

SECTION 3 *Small and medium-sized businesses in economic development strategy Entrepreneurship and Business Strategy for Sustainable Development*

THURSDAY 27. 5. 2010

ROOM A 211

Date, time	Titles	Name	Surname	Titles	Institution	Topic
Thur 11.00-11.20	Prof. Dr. Assoc. Prof. Res. Assist.	Engin Meliha Rüya	Erdogan Ener Atakli		Canakkale Onsekiz Mart University, Yenice Vocational College	THE EFFECTS OF THE 2008 GLOBAL FINANCIAL CRISIS ON EMPLOYMENT IN FREE TRADE ZONES. AN EVALUATION ON TURKEY
Thur 11.20-11.40	prof. dr hab. Dr	Krzysztof Jacek	Szaflarski Pyka		Rector Górnośląska Wyższa Szkoła Handlowa, Katowice	GLOBALISATION AND LOCALISM AS A CHALLENGES FOR SMALL AND MEDIUM ENTERPRISES
Thur 11.40-12.00	doc. Ing.	Xenie	Lukoszová	Ph.D.	SU OPF Karviná	LOGISTICS IN CRISIS – PRINCIPLES AND METHODS
Thur 12.00-12.30	Prof. Dr.	Murat	Kasimoglu		Faculty of Economics and Business Administration Çanakkale Onsekiz Mart University	EXTINCTION OF THE ENTREPRENEURIAL OPPORTUNITIES IN THE INDIGENOUS MARKETS. CAUSES AND CONCLUSIONS FROM LOCAL CASES
Thur 13.30-13.50	Asst. Prof.	İlhan	Bölükoğlu	Ph.D.	Canakkale Onsekiz Mart University, School of Tourism and Hotel Management	LAUNCHING A BUSINESS VENTURE IN THE HOSPITALITY INDUSTRY
Thur 13.50-14.10		Grażyna Paulina	Wójcik	PhD. Eng.	Warsaw University of Life Sciences	AN INDICATOR ANALYSIS AS A TOOL FOR A PKN ORLEN COMPANY'S FINANCIAL EVALUATION
Thur 14.10-14.30	Ing.	Lukáš	Procházka		Faculty of Business Administration University of Economics Prague	COOPERATIVE INNOVATION– A WAY TO OVERLAP INNOVATION BARRIERS OF SMES

FRIDAY 28. 5. 2010**ROOM A 211**

Fri 9.30-9.50	Asst. Prof. Dr.	Mustafa	Boz		Canakkale Onsekiz Mart University, School of Tourism and Hotel Management	MARKETING IN ECONOMIC CRISIS. INCREASING IMPORTANCE OF ONLINE ADVERTISING
Fri 9.50-10.10	Ing. Ing. Ing.	Pavel Wener Vladimír	Adámek Bernatík Čubok		SU OPF Karviná	CORPORATE SOCIAL RESPONSIBILITY FROM THE CZECH REPUBLIC PERSPECTIVE
Fri 10.10-10.30	Asst. Prof. Dr. Res. Assistant	Halis Seda Ramazan	Kalmis Küçükaslan Uygun		Çanakkale Onsekiz Mart University, Biga Faculty of Economics and Administrative Sciences	USE OF FINANCIAL AND NON- FINANCIAL PERFORMANCE MEASURES IN SMES. ÇANAKKALE EXAMPLE
Fri 10.30-10.50	Ing.	Beata	Blechová	Ph.D.	SU OPF Karviná	N A BRIEF CHARACTERIZATION OF THE NEW SET OF INTERNATIONAL FINANCIAL REPORTING STANDARDS FOR SMALL AND MEDIUM-SIZED ENTITIES AND ITS COMPARING WITH FULL IFRS
Fri 10.50-11.10	Assist. Prof. Dr.	Oktay Cagla	Koç Yavuz		Biga Faculty of Economics and Business Sciences Çanakkale Onsekiz Mart University	WORK INNOVATION OR INNOVATION WORK. A COMPARATIVE ANALYSIS OF INNOVATION ACTIVITIES AMONG EU COUNTRIES
Fri 11.10-11.30	Ing. Ing.	Žaneta Monika	Rylková Chobotová	Ph.D.	SU OPF Karviná	MANAGEMENT OF INNOVATION IN THE MORAVIA-SILESIA REGION
Fri 11.30-11.50	Assoc. Prof. Dr. Res. Asst.	H. Ridvan Ozan	Yurtseven Kaya		Canakkale Onsekiz Mart University, Gokceada School of Applied Sciences Canakkale Onsekiz Mart University, School of Tourism and Hotel Management	COULD SLOW BUSINESS BE AN ALTERNATIVE TO OBTAIN SUSTAINABILITY?
Fri 11.50-12.10	Ing.	Jarmila	Šebestová	Ph.D.	SU OPF Karviná	SPECIFIC STRATEGIC CONCEPTIONS IN HEALTH CARE SERVICES
Fri 12.10.12.30	Ing.	Petra	Růčková	Ph.D.	SU OPF Karviná	RELATIONSHIP OF LIQUIDITY AND PROFI- TABILITY IN THE MANAGEMENT OF FINANCIAL POLICY IN THE CZECH REP.