

SECTION 5 Marketing, its application and developmental trends. Business law

THURSDAY 27. 5. 2010

ASSEMBLY HALL

| Date, time | Titles | Name | Surname | Titles | Institution | Topic |
|---------------------|----------------------|---|--|------------|--|---|
| Thur 11.00-11.10 | | Umit | Alniacik | PhD | Faculty of Communications Department of Advertising, Kocaeli University | CAN GLOBAL FINANCIAL CRISIS MAKE AMENDS FOR UNFAIR TREATMENT TO EMPLOYEES? |
| | M.A. | Volkan | Ozbek | | Burhaniye School of Applied Sciences, Balikesir University | |
| | M.A. | Fatih | Koç | | Havran Vocational High School, Balikesir University | |
| Thur 11.10-11.20 | Dr. | Lütfi Emre Haci Mehmet | Atay Dilek Yildirim | | School of tourism and Hotel Management Canakkale Onsekiz Mart University | GREEN HOTEL MANAGEMENT AND GREEN STAR PRACTICE. A CASE STUDY OF BEST WESTERN PRESIDENT ISTANBUL HOTEL |
| Thur 11.20-11.30 | Dr. | Bernard | Bińczycki | | Department of Management Process Cracow University of Economics | IMPROVEMENT ISSUES IN THE HRM SYSTEMS IN THE PUBLIC SECTOR ORGANIZATIONS IN TIMES OF CRISIS |
| Thur 11.30-11.40 | Yrd. Doç. Dr. | Şule | Aydin | | School of Tourism and Hotel Management, Canakkale Onsekiz Mart University | METHODS USED IN THE HOTEL BUSINESS TO SEARCH AND SELECT EMPLOYEES . THE CANAKKALE CASE |
| | Yrd. Doç. Dr. | Mustafa | Boz | | | |
| | Yrd. Doç. Dr. | Tülay | Güzel | | | |
| Thur 11.40-11.50 | Ing. | Iveta | Gabčanová | | Faculty of Management and Economics Tomas Bata University in Zlin | CORPORATE STRATEGY – IN MULTINATIONAL COMPANIES - YES OR NO? |
| Thur 11.50.12.00 | Assist. Prof. | Emre | İpekçi Çetin | | Faculty of Economics and Business Administrative Sciences | THE RELATIONSHIP BETWEEN PERSONAL CHARACTERISTICS AND ORGANIZATIONAL COMMITMENT AMONG MIDDLE LEVEL HOTEL MANAGERS |
| | | Meltem | Okte Cikan | | Akdeniz University Antalya | |

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| Thur 13.30-13.40 | Assoc. Prof. | Nilgün | Serim | Biga Faculty of Economics and Administrative Sciences Çanakkale Onsekiz Mart University | THE TAXATION OF FOREIGN-CAPITALIZED FIRM INVESTMENTS IN TURKEY IN THE CONTEXT OF GLOBAL CRISIS |
| Thur 13.40-13.50 | Doctor engineer | Wieslaw | Łukasiński | Faculty of Management Cracow University of Economics | THE INFLUENCE OF THE HUMAN CAPITAL DEVELOPMENT ON THE EFFECTIVENESS OF THE PROCESS OF ORGANISATION MANAGEMENT |
| Thur 13.50-14.00 | Assoc. Prof. Dr. | Mehmet | Marangoz | Biga Faculty of Economic and Administrative Sciences Çanakkale Onsekiz Mart University | THE EFFECTS OF THE GLOBAL ECONOMIC CRISIS ON THE EXPORT ACTIVITIES OF TURKISH ENTERPRISES. AN ANALYSIS AND EVALUATION AIMED AT THE AUTOMOTIVE-, BUILDING- AND TEXTILE SECTORS |
| | Asst. Prof. Dr. | Osman | Uluyol | Gölbaşı Vocational College Adiyaman University | |
| Thur 14.00-14.10 | Assist. Prof. | Nilsun | Sariyer | Economics and Business Administration Faculty Çanakkale Onsekiz Mart University | CHARACTERISTICS OF CUSTOMER VALUE ON ATMs (AUTOMATED TELLER MACHINE) IN GLOBAL CRISIS TERM |
| Thur 14.10-14.20 | | Slawomir | Wawak | Ph.D. Cracow University of Economics | THE IMPORTANCE OF INFORMATION SECURITY MANAGEMENT IN CRISIS PREVENTION IN THE COMPANY |
| Thur 14.20-14.30 | Ing. | Adam | Černý | SU OPF Karviná | HRM AND STRATEGIC MARKETING - LESSON FROM THE CRISIS |

FRIDAY 28. 5. 2010

ASSEMBLY HALL

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|--------------------|--------------------------------|--|---|--------------|--|--|
| Fri 9.30-9.40 | MS in Finance | Kutlay | Artuç | | Gökçeada School Çanakkale Onsekiz Mart University | A UNIVERSAL ACTION. HELIOCENTRIC MANAGEMENT AND SPACE LAW |
| Fri 9.40-9.50 | JUDr. | Marie | Sciskalová | Ph.D. | SU OPF Karviná | PROBATION AND MEDIATION SERVICE |
| Fri 9.50-10.00 | Mgr. | Tomáš | Gongol | Ph.D. | SU OPF Karviná | UNFAIR ARBITRATION CLAUSE IN FINANCIAL CONTRACTS |
| Fri 10.00-10.10 | Mgr. | Klára | Królová | | SU OPF Karviná | IMPACTES OF APPLICATION HACCP ON SMALL AND MEDIUM GASTRONOMIC OPERATIONS |
| Fri 10.10-10.20 | Ing. | Miroslava | Kostková | Ph.D. | SU OPF Karviná | PROFESSIONAL PREPARATION OF STUDENTS OF THE HOSPITALITY INDUSTRY FOR WORK REQUIREMENTS IN THE TIME OF ECONOMIC CRISIS |
| Fri 10.20-10.30 | Ing. Ing. RNDr. | Miroslava Kateřina Jindřich | Vaštíková Matušínská Vaněk | Ph.D. | SU OPF Karviná | THE INTERNAL MARKETING COMMUNICATION OF THE UNIVERSITY |
| Fri 10.30-10.40 | Doc. Ing. | Josef | Vodák | Ph.D. | Faculty of Management and Informatics, University of Žilina | MANAGEMENT OF INTELLECTUAL CAPITAL IN COMPANIES APPLYING KNOWLEDGE MANAGEMENT |
| | Dr. Ing. | Marie | Gabryšová | | SU OPF Karviná | |
| Fri 10.50-11.00 | Doc. Ing. Ing. | Halina Jan | Starzyczna Urbánek | Ph.D. | SU OPF Karviná | DEVELOPMENT OF REGIONAL BRANDS IN THE CZECH REPUBLIC |