



**Striving for Competitive
Advantage & Sustainability:**

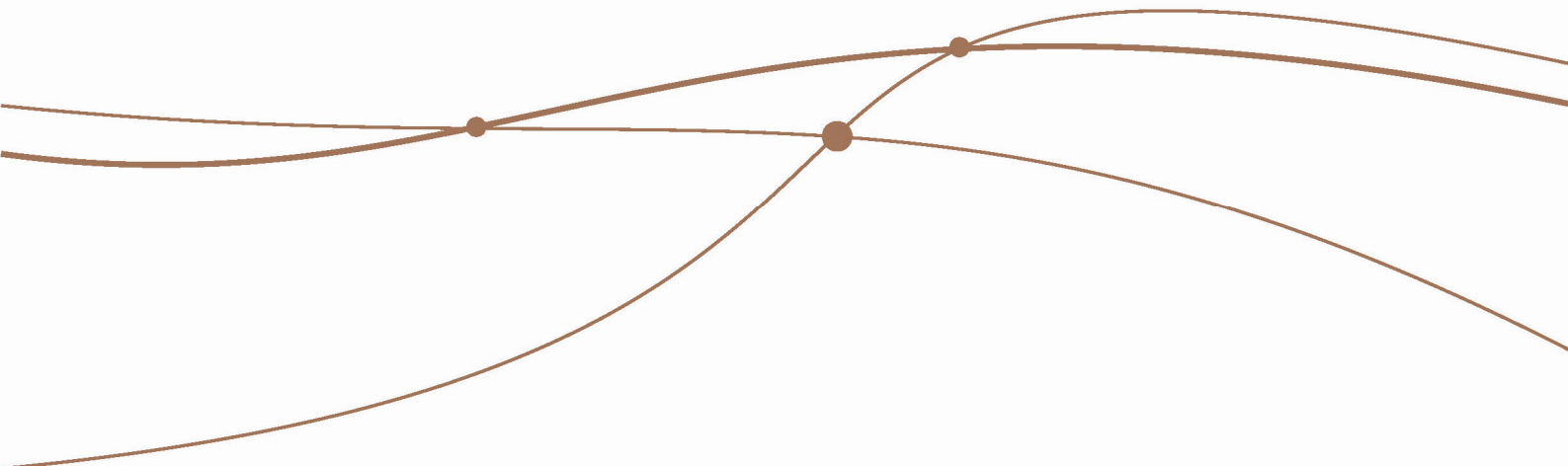
New Challenges of Globalization

Program of the 11th International Conference of
the Society for Global Business & Economic Development

Comenius University in Bratislava
Faculty of Management

Bratislava, Slovak Republic
May 27 – 30, 2009

Presented by:



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The Center for International Business, School of Business
Montclair State University, NJ

&

Comenius University in Bratislava Faculty of Management,
Bratislava, Slovak Republic

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Conference Keynote Speakers:

Ján Figel':

New Partnership Between the Universities and Business in Modernizing the Higher Education Systems in Europe

William Turner:

Business Academic Linkages in Higher Education: American Perspectives

Samir Chatterjee:

Globalisation, Global Inequality and Business Education: Challenges for Educators in Asian Universities

Brigita Schmögnerová:

Corporate Governance, Social Responsibility & Ethical Issues in Transition Economies

Gregor Broschinski and Jozef Komorník:

Confidence Banking: The Challenge of Recreating a Climate of Client Confidence for Banking Advisory Services

Keynote Speakers' Short CVs

Ján Figel': the EU Commissioner responsible for Education, Training, Culture and Youth.

In the past five years he has helped to bring education and culture to forefront in the European policy-making, placing them in the centre-stage of the Growth, Jobs and Social Agenda. *Inter alia*, he has helped to create the European Institute for Innovation and Technology (EIT) and launched the EU University-Business Forum.



William H. Turner: Interim Dean, SBUS, Montclair State University

Effective July 1, 2008, Mr. Turner became Acting Dean at Montclair State University. Between 2003 and December 2007, he served as Founding Dean of the College of Business at Stony Brook University.

From 1962 to 1996, Mr. Turner worked for Chemical Banking Corporation, which merged with Chase Manhattan Corporation in 1995. Mr. Turner held a number of key management positions at Chemical, including Senior Vice President of the International Division, Middle East and Africa, Chief Administrative Officer of the Corporate Banking Division and Executive Vice President and head of the Retail Banking Division. In 1990, he was named Vice Chairman and Director of the Corporation and retired as Vice Chairman of Chase Manhattan in 1996.

Mr. Turner joined PNC Bank in August 1997 as President and CEO of PNC Bank, NJ; in 2000 he was promoted to Chairman of PNC Bank, N. A. and retired in September 2003, He still serves as Chairman of their Connecticut Advisory Board.

Prior to joining PNC Bank, he was President and Co-Chief Executive officer of Franklin Electronic Publishers, Inc. He serves as a Director of Franklin Electronic Publishers, Inc., Standard Motor Products, Inc., Volt Information Sciences, Inc., New Jersey Resources, Inc., and Ameriprise Financial, Inc.

Active in the community, Mr. Turner has served as Chairman of the Atlantic Health System and of New Jersey Network as well as a Councilman in Montclair. He presently is Chairman of the International College of Beirut. He is a Trustee of Trinity College.

He received a BA from Trinity College in 1962 and an MBA from New York University in 1966. He also has attended the Aspen Institute and completed the Advanced Management Program of the Harvard Business School.

Samir Chatterjee: Professor, School of Management, Curtin University of Technology, Perth, Australia.



Professor Samir Ranjan Chatterjee has been involved in management education in Australia and Asia for more than three decades. Besides his home base at Curtin University of Technology in Australia, he has worked extensively in India, China, Japan, Singapore, Mongolia, Malaysia, Indonesia, Hong Kong, USA, UK, France, Switzerland and former Yugoslavia. He has led as educational and capacity building consultancy projects for United

Nations, World Bank, Asian Development Bank, Australian Development Agency and many other multi-lateral organisations.

He is a Fellow of the Australian Institute of Management and a long standing contributor to the Academy of Management and Academy of International Business. He is the immediate past President of the society for Global Business and Economic Development (SGBED). He has edited, co-edited and authored twelve books, twenty-seven book chapters, over one hundred and fifty scholarly articles in journals and international conference proceedings. Professor Chatterjee has been a Visiting Professor at the Hokkaido University in Japan, Presidential Fellow at the American Graduate School of International Management (AGISM), Sir Ratan Tata Distinguished Fellow at the Indian Institute of Management and Adjunct Professor at the University of Economics and Commerce Beijing (UIBE).

Brigita Schmögnerová: European Bank for Reconstruction and Development (EBRD), Vice President for Environment, Procurement and Administration

Gregor Broschinski: Expert for Banking, Germany. Gregor Broschinski (45), PhD. is a member of the Executive Committee of Deutsche Bank Private Wealth Management Germany. As a managing director he is responsible for key client management.

Gregor Broschinski started his banking career in 1988 as a Management Trainee for Vereinsbank Group. Thereafter he has held key positions focused on Private Client business at major German banking combines: Vereinsbank Group, Allianz/Dresdner Group and Nord LB Group. Since 2003 he has earned a number of national and international commendations and awards for the successful management of Private Banking operations overseen by him.

He is a frequent speaker at financial services conferences and has contributed to about 20 publications, mostly on issues of banking and financial services. Gregor Broschinski has studied business administration and completed a PhD. programme. His thesis was focused on the European Private Banking and Wealth Management industry. He also has completed a general management programme focused on Private Banking and Wealth Management.

Jozef Komorník: Prof. RNDr. Jozef Komorník, DrSc. (59), professor of Management at Comenius University in Bratislava, Faculty of Management. Since 1993 the Head of Department of Economics and Finance. The Vice-Dean for Foreign Relations (after completing 2 terms as the Dean in 2000-2007).

Visiting Professor at several prestigious Universities in EU and USA. Author and co-author of numerous research articles and textbooks in the areas of Finance, Quantitative Methods and International Economics, where he has also lectured MBA and doctoral level courses and supervised many Slovak and German students (some of them holding prominent positions at top universities and financial institutions, as e.g. Ľ. Pástor, G. Broschinski, J. Toth).

CONFERENCE SCHEDULE

Wednesday, May 27, 2009:

Time	Activity – Topic	Speaker(s)	Location
2:00 – 4:00 P.M.	Registration	None	SÚZA*
4:30 – 5:30 P.M.	Registration	None	University Hall *
5:30 – 6:30 P.M.	Welcome Reception	Prime Minister R. Fico Rector F. Gahér Dean W. Turner Associate Dean J. Komorník	University Hall (Aula)
Break	5 minute walk to Reduta		
7:00 – 9:00 P.M.	Welcome Dinner	None	Reduta*

- SÚZA address: Drotárska cesta 46, 811 04 Bratislava
- University Hall (Aula) address: Šafárikovo námestie 6, 818 06 Bratislava
- Reduta address: Mostová ulica, 811 01 Bratislava

Thursday, May 28, 2009:

Time	Activity – Topic	Speaker(s)	Location
8:00 – 9:00 A.M.	Registration	None	SÚZA
9:00 – 9:45 A.M. 9:45 – 10:30 A.M.	Plenary Session I Plenary Session I, cont.	Ján Figel’ William Turner Samir Chatterjee	SÚZA Large Hall (Identical - SLH)
10:30 – 11:00 A.M.	break	None	
11:00 – 11:45 A.M.	Plenary Session II	Brigita Schmögnerová	SLH
11:45 A.M. – 12:30 P.M.	Plenary Session II, cont.	Gregor Broschinski Jozef Komornik	SLH
12:30 – 2:00 P.M.	Lunch	None	SÚZA Restaurant
2:00 P.M. – 3:30 P.M.	Session 1 to 6 Workshop: AACSB International Accreditation: An Overview	Prof. Oppenheim	Room # 1 - 6
3:30 – 3:45 P.M.	break		
3:45 P.M. – 5:15 P.M.	Session 7 to 12 Workshop: Assessing Students Learning	Prof. Martell	Room # 1 - 6
5:30 P.M. 6:30 P.M.	Session 13 to 18		Room # 1 - 6
7:00 P.M.	Theater		Hall of Opera and Ballet, the new building of SND

Friday, May 29, 2009:

Time	Activity – Topic	Speaker(s)	Location
8:00 – 9:00 A.M.	Registration	None	SÚZA
9:00– 10:30 A.M.	Session 19 – 24		Room # (1-6)
10:30 – 10:45 A.M.	Break		
10:45 A.M. – 12:15 P.M.	Session 25 – 30		Room # (1-6)
12:15 – 2:00 P.M.	Lunch		SÚZA Restaurant
2:00 – 3:30 P.M.	Session 31 – 36		Room # (1-6)
3:30 – 3:45 P.M.	Break		
3:45 – 4:45 P.M.	Session 37 – 42		Room # (1-6)
5:00 P.M.	Conclusion		SÚZA Large Hall
6:00 P.M.	Executive Meeting (including rector Gahér, dean Turner, Tony Travoglione)		Reduta

SESSIONS SCHEDULE

Session 1: INTERNATIONAL MANAGEMENT AND ORGANIZATIONAL ISSUES

Thursday, May 28, 2:00-3:30 pm

Large Hall; *Velká aula* (capacity: 300)

Chair: *Ján Rudy*, Comenius University in Bratislava

Discussant: *Zuzana Kovačičová*, Comenius University in Bratislava

1.1 The Current Position of Corporate Governance in the Slovak Republic

František Okruhlica

Comenius University in Bratislava

1.2 The Cultural Change in Organization Development

Harald Kupfer

Harald Kupfer Consulting & Human Resources

1.3 Modernization in Public Organizations without Organization-Development

Ralf Peess

Germany

1.4 Ethical Mind-Sets, Spirituality and Aesthetics in an Australian Business Context

Theodora Issa, David Pick

Curtin University of Technology

1.5 Does Cross-Cultural Adjustment Coincide with Career Capital Growth? Evidence from Vienna, Austria

Arno Haslberger

Webster University Vienna

1.6 International Human Resource Management under Changes – Eastern European Perspectives

József Poór

University Pécs

Session 2: INDUSTRIAL CLUSTERS, ENTREPRENEURSHIP AND DEVT. STRATEGIES

Thursday, May 28, 2:00-3:30 pm

Small Hall; *Malá aula* (capacity: 70)

Chair: *Mikuláš Sedlák*, Comenius University in Bratislava

Discussant: *Nibedita Saha*, Tomas Bata University in Zlin

2.1 Family Planning, Governance and Rating of Statutes as Strategic Factors in Family Limited Liability Joint-Stock Companies

Walter Zocchi

University of Pisa

2.2 Network Creativity to Reduce Strategic Ambiguity in Turbulent Environments: A Viable Systems Approach (VSA)

Paolo Piciocchi, Marialusia Saviano, Clara Bassano

Universita Degli Studi di Salerno, Universita Degli Studi di Salerno, Universita Degli Studi di Napoli "Parthenope"

2.3 It's Time to Act! How an Open Source Portfolio Analysis Can Support Small and Medium Sized Enterprises to Get into E-Business

Guido Frisch, Michal Greguš

University of Mannheim, Comenius University in Bratislava

2.4 Possible Usage of EFQM Excellence Model for Performance Valuation of Company's Value Chain

Miroslav Chodúr, Přemysl Pálka

Tomas Bata University in Zlin

2.5 Performance Measurement of Export Consortia

Radosław Koszewski

University of Gdańsk

2.6 FDI and SME Internationalization as Development Drivers in Transition Economies

Alessio Lokar, Michela Mason, Ľubica Bajžiková

University of Udine, University of Udine, Comenius University in Bratislava

Session 3: WORKSHOP

Alan Oppenheim: AACSB International Accreditation: An Overview

Thursday, May 28, 2:00-3:30 pm

Lounge 1; *Salónik 1* (capacity: 25)

Chair: *Tony Travoglione*, Curtin University of Technology

Session 4: CHALLENGES OF EMERGING ECONOMIES

Thursday, May 28, 2:00-3:30 pm

Lounge 2; *Salónik 2* (capacity: 25)

Chair: *Nevi Danila*, Malangkeucecwara School of Economics

Discussant: *Glenville Rawlins*, Montclair State University

4.1 Conceptualization on the Dimensions for Halal Orientation

Yusserie Zainuddin, Suhaiza Zailani, Zunirah Talib

University Sains Malaysia School of Management

4.2 Halal Traceability and Halal Tracking Systems in Strengthening Halal Food Supply Chain for Food Industry in Malaysia

Yudi Fernando, Rosly Othman, Nabsiah Abd Wahid, Zainal Arrifin, Suhaiza Zailani

University Sains Malaysia School of Management

4.3 HIV/AIDS in Emerging Markets and Its Impact on Business

James P. Johnson

Rollins College

4.4 Scientific Development Assessment Framework for Social Economic Entities

Ming Xu, Marko Ljubicic, Nikola Zivlak, Shi Huiyi, Liu Xiaofang, Jiang Min

Donghua University

4.5 Is the Statutory Standard Sale and Purchase of House Contract in Peninsular Malaysia Islamic?

Nuarrual Hilal Md. Dahlan

Universiti Utara Malaysia

4.6 Evolution of South Korea's Meandering Path to Globalization

You-il Lee

International Graduate School of Business, University of South Australia

Session 5: INTERNATIONAL FINANCE AND ACCOUNTING ISSUES

Thursday, May 28, 2:00-3:30 pm

Lounge 3; *Salónik 3* (capacity: 25)

Chair: *Shefei Chung*, Rowan University

Discussant: *Nora Hlivárová*, Comenius University in Bratislava

5.1 Have IFRS Improved the Information Content of Intangibles? The Case of French Listed Companies

Sandrine Boulerne, Jean-Michel Sahut

Cerege-Université de Poitiers

5.2 Muslims and Interest-Free Financing of Real Property. A Path to Home Ownership for American Muslims

Nadeem Firoz

Montclair State University

5.3 Views on Interest in the Jewish Faith

Nadeem Firoz

Montclair State University

5.4 Knowledge Management and Competitive Intensity in Banking and Insurance Companies

Eupsychius Kusumadmo, Juhary Ali

University of Atmajaya, Asia e University

5.5 Business Models in Financial Industry: Barbell Model of Asset Management Market

Ilona Wachter

BNP Paribas Asset Management GmbH

5.6 Estimating the Technical and Scale Efficiency of Indonesian Rural Banks: A Non-Parametric Approach

Abdul Mongid, Izah Tahir

STIE Perbanas Surabaya, Universiti Darul Iman Malaysia

Session 6: GLOBAL CHALLENGES

Thursday, May 28, 2:00-3:30 pm

Cafe; *Kaviareň* (capacity: 30)

Chair: *T. Keisei Tanahashi*, Tokyo Keizai University

Discussant: *Andrej Viceník*, Comenius University in Bratislava

6.1 The Value of Enterprise in Optical Vital Systemic

Sergio Barile, Mario Calabrese

Universita "La Sapienza" Roma, IRAT-CNR Napoli

6.2 Global Companies, Global Managers and Global Poverty: Can BOP Strategies Contribute to a Sustainable Future?

Samir Chatterjee

Curtin University of Technology

6.3 Challenges for Promoting Growth in Australian Indigenous Employment: A Case Study of a Remote Mining Operation

Samir Chatterjee, Cecil A. L. Pearson, Sandra Daff

Curtin University of Technology, Curtin University of Technology, Rio Tinto Alcan

6.4 International Mobility of Human Capital and the Efficiency of Romanian Recruitment Agencies Activities

Dan Popescu, Iulia Chivu, Mihaela Patrasca, Alina Ciocarlan-Chitucea

Academy for Economic Studies Bucharest

6.5 A Survey of the Relationship between Productivity, Production and Agricultural Export and the Effect of Its Instability on Growth of the Agricultural Sector

Mohsen Tabaraei

Ferdowsi University of Mashhad

6.6 Factors Affecting the Acceptance of Agricultural Extension Programs with Regards to Agricultural Development. Case Study: Wheat Farmers in Mashhad

Mohsen Tabaraei, Maryam Hassan-Nejad

Ferdowsi University of Mashhad

Session 7: INTERNATIONAL MANAGEMENT AND ORGANIZATIONAL ISSUES

Thursday, May 28, 3:45-5:15 pm

Large Hall; *Velká aula* (capacity:300)

Chair: *Juhary Ali*, Asia e-University

Discussant: *Sergio Barile*, Universita "La Sapienza" Roma

7.1 Changes in Japanese Human Resource Management System

Ján Rudy

Comenius University in Bratislava

7.2 Knowledge and Ethics - Synergetic Factors of Development of Knowledge Society and Economy

Mikuláš Sedlák

Comenius University in Bratislava

7.3 Managing Intercultural Differences: The Relationships between Cultures, Values and Personality

Vesa Routamaa, Tina M. Hautala, Yukie Tsutzuki

University of Vaasa, University of Vaasa, Seijo University

7.4 Key-Factors of Success for German Top Executives as Expatriate Managers in Eastern Europe

Roland Geschwill

GP Energy Project Consulting

7.5 Vietnam's Labour-Management Relations in Post-WTO

Ngan Collins

RMIT University

7.6 Interdependence of Government Nature and Management Culture

Rudolf Warwitz

Comenius University in Bratislava

Session 8: INDUSTRIAL CLUSTERS, ENTREPRENEURSHIP AND DEVT. STRATEGIES Thursday, May 28, 3:45-5:15 pm

Small Hall; *Malá aula* (capacity: 70)

Chair: *Alessio Lokar*, University of Udine

Discussant: *Laura Haar*, Manchester Business School

8.1 Performance Contrast and Its Determinant between Male and Female Firms in the LAO MSMEs

Sengaloun Inmyxai, Yoshi Takahashi

Hiroshima University

8.2 Differences and Similarities in Conditions for the Establishment and Development of Clusters in Poland and Czech Republic

Magdalena Bialic, Drahomíra Pavelková

Tomas Bata University in Zlin

8.3 The Role of the NGOs in Romanian PPPs

Attila Gyorgy

Academy of Economic Studies Bucharest

8.4 The Influence of Industrial Cluster Boost Up Human Capital to Accelerate the Regional Growth

Nibedita Saha, Drahomíra Pavelková

Tomas Bata University in Zlin

8.5 Information Support of Marketing in Medium and Large Manufacturing Enterprises

Stojan Russev, Zuzana Kovačičová

Comenius University in Bratislava

8.6 Does Human Resource Management Contribute to the Development of Logistics and Supply Chain Capabilities? An Empirical Study of Logistic Service Providers in China

Eva Tshuridu, Ming Juan Ding, Booi Kam

RMIT University

Session 9: WORKSHOP

Kathryn Martell: Responding to Accreditation Challenge: Documenting Student Learning

Thursday, May 28, 3:45-5:15 pm

Lounge 1; *Salónik 1* (capacity: 25)
Chair: *Cezar Scarlat*, University "Politehnica" of Bucharest

Session 10: CHALLENGES OF EMERGING ECONOMIES

Thursday, May 28, 3:45-5:15 pm

Lounge 2; *Salónik 2* (capacity: 25)
Chair: *József Poór*, University Pécs
Discussant: *David Pick*, Curtin University of Technology

10.1 Exchange Rate Fluctuations and the Trade Balance: An Empirical Analysis of Sub-Saharan Africa

Glenville Rawlins

Montclair State University

10.2 Environmental Factors and International Expansion in Emerging Markets: A Case Study of Foreign Franchising Companies in China

Zhiqiong June Wang, Andrew Terry, Mingxia Zhu

University of New South Wales, University of New South Wales, University of International Business and Economics

10.3 The Determinants of China's Trade in Services – Country Specific and Industry Specific Panel Data Investigation

Yihong Tang, Yan Zhang

University of International Business & Economics

10.4 Evaluation of Competition of Industry in Xinjiang Province by Using Shift- Share Analysis

Yongping Liu, Qingsi Ren

Shihezi University

10.5 Exchange Rate Volatility and Trade : Evidence from the China- South Korea Export and Import Function

Hongyu Pan

University of International Business & Economics

10.6 An Evaluation on China's Technology Transfer Policy: Case of Automobile and Telecommunication Industry

Xiaoling Huang

University of International Business & Economics

Session 11: INTERNATIONAL FINANCE AND ACCOUNTING ISSUES

Thursday, May 28, 3:45-5:15 pm

Lounge 3; *Salónik 3* (capacity: 25)

Chair: *Ming Men*, University of International Business & Economics

Discussant: *You-il Lee*, University of South Australia

11.1 Financial Services Liberalization in Transition Countries and the Role of WTO

Ivana Prica, Marko Backović

University of Belgrade

11.2 Impact of Recent Global Financial Crisis on the Financial Sector of the European Union

Jozef Komorník, František Martinec

Comenius University in Bratislava

11.3 The Global Financial Crisis and its Impact on the Slovak Banking Sector

Ludomír Šlahor, Jozef Komorník, Nora Hlivárová, Katarína Gabrišková, Andrej Viceník

Comenius University in Bratislava

11.4 Implementation of IAS/IFRS Financial Reporting in Small and Medium-Sized Enterprises in the Czech Republic

Marie Paseková, Kateřina Struhařová, Karel Šteker

Tomas Bata University in Zlin

11.5 Analysis of Differences between Czech Accounting Standards and International Financial Reporting Standards (IAS/IFRS) Based on Practical Examples of Selected Czech Enterprises

Marie Paseková, Kateřina Struhařová

Tomas Bata University in Zlin

11.6 Hedge Accounting in Romania - A New Challenge for Accountants and Finance

Mirela Nichita, Meral Kagitci

Academy of Economic Studies Bucharest

Session 12: GLOBAL CHALLENGES

Thursday, May 28, 3:45-5:15 pm

Cafe; *Kaviareň* (capacity: 30)

Chair: *Ilari Karppi*, University of Tampere

Discussant: *Suhaiza Zailani*, University Sains Malaysia School of Management

12.1 Quality Standards as Precondition for Globalization?

Roland Giller

Comenius University in Bratislava

12.2 Carbon Taxing Imports - Green-Washing Protectionism or Leveling the Playing Field ?

Louise Curran

Toulouse Business School

12.3 Making Sense of Global Competitive Advantage

Iris Rittenhofer

Aarhus University

12.4 A New Perspective for Sustainable Globalization

T. Keisei Tanahashi

Tokyo Keizai University

12.5 “Sustainability”: What does it Really Mean?

Anshuman Khare

Athabasca University

12.6 Internationalizing into an Unfriendly Environment: Designing a New Framework for Western SMEs

Verena Majer

UMIT University

Session 13: INTERNATIONAL MARKETING

Thursday, May 28, 5:30 – 6:30 pm

Large Hall; *Velká aula* (capacity: 300)

Chair: *C. Jayachandran*, Montclair State University

Discussant: *Pinaki Dasgupta*, Indian Institute of Foreign Trade

13.1 Understanding Expectations, Perceptions and Satisfaction Levels of Customers of Maintenance Organizations in Public Sector

Anand Prakash, Vishnuprasad Nagadevara

Indian Institute of Management Bangalore

13.2 Customer Perception & Satisfaction in the Hospitality Industry in Guadalajara Mexico

Jose Sanchez – Gutierrez, Elsa Georgina Gonzalez-Uribe, Oscar Alejandro Espinoza-Mercado

Universidad de Guadalajara

13.3 Customer Relationship Management as Key Factor in Marketing Knowledge: Electronic Industry in Mexico

Jose Sanchez – Gutierrez, Silvio Genaro Hernandez-Coton, Karla M. Garcia-Delgado

Universidad de Guadalajara

13.4 Gender Differences in the Use of Internet in Mexican Students. A Study Performed in an Online Music Store

Juan Antonio Vargas- Barraza, Delia Charlotte Arias-Delgadilio, Francisco Garcia-Gallegos

Universidad de Guadalajara

Session 14: CHALLENGES OF HIGHER EDUCATION: INTERNATIONAL DIMENSIONS

Thursday, May 28, 5:30 – 6:30 pm

Small Hall; *Malá aula* (capacity: 70)

Chair: *Alan Oppenheim*, Montclair State University

Discussant: *Emil Wojčák*, Comenius University in Bratislava

14.1 A Graduate's Profile in Managerial Studies in the 21st Century

Lubica Bajziková, Elena Šajgalíková, Emil Wojčák

Comenius University in Bratislava, University of Economics in Bratislava, Comenius University in Bratislava

14.2 Ethnicity & Women's Enrollment in Technical Studies

Mark Allyn, Yuliya Paskaleva

Montclair State University

14.3 Multi-Disciplinary Teaching & Learning of International Business: A Case Study Highlighting Pedagogical & Political Issues

Carolyn Dickie, Laurie Dickie

Curtin University of Technology

14.4 Overcoming the Challenges of Teaching Online Quantitative Business Courses

Helen Lam, Anshuman Khare

Athabasca University

Session 15: CHALLENGES OF EUROPEAN AND TRANSITIONAL ECONOMIES

Thursday, May 28, 5:30 – 6:30 pm

Lounge 1; *Salónik 1* (capacity: 25)

Chair: *Vesa Routamaa*, University of Vaasa

Discussant: *František Martinec*, Comenius University in Bratislava

15.1 Challenges of Free Movement of Labour in United Europe

Zuzana Peterková

Comenius University in Bratislava

15.2 Multinational Investment in Romania's Liberalised Energy Markets

Laura Haar, Nicolae Marinescu

Manchester Business School, Transilvania University of Brasov

15.3 Testing the Convergence of Romanian economy in Line with Economic and Monetary Union's Requirements

Dumitru Miron, Cristian Paun

Bucharest University of Economics

15.4 A Nonlinear Approach to Analyze the Transitional Economy of Romania

Cezar Scarlat, Eugen I. Scarlat

University "Politehnica" of Bucharest

Session 16: CHALLENGES OF EMERGING ECONOMIES

Thursday, May 28, 5:30 – 6:30 pm

Lounge 2; *Salónik 2* (capacity: 25)

Chair: *Jozef Komornik*, Comenius University in Bratislava

Discussant: *Xiaoling Huang*, University of International Business & Economics

16.1 Private Standards in International Trade and Its Inspirations on the Internationalization of Chinese Agricultural Produce

Wu Hong, Zou Yu

Management School of Wuhan University

16.3 The Impact of Liberalization on Agricultural Import in Iran

Mohammed Reza Kohansal, Marzieh Motallebi

Ferdowsi University of Mashhad

16.4 Role and Effectiveness of Local Governing Organizations in Efficient Use of Common Resources – Case Study of Water Users Associations in India

Vishnuprasad Nagadevara, TV Ramanayya, Shyamal Roy

Indian Institute of Management Bangalore

Session 17: INTERNATIONAL FINANCE AND ACCOUNTING ISSUES

Thursday, May 28, 5:30 – 6:30 pm

Lounge 3; *Salónik 3* (capacity: 25)
Chair: *Marie Paseková*, Tomas Bata University in Zlin
Discussant: *Ludomír Šlahor*, Comenius University in Bratislava

17.1 Tax Systems and Tax Policy Issues of Czech Republic and Slovak Republic and Its Implications on the Sustainable Development

I M S K Idirisinghe, D M D Donald P Sri Jayawardena

Tomas Bata University in Zlin

17.2 Derivatives on Islamic Perspective

Nevi Danila, Ahmad Djalaludin

Malangkucecwara School of Economics, Malang Islamic State University

17.3 Investing in REITs: Legislation and Taxation, Problems, Requirements and Future

Andrej Adamuscin

Slovak University of Technology in Bratislava

17.4 Is China's Stock Market Decoupling? New Evidence on Return and Volatility Spillover between China and G5 Countries Stock Markets

Yusaku Nishimura, Ming Men

University of International Business & Economics

Session 18: GLOBAL CHALLENGES

Thursday, May 28, 5:30 – 6:30 pm

Cafe; *Kaviareň* (capacity: 30)
Chair: *Iris Rittenhofer*, Aarhus University
Discussant: *Katarína Gabrišková*, Comenius University in Bratislava

18.1 This Wheel's on Fire - Ageing as a Sustainability Challenge

Ilari Karppi

University of Tampere

18.2 The Pilbara Region of Western Australia: One of the “Spaces of Global Capitalism”

Kandy Dayaram, David Pick

Curtin University of Technology

18.3 India’s Quest for Nuclear Power and World Respect

John Brandon

Ashland University

18.4 Translation and Interpreting: Facing the Challenge of a Global Recession

Michal Matys, Peter Filo, Daniela Magálová

Translata, spol. s r.o., Translata, spol. s r.o., UCM Trnava

Session 19: INTERNATIONAL MANAGEMENT AND ORGANIZATIONAL ISSUES

Friday, May 29, 9:00-10:30 am

Large Hall; *Velká aula* (capacity:300)

Chair: *Alan Nankervis*, RMIT University

Discussant: *Jan Kuepfer*, Comenius University in Bratislava

19.1 Cultral Values, HRM and Performance of Italian Companies in China

Rubens Pauluzzo

University of Udine

19.2 The Effectiveness of the Deployment of Human Resources

Josef Duchoň

Tomas Bata University in Zlin

19.3 Life Management in the Context of Global Competences and Contradictory Behaviors

Magdalena Platis

University of Bucharest

19.4 Leader Behavior and Person-Organization Value Fit as the Key Strategies in Managing Divers Work Force

A.G.K. Wijesinghe, Josef Hurta

Tomas Bata University in Zlin

19.5 Implement the Ethics in Business Environment is Absolutely Necessary

Zuzana Bočincová, Lucie Tomancová

Tomas Bata University in Zlin

19.6 Organizational Culture Elements Leading to Business Excellence

Maja Mesko, Zlatka Mesko

Slovenia Control Ltd. Slovenia, University of Primorska

Session 20: INDUSTRIAL CLUSTERS, ENTREPRENEURSHIP AND DEVT. STRATEGIES

Friday, May 29, 9:00-10:30 am

Small Hall; *Malá aula* (capacity: 70)

Chair: *Jozef Papula*, Comenius University in Bratislava

Discussant: *Gabriel S. Fregoso*, University of Guadalajara

20.1 Towards Open Innovations: Technology Acquisition and Technology Commercialization - Case of Russia

Maria Smirnova, Juha Vaatanen, Marina Aleksandrova, Marko Torkkeli, Daria Podmetina

Saint-Petersburg State University, Lappeenranta University of Technology, Lappeenranta University of Technology, Lappeenranta University of Technology, Lappeenranta University of Technology

20.2 Determinants and Performance Impact of Service Firm's Technological Strategy

Carmen Haro-Domínguez, Antonia Ruíz-Moreno, F. Javier Lloréns-Montes, Daniel Arias-Aranda

University of Granada

20.3 Flexicurity and Innovation: The Influence of Globalization

Angel Martínez-Sánchez, Silvia Vicente-Oliva

University of Zaragoza

20.4 Flexibility and Innovation in a Globalized Sector: The Case of the Spanish Automotive Supplier Industry

Ma José Vela-Jiménez, Angel Martínez-Sánchez, Pilar de-Luis-Carnicer, Manuela Pérez-Pérez

University of Zaragoza

20.5 Development and Design Methodologies in DWM

James Yao, John Wang, June Lu

Montclair State University, Montclair State University, University of Houston-Victoria

Session 21: CHALLENGES OF EUROPEAN AND TRANSITIONAL ECONOMIES

Friday, May 29, 9:00-10:30 am

Lounge 1; *Salónik 1* (capacity: 25)

Chair: *Bernd Olma*, Germany

Discussant: *Mara Del Baldo*, University of Urbino

21.1 Future Prospects for Foreign Investment in Lithuania: Does this Baltic Tiger Still Have Teeth?

Sivakumar Venkataramany, Sean T. Miller

Ashland University

21.2 The Impact of Liberalization on Foreign Direct Investment in the Slovak Republic

Sivakumar Venkataramany, Paul A. Miklovich

Ashland University

21.3 The Baltic States - (Dis)similarities in Hypermarket Practice

Brent McKenzie

University of Guelph

21.4 Reflections of US Mortgage Crisis on Central Eastern Europe with Emphasis on Slovakia

Július Golej

Slovak University of Technology in Bratislava

21.5 The 7FP of the EU as New Challenges for Global Research and Development

Dušan Šoltés

Comenius University in Bratislava

21.6 Impacts of Dynamics in Large Enterprise in the Wood Industry in Slovenia

Jože Kocjančič, Štefan Bojnec

University of Primorska

Session 22: CHALLENGES OF EMERGING ECONOMIES

Friday, May 29, 9:00-10:30 am

Lounge 2; *Salónik 2* (capacity: 25)

Chair: *Nitin Sanghavi*, Manchester Business School

Discussant: *Subramaniam Ananthram*, Curtin University of Technology

22.1 Small Business and Exporting: The African Case

Edward D. Bewayo

Montclair State University

22.2 The Effect of Trade Liberalization on Water Resources Pollution in Iran: Case Study Rice

Naser Shahnoush, Marzieh Motallebi

Ferdowsi University of Mashhad

22.3 Privatization and Promotion of Corporate Governance in the Post Soviet Kyrgyzstan

Jyldyz Aknazarova

Osh State University

22.4 German FDI in China: An Overview

Muhammad Mahmood

Victoria University

22.5 Investigating the Effects of Institutional Pressures in the Malaysian Halal Food Industry

Zainal Ariffin Ahmad, Suhaiza Zailani, Rosly Othman

University Sains Malaysia School of Management

22.6 Does Religion Play a Role in Economic Development in the Middle East?

Lenka Filipová, Radek Bednarik

Technical University Ostrava

Session 23: INTERNATIONAL FINANCE AND ACCOUNTING ISSUES

Friday, May 29, 9:00-10:30 am

Lounge 3; *Salónik 3* (capacity: 25)

Chair: *Richard Lord*, Montclair State University

Discussant: *Mungila Hillamane*, Indian Institute of Management Bangalore

23.1 The Empirical Analysis of the Influence of RMB Exchange Rate on China's Domestic Price-Based on ARDL Model

Ming Men, Yujun Yang, Weiping Li

University of International Business & Economics

23.2 Trade Liberalization, Exchange Rate and Tax Revenue in Iran

S. Youssefzade, Marzieh Motallebi, H. Mansouri, Mahmoud Daneshvar-Kakhi

Ferdowsi University of Mashhad

23.3 The Use of Value at Risk as a Complementary Tool of Portfolio Management in Spot Positions through a Computer Decision Making Model for Mutual Fund & Hedge Fund Investment Portfolios in Emerging Financial Markets

Oscar V. De La Torre Torres

Universidad Michoacana de San Nicolás de Hidalgo

23.4 Analysis of Bank Financial Conditions: A Malaysian Case

Faoziah Idris, Azira Abdul Adzis

University Utara Malaysia

23.5 Active Management versus Passive Management of Financial Resources in the Emerging Economies Financial Markets. A Comparative Perspective of the Sharpe Ratio of the Financial Risk Management with the Use of Computer Simulation

Oscar V. De La Torre Torres

Universidad Michoacana de San Nicolás de Hidalgo

23.6 Path to Financial Inclusion: The Success of Self-Help Groups - Bank Linkage Program in India

Sivakumar Venkataramany, Balbir B. Bhasin

Ashland University, Sacred Heart University

Session 24: GLOBAL CHALLENGES

Friday, May 29, 9:00-10:30 am

Cafe; *Kaviareň* (capacity: 30)

Chair: *Jose Gpe Vargas Hernandez*, University Center for Economic and Managerial Sciences, University of Guadalajara

Discussant: *Jennifer Foo*, Stetson University

24.1 Paradoxes of the Political Globalization: The Resurgence of Sustainable Competitive Advantage for Global Firms

Oskar Kayasan

European Research Centre

24.2 Evaluation of the Effectiveness of Various Investment Incentive Policies

Sang-Hoon Kim

Montclair State University

24.3 Managing the Drinking Water Supply of Cities: A Policy Analysis

Harbans Singh

Montclair State University

24.4 Total Responsibility Management Indicators and Sustainable Development

Stefka Gorenak, Vito Bobek

IRDO Slovenia

24.5 Rising Agency Costs of Wall Street Firms - Reasons for My Faith in the Emerged Market on Dala Street

Yatin Bhagwat

Seidman College of Business

24.6 The New Economics

Bruce Kibler

University of Wisconsin

Session 25: INTERNATIONAL MANAGEMENT AND ORGANIZATIONAL ISSUES

Friday, May 29, 10:45-12:15 am

Large Hall; *Velká aula* (capacity:300)

Chair: *Jean-Michel Sahut*, Cerege-University of Poitiers

Discussant: *Zuzana Peterková*, Comenius University in Bratislava

25.1 Corporate Social Responsibility and Corporate Governance in Italian SMEs: An Analysis of Excellent Stakeholders Relationship and Social Engagement Profile

Mara Del Baldo

University of Urbino

25.2 Testing Western Developed Measures of Organizational Citizenship Behaviour as a Result of Job Satisfaction, Organizational Justice and Leader-Subordinate Relationship in a Singapore Setting

Subramaniam Ananthram, Mabel Yeo

Curtin University of Technology, Changi Women's Prison

25.3 An Assessment of the Future Development and Sustainability of Human Capital

Jane Coffey, Kandy Dayaram

Curtin University of Technology

25.4 Human Resource Flexibility and Firm Performance: An Empirical Study in Spanish Firms

Ma José Vela-Jiménez, Angel Martínez-Sánchez, Pilar de-Luis-Carnicer, Manuela Pérez-Pérez

University of Zaragoza

25.5 The Relationship between Managerial Values Enactment as a Construct of Behavioural Integrity and Employee Trust in Management

Tony Travaglione, Steven McShane, Grant O'Neill, Justin Hancock

Curtin University of Technology, University of Western Australia, Charles Stuart University, Curtin University of Technology

25.6 The Role of Knowledge Transfer in Change-Management: An Australian Case Example

Alan Nankervis

RMIT University

Session 26: INDUSTRIAL CLUSTERS, ENTREPRENEURSHIP AND DEVT. STRATEGIES

Friday, May 29, 10:45-12:15 am

Small Hall; *Malá aula* (capacity: 70)

Chair: *Dušan Šoltés*, Comenius University in Bratislava

Discussant: *Július Golej*, Slovak University of Technology in Bratislava

26.1 Clusters as a Tool for Increasing the Performance of Companies: Good Practices of Selected Clusters

Eva Jircikova

Tomas Bata University in Zlin

26.2 Technological Innovations of Auto Component SMEs in Bangalore: Do Innovations Contribute to Employment and Labour Productivity Growth?

M H Bala Subrahmanya

Indian Institute of Science, Bangalore

26.3 Adequacy of Financial Facilities for Small Businesses in Malaysia: Preliminary Findings

Moha Asri Abdullah, Siti Khadijah Ab. Manan

International Islamic University of Malaysia

26.4 From Entrepreneurial State to State of Entrepreneurs: Ownership Implications of the Transformation in Mexico Governance Since 1982

Jose Gpe Vargas Hernandez

University Center for Economic and Managerial Sciences, University of Guadalajara

26.5 Critical Aspects of the New Paradigm of Total Innovation Management – on a Procedure for the Evaluation of the Innovative Potential

Alexandru Marin, Dan C. Bandea, Ioan Plotog

Alma Engeneering LtD, CCMMM Bucharest, University “Politehnica“ od Bucharest

26.6 Quotients that Identify the Territorial Unit as a Function for the Development of Industrial Districts

Gabriel S. Fregoso, Rodolfo Radillo Ruiz

University of Guadalajara, Institutio Politecnico Nacional

Session 27: CHALLENGES OF EUROPEAN AND TRANSITIONAL ECONOMIES

Friday, May 29, 10:45-12:15 am

Lounge 1; *Salónik 1* (capacity: 25)

Chair: *Brent McKenzie*, University of Guelph

Discussant: *Bruce Kibler*, University of Wisconsin

27.1 5 years of CENTROPE Region – Reflections and Perspectives

Matej Jaššo

Slovak University of Technology in Bratislava

27.2 The Effect of Internationalization on Emerging Multinational Companies' Performance - Case of Russia

Juha Vaatanen, Daria Podmetina

Lappeenranta University of Technology

27.3 Main Changes and New Trends of the Czech Agricultural Policy in the New Millennium

Bohumila Žižková

Tomas Bata University in Zlin

27.4 Food Safety, Origin Declaration and New Opportunities in Food Trade in the Czech Republic

Petra Šánová, Olga Regnerová

Czech University of Life Sciences in Prague

27.5 Is this the End of Benchmarking in the Czech Republic?

Petra Škodáková, Lucie Sára Závodná

Tomas Bata University in Zlin

27.6 Analysis of Labor Mobility in Romania in the Context of Globalization

Sabina Irimie, Andreea Christina Ionica, Christina Osvath

University of Petrosani

Session 28: CHALLENGES OF EMERGING ECONOMIES

Friday, May 29, 10:45-12:15 am

Lounge 2; *Salónik 2* (capacity: 25)

Chair: *Bernard Wolf*, York University

Discussant: Balbir Bhasin, Sacred Heart University

28.1 Critical Success Factors (CSF) of Franchise Business Case Studies of Malaysian Franchisors

Mohd. Amy Azhar Mohd Harif, Siti Norezam Othman, Filzah Md Isa, Mohd. Salleh Din, Hoe Chee Hee

University of Utara Malaysia

28.2 Cost and Profit Efficiency Analysis of Commercial Banks in Malaysia: Domestic vs Foreign Banks

Izah Mohd. Tahir, Nor Mazlina Abu Bakar, Sudin Haron

Universiti Darul Iman Malaysia, Universiti Darul Iman Malaysia, Kuala Lumpur Business School

28.3 Growth and Development in Emerging Countries: A Four Country Review

Gordana Pesakovic, Olivia C. Saunders

Argosy University, The College Of The Bahamas

28.4 Regionlisation Potential for HRM in South East Asia

Wemer Soontiens, Carolyn Dickie

Curtin University of Technology

28.5 Cross-Cultural Change Management, Transformational Leadership a Success Factor for European Small and Medium-Sized Enterprises in China

Thilo Koeppe

Comenius University in Bratislava

28.6 The Current Situation and the Risk of a Countertrend in Italy

Federico Testa, Francesca Simeoni

University of Verona, Italy

Session 29: INTERNATIONAL FINANCE AND ACCOUNTING ISSUES

Friday, May 29, 10:45-12:15 am

Lounge 3; *Salónik 3* (capacity: 25)

Chair: *Sivakumar Venkataramany*, Ashland University

Discussant: *Faoziah Idris*, University Utara Malaysia

29.1 The Structure of Capital in the Field of Construction in Mexico

Silvia Maria Solis Viera, Maria del Carmen Perzabal Guevara, Juan Gaytan Cortes

Universidad de Guadalajara

29.2 The Role of the South African Reserve Bank Amid World Financial Crisis

Amanuel T. Yohannes

University of Johannesburg

29.3 Foreign Participation in the Development of the Chinese Banking System

Jennifer Foo

Stetson University

29.4 A Review of the Standards on Accounting for Investments: Time for a Change?

Shefei Chung, Ramesh Narasimhan

Rowan University, Montclair State University

29.5 Estimating the Risk of Mutual Fund in Indonesia by Employing Value at Risk

Nevi Danila

Malangkucecwara School of Economics

29.6 Microcredit: An Opportunity for the Cooperative Credit System in Italy

Pasquale Stefanizzi

University of Salento

Session 30: GLOBAL CHALLENGES

Friday, May 29, 10:45-12:15 am

Cafe; *Kaviareň* (capacity: 30)

Chair: *Oskar Kayasan*, European Research Centre

Discussant: *James P. Johnson*, Rollins College

30.1 The Interrelationship of Carbon Dioxide Emissions with Technological and Economic Development

Richard Lord, Zaman Zamanian

Montclair State University

30.2 The Strategy of Technology Licensing in Network Industries

Pierfelice Rosato, Paolo Scorrano

University of Salento

30.3 Value Management and Sustainability Management – A Global Challenge

Bernd Olma

Germany

30.4 Corporate Social Responsibility - An Introduction and Reflection of the Current Situation

Jan Kuepfer, Jozef Papula

Comenius University in Bratislava

30.5 Globalization and Effective Management in Long-Term Perspective

Jana Gašpariková

School of Economics and Management in Public Administration in Bratislava, Slovak Republic

30.6 Brownfield Redevelopment as an Impulse to Economic Development

Dagmar Petriková

Slovak University of Technology in Bratislava

Session 31: INTERNATIONAL MANAGEMENT AND ORGANIZATIONAL ISSUES

Friday, May 29, 2:00-3:30 pm

Large Hall; *Velká aula* (capacity:300)

Chair: *Sourav Mukherji*, Indian Institute of Management Bangalore

Discussant: *Oliver Becker*, Germany

31.1 The Role of the Bank in Crisis Management with Commercial Credit Customers Taking into Account the Supervision-Juridical Requirements (MaRisk)

Peter Sandler

Peter Sandler Consulting

31.2 Japanese Recruitment Practices in the Manufacturing Industry in Malaysia

Hooi Lai Wan

Universiti Teknologi Malaysia

31.3 Empowerment as Development Capabilities in the Organizations: Case in Tepic, Mexico

Jose Sanchez – Gutierrez, Elsa Georgina Gonzalez-Uribe, Idi Amin Silva-Jug, Dario Montoya, Fransisco Haro-Beas

University of Guadalajara, University of Autonomous of Nayarit, University of Autonomous of Nayarit, University of Autonomous of Nayarit

31.4 Choices in the Design of Grievance Resolution Systems: Case Studies of Australian Organisations

Penny Webster

The University of Melbourne

31.5 The Impact between Organizational Commitment, Job Satisfaction to Employees' Turnover Intention in Hotel Athlete Century Park, Jakarta

Andreas Wahyu Gunawan Putra

Trisakti University

31.6 Does it Matter when Leaders Hijack Open Source Projects?

Ram Misra, Mark Allyn

Montclair State University

Session 32: INDUSTRIAL CLUSTERS, ENTREPRENEURSHIP AND DEVT. STRATEGIES

Friday, May 29, 2:00-3:30 pm

Small Hall; *Malá aula* (capacity: 70)

Chair: *Milan Fekete*, Comenius University in Bratislava

Discussant: *Pierfelice Rosato*, University of Salento

32.1 The Role of the "Factory Outlet" in the Fashion Business: An Empirical Study in the Footwear Industry

Silvio Cardinali, Gian Luca Gregori

Marche Polytechnic University

32.3 Striving for Advantage in the Global Network Context through Firm's Configuration

Paolo Stampacchia, Tiziana Russo Spena, Cristina Mele

University of Naples Federico

32.4 Outsourcing for Value Creation and Risk Management

Paolo Popoli

Universita Degli Studi di Napoli "Parthenope"

32.5 Use Value Approaches to the Management of Public Administration with the Help of Methods ABC/M

Marian Miklovic

Tomas Bata University in Zlin

32.6 RFID-Technology: A Business Opportunity for SME

Frank Scholz

Comenius University in Bratislava

Session 33: CHALLENGES OF HIGHER EDUCATION: INTERNATIONAL DIMENSIONS

Friday, May 29, 2:00-3:30 pm

Lounge 1; *Salónik 1* (capacity: 25)
Chair: *Johan de Jager*, Tshwane University of Technology
Discussant: *Jane Coffey*, Curtin University of Technology

33.1 Opportunity-Oriented University Strategy

Cezar Scarlat, Bogdan Brustureanu

University “Politehnica” of Bucharest, Executive Agency for Higher Education and Research Funding from Romania

33.2 Assessing University Qualification through Statistical Techniques: Study on the Competency of Graduates at the “Lucian Blaga” University

Mihaela Rotaru, Doina Banciu

“Lucian Blaga” University of Sibiu, Bucharest University

33.3 Internationalization and Globalization of Australian Higher Education: New Trends and Shifting Perspectives

David Pick

Curtin University of Technology

33.4 Competitiveness and Internationalization of Higher Education in the Czech Republic: The Case of VSB-Technical University of Ostrava

Lenka Filipová, Jaromír Gottvald

Technical University Ostrava

33.5 On the Problematics of Intercultural Communication (Project GLOBE Student)

Anna Remišová, Anna Lašáková

Comenius University in Bratislava

33.6 International Students and Management Education: Findings from Latvia

Brent McKenzie, Saba Safdar, Brenda Uhm, Kim Chuong

University of Guelph

Session 34: ICT - ENABLED BUSINESSES

Friday, May 29, 2:00-3:30 pm

Lounge 2; *Salónik 2* (capacity: 25)

Chair: *Vishnuprasad Nagadevara*, Indian Institute of Management Bangalore

Discussant: *Zuzana Miklošiková*, Comenius University in Bratislava

34.1 Integrating Qualitative and Quantitative Approaches in Web Site Service Quality Evaluation

M. C. Mason, Alessio Lokar

University of Udine

34.2 Global E-commerce Systems: Cost Analysis

Branislav Siarsky, Michal Greguš

Comenius University in Bratislava

34.3 Innovations from the Information Technology Sector: Relation between Adoption and Innovation Characteristics - A Meta-Study

Jérôme Cléménçon, Jan Wirsam

Universität Mainz

34.4 Green-IT as a Parameter of IT-Planning

Thomas H. Lenhard

University of Applied Sciences Kaiserslautern

34.5 Models for Implementation of Standard Business Software: Status Quo and Future Challenges

Oliver Grün

Comenius University in Bratislava

34.6 Indian Automobile Sector Relies on IT to Enhance Supply Chain Collaborations

Anshuman Khare, Arpita Khare

Athabasca University, Indian Institute for Information Technology

Session 35: INTERNATIONAL MARKETING

Friday, May 29, 2:00-3:30 pm

Lounge 3; *Salónik 3* (capacity: 25)

Chair: *Ram Misra*, Montclair State University

Discussant: *M.D. Lawrence*, Marathwada Mitra Mandal, College of Commerce

35.1 The Impact of Internet on Pricing Strategies in the Tourism Industry

Lubica Hikkerová, Jean-Michel Sahut

Matej Bel University, Cerege-University of Poitiers

35.2 The Power of Blog in Business

Cornelia Maxim

National School for Political and Administrative Studies Bucharest

35.3 Today Successful CRM Implementations React to Changes in Consumer Behavior

Slávka Kraner, Gabriela Pajtinková – Bartáková

Comenius University in Bratislava

35.4 Unified Communications – Competitive Advantage in a Global World

Ralf Lehmann

Comenius University in Bratislava

35.5 Creating Competitive Advantage through Collaboration: An Action Research Led Approach

Martin Rahe, Mariano Najles, Jordi Garcia

EADA Business School, EADA Business School, Foundation CIREM

35.6 The Process of Sustaining Customer Relationship in Own-brand Building - A Case of Smartphone Firm

Feng-Hsu Liu, Lu-Jui Chen, Heng-Yih Liu

Yuan Pei University, Ming Chuan University, Yuan Ze University

Session 36: PHARMACEUTICALS, BIO-TECHNOLOGY AND HEALTHCARE BUSINESS

Friday, May 29, 2:00-3:30 pm

Cafe; *Kaviareň* (capacity: 30)

Chair: *Takao Fujiwara*, Toyohashi University of Technology

Discussant: *Olga Regnerová*, Czech University of Life Sciences in Prague

36.1 Wholly Proprietary vs. Wholly Open Knowledge Strategies: Some Empirical Evidence from Italian Biotech Firms

Cristina Simone, Luca Proietti

Universita degli Studi di Roma " la Sapienza"

36.2 Fundamentals of Internet Use for Hospitals and Physicians

Marc Faerber

Comenius University in Bratislava

36.3 E-Health Development as One of the Leading and Key Sectors of the EU Strategy on E-Europe

Dušan Šoltés

Comenius University in Bratislava

36.4 Response of the State to Health Care Services Structure in Orissa: Lessons for Developing Countries

Subrata Kundu

Indian Insitute of Management Bangalore

36.5 The Evolution of Research and Development in the Pharmaceutical Industry: Toward the Open Innovation Model

Ram Subramanian, Jeffrey H. Toney, C. Jayachandran

Montclair State University, Kean University, Montclair State University

36.6 Managing Public Private Partnerships (PPPs) in Health: Indian Experience

Malathi Somaiah

Indian Institute of Management Bangalore

Session 37: INTERNATIONAL MANAGEMENT AND ORGANIZATIONAL ISSUES

Friday, May 29, 3:45-4:45 pm

Large Hall; *Velká aula* (capacity:300)

Chair: *Martin Rahe*, EADA Business School

Discussant: *Andreas Wahyu Gunawan Putra*, Trisakti University

37.1 Danish Way to Knowledge Based Economy - Ideas for Inspiration

Rastislav Molnár

Comenius University in Bratislava

37.2 Development Programs as a Tool for the Education of Multicultural Managers

Rozália Sulíková

Comenius University in Bratislava

37.3 Managing A Global Working Force: Opportunities And Challenges

Eileen Kaplan

Montclair State University

37.4 A Pilot Project for the Public Government

Oliver Becker

Germany

Session 38: INDUSTRIAL CLUSTERS, ENTREPRENEURSHIP AND DEVT. STRATEGIES

Friday, May 29, 3:45-4:45 pm

Small Hall; *Malá aula* (capacity:70)

Chair: *Ram Subramanian*, Montclair State University

Discussant: *Slávka Kraner*, Comenius University in Bratislava

38.1 Models and Approaches to Measuring of Performance of Clusters and Cluster Initiatives

Adriana Knápková, Drahomíra Pavelková, Libor Friedel

Tomas Bata University in Zlin

38.2 Relevance of Real Options as a Valuation Tool for Advanced Manufacturing Technology Investments

Přemysl Pálka, Miroslav Chodúr

Tomas Bata University in Zlin

38.3 Metrics: Business Performance Measurement System Elements

Marie Mikušová

Technical University Ostrava

38.4 Effective Management of Foreign Direct Investment: Probing Russia's Inability to Increase Productivity

Chuck Bryant, Sivakumar Venkataramany

Ashland University

Session 39: CHALLENGES OF HIGHER EDUCATION: INTERNATIONAL DIMENSIONS

Friday, May 29, 3:45-4:45 pm

Lounge 1; *Salónik 1* (capacity:25)

Chair: *Anna Remišová*, Comenius University in Bratislava

Discussant: *Anna Lašáková*, Comenius University in Bratislava

39.1 Business and Entrepreneurial Higher Education Programs at Babson College:
The Challenge of New Entrepreneurship; Creation

Lorenzo Petretto

University of Florence

39.2 Quality of Education as the Main International Agenda in Higher Education.
Institutional Policies and Social Damage

Cesar Correa Arias

University of Guadalajara

39.3 Administrative Related Service Quality in Higher Education Organization: A Regional
Case Study

Renette van Rooyen, Johan de Jager, Tonie Drotsky

Tshwane University of Technology

39.4 Marketing and Reputation Considerations when Choosing an Institution of Higher
Education: The Case of South Africa versus Singapore

Johan de Jager, Werner Soontiens

Tshwane University of Technology, Curtin University of Technology

Session 40: ICT - ENABLED BUSINESSES

Friday, May 29, 3:45-4:45 pm

Lounge 2; *Salónik 2* (capacity:25)

Chair: *Anshuman Khare*, Athabasca University

Discussant: *Ralf Lehmann*, Comenius University in Bratislava

40.1 Approaches for the Analysis of Complex, IT-Based End-2-End Processes through the Automated Analysis of Web Service, Process and Communication Structures

Michael Peter Linke

EAM Consultancy

40.2 Predictive Models in Cybertime Investigation - An Application of Data Mining Techniques

ASN Murthy, Vishnuprasad Nagadevara, Rahul De

Indian Insitute of Management Bangalore

40.3 Creating a Successful Software Product: The Case of Infosys Finacle

Sourav Mukherji

Indian Insitute of Management Bangalore

40.4 Using Multiple Linear Regression and Neural Network in Predicting Bank Performance

Nor Mazlina Abu Bakar, Izah Tahir

Universiti Darul Iman Malaysia

40.5 Data Mining in Public Administration

James Yao, John Wang

Montclair State University

Session 41: INTERNATIONAL MARKETING

Friday, May 29, 3:45-4:45 pm

Lounge 3; *Salónik 3* (capacity:25)

Chair: *Jose Sanchez – Gutierrez*, Universidad de Guadalajara

Discussant: *Marc Faerber*, Comenius University in Bratislava

41.1 Branding in Small and Medium Enterprises: A Conceptual Model to Manage Branding Initiatives

Saikat Banerji, Pinaki Dasgupta

Indian Institute of Foreign Trade

41.2 Antecedents to Intention to Use M-Commerce: A Conceptual Model

Moutusi Maity

Indian Institute of Management Bangalore

41.3 Ethnocentrism of Consumers: Relevance and Implications for Marketers

M.D. Lawrence

Marathwada Mitra Mandal, College of Commerce

41.4 Sales Partner Management: A Process Oriented Network Approach

Christian Stadlmann, Sophie Wiesinger

Upper Austria University of Applied Sciences

41.5 Interaction Behaviors Leading to Comfort in the Service

Alison E. Lloyd, Sherriff T. K. Luke

Hong Kong Polytechnic

Session 42: ICT - ENABLED BUSINESSES (a) AND PHARMACEUTICALS, BIOTECHNOLOGY AND HEALTHCARE BUSINESS (b)

Friday, May 29, 3:45-4:45 pm

Cafe; *Kaviareň* (capacity:30)

Chair: *Michal Greguš*, Comenius University in Bratislava

Discussant: *Malathi Somaiah*, Indian Institute of Management Bangalore

42.1a Modeling Customer Response to Direct Mail Campaigns Using Decision List Algorithms

Ivan Karlovic, Djordje Celic

University of Novi Sad

42.2a Analysis and Comparison of 5W, DMAIC / DMADV, PDCA, and A3 Improvement and Problem-Solving Methods

Milan Fekete, Zuzana Miklošiková

Comenius University in Bratislava

42.3b Optimal Timing of Irreversible Investment Decision on Risky Biotech Start-Up Based on Life Science

Takao Fujiwara

Toyohashi University of Technology

42.4b The Challenge of ICT for Diabetic Patients Care Paths

Isabella Bonacci, Geremia Romano, Oscar Tamburis

Federico II University

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<i>Bernard Wolf</i> , York University	28
<i>Bernd Olma</i> , Germany	21
<i>Brent McKenzie</i> , University of Guelph	27
<i>C. Jayachandran</i> , Montclair State University	13
<i>Cezar Scarlet</i> , University "Politehnica" of Bucharest	9
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<i>You-il Lee</i> , University of South Australia	11
<i>Zuzana Kovačičová</i> , Comenius University in Bratislava	1
<i>Zuzana Miklošiková</i> , Comenius University in Bratislava	34
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<i>A.G.K. Wijesinghe</i>	19.4
<i>Abdul Mongid</i>	5.6
<i>Adriana Knápková</i>	38.1
<i>Ahmad Djalaludin</i>	17.2
<i>Alan Nankervis</i>	25.6
<i>Alessio Lokar</i>	34.1
<i>Alessio Lokar</i>	2.6
<i>Alexandru Marin</i>	26.5
<i>Alina Ciocarlan-Chitucea</i>	6.4
<i>Alison E. Lloyd</i>	41.5
<i>Amanuel T. Yohannes</i>	29.2
<i>Anand Prakash</i>	13.1
<i>Andreas Wahyu Gunawan Putra</i>	31.5
<i>Andreea Christina Ionica</i>	27.6
<i>Andrej Adamuscin</i>	17.3
<i>Andrej Vicenik</i>	11.3
<i>Andrew Terry</i>	10.2
<i>Angel Martínez-Sánchez</i>	20.3
<i>Angel Martínez-Sánchez</i>	20.4
<i>Angel Martínez-Sánchez</i>	25.4
<i>Anna Lašáková</i>	33.5
<i>Anna Remišová</i>	33.5
<i>Anshuman Khare</i>	12.5
<i>Anshuman Khare</i>	14.4
<i>Anshuman Khare</i>	34.6
<i>Antonia Ruíz-Moreno</i>	20.2
<i>Arno Haslberger</i>	1.5
<i>Arpita Khare</i>	34.6
<i>ASN Murthy</i>	40.2
<i>Attila Gyorgy</i>	8.3
<i>Azira Abdul Adzis</i>	23.4

Participant (first name, last name)	Session No.
<i>Balbir B. Bhasin</i>	23.6
<i>Bernd Olma</i>	30.3
<i>Bogdan Brustureanu</i>	33.1
<i>Bohumila Žižková</i>	27.3
<i>Booi Kam</i>	8.6
<i>Branislav Siarsky</i>	34.2
<i>Brenda Uhm</i>	33.6
<i>Brent McKenzie</i>	21.3
<i>Brent McKenzie</i>	33.6
<i>Bruce Kibler</i>	24.6
<i>C. Jayachandran</i>	36.5
<i>Carmen Haro-Domínguez</i>	20.2
<i>Carolyn Dickie</i>	14.3
<i>Carolyn Dickie</i>	28.4
<i>Cecil A. L. Pearson</i>	6.3
<i>Cesar Correa Arias</i>	39.2
<i>Cezar Scarlat</i>	15.4
<i>Cezar Scarlat</i>	33.1
<i>Christian Stadlmann</i>	41.4
<i>Christina Osvath</i>	27.6
<i>Chuck Bryant</i>	38.5
<i>Clara Bassano</i>	2.2
<i>Cornelia Maxim</i>	35.2
<i>Cristian Paun</i>	15.3
<i>Cristina Mele</i>	32.3
<i>Cristina Simone</i>	36.1
<i>D M D Donald P Sri Jayawardena</i>	17.1
<i>Dagmar Petriková</i>	30.6
<i>Dan C. Banda</i>	26.5
<i>Dan Popescu</i>	6.4
<i>Daniel Arias-Aranda</i>	20.2

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<i>Daniela Magálová</i>	18.4
<i>Daria Podmetina</i>	20.1
<i>Daria Podmetina</i>	27.2
<i>Dario Montoya</i>	31.3
<i>David Pick</i>	1.4
<i>David Pick</i>	18.2
<i>David Pick</i>	33.3
<i>Delia Charlotte Arias-Delgadillo</i>	13.4
<i>Djordje Celic</i>	42.2a
<i>Doina Banciu</i>	33.2
<i>Drahomíra Pavelková</i>	8.2
<i>Drahomíra Pavelková</i>	8.4
<i>Drahomíra Pavelková</i>	38.1
<i>Dumitru Miron</i>	15.3
<i>Dušan Šoltés</i>	21.5
<i>Dušan Šoltés</i>	36.3
<i>Edward D. Bewayo</i>	22.1
<i>Eileen Kaplan</i>	37.4
<i>Elena Sajgalíková</i>	14.1
<i>Elsa Georgina Gonzalez-Uribe</i>	13.2
<i>Elsa Georgina Gonzalez-Uribe</i>	31.3
<i>Emil Wojčák</i>	14.1
<i>Eugen I. Scarlat</i>	15.4
<i>Eupychius Kusumadmo</i>	5.4
<i>Eva Jircikova</i>	26.1
<i>Eva Tshuridu</i>	8.6
<i>F. Javier Lloréns-Montes</i>	20.2
<i>Faoziah Idris</i>	23.4
<i>Federico Testa</i>	28.6
<i>Feng-Hsu Liu</i>	35.6

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<i>Filzah Md Isa</i>	28.1
<i>Francesca Simeoni</i>	28.6
<i>Francisco Garcia-Gallegos</i>	13.4
<i>Frank Scholz</i>	32.6
<i>Fransisco Haro-Beas</i>	31.3
<i>František Martinec</i>	11.2
<i>František Okruhlica</i>	1.1
<i>Gabriel S. Fregoso</i>	26.6
<i>Gabriela Pajtinková – Bartáková</i>	35.3
<i>Geremia Romano</i>	42.5b
<i>Gian Luca Gregori</i>	32.1
<i>Glenville Rawlins</i>	10.1
<i>Gordana Pesakovic</i>	28.3
<i>Grant O'Neill</i>	25.5
<i>Guido Frisch</i>	2.3
<i>H. Mansouri</i>	23.2
<i>Harald Kupfer</i>	1.2
<i>Harbans Singh</i>	24.3
<i>Helen Lam</i>	14.4
<i>Heng-Yih Liu</i>	35.6
<i>Hoe Chee Hee</i>	28.1
<i>Hongyu Pan</i>	10.5
<i>Hooi Lai Wan</i>	31.2
<i>I M S K Idirisinghe</i>	17.1
<i>Idi Amin Silva-Jug</i>	31.3
<i>Ilari Karppi</i>	18.1
<i>Ilona Wachter</i>	5.5
<i>Ioan Plotog</i>	26.5
<i>Iris Rittenhofer</i>	12.3
<i>Isabella Bonacci</i>	42.5b
<i>Iulia Chivu</i>	6.4

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<i>Ivan Karlovic</i>	42.2a
<i>Ivana Prica</i>	11.1
<i>Izah Mohd. Tahir</i>	28.2
<i>Izah Tahir</i>	40.4
<i>Izah Tahir</i>	5.6
<i>James P. Johnson</i>	4.3
<i>James Yao</i>	20.5
<i>James Yao</i>	40.5
<i>Jan Kuepfer</i>	30.4
<i>Ján Rudy</i>	7.1
<i>Jan Wirsam</i>	34.3
<i>Jana Gašparíková</i>	30.5
<i>Jane Coffey</i>	25.3
<i>Jaromír Gottvald</i>	33.4
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<i>Jeffrey H. Toney</i>	36.5
<i>Jennifer Foo</i>	29.3
<i>Jérôme Cléménçon</i>	34.3
<i>Jiang Min</i>	4.4
<i>Johan de Jager</i>	39.3
<i>Johan de Jager</i>	39.4
<i>John Brandon</i>	18.3
<i>John Wang</i>	40.5
<i>John Wang</i>	20.5
<i>Jordi Garcia</i>	35.5
<i>Jose Gpe Vargas Hernandez</i>	26.4
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<i>Jozef Komorník</i>	11.2
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<i>Jozef Papula</i>	30.4
<i>József Poór</i>	1.6
<i>Juan Antonio Vargas- Barraza</i>	13.4
<i>Juan Gaytan Cortes</i>	29.1
<i>Juha Vaatanen</i>	20.1
<i>Juha Vaatanen</i>	27.2
<i>Juhary Ali</i>	5.4
<i>Július Golej</i>	21.4
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<i>Luca Proietti</i>	36.1
<i>Lucie Sára Závodná</i>	27.5
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<i>Mara Del Baldo</i>	25.1
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<i>Mariano Najles</i>	35.5
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<i>Marie Paseková</i>	11.4
<i>Marie Paseková</i>	11.5
<i>Marina Aleksandrova</i>	20.1
<i>Mario Calabrese</i>	6.1

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<i>Martin Rahe</i>	35.5
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<i>Meral Kagitci</i>	11.6
<i>Michael Peter Linke</i>	40.1
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<i>Michal Matys</i>	18.4
<i>Michela Mason</i>	2.6
<i>Mihaela Patrasca</i>	6.4
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<i>Ming Men</i>	17.4
<i>Ming Men</i>	23.1
<i>Ming Xu</i>	4.4
<i>Mingxia Zhu</i>	10.2
<i>Mirela Nichita</i>	11.6
<i>Miroslav Chodúr</i>	2.4
<i>Miroslav Chodúr</i>	38.3
<i>Moha Asri Abdullah</i>	26.3
<i>Mohammed Reza Kohansal</i>	16.3
<i>Mohd. Amy Azhar Mohd Harif</i>	28.1

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<i>Mohd. Salleh Din</i>	28.1
<i>Mohsen Tabaraei</i>	6.5
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<i>Moutusi Maity</i>	41.2
<i>Muhammad Mahmood</i>	22.4
<i>Nabsiah Abd Wahid</i>	4.2
<i>Nadeem Firoz</i>	5.3
<i>Nadeem Firoz</i>	5.2
<i>Naser Shahnoush</i>	22.2
<i>Nevi Danila</i>	29.5
<i>Nevi Danila</i>	17.2
<i>Ngan Collins</i>	7.5
<i>Nibedita Saha</i>	8.4
<i>Nicolae Marinescu</i>	15.2
<i>Nikola Zivlak</i>	4.4
<i>Nor Mazlina Abu Bakar</i>	40.4
<i>Nor Mazlina Abu Bakar</i>	28.2
<i>Nora Hlivárová</i>	11.3
<i>Nuarrual Hilal Md. Dahlan</i>	4.5
<i>Olga Regnerová</i>	27.4
<i>Oliver Becker</i>	37.5
<i>Oliver Grün</i>	34.5
<i>Olivia C. Saunders</i>	28.3
<i>Oscar Alejandro Espinoza-Mercado</i>	13.2
<i>Oscar Tamburis</i>	42.5b
<i>Oscar V. De La Torre Torres</i>	23.3
<i>Oscar V. De La Torre Torres</i>	23.5
<i>Oskar Kayasan</i>	24.1
<i>Paolo Piciocchi</i>	2.2
<i>Paolo Popoli</i>	32.4
<i>Paolo Scorrano</i>	30.2

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<i>Paolo Stampacchia</i>	32.3
<i>Pasquale Stefanizzi</i>	29.6
<i>Paul A. Miklovich</i>	21.2
<i>Penny Webster</i>	31.4
<i>Peter Filo</i>	18.4
<i>Peter Sandler</i>	31.1
<i>Petra Šánová</i>	27.4
<i>Petra Škodáková</i>	27.5
<i>Pierfelice Rosato</i>	30.2
<i>Pilar de-Luis-Carnicer</i>	20.4
<i>Pilar de-Luis-Carnicer</i>	25.4
<i>Pinaki Dasgupta</i>	41.1
<i>Prasnta Banerjea</i>	26.1
<i>Přemysl Pálka</i>	2.4
<i>Přemysl Pálka</i>	38.3
<i>Qingsi Ren</i>	10.4
<i>Radek Bednarik</i>	22.6
<i>Radosław Koszewski</i>	2.5
<i>Rahul De</i>	40.2
<i>Ralf Lehmann</i>	35.4
<i>Ralf Peess</i>	1.3
<i>Ram Misra</i>	31.6
<i>Ram Subramanian</i>	36.5
<i>Ramesh Narasimhan</i>	29.4
<i>Rastislav Molnár</i>	37.2
<i>Renette van Rooyen</i>	39.3
<i>Richard Lord</i>	30.1
<i>Rodolfo Radillo Ruiz</i>	26.6
<i>Roland Geschwill</i>	7.4
<i>Roland Giller</i>	12.1
<i>Rosly Othman</i>	4.2
<i>Rosly Othman</i>	22.5

Participant (first name, last name)	Session No.
<i>Rozália Sulíková</i>	37.3
<i>Rubens Pauluzzo</i>	19.1
<i>Rudolf Warwitz</i>	7.6
<i>S. Youssefzade</i>	23.2
<i>Saba Safdar</i>	33.6
<i>Sabina Irimie</i>	27.6
<i>Saikat Banerji</i>	41.1
<i>Samir Chatterjee</i>	6.2
<i>Samir Chatterjee</i>	6.3
<i>Sandra Daff</i>	6.3
<i>Sandrine Boulerne</i>	5.1
<i>Sang-Hoon Kim</i>	24.2
<i>Sean T. Miller</i>	21.1
<i>Sengaloun Inmyxai</i>	8.1
<i>Sergio Barile</i>	6.1
<i>Shefei Chung</i>	29.4
<i>Sherriff T. K. Luke</i>	41.5
<i>Shi Huiyi</i>	4.4
<i>Shyamal Roy</i>	16.4
<i>Silvia Maria Solis Viera</i>	29.1
<i>Silvia Vicente-Oliva</i>	20.3
<i>Silvio Cardinali</i>	32.1
<i>Silvio Genaro Hernandez-Coton</i>	13.3
<i>Siti Khadijah Ab. Manan</i>	26.3
<i>Siti Norezam Othman</i>	28.1
<i>Sivakumar Venkataramany</i>	21.1
<i>Sivakumar Venkataramany</i>	21.2
<i>Sivakumar Venkataramany</i>	23.6
<i>Slávka Kraner</i>	35.3
<i>Sophie Wiesinger</i>	41.4
<i>Sourav Mukherji</i>	40.3

Participant (first name, last name)	Session No.
<i>Štefan Bojnec</i>	21.6
<i>Stefka Gorenak</i>	24.4
<i>Steven McShane</i>	25.5
<i>Stojan Russev</i>	8.5
<i>Subramaniam Ananthram</i>	25.2
<i>Subrata Kundu</i>	36.4
<i>Sudin Haron</i>	28.2
<i>Suhaiza Zailani</i>	4.2
<i>Suhaiza Zailani</i>	4.1
<i>Suhaiza Zailani</i>	22.5
<i>T. Keisei Tanahashi</i>	12.4
<i>Takao Fujiwara</i>	42.4b
<i>Theodora Issa</i>	1.4
<i>Thilo Koeppe</i>	28.5
<i>Thomas H. Lenhard</i>	34.4
<i>Tina M. Hautala</i>	7.3
<i>Tiziana Russo Spena</i>	32.3
<i>Tonie Drotsky</i>	39.3
<i>Tony Travaglione</i>	25.5
<i>TV Ramanayya</i>	16.4
<i>Verena Majer</i>	12.6
<i>Vesa Routamaa</i>	7.3
<i>Vishnuprasad Nagadevara</i>	16.4
<i>Vishnuprasad Nagadevara</i>	40.2
<i>Vishnuprasad Nagadevara</i>	13.1
<i>Vito Bobek</i>	24.4
<i>Walter Zocchi</i>	2.1
<i>Weiping Li</i>	23.1
<i>Wemer Soontiens</i>	28.4
<i>Werner Soontiens</i>	39.4
<i>Wu Hong</i>	16.1
<i>Xiaoling Huang</i>	10.6

Participant (first name, last name)	Session No.
<i>Yan Zhang</i>	10.3
<i>Yatin Bhagwat</i>	24.5
<i>Yihong Tang</i>	10.3
<i>Yongping Liu</i>	10.4
<i>Yoshi Takahashi</i>	8.1
<i>You-il Lee</i>	4.6
<i>Yudi Fernando</i>	4.2
<i>Yujun Yang</i>	23.1
<i>Yukie Tsutzuki</i>	7.3
<i>Yuliya Paskaleva</i>	14.2
<i>Yusaku Nishimura</i>	17.4
<i>Yusserie Zainuddin</i>	4.1
<i>Zainal Ariffin Ahmad</i>	22.5
<i>Zainal Arrifin</i>	4.2
<i>Zaman Zamanian</i>	30.1
<i>Zhiqiong June Wang</i>	10.2
<i>Zlatka Mesko</i>	19.6
<i>Zou Yu</i>	16.1
<i>Zunirah Talib</i>	4.1
<i>Zuzana Bočincová</i>	19.5
<i>Zuzana Kovačičová</i>	8.5
<i>Zuzana Miklošiková</i>	42.3a
<i>Zuzana Peterková</i>	15.1