

**INTERNATIONAL MULTIDISCIPLINARY  
SCIENTIFIC CONFERENCES ON SOCIAL SCIENCES AND ARTS  
S G E M 2 0 1 4**

**POLITICAL SCIENCES, LAW, FINANCE, ECONOMICS  
AND TOURISM**

**CONFERENCE PROCEEDINGS  
VOLUME IV**



-----  
**ECONOMICS AND TOURISM**  
-----

**1-10 September, 2014  
Albena, BULGARIA**

---

## **DISCLAIMER**

This book contains abstracts and complete papers approved by the Conference Review Committee. Authors are responsible for the content and accuracy.

Opinions expressed may not necessarily reflect the position of the International Scientific Council of SGEM.

Information in the SGEM 2014 Conference Proceedings is subject to change without notice. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without the express written permission of the International Scientific Council of SGEM.

Copyright © SGEM2014

All Rights Reserved by the SGEM International Multidisciplinary Scientific Conferences on SOCIAL SCIENCES and ARTS

Published by STEF92 Technology Ltd., 1 “Andrey Lyapchev” Blvd., 1797 Sofia, Bulgaria

Total print: 5000

**ISBN 978-619-7105-28-5**

**ISSN 2367-5659**

**DOI: 10.5593/sgemsocial2014B24**

**SGEM INTERNATIONAL MULTIDISCIPLINARY SCIENTIFIC CONFERENCES ON  
SOCIAL SCIENCES AND ARTS**

**Secretariat Bureau**

Phone: +359 2 975 3982

Fax: +359 2 874 1088

E-mails: **[sgem@sgemsocial.org](mailto:sgem@sgemsocial.org)**

URL: **[www.sgemsocial.org](http://www.sgemsocial.org)**

## CONTENTS

### ECONOMICS AND TOURISM

- 1. A THEORETICAL ANALYSIS OF THE SOCIAL AND POLITICAL FACTORS INFLUENCING TAX COMPLIANCE IN GREECE**, Mr. Panagiotis Mitrakos, Assoc. Prof. Dr. Aristidis Bitzenis, Dr. Panagiotis Kontakos, University of Macedonia-Department of International and European Studies, Greece .....3
- 2. ACTUAL AND POTENTIAL DEMAND FOR SELECTED GOODS AND SERVICES IN SLOVAKIA**, Ing. Mariana Povazanova, PhD., RNDr. Gabriela Nedelova, PhD., Ing. Jan Kollar,, University of Matej Bel, Slovakia.....11
- 3. AN ANALYSIS OF THE MARKET POTENTIAL REGARDING CAR SALES RE-LAUNCH**, Professor Ion Stancu, PhD, Master student Hermina Dragan, University Of Craiova, Romania .....19
- 4. ANALYSE OF INNOVATION PERFORMANCE OF SLOVAK REPUBLIC REGIONS AND MAIN FACTORS OF REGIONAL DEVELOPMENT BASED ON INNOVATION**, Ing. Martin Sedlacek, Alexander Dubcek University in Trencin. Faculty of Social and Economic Relations, Slovak Republic .....27
- 5. ANALYSIS OF POTENTIAL RISKS IN THE CURRENT TOURISM FROM THE PERSPECTIVE OF CZECH TRAVEL AGENCIES**, Mgr. Marek Tomastik, PhD., Mgr. Katerina Pitrova, Doc. Ing. Petr Cech, PhD., Tomas Bata University in Zlin, Czech Republic.....35
- 6. ANALYSIS OF THE FOREIGN TRADE IN SLOVAKIA**, PhD. Zuzana Brincikova, PhD. Lubomir Darmo, University of Economics in Bratislava.....43
- 7. ASSESSMENT AND MANAGEMENT OF ENTERPRISE VALUE**, Prof. Nailya Yakupova, Assoc. Prof. Svetlana Absalyamova, Kazan (Volga Region) Federal University, Russia.....51
- 8. BALNEARY POTENTIAL OF the MINERAL WATER FROM VULCANA BAI, DAMBOVITA COUNTY (ROMANIA)**, Dr. Ovidiu Murarescu, Dr. Gica Pehoiu, Dr. Madalina Frinculeasa, Dr. George Muratoreanu, Valahia University of Targoviste, Romania.....59
- 9. BETTER LIFE INDEX AS A POSSIBLITIY OF MEASURING THE SOCIO-ECONOMIC DEVELOPMENT OF THE ECONOMY**, Ing. Andrea Vondrova, PhD., Ing. Elena Fifekova, PhD., University of Economics in Bratislava, Slovakia .....67
- 10. BUILDING A BETTER CORRESPONDENCE BETWEEN THE ACADEMIC PROCESS AND THE MARKET WORKPLACE**, Professor Popescu Dan , PhD.,

PhD. Candidate Petrus Catalin, The Bucharest University of Economic Studies, Romania.....75

**11. BY BIKE TO URBAN OR MOUNTAINOUS ROMANIA? DEVELOPING THE MARKET OF BIKEPARKING ADVENTURE TOURISM**, Lecturer Dr. Diana Foris, Teaching Assistant Dr. Cristina Nicolau, Professor Dr. Tiberiu Foris, Project Manager Vasile Grecu, Transilvania University of Brasov, Romania.....89

**12. CATASTROPHE BONDS AS INNOVATIVE TOOLS OF CORPORATE FINANCIAL MANAGEMENT – APPLICATION AND LIMITATIONS**, Dr Joanna Blach, Dr Monika Wieczorek-Kosmala, University of Economics in Katowice, Poland .....97

**13. COMPARISON OF FLEXICURITY IN SLOVAKIA AND DENMARK**, PhD. Zuzana Brincikova, PhD. Lubomir Darmo, University of Economics in Bratislava, Slovakia .....105

**14. COMPETITIVENESS OF THE V4 COUNTRIES**, Ing. Veronika Soosova, PhD., Alexander Dubcek University in Trencin. Faculty of Social and Economic Relations, Slovakia .....113

**15. CONSOLITAION OF PUBLIC FINANCES – THE EXPERIENCE OF THE SLOVAK REPUBLIC**, Ing. Elena Fifeikova, PhD., Ing. Andrea Vondrova, PhD., University of Economics in Bratislava, Slovakia .....121

**16. CONSUMER AND FOOD DEMAND IN THE ROMANIAN MARKET CAPACITY**, Assoc. Prof. Dr. Elena Pet, Lecturer Dr. Corina Sarbu, Lecturer Dr. Ioan Pet, Assoc. Prof. Dr. Ioan Brad, Assist. Dr. Ana Mariana Dincu, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....129

**17. CORPORATE SOCIAL RESPONSIBILITY AND OTHER FACTORS INFLUENCING FINANCIAL PERFORMANCE BASED ON QUESTIONNAIRE EXAMINATION**, Maria Kralova, Juraj Siska, Masaryk University, Czech Republic .....135

**18. CREATION OF A CULTURAL ENVIRONMENT SUITABLE FOR ENTERPRENURIAL ACTIVITIES IN TRANSITION COUNTRIES**, Assist. Prof. Bozena Krce Miocic, Gabrijela Vidic, M.A., Andrea Kovacevic, M.A., University of Zadar, Croatia .....143

**19. CURRENT CONSIDERATIONS ON INTERNAL AUDIT AND ANTI-CORRUPTION INITIATIVES**, PhD Lucan Alexandra Narcisa, Prof. Elena Hlaciuc, Stefan cel Mare University of Suceava, Romania .....151

**20. CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF THE CASINO SERVICE QUALITY IN CROATIA**, Assoc. Prof. Dr. Suzana Markovic/ Assistant Jelena Dorcic/ Student Monika Kmetec, University of Rijeka Faculty of Tourism and Hospitality Management, Croatia.....159

|                                                                                                                                                                                                                                                                                             |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>21. DATA QUALITY AS A KEY FACTOR FOR THE SUCCESSFUL IMPLEMENTATION AND USE OF BUSINESS INTELLIGENCE</b> , Prof. Ing. Stefan Carnicky, Assoc. Prof. Ing. Peter Mesaros, PhD., Ing. Tomas Mandicak, Ing. Matina Habinakova, University of Economics in Bratislava (Kosice), Slovakia ..... | 167 |
| <b>22. DEMOGRAPHIC CHANGES IN THE DANUBIAN TOWNS OF ROMANIA. CASE STUDY: FETESTI</b> , Aurelia-Petruta Radu, PhD. Student, University of Bucharest, Romania.....                                                                                                                            | 175 |
| <b>23. DEVELOPMENT OF DENTAL TOURISM IN TIMISOARA, ROMANIA</b> , Associate Professor PhD. Cipriana Sava, Dimitrie Cantemir Christian University, Romania.....                                                                                                                               | 183 |
| <b>24. DIAGNOSYS OF SHADOW ECONOMY IN RUSSIAN REGIONS: METHODOLOGY AND APPROBATION</b> , Prof. Alexey Naydyonov, Iliya Krivenko, Institute of Economics UB RAS, Russia.....                                                                                                                 | 189 |
| <b>25. DIFFERENCES IN THE PERFORMANCE OF THE VISEGRAD GROUP REGIONS</b> , Ing. Jana Masarova, PhD., Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovakia .....                                                                                        | 195 |
| <b>26. DISABLED REHABILITATION WITHIN THE FRAMEWORK OF FIGHTING THE DEFICIT OF QUALIFIED LABOR</b> , Assist. Prof. Valentina V. Ignatenko, Assist. Prof. Vladimir.V. Kovarda, Graduate Assist. Elena V. Bezuglaya, South-West State University, Russia.....                                 | 203 |
| <b>27. DISTINCTIVE FEATURES OF THE MARKET OF DRUGS IN RUSSIA</b> , Prof. Inessa Gurban; Aleksey Klevakin, Institute of Economics UB RAS, Russia .....                                                                                                                                       | 209 |
| <b>28. DOES HIGH REPUTATION LEVEL ON ELECTRONIC MARKETS REALLY MATTER?</b> , Ing. Radovan Drab, PhD. Ing. Lucia Mihokova, PhD., Pavol Jozef Safarik University in Kosice - Faculty of Public Administration, Slovakia .....                                                                 | 217 |
| <b>29. DRACULA TOURISM IN ROMANIA: FROM NATIONAL TO LOCAL TOURISM STRATEGIES</b> , PhD. Oana Mihaela Stoleriu, PhD. Bogdan Ibanescu, Alexandru Ioan Cuza University, Romania.....                                                                                                           | 225 |
| <b>30. ECONOMIC MUTTATIONS IN POST-COMMUNIST PERIOD IN ROMANIAN SMALL TOWNS. CASE STUDY: FETESTI</b> , PhD. student Aurelia Pertuta Radu, University of Bucharest, Romania.....                                                                                                             | 233 |
| <b>31. ENVIRONMENTAL DEVELOPMENT AND ECO-INNOVATION AS A NEW CONCEPT IN REAL ESTATE MARKET</b> , PhD in Economics Olga Mikhailovna Lenkovets and PhD in Economics Natalia Yurievna Kirsanova, National Mineral Resource University, Russia .....                                            | 241 |

|                                                                                                                                                                                                                                                                                                       |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>32. EU STANDARDS AND TOURISM QUALITY</b> , Ana Vizjak, PhD., Assoc. Prof.; Maja Vizjak, PhD Student University of Rijeka Faculty of Tourism and Hospitality Management, Croatia.....                                                                                                               | 249 |
| <b>33. EVALUATING OF THE BUDGET ENTROPY IN PROVIDING FOR BUDGET-FISCAL SECURITY</b> , Tatyana Yurievna Tkacheva, PhD, Lubov Victorovna Afanasjeva, PhD, Svetlana Nikolaevna Belousova, PhD., South-West State University, Russia.....                                                                 | 261 |
| <b>34. FACTOR ANALYSIS IN TOURISM DEVELOPMENT</b> , Prof. Niyaz Gabdrakhmanov, Mr. Mikhail Roshko, Kazan (Volga Region) Federal University, Russia .....                                                                                                                                              | 267 |
| <b>35. FEATURES AND SUPPORT OF SMALL AND MEDIUM-SIZED ENTERPRISES (SME) IN RUSSIA</b> , Prof. Dr. Alexandr Vilenskiy, National Research University Higher School of Economics, Russia .....                                                                                                           | 273 |
| <b>36. FEMALE ENTREPRENEURS: CHARACTERISTICS AND ENTREPRENEURIAL BEHAVIOR</b> , PhD Candidate Dan Dumitru Ionescu, PhD Alina Mariuca Ionescu, Alexandru Ioan Cuza University, Romania .....                                                                                                           | 279 |
| <b>37. FOREIGN DIRECT INVESTMENTS AND THEIR IMPACT ON SOCIO - ECONOMIC GROWTH IN THE REGIONS OF SLOVAKIA</b> , Ing. Eva Ivanova, CSc. Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovakia .....                                                                | 287 |
| <b>38. FROM THE COUNTRY OF ORIGIN EFFECT TO THE ORIGIN OF THE BRAND - AN APPROACH FROM THE VIEW POINT OF THE LITERATURE REVIEW</b> , Prof. Carlos Silva; Prof. Lisete Monico; Prof. Jose Porfirio; Prof. Maria do Rosario Almeida, ISLA - Instituto Superior de Leiria, Portugal.....                 | 295 |
| <b>39. GLOBAL STATISTICS: CHALLENGES, CONDITION, PROSPECTS</b> , Dr., Prof. Olga Bashina, Dr., Prof. Mikhail Karmanov, Moscow State University of Economics Statistics and Informatics, Russia .....                                                                                                  | 303 |
| <b>40. HUMAN MIGRATION AS A FACTOR OF FORMATION OF THE SOCIOECONOMIC SITUATION IN RUSSIA</b> , Dr., Prof. Elena Egorova, Dr., Prof. Pavel Smelov, Dr. Nikita Epshteyn, Moscow State University of Economics Statistics and Informatics, Russia .....                                                  | 309 |
| <b>41. HYPERCOMPETITION FOR FARMS? THE NEW USE CONNECT TO ORNAMENT AND FOR EDIBLE OF PLANTS MEDITERRANEAN POTTED</b> , PhD. Valeria Allegra, Prof. Gioacchino Pappalardo, Prof. Alfonso Silvio Zarba, Department of Agri-food and Environmental Systems Management, University of Catania, Italy..... | 317 |

|                                                                                                                                                                                                                                                                         |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>42. IMPACT OF THE EUROPEAN INTEGRATION AND GLOBAL CRISIS ON LABOR MARKET IN THE SLOVAK REPUBLIC</b> , Assoc. Prof. Ing. Marta Martincova, PhD, University of Economics in Bratislava, Slovakia .....                                                                 | 325 |
| <b>43. IMPORTANCE OF MANAGERIAL COMPETENCIES FOR INNOVATION PROCESSES IN SMALL AND MEDIUM POLISH ENTERPRISES</b> , Prof. Katarzyna Szczepanska-Woszczyna, Prof. Zdzisława Dacko-Pikiewicz, Academy of Business in Dabrowa Gornicza, Poland .....                        | 333 |
| <b>44. INCOME INEQUALITIES IN THE EU COUNTRIES BASED ON PANEL DATA MODELS</b> , Maria Denisa Vasilescu, PhD Larisa Stanila, PhD Amalia Cristescu, PhD Madalina Ecaterina Popescu, National Research Institute for Labour and Social Protection - INCSMPS, Romania ..... | 341 |
| <b>45. INFLUENCE OF GLOBALIZATION ON AGRARIAN SECTOR IN SLOVAKIA</b> , Dr. Juraj Cheben, Metropolitan University Prague, Czech Republic ....                                                                                                                            | 349 |
| <b>46. INFORMATION TECHNOLOGY IN EDUCATIONAL ECOTOURISM REALIZATION</b> , Assoc. Professors: N.S.Buslova, E.V. Klimenko, L.A. Sheshukova; Candidate of Philology, A.Y. Vychuzhanina, Tyumen State University, Russia .....                                              | 357 |
| <b>47. INPUT UTILIZATION: LABOUR AND HUMAN CAPITAL IN EUROPE</b> , PhD Eduard Nezinsky, Institute for Forecasting, Academy of Sciences, Slovakia .....                                                                                                                  | 365 |
| <b>48. INSIDE OUT ROMANIAN TOURISM: REDESIGNING FOCUS STRATEGIES TO REVIVE OLD TOURISM DESTINATIONS</b> , Lecturer Dr. Diana Foris, Teaching Assistant Dr. Cristina Nicolau, Professor Dr. Tiberiu Foris, Transilvania University of Brasov, Romania .....              | 373 |
| <b>49. INTANGIBLES AS A COMPETITIVE ADVANTAGE IN THE TOURISM DEVELOPMENT OF BANSKA BYSTRICA REGION</b> , Dr. Katarina Petrikova, Assoc. Prof. Anna Vanova, Dr. Kamila Borsekova, Matej Bel University, Slovakia ..                                                      | 381 |
| <b>50. INTANGIBLES ASSESSMENT IN EUROPEAN UNION COUNTRIES</b> , Prof. Dr. Irena Macerinskiene, Rasa Aleknaviciute, Mykolas Romeris University, Lithuania .....                                                                                                          | 389 |
| <b>51. INTERACTION BETWEEN INFLATION AND FISCAL DEFICIT IN REPUBLIC OF MACEDONIA</b> , Elmi Aziri, PhD Candidate, South East European University, FYR of Macedonia .....                                                                                                | 397 |
| <b>52. INTERREGIONAL DISPARITIES IN THE SLOVAK AND CZECH REPUBLIC</b> , Eva Ivanova, CSc., Eva Koiso, PhD, Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovakia.....                                                              | 405 |
| <b>53. INVESTMENTS IN HUMAN CAPITAL AS A CONTRIBUTING FACTOR TO RUSSIA'S BETTER COMPETITIVENESS</b> , PhD in Economics Olga                                                                                                                                             |     |

|                                                                                                                                                                                                                                                                                                                        |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Mikhailovna Lenkovets and PhD in Economics Natalia Yurievna Kirsanova, National mineral resource University, Russia.....                                                                                                                                                                                               | 413 |
| <b>54. KNOWLEDGE SPILLOVER IN HUMAN RESOURCES PLANNING. EVIDENCE FROM THE SLOVAK REPUBLIC</b> , Dr. Juraj Cheben, Dr. Drahoslav Lancaric, Dr. Radovan Savov , Metropolitan University Prague, Czech Republic .....                                                                                                     | 421 |
| <b>55. LABOR MARKET FLEXIBILITY IN SLOVAKIA - CAUSES AND CONSEQUENCES</b> , Erika Lapinova, PhD/ Samuel Korony, PhD, Matej Bel University in Banska Bystrica, Slovakia .....                                                                                                                                           | 427 |
| <b>56. LEVELIZED COST OF ELECTRICITY (LCOE) OF RENEWABLE ENERGIES IN THE AUCTIONING SYSTEM IN POLAND</b> , PhD Magdalena Ligus, University of Wroclaw, Poland .....                                                                                                                                                    | 435 |
| <b>57. MADE IN CHINA: A THREAT TO EUROPEAN AUTOMOTIVE INDUSTRY?</b> , Veronika Koncikova, Masaryk University, Czech Republic.....                                                                                                                                                                                      | 443 |
| <b>58. MANAGEMENT TIERED EDUCATIONAL SYSTEM OF RUSSIAN UNIVERSITIES ACCOUNTING THE INTEGRATION INTO THE INTERNATIONAL EDUCATIONAL SPACE</b> , Dr., Rector of South-West State University, Prof. Sergey Emelyanov Dr., Prof. Ekaterina Kharchenko Dr., Prof. Yulia Vertakova, South-West State University, Russia ..... | 451 |
| <b>59. MANAGERIAL VIEW ON THE PRODUCTION ANALYSIS IN AGRICULTURE - THE APPLICATION OF THE COBB-DOUGLAS PRODUCTION FUNCTION</b> , Assoc. Prof. Rastislav Kotulic, Dr. Jana Pavelkova, Ivana Kravcakova Vozarova, Roman Vavrek, University of Presov in Presov, Slovakia .....                                           | 459 |
| <b>60. MEASURING SUSTAINABILITY IN COMPANIES: THE CASE FROM THE CZECH REPUBLIC</b> , Dr. Jan Zavodny Pospisil; Dr. Lucie Sara Zavodna, Palacky University in Olomouc, Czech Republic .....                                                                                                                             | 467 |
| <b>61. MORAL STATUS OF RUSSIAN YOUTH IN TERMS OF SOCIAL AND ECONOMIC DEVELOPMENT</b> , Assis. Prof. Vladimir V. Kovarda, Assis. Prof. Larisa V. Bychkova, South-West State University, Russia.....                                                                                                                     | 475 |
| <b>62. MORTALITY RATE ESTIMATE FOR THE OLD AGE POPULATION BY BOOTSTRAP METHOD</b> , Assoc. Prof. Dr. Bohdan Linda, Assoc. Prof. Dr. Jana Kubanova, Prof. Dr. Viera Pacakova, University of Pardubice, Czech Republic.....                                                                                              | 481 |
| <b>63. MUNICIPAL DISTRICT ASYMMETRY (EVIDENCE FROM KURSK REGION)</b> , Assis. Prof. Galina I. Korzhova, Graduate Assistant Oksana A. Suslikova, Assis. Prof. Vladimir V. Kovarda, Assis. Prof. Natalia E. Tsukanova, South-West State University, Russia.....                                                          | 487 |

|                                                                                                                                                                                                                                                                                                                   |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>64. MUSEUM'S WEBSITE AS A SIGNIFICANT TOOL OF FINANCIAL ACTIVITY OF MUSEUMS,</b> PhD Irina Tolstikova/ PhD Maksim Shubinskiy/Anna Tolstikova, ITMO University - Center of Design and Multimedia, Russia .....                                                                                                  | 493 |
| <b>65. NATIONAL ECONOMY INFLUENCEE ON PROCESS OF PRIVATIZATIONS,</b> PhD Student Cristina Chiriac, PhD Viorel Cornescu, Romanian Academy, Romania .....                                                                                                                                                           | 501 |
| <b>66. ORGANIZATIONAL AND ECONOMIC TRENDS IMPROVING THE ENTERPRISE READINESS TO CHANGES,</b> PhD, Prof. Svetlana Ashmarina, PhD Anna Zotova, Samara State Economic University- Management Systems Institute, Russia .....                                                                                         | 509 |
| <b>67. ORGANIZATIONAL COMMUNICATION IN THE TOURISM UNITS FROM ROMANIA -BETWEEN TO BE AND TO SEEM,</b> Professor Dan Popescu, PhD; PhD. Candidate Cristina State; Professor Manuela-Mihaela Ciucurel, PhD, The Bucharest University of Economic Studies, Romania.....                                              | 517 |
| <b>68. PERCEPTIONS AND ATTITUDES OF THE RESIDENTS TOWARDS THE IMPACT OF TOURISM ON LOCAL COMMUNITY: THE CASE OF ZADAR COUNTY (CROATIA),</b> Assoc. Prof. Bozena Krce Miocic, Gabrijela Vidic, M.A., Tomislav Klarin, M.A., University of Zadar, Croatia .....                                                     | 531 |
| <b>69. PERFORMANCE OF THE EU ECONOMY AND V4 COUNTRIES MEASURED BY SELECTED INDICATORS IN THE CONTEXT OF LABOR MARKET,</b> Ing. Karol Krajco, Alexander Dubcek University in Trencin. Faculty of Social and Economic Relations, Slovakia .....                                                                     | 539 |
| <b>70. PUBLIC DEBT AND ECONOMIC GROWTH - A POLEMIC DISCUSSION,</b> Prof. Ing. Eva Muchova, PhD.; Ing. Marek Kalovec, PhD., University of Economics in Bratislava, Slovakia .....                                                                                                                                  | 547 |
| <b>71. RATIONALE FOR MAIN AREAS OF THE STATE ECONOMIC POLICIES IN THE SPHERE OF THE HOUSING CONSTRUCTION IN RUSSIA,</b> PhD in Economics Natalia Yurievna Kirsanova and PhD in Economics Olga Mikhailovna Lenkovets, National mineral resource University, Russia .....                                           | 555 |
| <b>72. REGIONAL SOCIAL AND ECONOMIC DEVELOPMENT RATING SYSTEM MODEL USING INTEGRATED INDEX CALCULATION BASED ON «BLOCK INDICATORS»,</b> Assist. Prof. Galina Igorevna Korzhova, Graduate Assist. Oksana Andreevna Suslikova, Assist. Prof. Vladimir Vasilievich Kovarda, South-West State University, Russia..... | 563 |
| <b>73. RESEARCH ON THE AGRICULTURE SYSTEMS PRACTICED IN ROMANIA,</b> Ioan Grad, Camelia Manescu, Corresponding author; Teodor Mateoc, Nicoleta Mateoc-Sirb, University of Agricultural Science and Veterinary Medicine of Banat Timisoara, Romania .....                                                          | 567 |

|                                                                                                                                                                                                                                                                                                                                    |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>74. RESEARCH REGARDING THE ROLE OF PUBLIC-PRIVATE PARTNERSHIP IN RURAL DEVELOPMENT THROUGH LAGs</b> , PhD Stud. Dan Ion Sarmes, Prof. Dr. Ioan Csoz, Lect. Dr. Ramona Ciolac, Lect. Dr. Simona Martin, Banat University of Agronomical Sciences and Veterinary Medicine, Romania .....                                          | 573 |
| <b>75. RESULTS OF SEUROP PIG CARCASS CLASSIFICATION IN ROMANIA, SINCE BEGINNING OF IMPLEMENTATION UP TO PRESENT</b> , Lecturer PhD. Roxana Savescu, Lecturer PhD. Mihaela Rotaru, Lucian Blaga University of Sibiu - Faculty of Engineering, Romania .....                                                                         | 579 |
| <b>76. SATISFACION WITH DOCTORAL STUDIES - CASE STUDY FACULTY OF MANAGEMENT AT UNIVERSITY OF PRESOV IN PRESOV</b> , Roman Vavrek, Martina Cehlarova, Ludmila Bednarova, Maria Juskova, University of Presov in Presov - Faculty of management, Slovakia .....                                                                      | 585 |
| <b>77. SENSORIAL ATTRIBUTES OF MONO AND MULTIVARIETAL RED WINES OBTAINED IN GALICEA MARE VITICULTURAL AREA</b> , PhD student Raluca Dumitrescu, Prof. Constantin Baduca, Prof. Daniela Popa, University Of Craiova, Romania.....                                                                                                   | 593 |
| <b>78. SOCIAL STATUS OF ECONOMIC AGENTS AND WEALTH DYNAMICS</b> , PhD, Assoc. Prof. Vladimir Krepkiy, Novosibirsk State Technical University, Russia .....                                                                                                                                                                         | 601 |
| <b>79. STAKEHOLDERS' ASSUMPTIONS ABOUT THE DESIGNED LANDSCAPE: THE FARMER PERSPECTIVE</b> , Ing. Tereza Balcarova, PhD., Ing. Jitka Pokorna, PhD., Ing. Zuzana Blahova, Ing. Tereza Vebrova, Czech University of Life Sciences Prague, Czech Republic .....                                                                        | 609 |
| <b>80. A STUDY ON THE PURCHASE AND CONSUMPTION BEHAVIOUR OF BUYERS OF AGRO-ALIMENTARY PRODUCTS</b> , Assoc. Prof. Dr. Elena Pet, Lecturer Dr. Corina Sarbu, Lecturer Dr. Ioan Pet, Assoc. Prof. Dr. Eleonora Nistor, Banat University of Agronomical Sciences and Veterinary Medicine, Romania .....                               | 617 |
| <b>81. STUDY REGARDING THE RECOVERY, BY PROMOTING, OF THE ROMANIAN HEALTH TOURISM PRODUCT</b> , PhD. Stud. Sabin S. Chis; Prof. PhD. Ioan Csoz, Lecturer; PhD. Simona Cristina Martin, Lecturer PhD. Ramona Ciolac; PhD, Stud. Sebastian Gheltofan, Banat University of Agronomical Sciences and Veterinary Medicine, Romania..... | 623 |
| <b>82. SUCCESS FACTORS OF IMPLEMENTATION AND THEIR EFFECT TO USE OF BUSINESS INTELLIGENCE IN PRACTICE</b> , Assoc. Prof. Ing. Peter Mesaros, PhD; Prof. Ing. Stefan Carnicky, Ing. Tomas Mandicak, Ing. Arch. Alena Mesarosova, University of Economics in Bratislava (Kosice), Slovakia.....                                      | 631 |

|                                                                                                                                                                                                                                                                                                               |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>83. SUSTAINABLE EXPLOITATION OF TURDA SALT MINE ROMANIA, FOR TOURIST PURPOSES,</b> Associate Professor PhD. Cipriana Sava, Dimitrie Cantemir Christian University, Romania.....                                                                                                                            | 639 |
| <b>84. TAX REGULATION AT THE REGIONAL LEVEL: TAX BENEFITS,</b> Tatyana Yurievna Tkacheva, PhD, Lubov Victorovna Afanasjeva, PhD, Svetlana Nikolaevna Belousova, PhD., South-West State University, Russia .....                                                                                               | 645 |
| <b>85. TECHNICAL EFFICIENCY AND HUMAN CAPITAL IN EUROPE,</b> PhD Eduard Nehinsky, Institute for Forecasting, Academy of Sciences, Slovakia .....                                                                                                                                                              | 651 |
| <b>86. TENDENCIES OF POVERTY IN THE REPUBLIC OF CROATIA AND THE EU COUNTRIES,</b> Dr. Nada Karaman Aksentijevic, Full Professor Dr. Zoran Jezic, Assistant Professor, University of Rijeka - Faculty of Economics, Croatia .....                                                                              | 659 |
| <b>87. TESTING THE ASSUMPTIONS OF A LINEAR REGRESSION MODEL. CASE STUDY: SEUROP PIG CARCASS CLASSIFICATION SYSTEM IN ROMANIA,</b> Lecturer PhD. Roxana Savescu, Lecturer PhD. Mihaela Rotaru, Lucian Blaga University of Sibiu - Faculty of Engineering, Romania.....                                         | 671 |
| <b>88. THE CHALLENGE OF BUILDING A NEW ENERGY CURRICULUM IN SOCIAL SCIENCES IN BULGARIA,</b> Dr. Panagiotis Kontakos, University of Macedonia-Department of International and European Studies, Greece .....                                                                                                  | 679 |
| <b>89. THE CHANGES OF ECONOMIC DEVELOPMENT INDEX: THE BALTIC STATES IN THE CONTEXT OF EUROPEAN UNION,</b> Assoc. Prof. Jadvyga Ciburiene, Kaunas University of Technology, Lithuania.....                                                                                                                     | 685 |
| <b>90. THE COMPARISON OF SELECTED METHODS USED FOR IDENTIFICATION OF CLUSTER POTENTIAL IN THE REGIONS OF THE SLOVAK REPUBLIC,</b> Ing. Katarina Haviernikova, PhD./Prof. Ing. Mag. Dr. Herbert Strunz, PhD., Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovakia ..... | 693 |
| <b>91. THE CREATION OF THE ESTIMATION OF THE RATIO OF INTERNAL AND EXTERNAL RESOURCES IN THE MANAGEMENT OF EXTENSIVE AND INTENSIVE FIRM DEVELOPMENT,</b> Assoc. Prof. Anatolyi Shikhalev, Assoc. Prof. Irina Akhmetova, Lecturer Dmitry Vorontsov, Kazan (Volga Region) Federal University, Russia.....       | 701 |
| <b>92. THE EFFECTIVENESS OF RISK MANAGEMENT IMPLEMENTATION IN RUSSIAN COMPANIES,</b> Assoc. Prof. Vasilisa Makarova, National Research University Higher School of Economics, Russia .....                                                                                                                    | 709 |
| <b>93. THE EFFECTS OF THE BSEC ON REGIONAL TRADE FLOWS OF AGRI-FOOD PRODUCTS,</b> Prof. Gioacchino Pappalardo, PhD. student Valeria Allegra, Prof. Alfonso Silvio Zarba, Department of Agri-food and environmental systems management, University of Catania, Italy .....                                     | 721 |

|                                                                                                                                                                                                                                                                                          |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>94. THE GENERAL PRODUCT ATTITUDES SCALE APPLIED TO A PORTUGUESE CONTEXT IN TIMES OF CRISIS,</b> Assis. Prof. Dr. Lisete Mónico, Assis. Prof. Dr. Carlos Silva, Assis. Prof. Dr. José Porfírio, Assis. Prof. Dr. Maria de Almeida, ISLA - Instituto Superior de Leiria, Portugal ..... | 729 |
| <b>95. THE IMPACT OF GLOBALIZATION ON DIVERSITY MANAGEMENT,</b> Professor PhD. Stegaroiu Ion, PhD. Student Mubeen Stefania, Associated Professor PhD. Baranga Laurentiu, Valahia University of Targoviste, Romania.....                                                                  | 737 |
| <b>96. THE IMPACT OF THE DIGITAL ERA ON THE STRATEGIC MANAGEMENT OF THE SMEs,</b> Cristina State, PhD. Candidate, Livia Toanca, PhD. Candidate, The Bucharest University of Economic Studies, Romania.....                                                                               | 745 |
| <b>197. THE LIBERALISATION OF THE EUROPEAN ENERGY MARKET – A STEP TOWARDS EFFICIENCY,</b> PhD. Student Maria-Floriana Popescu, The Bucharest University of Economic Studies, Romania.....                                                                                                | 755 |
| <b>98. THE NEW GOODS IN BILATERAL TRADE: THE CASE OF CHINA AND THE SLOVAK REPUBLIC,</b> Veronika Koncikova, Masaryk University, Czech Republic.....                                                                                                                                      | 759 |
| <b>99. THE PROCESS OF POPULATION AGING AND ITS IMPACT ON COUNTRY'S ECONOMY,</b> Assoc. Prof. Dr. Jana Kubanova, Assoc. Prof. Dr. Bohdan Linda , University of Pardubice, Czech Republic .....                                                                                            | 767 |
| <b>100. THE PUBLIC SECTOR INTERVENTIONISM REGARDING TOURISM DEVELOPMENT – THE EXAMPLE OF CROATIA,</b> Senior Assistant Dani Bunja, University of Zadar, Croatia.....                                                                                                                     | 775 |
| <b>101. THE RESEARCH OF FLEXIBLE FORMS OF EMPLOYMENT IN RUSSIA,</b> Assoc. Prof. Svetlana Absalyamova, Prof. Nailya Yakupova, Kazan (Volga Region) Federal University, Russia.....                                                                                                       | 783 |
| <b>102. THE ROLE OF ENERGY IN THE INTERNATIONAL TRADE,</b> PhD. Student Maria-Floriana Popescu, the Bucharest University of Economic Studies, Romania.....                                                                                                                               | 789 |
| <b>103. THE RURAL TOURIST DEMAND IN AN EUROPEAN PERIPHERAL REGION. CASE STUDY: MOLDAVIA REGION, ROMANIA,</b> PhD. Bogdan Ibanescu; Lecturer PhD. Oana Mihaela Stoleriu; Alexandru Ioan Cuza University, Romania.....                                                                     | 797 |
| <b>104. THE SPATIAL ANALYSIS OF ESTIMATED TOURIST INTENTIONS OF TRAVELLING USING TPB. CASE STUDY: MOLDAVIA REGION,</b> PhD Alina Munteanu; PhD Alexandra Gheorghiu, Alexandru Ioan Cuza University, Romania ...                                                                          | 805 |

|                                                                                                                                                                                                                                                                    |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>105. THE SPECIFICS OF ECO-INNOVATION PROCESS IN THE CONTEXT OF SUSTAINABILITY</b> , Prof. Ing. Anna Zauskova, PhD., Ing. Zuzana Bezakova, University of Ss. Cyril and Methodius in Trnava, Slovakia.....                                                        | 813 |
| <b>106. THE TRANSFORMATION OF THE RUSSIAN ECONOMY IN VIEW OF THE CURRENT GEOPOLITICAL RISKS</b> , Prof. Ekaterina Kharchenko, Postgraduate Irina Garbuz, South-West State University, Russia.....                                                                  | 821 |
| <b>107. THE WORLD BANK AND DEVELOPMENT OF WORLD TOURISM</b> , Maja Vizjak, PhD Student, Antonio Peranic, Student, University of Rijeka Faculty of Tourism and Hospitality Management, Croatia .....                                                                | 829 |
| <b>108. TOURISM AND REGIONAL GROWTH IN VISEGRAD COUNTRIES</b> , Ing. Zuzana Hrabovska, PhD., Pavol Jozef Safarik University in Kosice - Faculty of Public Administration, Slovakia.....                                                                            | 843 |
| <b>109. TOURISM FOREIGN DIRECT INVESTMENT LED TOTAL FOREIGN DIRECT INVESTMENT: A CO-INTEGRATION AND CAUSALITY ANALYSIS OF CROATIAN ECONOMY</b> , PhD. Maja Niksic Radic, University of Rijeka Faculty of Tourism and Hospitality Management, Croatia .....         | 851 |
| <b>110. UNPAID WORK IN HOUSEHOLDS - SELECTED IMPLICATIONS FOR BUSINESS MANAGEMENT</b> , PhDr. Marian Kika, PhD. - Ing. Anna Vallusova, PhD., Matej Bel University, Slovakia .....                                                                                  | 859 |
| <b>111. USING OF ADVANCED DECISION TOOLS FOR OPERATIONAL MANAGEMENT</b> , Zdenka Videcka, PhD, Brno University of Technology Faculty of Business and Management, Czech Republic .....                                                                              | 867 |
| <b>112. THE YOUTH ENTREPRENEURSHIP AND GENDER DIMENSION: LITHUANIAN CASE</b> , Prof. Dr. Jadvyga Ciburiene, Kaunas University of Technology, Lithuania.....                                                                                                        | 875 |
| <b>113. ASSESSMENT OF IMPACT OF RAILWAYS ON ENVIRONMENT</b> , Ing. Žižková Veronika, Ing. Hrabcová Michaela, Ing. Kaločajová Andrea, Ing. Tereza Kučerová, Ing. Jež Jakub, VSB-Technical University of Ostrava, Czech Republic.....                                | 883 |
| <b>114. STUDY CONCERNING THE DYNAMICS OF THE TOURISM ACCOMMODATION INFRASTRUCTURE IN THE IALOMITA SUBCARPATHIANS (ROMANIA)</b> , Lecturer Dr. Eduardt Samoilă, Assoc. Prof. Dr. Rădița Alexe, Dr. Mariana Mihăescu, Valahia University of Targoviste, Romania..... | 889 |

