



3rd International Scientific Conference

Marketing Theory Challenges in Transitional Societies

University of Maribor

Faculty of Economics and Business

Institute of Marketing

Maribor, Slovenia

September 24th-25th, 2009

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Conference Program

Thursday, 24th September, 2009

9.00 **Registration for delegates**

9.30 **Opening address**

Damijan Mumel, Program Committee Chair
Samo Bobek, dean of Faculty of Economics and Business
Maja Makovec Brenčič, Slovenian national coordinator in EMAC, President of Slovenian Marketing Association

10.00 **Keynote speaker**

Gabriele Troilo, Bocconi University, EMAC Vice-President for Conferences:
Marketing-Technology Complementarity and Firm Performance:
Do Knowledge Dimensions Matter?

10.30 – 10.45 Coffee break

10.45 – 12.00

Session 1: Contemporary marketing issues in transitional societies

PERCEIVED ROLE OF MARKETING ACTIVITIES IN THE CONTEXT OF TRANSITIONAL ECONOMY

Sigitas Urbonavičius

Vytautas Dikčius

THE IMAGE OF MARKETING IN POLAND

Krzysztof Kapera

Mariusz Kuziak

MARKET ORIENTATION STRATEGY AND ORGANIZATIONAL STRUCTURE

IN SOUTH KOREAN APPAREL RETAIL STORES

Eun Jin Hwang

Marjorie J.T. Norton

ALIGNING MARKETING THEORY AND PRACTICE WITH CHANGES IN THE ENVIRONMENT

Ljiljana Stanković,

Suzana Đukić

MARKET RESEARCH AS A BASE FOR CROATIAN SMALL AND FAMILY HOTELS MARKETING STRATEGY

Mira Marušić

Katarina Miličević

12.00 – 12.15 Coffee break

12.15 – 13.15

Session 2: Marketing and corporate social responsibilities

CORPORATE SOCIAL RESPONSIBILITY: MARKETING TOOL, OR CORPORATE DUTY?

Gabrijela Sabol

INTERACTION AMONG RESPONSIVE/PROACTIVE MARKET ORIENTATION, INNOVATIONAL RESOURCES AND FINANCIAL PERFORMANCE

Borut Milfelner

Boris Snoj

THE INTERACTION BETWEEN INTERNAL MARKETING AND WELL-BEING OF EMPLOYEES

Simona Šarotar Žižek

Borut Milfelner

Matjaž Mulej

Sonja Treven

Damijan Mumel

Anita Hrast

DEVELOPMENT OF PUBLIC SECTOR MARKETING IN POLAND

Izabela Kowalik

13.15 – 14.45 *Lunch*

14.45 – 15.45

Parallel Session 3: Marketing in B2B context

SALES-MARKETING INTERFACE, ITS CONFIGURATION AND EFFECTS: THE CASE OF US, DUTCH AND SLOVENIAN B2B FIRMS

Maja Makovec Brenčič

Wim Biemans

Avinash Malshe

BRANDING IN BUSINESS-TO-BUSINESS CONTEXT: A LITERATURE REVIEW

Dubravka Sinčič Čorić

Sandra Horvat

BUYER -SUPPLIER RELATIONSHIPS IN THE SOUTH AMERICAN AUTOMOTIVE INDUSTRY

Cid Gonçalves Filho

Gustavo Quiroga Souki

Svetla Trifonova Marinova

Marin Alexandrov Marinov

PARTNERSHIPS IN LOGISTICS OUTSOURCING

Andreja Križman

14.45 – 15.45

Parallel Session 4: Theoretical and empirical contributions in consumer behavior

THE EXAMINATION OF THE CONSUMER SATISFACTION IN THE TRANSIT INDUSTRY

Ida Ercsey
Boglárka Balassa Eisingerné

THE EFFECTS OF CONSUMERS' WARRANTY EVALUATIONS ON SATISFACTION AND BEHAVIORAL INTENTIONS

Nihal Sütütemiz
Faruk Anil Konuk

PERCEPTION OF PRODUCT ATTRIBUTES AND PERSONAL VALUES:

“BELIEVE WHAT YOU SEE” OR “SEE WHAT YOU BELIEVE”?

Erika Hlédik
Zoltán Veres

RELATIONSHIP BETWEEN THE IMPULSE BUYING BEHAVIOR AND SENSATION SEEKING

Merima Činjarević

15.45 – 16.00

Coffee break

16.00 – 17.00

Parallel Session 5: Practical issues of consumer behavior research

CONSUMERIST ATTITUDES IN SLOVENIA, CROATIA, BIH AND SERBIA: DISTINCTIVENESS RATHER THAN COMMONALITIES?

Vesna Žabkar
Tomaž Kolar
Rok Sunko

HUNGARIAN LIFESTYLE SEGMENTS

Szabolcs Prónay
Erzsébet Hetesi
Zoltán Veres

MARKETING MONITOR: A NEW MEASUREMENT INSTRUMENT OF CONSUMER AND COMPANY BEHAVIOUR IN SLOVENIA

Maja Makovec Brenčič
Andraž Zorko

CONSUMER PROTECTION IN BOSNIA AND HERZEGOVINA

Emir Kurtović
Almir Peštek
Lejla Čulov

16.00 – 17.00

Parallel Session 6: Marketing in global environment

THE IMPACT OF THE CURRENT ECONOMIC CRISIS ON STRATEGIES OF MULTINATIONAL CORPORATIONS IN CENTRAL AND EASTERN EUROPE

Arnold Schuh

UTILITY OF MARKETING IN THE TIMES OF FINANCIAL CRISIS

Magdalena Krzyżanowska

THE ROLE OF PRODUCT MANAGEMENT IN THE GLOBAL CRISIS - CASE STUDY IN DOMESTIC APPLIANCE INDUSTRY

Peter Meža

Neven Šerić

ENTERPRISE MANAGEMENT, INNOVATIVENESS, MARKET COMPETITIVENESS AND THE CASE OF GLOBAL (TRANSITIONAL) ECONOMY

Tjaša Štrukelj

Matjaž Mulej

19.00

Bus Shuttle to Casino Mond Šentilj

19.30

Welcome Greetings and Word from our Sponsor

20.00

Dinner with Entertainment program

23.30

Bus Shuttle from Casino Mond Šentilj

Friday, 25th September, 2009

09.00 – 09.30 Keynote speaker

Professor Marin A. Marinov, University of Gloucestershire:
The Economic Downturn and Its Impact on Marketing Strategy

09.30 – 09.45 Coffee break

09.45 – 10.45

Session 7: Growing importance of services marketing in transitional societies

THE SERVICE-LOYALTY LINK IN AIR TRANSPORTATION - ANALYZING RELEVANCE, DETERMINANCE AND DETERMINANCE-ASYMMETRY OF SERVICE ELEMENTS

Josip Mikulić
Darko Prebežac

CULTURAL INFLUENCES ON PERCEIVED SERVICE QUALITY

Goran Dedić

ANTECEDENTS OF RELATIONSHIP ENDING AFTER A SERVICE FAILURE

Concepción Varela-Neira
Rodolfo Vázquez-Casielles
Víctor Iglesias

CROATIAN BANK SERVICE - CUSTOMERS' PERCEPTIONS OF SELECTED BANKS' BRAND ELEMENTS

Durdana Ozretic-Dosen
Nikolina Bogati
Vatroslav Skare

10.45 – 11.00 Coffee break

11.00 – 11.45

Parallel Session 8: Marketing in macro level

AN EMPIRICAL ANALYSIS FOR THE IMPACT OF BOLOGNA PROCESS ON MARKETING GRADUATES
PROFESSIONAL SELF-EFFICACY

Corneliu Munteanu
Ciprian Ceobanu,

DO UNIVERSITY BUSINESS SCHOOLS IN TRANSITION COUNTRIES NEED MORE MARKET-ORIENTED POLICY TO THRIVE IN THE TIMES OF BUSINESS EDUCATION MARKET GLOBALISATION?

Milan Jurše

NEW APPROACHES OF COUNTRY IMAGE - LITERATURE REVIEW

Barbara Jenés
Judit Simon

11.00 – 11.45

Parallel Session 9: Specifics of media in marketing communication

MEDIA BRANDS AS MEDIA CONTEXT:

STUDYING THE INFLUENCE OF MEDIA BRANDS ON THE PERCEPTION OF ADVERTISED BRANDS IN SERBIA

Neda Jovanovic Dimitriadis

Galjina Ognjanov

MEDIA CONSUMPTION AMONG CHILDREN IN SERBIA

Jelena Filipovic

Galjina Ognjanov

INTEGRATED MARKETING COMMUNICATIONS AND BUSINESS-TO-BUSINESS MARKETING: THE CASE OF THE SERBIAN WOOD INDUSTRY CLUSTER

Mirjana Gligorijević

Sanja Mitić

12.00

Conference closing

Boris Snoj, Program Committee Chair of the first MTC conference

12.30

Lunch