

Session

Business Economics and Management

Programme of the session

Wednesday, 4th of October 2017



Start at 13.30



Place: lecture room P2

Moderator of the session: Ľuboš Elexa and Ladislav Klement

Ľubica Lesáková

Faculty of Economics of Matej Bel University

WELCOME SPEECH

Jan W. Wiktor

University of Economics in Cracow

EDUCATION AS PART OF THE MISSION OF THE UNIVERSITY IN RECTOR'S
LECTURES AT THE CRACOW UNIVERSITY OF ECONOMICS IN 1925-2015

(in Polish language)

Miroslav Hužvár

Faculty of Economics of Matej Bel University

INTER-DISCIPLINARY COOPERATION IN THE STUDY PROGRAM
CORPORATE ECONOMICS AND MANAGEMENT

Zuzana Rošková

Pasell Slovakia, s.r.o.

APPLIED RESEARCH AS A PREREQUISITE FOR BUSINESS DEVELOPMENT –
AN EXAMPLE OF GOOD PRACTICE (in Slovak language)

Malgorzata Adamska and Marzena Szewczuk-Stepień

Opole University of Technology

COOPERATION BETWEEN SCIENCE AND BUSINESS IN THE OPOLSKIE
VOIVODSHIP – BASED ON THE REGIONAL RESEARCH RESULTS

Yuriy Kirzhetsky, Mariya Kirzhetska and Olena Zahoretska

Lviv Polytechnic National University

COMPETITIVENESS AND INDUSTRIAL POLICY: CONCEPTUAL MODELS IN
DIFFERENT PHASE OF ECONOMIC DEVELOPMENT

 Discussion

 Coffee Break

**Matilda Alexandrova, Mariana Kuzmanova and Atanas
Atanassov**

University of National and World Economy - Sofia

CHANGE MANAGEMENT THROUGH PROJECTS: ISSUES AND PERSPECTIVES

Jūratė Kuklytė and Jolita Vveinhardt

Vytautas Magnus University

METAMORPHOSIS OF ORGANIZATIONAL DEVIANCE IN A
CONTEMPORARY WORKPLACE

Anna Wolak-Tuzimek

University of Technology and Humanities in Radom

MEASURES OF AN ENTERPRISE'S COMPETITIVE POSITION

**Lilia Lesyk, Olexandr Emelyanov, Anastasiya Symak and
Tetiana Petrushka**

Lviv Polytechnic National University

THE ESSENCE AND INDICATORS OF THE ASSESSMENT OF THE
COMPETITIVENESS OF ENTERPRISES



FACULTY
OF ECONOMICS
MATEJ BEL UNIVERSITY
IN BANSKÁ BYSTRICA
1977 - 2017

ETAP 2017
Economic Theory and Practice
International Scientific Conference

umb MATEJ BEL
UNIVERSITY

Vasyl Kozyk and Olha Myshchyshyn

Lviv Polytechnic National University

THE FORMATION AND DEVELOPMENT OF CROSS-BORDER CLUSTERS:
UKRAINIAN AND WORLD EXPERIENCE

Ádam Béla Horváth

University of Obuda

AUTOMOBILE FACTORIES IN CHECK BY THEIR SUPPLIER – A CASE STUDY



Discussion