



4th International Conference

*The Economies of Balkan and
Eastern Europe Countries in the
changed World*

11 - 13 May 2012
Sofia , Bulgaria



<http://ebeeec.teikav.edu.gr>

organized by

Kavala Institute of Technology, Department of Accountancy, Greece
University of National and World Economy, Department of Finance, Bulgaria
St. Kliment Ohridski University, Department of Economics and Business
Administration, Bulgaria

Conference Program

4th International Conference
“The Economies of Balkan and Eastern Europe Countries in the Changed world”
Kavala Institute of Technology, University of National and World Economy, St. Kliment Ohridski University
May 11-13, 2012, Sofia, Bulgaria



**Kavala Institute of Technology, Department of Accountancy,
Greece**

**University of National and World Economy, Department of
Finance, Bulgaria**

**St. Kliment Ohridski University, Department of Economics
and Business Administration, Bulgaria**

4th International Conference

**The Economies of Balkan and Eastern Europe Countries in
the changed World**

EBEEC 2012

Sofia, Bulgaria

May 11-13, 2012

Friday 9:00

Registration

Friday 9:30

Opening Ceremony and welcome speech (Large Conference Room)

Friday 10:00-11:00

Chairman: Silvia Trifonova, University of National and World Economy, Bulgaria.

Keynote Speaker: Anthony Bartzokas, Director of the EBRD, U.K.,
"Prospects of growth and economic integration in the Balkan and Black Sea area".

Friday 11:00-11:30

Coffee Break

Friday 11:30-13:00

Session I: EU - Integration - Enlargement (Small Conference Room)

Chairmen: Eleutherios Thalassinis/Christos Karelakis, University of Piraeus, Maritime Studies, Greece/Democritus University of Thrace, Greece.

- 1) **Ion Lucian Catrina**, Academy of Economic Studies, Romania, "*Preconditions for adopting the balanced budget in E.U.*".
- 2) **Abdella M. Oumer**, University of Groningen, Netherlands, "*Asymmetric border effects of EU integration on population growth of municipalities of Belgium, Germany and the Netherlands*".
- 3) **Alina Petronela Negrea**, The Bucharest Academy of Economic Studies, Romania, "*What about the structural convergence?*"
- 4) **Eftychia Tsanana, Constantinos Katrakilidis**, Aristotle University of Thessaloniki, Greece, "*The issue of convergence: New empirical evidence for the central Eastern Europe area*".
- 5) **Bogdan Ilut, Dan Chirlesan**, Alexandru Ioan Cuza University of Iași, Romania, "*Integration of the banking sectors from the new EU member countries: The case of the Balkan countries*".
- 6) **Irene Monasterolo, Federica Benni**, University of Bologna, Italy, "*Assessing the role of agriculture on convergence in the EU enlargement: The case of Hungary*".

Session II: Global Economic and Financial Crisis (Faculty Room - 2028A)

Chairmen: Efstratios Loizou/Grigorios Zarotiadis, Western Macedonia Institute of Technology, Greece/Aristotle University of Thessaloniki, Greece.

- 1) **Georgios Makris, Thomas Siskou**, University of Western Macedonia of Balkan Studies/Western Macedonia Institute of Technology, Greece, “*Global imbalances, financial sphere and the world economic crisis*”.
- 2) **Konstantinos Filippidis, Harry Syringas**, ATE Bank/Agricultural Bank of Greece/Paris X-Nanterre University, Greece/Belgium, “*The EU systemic crisis under the spectrum of the globalization of economy*”.
- 3) **Aggelos Kotios, George Galanos, Spyros Roukanas**, University of Piraeus, Greece, “*The systemic causes of eurozone crisis*”.
- 4) **Manuel Duarte Rocha, Vera Fraga**, Universidade do Porto, Portugal, “*Vulnerabilities underlying the impact of the global financial crisis across Europe: Emerging versus advanced economies*”.
- 5) **Bisera Gjosevska, Goran Karanovic**, University of Ss. Cyril and Methodius/University of Rijeka, F.Y.R.O.M./Croatia, “*A comparison of policy responses to the global economic crisis in the Balkans: Acceding vs. EU candidate countries*”.
- 6) **Cristina Puiu**, Alexandru Ioan Cuza University of Iasi, Romania, “*Financial crisis and the impact on euro adoption: The case of Romania*”.

Session III: Monetary Policy - Finance - Banking (Scientific Councils Room - 2032A)

Chairmen: Pantelis Sklias/Pavlos Delias, University of Peloponnese, Greece/Kavala Institute of Technology, Greece.

- 1) **Evan Gatev**, Simon Fraser University, Canada, “*How to exploit the unique banking business opportunities in Eastern Europe after the crisis*”.
- 2) **Logica Banica, Boryana Ivanova, Simeon Karafolas, Daniela Pirvu**, University of Pitesti/Agricultural University of Plovdiv/Western Macedonia Institute of Technology/University of Pitesti, Romania/Bulgaria/Greece/Romania, “*Credit cooperative systems in Balkan countries: The case of Bulgaria, Greece and Romania*”.
- 3) **Bozhana Venediktova**, University of National and World Economy, Bulgaria, “*Path of banking abroad - branches or subsidiaries*”.
- 4) **Christos Bogas, Vassileios Tsoukas**, Serres Institute of Technology, Greece, “*Greek banks’ financial performance and efficiency during the financial crisis, as it is derived by the analysis of their financial statements*”.
- 5) **Anamaria Avadanei**, Alexandru Ioan Cuza University of Iasi, Romania, “*Financial exposure in CEE banking: Structures and risks*”.
- 6) **Maja Ivanovic**, Staffordshire University, United Kingdom, “*Estimation of macroeconomic and bank - Specific determinants of the quality of loans in Montenegro*”.
- 7) **Seymur Ağayev**, Rize University, Turkey, “*The effectiveness of monetary policy in Russia: Evidence from VAR analysis*”.

Friday 13:00-14:30

Session I: EU - Integration - Enlargement (Small Conference Room)

Chairmen: Constantinos Katrakilidis/Teodor Sedlarski, Aristotle University of Thessaloniki, Greece/St. Kliment Ohridki University, Bulgaria.

- 1) **Ramona Andreea Teică**, University of Craiova, Faculty of Economics and Business Administration, Romania, “*Considerations on the public dept sustainability in the economic and monetary union*”.
- 2) **Ancuta Popa**, Ministry of Economy, Trade and Business Environment, Romanian Academy, Romania, “*The next programming period of the european funds - A challenge for Romania*”.
- 3) **Petia Tanova, John Violaris**, Frederick University, Cyprus, “*European austerity policies’ constraints and controversies under the social market economy – The case of Cyprus*”.
- 4) **George Borovas, Maria-Eleni Voutsas**, University of Western Macedonia/ University of Thessaly, Greece, “*The dept crisis in the eurozone as a factor deployment of the economic and political system governance through the theory of ‘world – system’: The case of Greece.*”
- 5) **Georg Simet**, Neuss University for International Business, Germany, “*Is Turkey ready to join the European fiscal union?*”.
- 6) **Abdylmenaf Bexheti, Luan Eshtrefi**, South East European University, F.Y.R.O.M., “*Economic policies of FYROM towards the EU - Are they efficient?*”.

Session II: Global Economic and Financial Crisis (Faculty Room - 2028A)

Chairmen: Georgios Makris/Jacek Lisowski, University of Western Macedonia of Balkan Studies Greece/Poznan University of Economics, Poland.

- 1) **Nikitas-Spiros Koutsoukis, Spyros Roukanas**, University of Peloponnese/ University of Piraeus, Greece, “*A reputation risk perspective on the European economic crisis*”.
- 2) **Brikend Aziri, Jeton Mazllami**, SEEU, F.Y.R.O.M., “*The impact of global financial crisis on SME's from ownership point of view: A study of the pollog region*”.
- 3) **Dimitris Dovas, Theofanis Mavridakis, Vagellis Politis-Stergiou**, Messolongi Institute of Technology, Greece, “*The policies applied in the European Union to confront the crisis: The case of Greece*”.
- 4) **Boryana Bogdanova**, Sofia University "St. Kliment Ohridski", Bulgaria, “*Greece sneezed and now most of Europe has a cold?*”.
- 5) **Murat Sadiku, Luljeta Sadiku, Nimete Berisha**, South East European University/South East European University/University of Pristina, F.Y.R.O.M./F.Y.R.O.M., “*The financial crisis in Greece and its impacts on western Balkan countries*”.
- 6) **George Magoulios, Vasilis Chouliaras**, Serres Institute of Technology, Greece, “*The repercussions of the financial crisis on the foreign trade between Greece and the Balkan countries (BC)*”.

Session III: Monetary Policy - Finance - Banking (Scientific Councils Room - 2032A)

Chairmen: Albena Voustova/Elena Makrevska, St. Kliment Ohridki University, Bulgaria/American College Skopje, F.Y.R.O.M..

- 1) **Silvia Trifonova**, UNWE, Bulgaria, “*The role of monetary policy and lessons from the financial crisis*”.
- 2) **Anagnostis Kipouros, Fokion-Geogios Kipouros**, Kavala Institute of Technology, Greece, “*Conclusions from the stability of financial sector from crisis in Europe. Propositions for future reformatations and supervision of financial markets. The importance of systematic risk in crisis*”.
- 3) **Besnik Fetaj, Izet Zeqiri**, SEE University, F.Y.R.O.M., “*Assessing the effectiveness of monetary and fiscal policy during the financial crises in the countries in transition*”.
- 4) **Angela Roman, Alina Camelia Sargu**, Alexandru Ioan Cuza University, Romania, “*Foreign currency loans for households and their implications: Evidence from CEE countries*”.
- 5) **Christos Grose, Theodoros Kargidis**, International Hellenic University/Thessaloniki Institute of Technology, Greece, “*Persistence in performance for mutual funds in periods of crisis*”.
- 6) **Georgios Kyriazopoulos, Dimitrios Petropoulos**, Western Macedonia Institute of Technology/Peloponnesus Institute of Technology, Greece, “*How has the economic crisis affected the financial institutions. An analysis based on the fundamentals financial figures of the banks in the last decade (2001-2010). Evidence from the Greek Banking System*”.
- 7) **Marietta Janowicz-Lomott, Krzysztof Lyskawa**, Gdansk University/Poznań University of Economics, Poland, “*Will the new financial products can be the source of a new crisis - an analysis based on reduction of emission of greenhouse gases*”.

Friday 14:30-16:00

Lunch (university campus)

Friday 16:00-17:30

Session I: Labour Market, Employment (Small Conference Room)

Chairmen: Tatiana Karabchuk/Anastasios Michailidis, National Research University Higher School of Economics, Russia/Aristotle University of Thessaloniki, Greece.

- 1) **Merita Zulfiu Alili**, SEEU, F.Y.R.O.M., “*An empirical investigation of the effects of foreign direct investment on the skill intensity of host country employment*”.
- 2) **Nagymate Nora**, University of Debrecen, Hungary, “*Labour market attributes in Hungary focusing on 'people living with disabilities'*”.
- 3) **Mihaela Popa**, University of Craiova, Romania, “*Labour force externalization - A step towards fiscal optimization in Romania's companies*”.

- 4) **Laura Juznik Rotar**, School of Business and Management Novo mesto, Slovenia, “*Unemployment duration in Slovenia: Survival analysis approach*”.
- 5) **Norberto Pignatti, Karine Torosyan**, International School of Economics in Tbilisi, Georgia, “*To work or not to work: Job market opportunities of Georgian workers in the reforming economy*”.
- 6) **Oleksandr Chernyak, Yevgen Chernyak**, Taras Shevchenko National University of Kyiv, Ukraine, “*Some approaches to governmental regulation of labor force migration in Ukraine*”.

Session II: Management - Business (Faculty Room - 2028A)

Chairmen: Theodoros Kargidis/Dominika Fudala, Thessaloniki Institute of Technology, Greece/Znan University of Economics, Poland.

- 1) **Nicos Sykianakis, Apostolos Ballas, Christos Tzovas**, Piraeus Institute of Technology/AUEB/AUEB, Greece, “*The role of organizational politics in foreign direct investments*”.
- 2) **Amallia Venera Todorut**, "Constantin Brancusi" University, Romania, “*Strategy and competitive advantage*”.
- 3) **Evangelia Zikou, Paraskevi Gatzioufa, Katerina Sarri**, University of Western Macedonia, Greece, “*Social entrepreneurship in times of economic austerity: a sparkle of light for the economies in crisis?*”
- 4) **Antanas Buracas, Algis Zvirblis**, Lithuanian University of Educational Sciences, Lithuania, “*Complex evaluation of intellectual pesources development*”.
- 5) **Ilektra Simitsi, Kalliopi Kalampouka**, Kavala Institute of Technology, Greece, “*The most important part in policy - Making decisions*”.
- 6) **Paraskevi Gatzioufa, Evangelia Zikou, Aikaterini Sarri, Thomas Kalantzis**, University of Western Macedonia/University of Western Macedonia/University of Western Macedonia/University of Macedonia, Greece, “*Entrepreneurial intensions among undergraduate students: In search of entrepreneurial enhancement*”.

Session III: International Economic - Globalization (Scientific Councils Room - 2032A)

Chairmen: Nikitas-Spiros Koutsoukis/Alina Petronela Negrea, University of Peloponnese, Greece/The Bucharest Academy of Economic Studies, Romania.

- 1) **Luiza Denisa Truica, Raluca Trandafir**, Unicredit Bank/Ovidius University, Romania, “*The risk exposure calculator*”.
- 2) **Tine Jeppesen**, University College Dublin, Ireland, “*Buying locally or abroad? Domestic contract - Enforcement and Home - sourcing in central and eastern Europe*”.
- 3) **Sreten Cuzovic, Svetlana Sokolov Mladenovic**, Faculty of Economics, Nis, Serbia, “*Socio - economic assumptions or retail internationalization on serbian market*”.

- 4) **Elena Makrevska**, American College Skopje, F.Y.R.O.M., “*Vulnerability of the current account in republic of Macedonia*”.
- 5) **Electra Pitoska**, Western Macedonia Institute of Technology, Greece, “*Interstate and trans-border economic relations: The Florina and Bilota case*”.

Friday 17:30-19:00

Session I: Health (Small Conference Room)

Chairmen: **Logica Banica/Nikolay Nenovsky**, University of Pitesti, Romania/Universite D'Orleans, France.

- 1) **Sanjeen Kumar, Kushalpal Singh**, Ambedkar University, India, “*A model to calculate the health insurance premium: A fuzzy approach*”.
- 2) **Besnik Bislimi, Edmond Muhaxheri**, American University in Kosovo, “*Financial sustainability of a health insurance fund for Kosovo*”.
- 3) **Jerzy Handschke, Dominika Fudala**, Poznan University of Economics/Znan University of Economics, Poland, “*Open method of coordination on pensions*”.
- 4) **Jeko Milev**, University of National and World Economy, Bulgaria, “*Ten years after the start - Problems and challenges facing the Bulgarian pension funds*”.
- 5) **Jacek Lisowski**, Poznan University of Economics, Poland, “*The challenges facing insurance companies in Poland*”

Session II: Management - Business (Faculty Room - 2028A)

Chairmen: **Miklós Herdon/Spyridon Mamalis**, University of Debrecen, Hungary/Kavala Institute of Technology, Greece.

- 1) **Yannis Hajidimitriou, Nikolaos Sklavounos, Konstantinos Rotsios**, University of Macedonia, Greece, “*The impact of trust on knowledge transfer in international business systems*”.
- 2) **Gergely Ráthonyi, László Várallyai, Ilona Polyák Nagyné**, Centre for Agricultural and Applied Economic Sciences of the University of Debrecen, Hungary, “*Practical training in e - tourism using hotel management software*”.
- 3) **Karol Śledzik**, University of Gdansk, Poland, “*The intellectual capital performance of polish banks: An application of Vaic model*”.
- 4) **Michael Nikolaidis, Giannoula Florou, Pavlos Delias, Athanasios Nikolaidis**, Kavala Institute of Technology/Kavala Institute of Technology/Kavala Institute of Technology/Trexagyreve, Greece, “*Researching marginal issues of business planning for business development. The case of secondary sector in the prefecture of Kavala*”.
- 5) **Athanasios Mandilas, Persefoni Polychronidou, Stavros Valsamidis, Ioannis Kazanidis**, Kavala Institute of Technology, Greece, “*ERP package evaluation: The case of small and medium enterprises*”.

- 6) **Logica Banica, Constantin Arsene, Daniela Pirvu**, University of Pitesti, Romania, “*Business intelligence for students*”.

Session III: International Economic - Globalization (Scientific Councils Room - 2032A)

Chairmen: Ērika Šumilo/Goran Karanovic, University of Latvia, Latvia/University of Rijeka, Croatia.

- 1) **Maria Eleni Voutsas, George Borovas, Androniki Katarachia, Anastasios Konstantinidis**, University of Thessaly/University of Western Macedonia/Western Macedonia Institute of Technology/Western Macedonia Institute of Technology, Greece, “*The establishment, diachronic organization and operation of the Bretton Woods institutions through the economic theory: The power of the southeast European countries into the decision making system*”.
- 2) **Karen Crabbe, Michel Beine**, Lessius and KU Leuven/University of Luxembourg, Belgium/Luxembourg, “*Integration, institutions and export specialization*”.
- 3) **Aggelos Kotios, George Galanos, Spyros Roukanas**, University of Piraeus, Greece, “*The rating agencies in the international political economy*”.
- 4) **Ozlen Hic Birol**, Bogazici University, Turkey, “*Globalization and its effects on Turkey, BRICS, Balkan, and the east European countries*”.
- 5) **George Chobanov**, St. Kliment Ohridki University, Bulgaria, “*Competitiveness through Cluster Oriented Economic Policy*”.

Friday 20:30

Conference gala dinner

Saturday 9:00-10:30

Session I: Primary Sector - Agricultural (Small Conference Room)

Chairmen: Genti Beqiri/Maja Ivanovic, European University of Tirana, Albania/Staffordshire University, United Kingdom.

- 1) **Meropi Tsakiri, Efstratios Loizou**, Aristotle University of Thessaloniki/Western Macedonia Institute of Technology, Greece, “*The interrelation of demographic and employment changes and their impacts upon a regional agricultural economy*”.
- 2) **Miklós Herdon, Róbert Szilágyi, László Várallyai**, University of Debrecen, Hungary, “*A sectorial approach of implementation the European qualification framework (EQF) in the agricultural sector*”.
- 3) **Dimitrios Natos**, Western Macedonia Institute of Technology, Greece, “*Analyzing the effects of EU enlargement on Bulgarian agricultural trade*”.
- 4) **Matteo Belletti, Elvira Leksinaj**, The Polytechnic University of Marche/Agricultural University of Tirana, Italy/Albania, “*Constraints and strengths of microfinance in agriculture: A comparison between Albania and Honduras*”.

- 5) **Dimitrios Petropoulos, Athanasios Papageorgiou, Georgios Kyriazopoulos**, Kalamata Institute of Technology/Kalamata Institute of Technology/Western Macedonia Institute of Technology, Greece, “*The competitiveness of agricultural products (trade relations between Greece - Bulgaria)*”.
- 6) **Dimitrios Kyrkilis, Simeon Semasis**, University of Macedonia/Agriculture Bank of Greece, Greece, “*The role of agriculture in economic growth and regional development in Greece*”.

Session II: Macroeconomic - Tax Policy (Faculty Room - 2028A)

Chairmen: Spyros Roukanas/Evan Gatev, University of Piraeus, Greece/Simon Fraser University, Canada.

- 1) **Konstantinos Liapis, Antonios Rovolis, Christos Galanos**, Panteion University, Greece, “*The tax regimes of the EU countries: Trends, similarities and differences*”.
- 2) **Lina Matuseviciene, Gailute Gipiene**, Vilnius University Kaunas Faculty of Humanities, Lithuania, “*Management possibilities of household tax burden*”.
- 3) **Muhammad Khan, Nikolay Nenovsky**, Universite D'Orleans, France, “*Inflation uncertainty, output growth uncertainty and macroeconomic performances: Comparing alternative exchange rate regimes in Eastern Europe*”.
- 7) **Kateryna Kononova**, V. N. Karazin Kharkiv National University, Ukraine, “*Evolutionary processes in economics: Modeling of macrogenerations dynamics*”.
- 4) **Xanthippi Chapsa, Constantinou Katrakilidis, Nikolaos Tabakis**, Serres Institute of Technology/Aristotle University of Thessaloniki, Greece, “*Investigating the catching-up hypothesis using non-stationary panel unit root tests: evidence from some European countries*”.
- 5) **Kipouros Anagnostis, Chrysa Konstantine Ghodia, Domniki Sotiriadou**, Kavala Institute of Technology, Greece, “*Targets constrains and impacts of transition process in central and Eastern European countries*”.
- 6) **Mimoza Kaci, Genti Beqiri**, European University of Tirana, Albania, “*Could inward processing attract investors in Albania?*”

Session III: Economic Development (Scientific Councils Room - 2032A)

Chairmen: Georg Simet/Giannoula Florou, Neuss University for International Business, Germany/Kavala Institute of Technology, Greece.

- 1) **Pantelis Kallias, Christoforos Chatzivasileiou, Anastasios Karasavvoglou**, Democritus University of Thrace/Kavala Institute of Technology/University of Greenwich/Kavala Institute of Technology, Greece, “*The progress of the Balkan economies from the central planned system economy to the market economy: A comparative analysis of the relative transition criteria*”.
- 2) **Anastasios Rigas, Georgios Makris, Katerina Sarri**, Probank S.A./University of Western Macedonia/University of Western Macedonia, Greece, “*The*

foreign banks sector and its contribution to the economic development of the post - socialist countries in S.E. Europe”.

- 3) **Ērika Šumilo, Ilze Vilka**, University of Latvia, Latvia, “*The multi - level approach to the economic development analysis: The case of economic development policy in Latvia*”.
- 4) **Marsida Ashiku**, University "A.Xhuvani", Albania, “*Institutions, and economic development in Albania*”.
- 5) **Eleni Zafeiriou, Christos Karelakis, Theodoros Koutroumanidis**, Democritus University of Thrace, Greece, “*Market and economic development in Bulgaria*”.

Saturday 10:30-12:00

Session I: Primary Sector - Agricultural (Small Conference Room)

Chairmen: Bozhana Venediktova/Nicos Sykianakis, University of National and World Economy, Bulgaria/Piraeus Institute of Technology, Greece.

- 1) **Botos Szilvia**, University of Debrecen, Hungary, “*Role and development of broadband network in the rural economy*”.
- 2) **Eleni Zafeiriou, Christos Karelakis**, Democritus University of Thrace, Greece, “*Asymmetry in price transmission between producer and consumer prices in the diary sector; the case of transition economies*”
- 3) **Sofia Kourtesi, Panos Fousekis, Apostolos Polymeros**, Aristotle University of Thessaloniki/Aristotle University of Thessaloniki/Farm Accountancy Data Network in Greece, Ministry of Rural Development and Food, Greece, “*Conditional efficiency estimation with environmental variables: Evidence from Greek cereal farms*”.
- 4) **Eleni Kaimakoudi, Konstantinos Polymeros, Christos Batzios**, University of Thessaly/University of Thessaly/Aristotle University of Thessaloniki, Greece, “*The impacts of common fisheries policy of the EU on the Greek fishery sector*”.
- 5) **Alexandros Theodoridis, Athanasios Ragkos, Dimitrios Roustemis, Zafeiris Abas**, Aristotle University of Thessaloniki/Thessaloniki Institute of Technology/Democritus University of Thrace/Democritus University of Thrace, Greece, “*Technical efficiency of Chios sheep farms in Greece: An application of stochastic frontier analysis*”.
- 6) **Christos Karelakis, Konstantinos Galanopoulos, Efstratios Loizou**, Democritus University of Thrace/Democritus University of Thrace/Western Macedonia Institute of Technology, Greece, “*Challenging the economic downturn: Evidence from Greek livestock farms*”.

Session II: Monetary Policy - Finance - Banking (Faculty Room - 2028A)

Chairmen: Anthony Bartzokas/Laura Juznik Rotar, Director of the EBRD, U.K./School of Business and Management Novo Mesto, Slovenia.,

- 1) **Cosmina Paula Bradu**, Alexandru Ioan Cuza University, Romania, “Consumers' attitudes towards corporate socially responsible companies in the changed world”.
- 2) **Cyryl Kotyla**, University of Gdańsk Wydział Zarządzania, Poland, “Presentation of risk and current value of derivative instruments in companies' financial statements”.
- 3) **Gojnea Violeta Ileana**, University of Craiova, Romania, “The cost - A tool in the economic and financial decisions”.
- 4) **Katerina Lyroudi**, University of Macedonia, Greece, “The liquidity - profitability trade-off for polish companies”.
- 5) **Roumen Vesselinov**, National Statistical Institute of Bulgaria, Bulgaria, “Forecasting the bulgarian business cycle”.
- 6) **Eduardas Freitakas**, Vilnius University, Lithuania, “Mortgage portfolio in Lithuania, Latvia and Estonia: Analysis of main factors”.
- 7) **Adrian Costea**, Romania, “A statistical - based approach to assessing comparatively the performance of non - banking financial institutions in Romania”.

Session III: Marketing (Scientific Councils Room - 2032A)

Chairmen: **Seymur Ağayev/Karine Torosyan**, Rize University, Turkey/International School of Economics in Tbilisi, Georgia.

- 1) **Anastasios Konstantinidis, Androniki Katarachia, George Borovas, Maria Eleni Voutsas**, Western Macedonia Institute of Technology/Western Macedonia Institute of Technology/University of Western Macedonia/University of Thessaly, Greece, “From efficient market hypothesis to behavioural finance: Can behavioural finance be the new dominant model for investing?”.
- 2) **Vaida Zemlickiene, Dimitrios Maditinos**, Vilnius Gediminas Technical University/Kavala Institute of Technology, Lithuania/Greece, “Marketing strategy formulation in innovative product development process”.
- 3) **Anisa Bello, Efthymia Papadopoulou, Kostantinos Rotsios**, Perrotis College/Inholland University of Applied Sciences/Perrotis College, Greece, “Intrapreneurial efforts to rejuvenate a commercial brand name, motives and limitations: The case of the American farm school - Thessaloniki, Greece”.
- 4) **Georgios Tsekouropoulos, Zacharoula Andreopoulou, Christiana Koliouka, Theodoros Koutroumanidis, Christos Batzios, Panagiotis Lefakis**, Thessaloniki Institute of Technology/Aristotle University of Thessaloniki/Aristotle University of Thessaloniki, Greece, “Marketing policies through the internet: The case of skiing centers in Greece”.
- 5) **Georgios Kokkinis, Irene Kamenidou**, Thessaloniki Institute of Technology/Kavala Institute of Technology, Greece, “In search of sustainable business practices: The utilization of private label products as means of enforcing local products' brand identity in Greece”.
- 6) **Irene Kamenidou, Spyridon Mamalis, Georgios Kokkinis, Ioanna Samara**, Kavala Institute of Technology/Kavala Institute of Technology/Thessaloniki Institute of Technology/Kavala Institute of Technology, Greece, “Visitors

expectations from the thermal spring baths of Smokovo Karditsa. A factor analytic approach”.

- 7) **Lambros Tsourgiannis, Triantafillia Liakou, Anastasia Koutsou, Persefoni Polychronidou**, Region of East Macedonia and Thrace/Kavala Institute of Technology/Kavala Institute of Technology/Kavala Institute of Technology, Greece, “*Do students in Greece consider network marketing (multi-level) marketing as a business opportunity*”.

Saturday 12:00-12:30

Coffee Break

Saturday 12:30-13:30

Large Conference Room

Chairman: George Chobanov, St. Kliment Ohridski University, Bulgaria.

Keynote Speaker: Eleutherios Thalassinis, University of Piraeus, Maritime Studies, Greece, “*The role of the rating companies in the recent financial crisis in the Balkan and Black Sea area*”.

Saturday 13:30-15:00

Lunch (university campus)

Saturday 15:00-16:30

Session I: Marketing - Consumer Behaviour (Small Conference Room)

Chairmen: Irene Monasterolo/Theodore Papailias, University of Bologna, Italy/Piraeus Institute of Technology, Greece.

- 1) **Androniki Katarachia, Anastasios Konstantinidis, Constantinos Tsioras**, Western Macedonia Institute of Technology, Greece, “*Web site quality and satisfaction: A social networkers' perspective*”.
- 2) **Dimitrios Maditinos, Dimitrios Papadopoulos, Lluís Prats**, Kavala Institute of Technology/Kavala Institute of Technology/University of Girona, Greece/Greece/Spain, “*The free time allocation and its relationship with the perceived quality of life (QoL) and satisfaction with life (SWL)*”.
- 3) **Lambros Tsourgiannis, Anastasios Karasavoglou, Christos Antonios Tsourgiannis, Anna Koutroulou, Persefoni Polychronidou**, Region of East Macedonia and Thrace/Kavala Institute of Technology/Ministry of Rural Development and Food/Kavala Institute of Technology/Kavala Institute of Technology, Greece, “*Consumers buying behaviour in Greece towards local food*”.
- 4) **Lambros Tsourgiannis, Nikolaos Koutelos, Petros Moisides, Anna Koutroulou**, Region of East Macedonia and Thrace/Kavala Institute of Technology/Kavala Institute of Technology/Kavala Institute of Technology,

Greece, “*Examination of consumers' attitudes in Greece towards the development of transgenic forest trees and their products*”.

- 5) **Sofia Anastasiadou**, University of Western Macedonia, Greece, “*A structural model describing students' consumption behavior towards Chinese products*”.
- 6) **Sofia Anastasiadou**, University of Western Macedonia, Greece, “*A structural model describing Chinese tradesmen attitudes towards Greek students' consumption behavior*”.

Session II: Accounting (Faculty Room - 2028A)

Chairmen: Antanas Buracas/Radmila Jablan Stefanović, Lithuanian University of Educational Sciences, Lithuania/University of Belgrade, Serbia.

- 1) **Snejana Basheva, Rossen Petkov**, University of National and World Economy/City University of New York, Bulgaria/USA, “*Harmonization and Convergence in International Accounting – Prospects for Future Development*”.
- 2) **Radmila Jablan Stefanović**, University of Belgrade, Serbia, “*New concepts of companies' cost management in the global economy*”.
- 3) **Oana Staiculescu**, University of Craiova, Romania, “*Quality cost - A 'modus Vivendi' for managerial accounting.*”
- 4) **Konstantina Skritsovali, Athanasios Mandilas, Efstathios Dimitriadis**, Kavala Institute of Technology, Greece, “*Ethics training in the accounting profession*”.
- 5) **Konstantinos Vasilacopoulos, Apostollos Ballas, Christos Tzovas**, Athens University of Economics and Business, Greece, “*An empirical investigation of Greek firm's compliance to IFRS disclosure requirements*”.
- 6) **Boychinka Yonkova**, UNWE, Bulgaria “*Intergrated reporting and the purpose of SMSEs*”.
- 7) **Nikos Kartalis, Nikos Sarriarides, F. Gazepi, Nikos Tzanakakis**, Western Macedonia Institute of Technology/Western Macedonia Institute of Technology/Serres Institute of Technology/Western Macedonia Institute of Technology, Greece, “*Accounting Information and Decision Making: The case of Serres region companies*”.

Session III: Socio-economic issues (Scientific Councils Room - 2032A)

Chairmen: Matteo Belletti/Androniki Katarachia, The Polytechnic University of Marche, Italy/ Western Macedonia Institute of Technology, Greece.

- 1) **Tatiana Karabchuk**, National Research University Higher School of Economics, Russian Federation, “*Career and fertility combinations: What makes women more happy?*”
- 2) **Rus Mihaela**, Ovidius University of Constanta, Romania, “*Counter - productive behaviour and relations with work performance*”.
- 3) **Efstratios Loizou, Fotios Chatzitheodoridis, Anastasios Michailidis, Meropi Tsakiri, Giorgos Theodossiou**, Western Macedonia Institute of Technology/Western Macedonia Institute of Technology /Aristotle University

- of Thessaloniki/Aristotle University of Thessaloniki/Larissa Institute of Technology, Greece, “*Energy sectors' dynamics in the Greek economy*”.
- 4) **Bianca Mogoseanu**, Universitatea din Craiova, Romania, “*Study regarding the efficiency measure of automotive companies*”.
 - 5) **Sofia Anastasiadou**, University of Western Macedonia, Greece, “*Reliability and validity testing of a new scale for measuring attitudes toward Chinese products*”.
 - 6) **Efstathios Dimitriadis, Evgenia Bilibini, Athanasios Mandilas**, Kavala Institute of Technology, Greece, “*How familiarity, reputation and usability affect loyalty in electronic journalistic services*”.
 - 7) **Athanasios Michailidis, Xanthippi Chapsa**, Serres Institute of Technology, Greece, “*Investigating the profile of the political refugees of the Greek civil war*”.

Saturday 16:30-18:30

Session I: Accounting (Small Conference Room)

Chairmen: Christos Batzios/Kateryna Kononova, Aristotle University of Thessaloniki, Greece/V. N. Karazin Kharkiv National University, Ukraine.

- 1) **Artor Nuhiu, Lulzim Krasniqi, Arber Hoti**, University of Pristina, “*The impact of financial reporting of small and medium sized enterprises in economic development of Balkan countries*”.
- 2) **Theodore Papailias, Vasilios Panagou, Maria Rodosthenous**, Piraeus Institute of Technology, Greece, “*The evolution of agricultural sector through financial statements analysis*”.
- 3) **Holtjana Bello, Manol Simo**, European University of Tirana, Albania, “*Could the audit committees enhance accountability in public sector, in Albania?*”
- 4) **Michail Papailias**, Panteion University, Greece, “*Financial and accounting summary of the agricultural sector between 1950-2000: The case of the central Greece region*”.
- 5) **Eleni Kouloura, Dimosthenis Pappas, Theodosios Theodosiou, Stavros Valsamidis**, Kavala Institute of Technology, Greece, “*Empirical research for the efficiency of the Greek markets*”.

Session II: Regional Development (Faculty Room - 2028A)

Chairmen: Petia Tanova/Abdella M. Oumer, Frederick University, Cyprus/University of Groningen, Netherlands.

- 1) **Domna Lyratzopoulou, Grigorios Zarotiadis**, Aristotle University of Thessaloniki, Greece, “*Black sea port - Cities and the old trade routes (19th century-early 21st century)*”.
- 2) **Pantelis Sklias, Maria Tsampra**, University of Peloponnese/University of Western Greece, Greece, “*Regional integration in western Balkans: A case for cross - border business cooperation?*”.

- 3) **Paschalis Arvanitidis**, University of Thessaly, Greece, “*Metropolitan concentration and the urban systems of Greece, Albania, Bulgaria and Romania: An empirical investigation*”.
- 4) **Anca Hategan**, University of Oradea, Romania, “*Measuring Romania's economic competitiveness of regions using the 3 - factor model*”.
- 5) **Raluca Georgiana Popescu**, Academia de Studii Economice Bucuresti, Romania, “*The regional location of foreign companies in Romania*”.
- 6) **Luca Jacopo Uberti**, American University in Kosovo/Rochester Institute of Technology, “*From state industry to 'enclave' economy?: Promoting the structural integration of Kosovo's mining sector*”.

Session III: IT, New Technologies (Scientific Councils Room - 2032A)

Chairmen: Stavros Valsamidis/Sofia Anastasiadou, Kavala Institute of Technology, Greece/University of Western Macedonia, Greece.

- 1) **László Várallyai, Miklós Herdon, János Posta, András Cseh**, University of Debrecen, Hungary, “*Reduce digital gap in the Centiagri project*”.
- 2) **Grozdalina Grozeva, Yordan Dimitrov**, Technical University Sofia, Bulgaria, “*A study of open innovation in cloud computing*”.
- 3) **Elena C. Gkika, Apostolos N. Giovanis**, Athens Institute of Technology, Greece, “*Factors affecting the adoption of new technologies: Empirical investigation in the banking system of a Balkan country*”.
- 4) **Ioannis Athanasiadis, Dimitrios Ioannides**, University of Macedonia, Greece, “*A statistical and social analysis of web market structure and the direct e-commerce phenomenon of producer to consumer transaction*”.
- 5) **Stavros Valsamidis, Athanasios Mandilas, John Petasakis, Elena Caraman**, Kavala Institute of Technology, Greece, “*Employees' Internet Addiction in Balkan and South-Eastern European Enterprises*”.

Saturday 20:30

Dinner

Sunday 9:00

Social program