

10th International Scientific Conference

“Management Horizons in Changing Economic Environment: Visions and Challenges”

September 24-26, 2009, Kaunas, Lithuania

Conference program

September 24, Thursday

08:30 – 09:00 **REGISTRATION** (Reval Hotel Neris)

09:00 – 09:30 **OPENING CEREMONY, INAUGURAL ADDRESS** (Reval Hotel Neris, Hall *Beta*)

Rector of Vytautas Magnus University **prof. Zigmantas Lydeka**

Minister of Economy of the Republic of Lithuania **Dainius Kreivys**

09:30 – 11:00 **KEYNOTE PRESENTATIONS** (Reval Hotel Neris, Hall *Beta*)

Chairperson: **prof. Pranas Žukauskas**

D. KREIVYS (Lithuania)

S. BECHERT (Germany)

STRUCTURAL TRANSFORMATION – NEW CHALLENGES TO MANAGEMENT HORIZONS

T. DAMASKOPOULUS (France)

META-GLOBALIZATION: SPATIAL DISLOCATIONS AND DYNAMIC CLUSTERING

11:00 – 11:30 **Coffee Break** (Reval Hotel Neris, Lobby)

11:30 – 13:00 **SPECIAL SESSION – ROUND TABLE „Management Futures“ presented by European Management Association** (Reval Hotel Neris, Hall *Beta*)

Chairperson/Moderator: **Zarmina Penner (Germany)**

Participants: Representatives from different countries involved in EMA's project „Management Futures“

13:00 – 14:30 **Lunch** (Reval Hotel Neris, Restaurant Diverso)

September 24, Thursday

PARALLEL SESSIONS

SECTION 1: Future Organization: Challenges for Management (Reval Hotel Neris, Hall *Sigma*)

Chairpersons: *prof. V. Pukelienė, prof. R. Čiegis*

14:30 – 16:00

E. LEICHTERIS (Lithuania)

SCIENCE AND TECHNOLOGY PARKS AS KNOWLEDGE ORGANIZATIONS IN HOLISTIC INNOVATION SYSTEM

T. METS (Estonia)

CREATING BUSINESS MODEL FOR COMMERCIALIZATION OF UNIVERSITY RESEARCH

D. TANASESCU, G. NICULESCU, A. ALEXE (Romania)

THE ROLE OF THE ENTREPRENEURIAL UNIVERSITY IN THE REGIONAL DEVELOPMENT

L. JESEVIČIŪTĖ-UFARTIENĖ, J. KVEDARAVIČIUS (Lithuania)

MIND ACTIVITY IN CREATING THE FUTURE FOR A BUSINESS ORGANIZATION

D. KOKAVCOVÁ, D. MALÁ (Slovakia)

KNOWLEDGE SHARING – THE MAIN PREREQUISITE OF INNOVATION

G. CROITORU, G. POPA, A. L. RISTEA (Romania)

KNOWLEDGE MANAGEMENT AT THE BEGINNING OF THE 3RD MILLENNIUM

R. ADAMONIENĖ, A. KARALIŪTĖ (Lithuania)

BUSINESS PHILANTHROPIC TRENDS AND DEVELOPMENT ISSUES FOR LITHUANIA

E. R. BAYBURINA, T. V. GOLOVKO (Russia)

INTELLECTUAL VALUE OF THE COMPANY AND THE FACTORS OF ITS GROWTH: A PANEL STUDY OF THE LARGE RUSSIAN COMPANIES

16:00 – 16:30

Coffee Break (Reval Hotel Neris, Lobby)

16:30 – 18:30

P. DVOŘÁKOVÁ (Czech Republic)

INSTITUTIONAL MODELS AND CZECH PRACTICE OF GOVERNMENT DEBT MANAGEMENT

I. CUCUI, L. IONESCU, L. TANASE (Romania)

ANALYSIS OF THE RISK IN THE INVESTMENTS PROJECTS

J. TAMAYO-TORRES, L. GUTIERREZ-GUTIERREZ, I. TAMAYO-TORRES (Spain)

MANUFACTURING FLEXIBILITY AND PERFORMANCE THE COMPANIES PERCEIVE: EFFECTS OF ORGANIZATIONAL LEARNING MODERATOR

S. STANIULIENĖ (Lithuania)

DEVELOPMENT OF OUTSOURCING IN NETWORK STRUCTURE DESIGN

D. BUKANTAITĖ, V. TUTLYS (Lithuania)

MANAGERIAL COMPETENCE FORMATION IN THE BIG ENTERPRISES

M. ŠONTAITĖ (Lithuania), T. KRISTENSEN (Denmark)

AESTHETICS BASED CORPORATE REPUTATION MANAGEMENT IN THE CONTEXT OF HIGHER EDUCATION

K. MUCENIEKS (Latvia)

DUE DILIGENCE IMPORTANCE IN COMPANIES REORGANIZATION PROCESS

I. ANICA-POPA, L. ANICA-POPA, G. CUCUI (Romania)
NEW TREND IN COMPETITIVE INTELLIGENCE

A. BLAŽĖNAITĖ (Lithuania)
COMMUNICATION SYSTEM DEVELOPMENT AS A PRECONDITION FOR THE EFFECTIVE
INTERNAL COMMUNICATION AT AN ORGANIZATION

A. COJOACA, G. NICULESCU, D. TANASESCU (Romania)
THE ROLE OF THE ENTREPRENEURIAL UNIVERSITY IN THE REGIONAL DEVELOPMENT

R. UCHIL, A.H.SEQUEIRA (India)
MERGERS AND ACQUISITIONS AS A STRATEGY FOR BUSINESS ORGANIZATIONS TO FACE THE
CHALLENGES OF RECESSION

19:30

VMU RECTOR'S RECEPTION INCLUDING DINNER AND MUSIC OPUSES
(VMU Faculty of Catholic Theology)

September 24, Thursday

PARALLEL SESSIONS

SECTION 2:

Environment of Business Organization: Conceivable Changes and Management Reactions (Reval Hotel Neris, Hall Zeta)

Chairpersons: *Prof. K. Levišauskaitė, Prof. V. Darškuvienė*

14:30 – 16:00

S. THEODOROPOULOS (Greece)

REDUCING ADMINISTRATIVE BURDEN AS A PRIORITY IN THE EUROPEAN ECONOMIC ENVIRONMENT

E. M. TOMORY (Canada)

USE OF EXTERNAL ASSISTANCE - THE CANADIAN SCIENTIFIC RESEARCH AND EXPERIMENTAL DEVELOPMENT TAX INCENTIVE PROGRAM - AN ENTREPRENEURIAL PERSPECTIVE

A. JOPPE, R. RUPEIKA-APOGA (Latvia)

CHALLENGES OF TAX ADMINISTRATION IN CHANGING ECONOMIC ENVIRONMENT IN LATVIA

L. MELECE, I. GULBE, J. HĀZNERIS (Latvia)

SOME ISSUES OF GLOBALIZATION IMPACT ON LATVIA'S FOOD MARKETING

M. SÖRG, D. TUUSIS (Estonia)

EMPIRICAL STUDY OF ESTONIAN PRIVATE PERSONS

D. M.COMAN (Romania)

THE ROLE OF INTELLIGENT INFORMATION SYSTEMS FOR STRATEGIC MANAGEMENT

P. WOLFFSEN (Denmark)

MANAGEMENT OF THE STAKEHOLDER DRIVEN COMPANY

D. RAŠKINIS (Lithuania)

THE PHENOMENON OF FINANCIAL BUBBLES: THE CASE STUDY OF LITHUANIA

S. ŠČERBINA-DALIBAGIENĖ, K. LEVIŠAUSKAITĖ (Lithuania)

THE CONCEPTION OF CORPORATE GOVERNANCE IN THE EUROPEAN UNION

V.-O. ROBESCU, D. POPESCU, I. BARBU (Romania)

CLIMATE CHANGE VS FINANCIAL CRISIS: CONVERGENCE AND CONDITIONALITY

Violeta PUKELIENĖ, Kristina ŠINKŪNIENĖ (Lithuania)

ANALYZING MACROECONOMIC INDICATORS OF THE TAX SYSTEM FROM A TAX-CULTURAL PERSPECTIVE

V. DARŠKUVIENĖ (Lithuania)

STRATEGIC IMPLICATIONS OF OWNERSHIP STRUCTURE CHANGES: THEORY AND EVIDENCE

V. NIKITINA (Latvia)

LATVIAN HOUSEHOLD AFTER THE EU EXPANSION. REAL CONVERGENCE OF THE PRICE LEVEL, CONSUMPTION EXPENSES AND STRUCTURE

16:00 – 16:30

Coffee Break (Reval Hotel Neris, Lobby)

16:30 – 18:30

D. POPESCU, V.-O. ROBESCU, V. CUMPANASU (Romania)

ECONOMIC CRISES - SOCIAL RISK OR OPPORTUNITY

R. ČIEGIS, J. RAMANAUSKIENĖ (Lithuania)

SUSTAINABLE DEVELOPMENT AND ITS ASSESSMENT

E. VITKIENĖ (Lithuania)

THE EUROPEAN UNION COMMON MARKET INFLUENCES ON SMALL AND MEDIUM – SIZED BUSINESS DEVELOPMENT IN LITHUANIA

E. LIEPIŅA (Latvia)

PRICING AND REIMBURSEMENT OF PHARMACEUTICALS IN LATVIA AND EUROPEAN COUNTRIES

J. JAUNZEME (Latvia)

CONSIDERATIONS IN DETERMINING ASSETS' FAIR VALUES

A. BURACĀS, A. ŽVIRBLIS (Lithuania)

THE PRINCIPLES OF THE REASONING OF ECONOMIC DEVELOPMENT STRATEGIES: MULTICRITERIAL APPROACH TO THE PROGRAMMED PRIORITIES

V. PUKELIENĖ, V. STARKAUSKIENĖ (Lithuania)

QUALITY OF LIFE CONCEPTS, MEASUREMENT AND CHALLENGES

M. MIEILA, L. PREDA, M. TEODORESCU (Romania)

NEW EVOLUTIONS IN ROMANIAN CORPORATE FINANCING

R. GLINSKIENĖ, E. PETUŠKIENĖ (Lithuania)

THE PROMOTION OF THE ENTREPRENEURSHIP IN LITHUANIA AS THE PRECONDITION FOR COUNTRY'S' ECONOMIC PROGRESS ATTAINING BY INNOVATION DEVELOPMENT

I. ANICA-POPA, L. ANICA-POPA, G. CUCUI (Romania)

NEW TREND IN COMPETITIVE INTELLIGENCE

M. DAPKUS (Lithuania)

THE ROLE OF EXPECTATIONS IN ECONOMIC CRISIS FORMATION

D. RUDYTĖ, J. ŠEPUTIENĖ, A. MAČIULYTĖ (Lithuania)

CONSTRAINTS ON BUSINESS PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN LITHUANIA: THE CONTEXT OF RESENT EUROPEAN NATION

A.V.RUTKAUSKAS, V. STASYTYTĖ (Lithuania)

IDENTIFICATION AND PRACTICAL APPLICATION OF UTILITY FUNCTION IN INVESTMENT

J. STANKEVICIENE, A.V.RUTKAUSKAS (Lithuania)

FINANCIAL SUPPLY CHAIN MANAGEMENT UNDER UNCERTAINTY

V. DARŠKUVIENĖ, P. VAZNIOKAS (Lithuania)

COMPOSING CORPORATE GOVERNANCE INDEX FOR LITHUANIAN COMPANIES: METHODOLOGY, FUNDAMENTAL CHALLENGES AND ITS PRACTICAL APPLIANCE

A. KAMANDULIENĖ, D. CELOV, Z. LYDEKA (Lithuania)

ESTIMATION OF OUTPUT GAP AS THE MEASURE OF ECONOMIC PERFORMANCE

19:30

VMU RECTOR'S RECEPTION INCLUDING DINNER AND MUSIC OPUSES

(VMU Faculty of Catholic Theology)

September 24, Thursday

PARALLEL SESSIONS

SECTION 3: Management Development: Ways, Means and Instruments (Reval Hotel Neris, Hall *Eta*)

Chairpersons: *Prof. I. Bakanauskienė, assoc. prof. V. Liesionis*

14:30 – 16:00

B.-J. SCHULLER (Sweden)

THE DEVELOPMENT OF HUMAN RESOURCES IN EUROPE WITH FOCUS ON THE BALTIC COUNTRIES

I. BAKANAUSKIENĖ, M. UBARTAS (Lithuania)

THE CHANGES OF EMPLOYEE'S MOTIVATION IN THE CRISIS CONDITIONS: THE CASE OF A TELECOMMUNICATION COMPANY

A. DUICĂ, I. STEGĂROIU, P. VAGU (Romania)

STRUCTURAL CONTINGENCY THEORIES – STRENGTHS AND WEAKNESSES

R. RICHARDS (USA)

TRANSFORMING SMALL AND MEDIUM-SIZE ORGANIZATIONAL MANAGERS INTO LEADERS: THE JOURNEY FROM PROCESS IMPROVEMENT TO STRATEGIC THINKING

R. ZEFFANE (United Arab Emirates)

PRIDE AND COMMITMENT IN ORGANIZATIONS: EXPLORING THE IMPACT OF SATISFACTION AND TRUST CLIMATE

V. PRAUDE, E. SHALKOVSKA (Latvia)

MARKETING FACTORS OF FORMATION OF COMPANY'S CUSTOMER EQUITY

G. MAZUREK (Poland)

WEB 2.0 IMPLICATIONS ON MARKETING

S. UDOVIK (Hungary)

MARKETING DEVELOPMENT – OUTLAW INNOVATION AS SOURCE OF MARKETING DEVELOPMENT METHODOLOGY

T. BRANDMÜLLER (Luxembourg)

RE-STRUCTURING FOR EXCELLENCE: QUALITY STRENGTHENING ORGANIZATION DESIGN IN PUBLIC ADMINISTRATION

I. IŽDONAITĖ-MEDŽIŪNIENĖ, L. ŽALYS, I. ŽALIENĖ, R. MEDŽIŪNAS (Lithuania)

SITUATIONAL SOCIAL COMPETENCE OF TOURISM MANAGEMENT STUDENTS

16:00 – 16:30

Coffee Break (Reval Hotel Neris, Lobby)

16:30 – 18:30

R. NEYKOVA (Bulgaria)

THE EVOLUTION OF AUDIT IN THE CORPORATE MANAGEMENT

R. ČIEGIS, A. RAKICKAS, S. SKUNČIKIENĖ (Lithuania)

THE MANAGEMENT OF SUPPLY CHAIN PROCESSES AND THE ADAPTABILITY RESEARCH IN MANUFACTURING COMPANIES

D. ŠPAČEK (Czech Republic)

E-GOVERNMENT AND ITS MANAGEMENT IN THE CZECH REPUBLIC

L. PILELIENĖ (Lithuania)

DETERMINATION OF JSC "SARMA" CUSTOMER LOYALTY STAGES

D. RUTITSKY (Hungary)

TRIZ AS A NEW INSTRUMENT FOR DEVELOPING MANAGERIAL PATTERNS

S. RUIZ BLANCO, B. FERNÁNDEZ-FELJÓO SOUTO (Spain)

SUSTAINABILITY REPORTING AND ASSURANCE: CURRENT SITUATION AND FUTURE TRENDS

L. BARANGA, G. MICLEA, I. STEGAROIU (Romania)

LEADERSHIP AND TRUST: DEVELOPING TRUST AND HUMAN DIMENSION TO MEET COMPLEXITY

L. BADEA, C. POPESCU, M.-C. ȘTEFAN (Romania)

TOOLS USED BY THE MANAGEMENT SYSTEM FOR THE REGIONAL AND LOCAL DEVELOPMENT

I. ANICA-POPA, L. ANICA-POPA, G. CUCUI (Romania)

A FRAMEWORK FOR DECISION MAKING PROCESS IN GLOBAL ORGANIZATIONS

L. ANDRUSCA, I.C. DIMA, V. DOSARU (Romania)

MOTIVATING THE HUMAN RESOURCE IN PUBLIC ADMINISTRATION

J. ANDRIUŠČENKA, R. MUSULAITĖ (Lithuania)

IMPACT OF ENVIRONMENTAL FACTORS ON ORGANIZATIONAL STRATEGY FORMATION

N. KLEBANSKAJA (Lithuania)

MARKETING IN A DOWNTURN. THE CASE OF LITHUANIAN COMPANIES

E. STONKUTĖ (Lithuania)

ORGANIZATION OF STRATEGIC MANAGEMENT INFORMATION IN DYNAMIC COMPLEX ENVIRONMENT: THE CHANGING ROLE OF PROFESSIONAL CONSULTANTS

O. STRIPEIKIS (Lithuania)

ENTREPRENEURSHIP FORMATION IN LITHUANIAN SMALL AND MEDIUM – SIZED BUSINESS

A. SVIRINA (Russia)

NEOCLASSICAL APPROACH TOWARDS MANAGERIAL BALANCE: THE CASE OF RUSSIA

19:30

VMU RECTOR'S RECEPTION INCLUDING DINNER AND MUSIC OPUSES

(VMU Faculty of Catholic Theology)

September 25, Friday

PARALLEL SESSIONS

SECTION 3 – Round Table “Peculiarities of Cross-Cultural Communication in Europe” presented by Jean Monnet project (Reval Hotel Neris, Hall *Sigma*)

Coordinator of the project: *Prof. N. Petkevičiūtė*

09:30 – 11:00

R. STANCIKAITĖ (Lithuania)
SOCIAL PERCEPTION AND ASSERTIVENESS IN EUROPE

M. van VIERDE (Holland)
CROSS-CULTURAL COMPETENCE IN THE ENLARGED EUROPE

L. BORISOVA (Bulgaria)
MANAGEMENT BY VALUES IN ORGANIZATIONS

E. LAUMENSKAITĖ (Lithuania)
SPIRITUAL DIMENSION IN CROSS-CULTURAL COMMUNICATION

J. SZŐKE (Hungary)
CROSS-CULTURAL COMMUNICATION: A KEY TO EFFECTIVE MANAGEMENT

11:00 -11:30

Coffee Break (Reval Hotel Neris, Lobby)

11:30 – 13:00

J. NÁDAI (Hungary)
INTERCULTURAL AWARENESS IN COOPERATION OF HUNGARIAN UNIVERSITIES AND
MULTINATIONAL COMPANIES

N. PETKEVIČIŪTĖ (Lithuania)
NEGOTIATING SKILLS IN CAREER MANAGEMENT: PEOPLE AND CULTURES

A. ROGOJANU, D. HRISTACHE, S. E. POPESCU (Romania)
ORGANIZATIONAL LEADERSHIP AND COMMUNICATION

V. FIRESCU (Romania)
THE INFLUENCE OF CULTURE ON THE FEATURES OF ACCOUNTING PATTERNS

R. SMALIUKIENĖ (Lithuania)
CHARISMATIC VERSUS SOCIALLY RESPONSIBLE LEADERSHIP: CONTROVERSY IN PUBLIC
ADMINISTRATION

13:30 – 15:30

LUNCH. CLOSING CEREMONY

September 25, Friday

PARALLEL SESSIONS

SECTION 2:

Environment of Business Organization: Conceivable Changes and Management Reactions (Reval Hotel Neris, Hall Zeta)

Chairpersons: *Prof. K. Leviškauskaitė, dr. D. Kaupelytė*

09:30 – 11:00

E. ZELGALVE, I. ROMĀNOVA (Latvia)
BORROWERS CREDIT RISK ASSESSMENT IN CHANGING ECONOMIC SITUATION

V. JANKAUSKIENĖ, M. KERŠYS (Lithuania)
VENTURE CAPITAL DEVELOPMENT AND INNOVATIONS

I. CUCUI, L. IONESCU, L. TANASE (Romania)
ANALYSIS OF THE RISK IN THE INVESTMENTS PROJECTS

I. SOLOVJOVA, E. ZELGALVIS (Latvia)
COMMERCIAL BANKING SYSTEM STABILITY ASSESSMENT PROBLEMS IN CHANGING ECONOMIC ENVIRONMENT

L. BADEA, F. MOCANU, V. TOPLICIANU (Romania)
CRISIS INFLUENCE ON THE EVOLUTION OF GLOBAL CAPITAL MARKET IN ROMANIA

D. KAUPELYTĖ, V. TAPARAUSKAITĖ (Lithuania)
TRANSFORMATION OF FINANCIAL SUPERVISION MODELS IN CEE COUNTRIES

S. SAKSONOVA (Latvia)
MAKING FINANCIAL DECISIONS ABOUT THE USEFULNESS OF INVESTMENT PROJECTS

M. TOMA, V. STATE, I. SITARU (Romania)
MANAGEMENT OF THE DIRECT FOREIGN INVESTMENTS AND THEIR ROLE IN THE INTEGRATION OF ROMANIA IN THE DYNAMICS OF GLOBALIZATION

A. CIBULSKYTĖ–GAIGALIENĖ (Lithuania)
THE PECULIARITIES OF VALUE CHAIN ANALYSIS IN CHANGING ECONOMIC ENVIRONMENT

11:00 – 11:30

Coffee Break (Reval Hotel Neris, Lobby)

11:30 – 13:00

L. C. MOSORA, C. ANGELESCU, M. H. DOBRE (Romania)
INEQUALITY AND GROWTH

A. ADAM, A. M. GHERMAN, M. L. HRESTIC (Romania)
DOES INFLATION TARGETING REMAIN APPROPRIATE DURING FINANCIAL CRISIS?

E. ZUBULE (Latvia)
MANAGEMENT OF STATE FINANCE IN BUDGET PROCESS

J. ŠAKALYTĖ (Lithuania)
EUROPEAN STOCK EXCHANGE NETWORKS: CONNECTIONS, STRUCTURE AND COMPLEXITY

D. ONALTAEV (Kazakhstan)
THE METHODOLOGY OF FORMATION ACCOUNTS AND TRANSACTIONS OF THE BALANCE OF PAYMENTS

J. BORZYSZKOWSKI, M. MARCZAK (Poland)
ORGANIZATION OF TOURISM IN EUROPEAN POST-COMMUNIST STATES

R. LEGENZOVA (Lithuania)
CORPORATE INFORMATION DISCLOSURE – A MODEL

A. A. AYUB AHMED, M. MOHAN DEY (Bangladesh)
MEASUREMENT AND ANALYSIS OF THE EXTENT OF DISCLOSURE: A STUDY OF THE BANKING
SECTOR IN BANGLADESH

E. SOPKOVA (Slovakia)
POSSIBLE USE OF VALUE ADDED TAX IN CORPORATE FINANCE

13:30 – 15:30

LUNCH. CLOSING CEREMONY

September 25, Friday

PARALLEL SESSIONS

SECTION 3: Management Development: Ways, Means and Instruments (Reval Hotel Neris, Hall *Eta*)

Chairpersons: *Prof. J. Čepinskis*, *assoc. prof. A. Bakanauskas*

09:30 – 11:00

L. PILELIENĖ, V. LIESIONIS (Lithuania)
INFLUENCE OF THE ECOLOGICAL FACTORS ON CONSUMER'S CHOICE

I. BAKANAUSKIENĖ (Lithuania)
THE INFLUENCE OF ENVIRONMENTAL CHANGES ON HUMAN RESOURCES MANAGEMENT IN LITHUANIA'S ORGANIZATIONS

J. ČEPINSKIS, V. KANIŠAUSKAITĖ (Lithuania)
MANAGING OF SOCIAL CARE SERVICES DEVELOPMENT IN THE AGING SOCIETY

R. GARLEJA, E. SKVORCOVA (Latvia)
BRANDING AS AN INDISPENSABLE INSTRUMENT TO SERVICE ORGANIZATION MANAGEMENT

K. ZIKIENĖ, A. BAKANAUSKAS (Lithuania)
RESEARCH OF FACTORS INFLUENCING LOYAL CUSTOMER SWITCHING BEHAVIOUR

A. ROGOJANU, D. HRISTACHE, S. E. POPESCU (Romania)
ORGANIZATIONAL LEADERSHIP AND COMMUNICATION

K. Z. BERTAIEVA (Kazakhstan)
POSSIBLE DECISIONS OF CRISIS PROBLEMS IN KAZAKHSTAN

11:00 – 11:30

Coffee Break (Reval Hotel Neris, Lobby)

11:30 – 13:00

A. BAKANAUSKAS, A. JAKUTIS (Lithuania)
CUSTOMERS VALUE: DETERMINATION IN UNDEFINED ENVIRONMENT

I. BAKANAUSKIENĖ, E. BARTNIKAITĖ (Lithuania)
LEADERSHIP STYLES IN THE CONTEXT OF OVERALL MANAGERIAL COMPETENCE: THE LITHUANIAN COMPANY CASE

N. V. FLOREA, D. GOLBAC, V. TOPLICIANU (Romania)
RECRUITMENT PERFORMANCE OF COMPETENT HUMAN RESOURCES TO ACHIEVE THE STRATEGIC OBJECTIVES OF THE ORGANIZATION

V. STEFAN, C. FRATILA, F. RADU (Romania)
DEVELOPMENT OF MODERN TECHNOLOGIES IN MANAGEMENT. BUSINESS INTELLIGENCE SOLUTION FOR PERFORMANCE

J. BORZYSZKOWSKI, M. MARCZAK (Poland)
ROLE OF TERRITORIAL MARKETING IN THE DEVELOPMENT OF TOURIST REGIONS

A. DUICA, C. M. DUICA, C. POPESCU (Romania)
TERTIARY EDUCATION SYSTEM AND LABOR MARKET IN ROMANIA

H. MILADIAN (India)
A CUSTOMER VALUE PERSPECTIVE MOTIVATES PEOPLE TO PURCHASE DIGITAL ITEMS IN VIRTUAL COMMUNITIES

13:30 – 15:30

LUNCH. CLOSING CEREMONY