



Sveučilište u Zagrebu
Ekonomski fakultet



CROATIAN
CHAMBER
OF ECONOMY



The International Scientific Conference
TRADE PERSPECTIVES 2016: Safety, security, privacy and loyalty

PROGRAM

23rd November 2016, Hall 15 (Congress Hall), 2 PM

**REGISTRATION DESK OPENS AT 13:30 IN FRONT OF THE
CONGRESS HALL**

- 14:00 – 14:15 Opening**
- 14:15 – 15:45 Paper presentations – Session 1**
(Chair: Sanda Renko, PhD)
- 15:45 – 16:15 COFFEE BREAK**
- 16:15 – 18:00 Paper presentations – Session 2**
(Chair: Blaženka Knežević, PhD)
- 18:00 CONFERENCE DINNER - Faculty Restaurant**

24th November 2016, Central Hall, Main Building,
9AM Meeting on Potentials of Future Cooperation.
Please register for the meeting at the registration desk!!!



PRESENTATIONS / PRESENTATIONS

Session 1 / Sekcija 1

Chair: Sanda Renko, PhD

23rd November 2016 14:15 – 15:45

1. **SUPPLY CHAIN RESILIENCE AND INTERNATIONAL TERRORISM /
OTPORNOST LANACA OPSKRBE I MEĐUNARODNI TERORIZAM**
Tomislav Baković, Ines Dužević, Mate Damić
2. **SHRINKAGE IN THE RETAIL TRADE IN SOME EUROPEAN COUNTRIES AND
REPUBLIC OF CROATIA / UZROCI MANJKOVA NA ZALIHAMA U TRGOVINI NA
MALO U NEKIM ZEMLJAMA EUROPSKE UNIJE I REPUBLICI HRVATSKOJ**
Nikola Knego, Petar Mišević
3. **THE ECONOMIC IMPACT OF TRADE IN COUNTERFEIT GOODS AND
CONSEQUENCES FOR CONSUMER SAFETY / EKONOMSKI UČINAK TRGOVINE
KRIVOTVORENOM ROBOM I NJEZINE POSLJEDICE ZA SIGURNOST
POTROŠAČA**
Ana Rački Marinković, Dario Dunković
4. **TRADE FACILITATION AGREEMENT TOOL TO FACILITATE AND SECURE
TRADE / SPORAZUM O TRGOVINSKIM OLAKŠICAMA KAO ALAT ZA
OLAKŠAVANJE I SIGURNOST TRGOVINE**
Katerina Toshevska – Trpchevska; Irena Kikerkova, Elena Makrevska Disoska
5. **SECURITY AND PRIVACY ISSUES IN SHOPPING THROUGH SMARTPHONES –
COMPARISON OF SHOPPERS IN CROATIA AND SERBIA / PITANJA
SIGURNOSNI I PRIVATNOSTI U KUPOVINI PUTEM PAMETNIH TELEFONA -
USPOREDBA KUPACA U HRVATSKOJ I SRBIJI**
Goran Petković, Dragan Stojković, Blaženka Knežević

15:45 - 16:15 COFFEE BREAK

Session 2 / Sekcija 2

Chair: Blaženka Knežević, PhD

23rd November 2016 16:15 – 18:00

1. **RETAIL MARKETING AND CONSUMERS LOYALTY – SOME EXPERIENCES FROM POLAND / MALOPRODAJNI MARKETING I LOJALNOST POTROŠAČA LOYALTY - NEKA ISKUSTVA IZ POLJSKE**
Grazyna Śmigielska
2. **DRIVERS OF CUSTOMER LOYALTY IN FOOTWEAR RETAIL / ČIMBENICI LOJALNOSTI KUPCA MALOPRODAVAČU OBUĆE**
Kristina Petljak, Ivana Štulec, Jelena Bunjan
3. **DECIDING ON INTRODUCING A NEW PRODUCT UNDER THE RETAIL BRAND / ODLUČIVANJE O UVOĐENJE PROIZVODA POD TRGOVAČKU MARKU**
Drago Pupavac
4. **ISSUE OF PRODUCT QUALITY IN DIVERSIFICATION OF THE RURAL ECONOMY / PROBLEMATIKA KVALITETE PROIZVODA U DIVERSIFIKACIJI RURALNE EKONOMIJE**
Ivana Plazibat, Ferhat Čejvanović, Zorica Vasiljević
5. **VERBAL COMMUNICATION IN THE EXPORT OF SERVICES IN THE REPUBLIC OF CROATIA / VERBALNA KOMUNIKACIJA U IZVOZU USLUGA U REPUBLICI HRVATSKOJ**
Tomislav Galović, Heri Bezić, Petar Mišević
6. **SAFETY ISSUES OF LOW ENERGY MICRO-LOCATION TECHNOLOGY IN RETAILING / PITANJE SIGURNOSTI MIKRO-LOKACIJSKE TEHNOLOGIJE NISKE POTROŠNJE U MALOPRODAJI**
Sanda Renko, David Bošnjak

18:00 Conference Dinner - Faculty Restaurant