

CONFERENCES IN SLOVAKIA AND CZECHIA

Professors and students of Economics and Finance Management Faculty, Mykolas Romeris University, participated in 17th International Scientific Conference “Modern Approaches to Corporate Management” (held on the occasion of the 55th anniversary of the foundation of the Management Department of Faculty of Chemical and Food Technology, Slovak University of Technology in Bratislava, together with Institute of Economics and Management of Chemical and Food Industry, University of Chemical Technology in Prague, 6th – 7th September, 2007, Bratislava). The main objective of the conference was to discuss the opinions on the economics and management of the companies after Slovakia and Czechia have entered European Union. The conference was concerned with the development of methods for the elimination of negative impacts of the global EU environment on business activity. Thematic spheres of the conference held contemporary problems of the development of firms aimed at a great variety, beginning from the corporate management after the entry EU, financial management of the company, employment, to the financial-economic analysis and company management control. It also involved marketing and business, quality and environmental management, logistics and production management, coordination of the marketing and

logistic management of firms, development of the small and medium-sized enterprising.

Prof. dr. Irena Mačerinskienė presented a paper on “The Entrepreneurship Education Features in Lithuanian Universities”, Ms. Giedrė Aleknavičiūtė and Simona Survilaitė presented their analysis on “Small and medium-sized business support in the European Union” encompassing a number of problems related to EU support.

On September 10–11, 2007, Mykolas Romeris University’s representatives took part in an international scientific conference “Customer Relationship Management’ 07” (Pardubice, Czech Republic, organized by the Department of Economy and Management of Chemical and Food Industry Faculty of Chemical Technology Pardubice University and Department of Marketing Faculty of Business and Economics Technical University of Liberec). The Conference was focused on problematic usage of Customer Relationship Management (CRM) marketing strategy in corporate management as well as on possible changes in corporate economy and management related with CRM implementation in order to improve corporate performance and efficiency. The quintessential objective of the Conference was to discuss scientific findings in the CRM area and to evoke discussion about CRM problematic. There

were two papers presented from Mykolas Romeris University in this international conference. Prof. dr. Irena Mačerinskienė and Ms. Živilė Savickaitė *introduced the paper* „Trust role in building an epistemic community in the organization“, concerning on the CRM problems. Also the research results, focused in the paper “Evaluation of customer relationship management”, were proffered by students Roma Bliutaitė and Rasa Aleknavičiūtė.

Coming to the end, the festive international scientific conference on the occasion of 15th anniversary of





the establishment of Faculty of Business and Management of Brno University of Technology on September 13–14, 2007 in Brno, Czech Republic, was participated in by Mykolas Romeris University's professors and students too. The focal points of this conference were topical questions concerning the

development of companies with the focus on the areas, beginning with research in economics and company management, going along on education and development of competencies in managerial and economic disciplines, and finishing with European Structural Funds' projects. These questions also were fulfilled with presentations by Irena Mačerinskienė and Nikita Volkov in their *paper* "Trading in the forex currency market – practical approach". Both previous and future academic discussions were enriched with Irena Mačerinskienė's *paper* "Entrepreneurship education substantiality in developing economy: previous experience and future approaches" and simultaneously generalized the topicality of the conference.

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