

**17th Polish-Italian-Ukrainian-Serbian
Quadrilateral Symposium**

**CONTEMPORARY TRENDS AND TRANSFORMATION
OF ECONOMIES AND ENTERPRISES**

ECONOMIC, SOCIAL AND LEGAL ASPECTS

Wednesday, 29 May 2019

10.00 Conference and symposium opening –
Sport-Didactic hall (building “S”), room 9
simultaneous interpretation

10.30-11.45 Plenary session – Sport-Didactic hall (building “S”), room 9
simultaneous interpretation

Chairperson: *Lutz Schminke – Fulda University of Applied Science*

Elena Tkachenko, Alina Osipenko, Vladimir Kokh, Olga Samovarova – St. Petersburg State
University of Economics

Practice of the Technological Audit at the Hi-Tech Companies

Patrizia Accordino, Tindara Abbate, Raffaella Coppolino, Elvira Tiziana La Rocca, Daniela
Rupo – University of Messina

Innovative Tourism Startups: an Exploitative Analysis

Anna Kowalska-Pyzalska – Wrocław University of Science and Technology

*Eco-Innovative Energy Management Systems: Practical Advices for the Enterprises Based on
the Empirical Survey and Simulation Approach*

Marek Jabłoński – Cracow University of Economics

Workplaces, Education and Job Experience. Case of Polish Municipal Company

11.45-12.15 coffee break

12.15-13.30 Symposium Session 1 – Sport-Didactic hall (building “S”), room 8
debates in English

Chairperson: *Maria Tommasini – University of Messina*

Ganna Duginets, Anatolii Mazaraki – Kyiv National University of Trade and Economics

Industry 4.0 and the Development of Ukraine's Priorities

Maria Grazia Recupero – University of Messina
Homo Oeconomicus and Homo Mimeticus Compared with Market Globalization

Vladan Ivanović – University of Kragujevac
New Economy in Comparative Perspective: New Versus Old Europa

Francesco Martines – University of Messina
The Role of Administrative Law in the Economic Globalization Era

Mary Ellen Toffle – University of Messina
University Internationalization: a Bright Light in a Dark Economy - How to Use Cross-Cultural Marketing to Expand International Student Population in the Italian University System

13.30-14.30 lunch at CUE banquet hall (1st floor – the “Ustronie” building)

14.30-15.00 coffee break

15.00-16.30 Symposium Session 2 – Sport-Didactic hall (building “S”), room 8
debates in English

Chairperson: Anatolii Mazaraki – Kyiv National University of Trade and Economics

Milan Kostić, Dragomir Dimitrijević, Nenad Janković – University of Kragujevac
Contribution of Competition Policy to Economic Development - Example of Former Transition Economies

Nenad Stanišić – University of Kragujevac
Externa Economic Imbalances in the Western Balkan States: Trends and Challenges

Konrad Kolegowicz – Cracow University of Economics
The Dynamic Assessment of the Financial Distress (Insolvency Threat) of Enterprises in Poland since 2007

Maria Tommasini – University of Messina
Waste. A Source of Utility or Disutility?

Fabio Fragomeni, Rosalba Rizzo – University of Messina
Messina and the Development of New E-commerce Activities

Antonina Astone – University of Messina
The Protection of Personal Data: Gdpr, Internet of Things, Blockchain

Thursday, 30 May 2019

9.00-10.20 Symposium Session 3 – Sport-Didactic hall (building “S”), room 8
debates in English

Chairperson: *Vladan Ivanović – University of Kragujevac*

Sylwia Kruk – Cracow University of Economics
The Efficiency of Invested Capital in the WIG-Construction Sector in Poland

Roberto Caratozzolo – University of Messina
Technology and Enterprises: the Activity of Online Platforms between Law and Economy.

Verica Babić, Marko Slavković, Marijana Simić – University of Kragujevac
Students' Perception on the Institutional Framework of Higher Education: Evidence from Serbia

Valentina Prudente – University of Messina
Enhancement of Cultural Heritage and Territorial Regeneration. Administrative Tools for Urban Sustainability

Giovanna Centorrino, Valeria Naciti – University of Messina
Sustainable Voluntary Disclosure and European Emission Trading System: Evidences from Italian Companies

Maurizio Ballistreri – University of Messina
Citizenship and Welfare Income in Italy

10.20-10.30 Conference and Symposium closing –
Sport-Didactic hall (building “S”), room 8

10.30-11.00 coffee break

11.00-14.30 recreation program

14.30 lunch at CUE banquet hall (1st floor – the “Ustronie” building)
