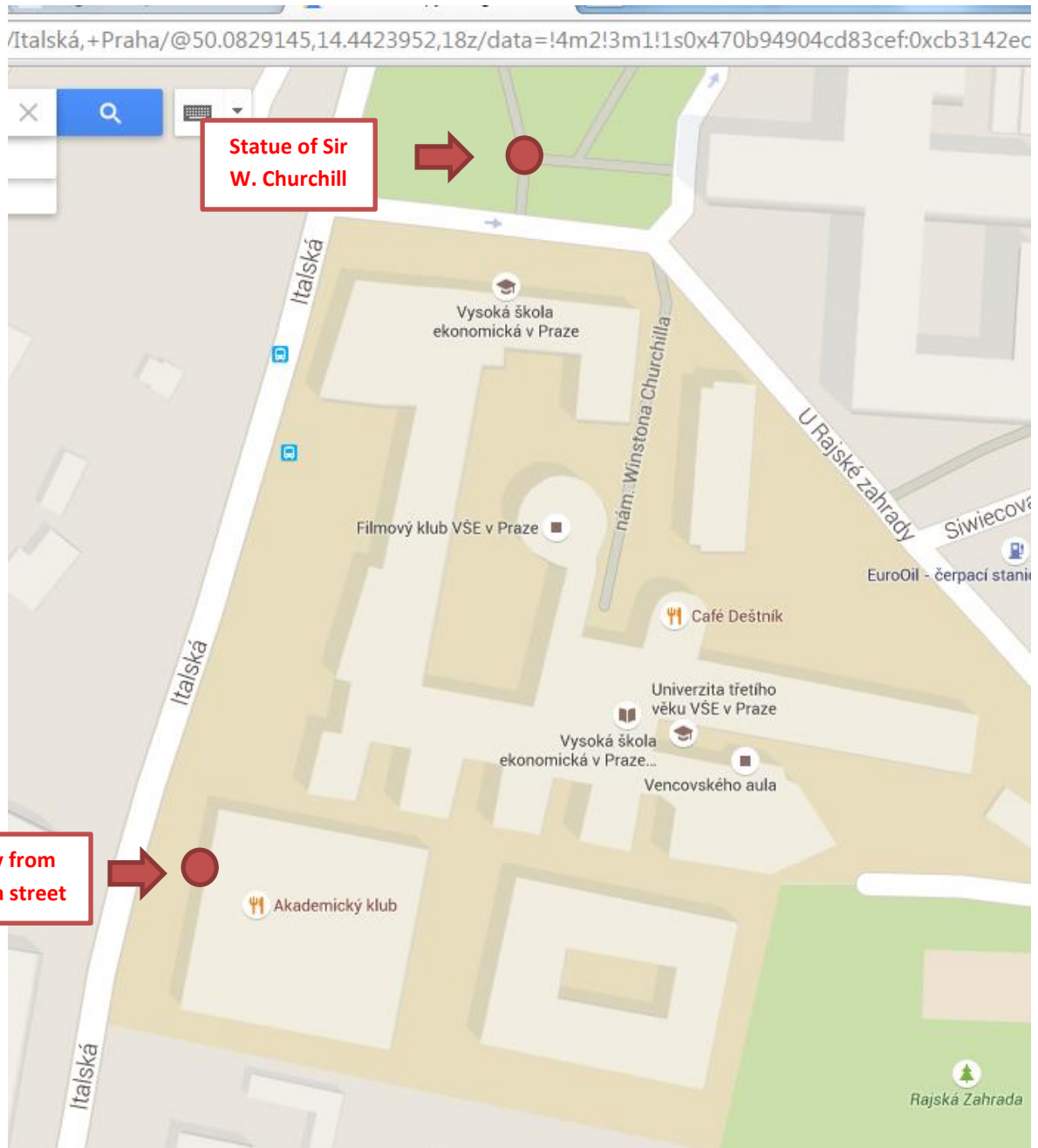
1. **Magdalena Myszkowska** (Wroclaw University of Economics/ Poland): *The Competitiveness Landscape in Central and Eastern Europe*
2. **Aziz Tuncer** (Sakarya University/ Turkey), **Haluk Hagur** (Sakarya Bar Association/ Turkey): *Changing Regional Policies in Poland: The Endeavour to Create Regional Sustainable Development*
3. **Jozsef Poor** (Szent István University/ Hungary, J. Selye University/ Slovakia), **Ildiko Kovacs** (Szent Istvan University/ Hungary), **Imrich Antalík** (J. Selye University/ Slovakia) **et al.**: *Employment and Atypical Employment in Slovakia and Hungary in 2013 and 2014 – Empirical Research*
4. Section wrap-up

## International Trade (room 207 RB)

1. **Jan Kopecky, Stanislav Richter** (University of Economics, Prague): *Innovation as a Part of the Competitiveness of the National Economy*
2. **Pavel Balihar** (Licensing Office of Ministry of Industry and Trade, Czech Republic), **David Muller** (University of Economics Prague): *Global Arms Trade and Its Regulation*
3. **Kamila Trojanova** (University of Economics, Prague): *Intellectual Property Rights in International Investment Agreements*
4. **Joanna Chojnacka, Martyna Ksiazek** (Warsaw School of Economics/ Poland): *Political, Cultural and Economic Relations between China and Czech Republic*
5. *Section wrap-up*

## Academic Club at the University of Economics, Prague





**The Academic Club is situated on the 3<sup>rd</sup> floor. Please, use the elevator, which is situated directly behind the entrance into the building.**