

**10th Annual South East European Doctoral Student Conference Programme**  
**RESEARCH TRACK: Enterprise, Innovation and Development**

**September 17 - 18 2015, Venue: 3 Leontos Sofou str.CITY College bldg., Thessaloniki - Greece**

**THURSDAY 17/09/2015**

09:00 - 09:50	WELCOME and REGISTRATION (Auditorium 5th floor)
09:50 - 10:00	<b>Welcome message</b> Prof. P. Ketikidis -Academic Director of the Doctoral Programme, Chairman Mr N. Zaharis-SEERC Director
10:00 -11:00	<b>Keynote Speech: "Developing Doctoral Research education for the 21st century: interdisciplinarity, community and impact" Prof. Ian Douglas, The University of Sheffield</b> Auditorium (5th floor)
11:00 - 11:30	<b>COFFEE BREAK - 5th Floor</b>

<b>SESSION 1</b>	<b>Theme: Marketing</b>
	<b>Discussant: Dr Kapoulas (Chair); Mr Liassidis</b>
	<b>Room L1, 7th floor</b>
11:30 - 12:00	Ioana Todorova and Konstantinos Alexandris Assessing the relationship between service quality, patient satisfaction and patient loyalty during infertility treatment
12:00 - 12:30	Avis Andoni and Jonida Kellezi The power of marketing perception. Case study of online and mobile payments industry in Albania
12:30 - 13:00	Rakela Thanó The impact of the number of cultural heritage monuments in tourism. An econometric model
13:00 - 13:30	Anita Gumeni and Ornela Shalari Towards sustainable consumption. A case study of Albanian consumers
13:30 - 14:00	Zlatina Gubatova and Alexandros Kapoulas CRM in the Bulgarian agricultural sector: current knowledge and opportunities for future development
14:00 - 15:00	<b>LUNCH BREAK - 5th Floor</b>
15:00=16:00	<b>Workshop: Structural equation modelling using AMOS (Dr Anastasios Diamantides)</b> Auditorium, 5th floor

<b>SESSION 2</b>	<b>Theme: Accounting and Finance</b>
	<b>Discussants: Ms Skoulariki(Chair) ; Mr Samarinas; Mr Golitsis</b>
	<b>Room L1, 7th Floor</b>

16:00 - 16:30	Vesna Prorok and Sladana Paunovic Cointegration between stock market indices and nominal exchange rates: evidence from transition countries
16:30 - 17:00	Albana Kastrati and Agron Kastrati The quality of accounting information and financial report after the application of National Accounting Standards in Albania
17:00 - 17:30	Erjola Barbullushi and Orfea Dhuci Albanian banking efficiency analysis: a production DEA approach
17:30 - 18:00	Gent Hashorva Inflation expectations in Albania: rational or not?
18:00 - 18:30	Petros Golitsis Interactions of monetary policies between SE Europe and EMU: Global VAR perspective
18:30 - 19:00	Tanja Kuzman State-owned enterprises: important even though inefficient

### FRIDAY 18/09/2015

SESSION 3	Theme: Economics
	Discussants: Dr Gkassis(Chair); Dr Vasileiou
	Room L3, 7th Floor
09:00 - 09:30	Christina Paraskevopoulou The Leontief's paradox under consideration: The USA case
09:30 - 10:00	Jelena Mičić, Predrag Mlinarević and Goran Balotić. Influence of 6 indicators of the Global Competitiveness Index on real economic indicators- case of six Southeast Europe countries
10:00 - 10:30	Nevila Kiri and Kozeta Jana Income Redistribution, Sweden vs Albanian Case
10:30 -11:00	Izabela Popiel Human capital investments and cohesion policy in Poland and EU
11:00 - 11:30	Kushtrim Zeqiri The impact of FDI on exports and economic growth in SE Europe: an empirical investigation
11:30-12:00	COFFEE BREAK - 5th Floor
12:00-13:00	Workshop: Ethics in Research (Dr Alexandra Prodromidou) Auditorium, 5th Floor
13:00 - 14:00	LUNCH BREAK - 5th Floor
14:00 - 14:30	BEST PAPER AWARDS - Auditorium 5th Floor