

10th EPIEM/ESTIEM Conference
"Creating Value"



Co-Organizers

Supporters



08:30-09:00

Registration

Opening and Inaugural Session

09:15-09:30

Welcoming Speech

09:30-10:30

Editor's View: "How to set up a publication in a Scopus Journal"

1. Professor **Stevan Stankovski**, **University of Novi Sad, Serbia**
International Journal of Industrial Engineering and Management (IJIEM)
2. Associate Professor **Ender Demir**, PhD – **Conference Coordinator Eurasia Business and Economics Society (EBES), Turkey**
Eurasian Economics Review (EAER) and Eurasian Business Review (EABR)

10:30-10:45

Podium Discussion

10:45-11:15

Break together with WING

Session 1: Presentations on Valuation

11:15-11:30

Presentation 1: "Valuation Approaches for Corporate Investments and Takeovers in Medium-sized Enterprises: Comparative Case Study of Selected Enterprises in Montenegro and Serbia" (**Ljutic, Filipovic - University Business Academia / Belgrade Business School - Serbia**)

11:30-11:45

Presentation 2: "Accounting for Internally Generated Intangible Assets by Companies Listed in the Austrian Stock Market" (**Fritz-Schmied, Paulitsch - Alpen-Adria-Universität Klagenfurt - Austria**)

11:45-12:00

Presentation 3: "The Shareholder Value Analysis of Hungarian Company Acquisitions in the period of 2007 and 2010" (**Kucséber - Budapest Business School, University of Applied Sciences - Hungary**)

12:00-13:30

Lunch together with WING

13:30-13:45

Presentation 4: "End-of-period convention and expected asset life: Do two wrongs make a right?" (**Szallerné Sereg - Budapest University of Technology and Economics - Hungary**)

13:45-14:00

Presentation 5: "The utilisation of loyalty cards, CRM and big data as drivers of market share growth" (**Avdullahi, Avdullahi - University of Mitrovica, Sheffield University - Kosovo**)

14:00-14:15

Presentation 6: "Estimating the Discount for Lack of Liquidity using Trading Frictions of Thinly Traded Stocks: The Small Market (Austrian) Case" (**Grbenic - Graz University of Technology - Austria**)

14:15-14:45

Break together with WING

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Session 2: Presentations on Valuation Related Topics

- 14:45-15:00 **Presentation 7:** "Mergers & Acquisitions in Agricultural Sector: Potential Risks for Farmers and Agricultural Markets" (*Ciglovska, Veljanoska - International University of Struga - Macedonia*)
- 15:00-15:15 **Presentation 8:** „ERM-Maturity Assessment-Study 2017: Measuring and analyzing the quality of ERM Systems in Austrian Firms (*Brandstätter, Raffaele, Schwaiger - Technische Universität Wien - Austria*)

Session 3: Presentations on IEM in view of valuation

- 15:15-15:45 **Presentation 9:** "Success Innovation Sourcing: a matter of Support plus Skills" (*Stek, Zunk University of Twente The Netherlands / Graz University of Technology Austria*)
- 15:45-16:00 **Presentation 10:** "Sustainable development of Value Creation within EPIEM/ESTIEM Cooperation" (*Mustata - University Politehnica of Bucharest - Romania*)
- 16:00-16:15 **Break**
- 16:15-16:30 **Presentation 11:** "Valuation of research work in academic organizations in public sector" (*Nikolic - University of Defence - Serbia*)
- 16:30-16:45 **Presentation 12:** "Influence of Open Innovations and Leadership on e-Commerce Model Success: Case Studies in Serbia" (*Josanolov, Josanolov-Vrgovic, Zivkucin - College for Management & Business Communications Novi Sad / Business School for Applied Studies - Serbia*)
- 16:45-17:00 **Presentation 13:** "Additive manufacturing in design inspired by biomimicry" (*Milinic-Bogdanovic Belgrade Polytechnic Vocational college in Belgrade - Serbia*)
- 17:00-17:15 **Presentation 14:** "Determining different activities within experience economy model for cultural institution" (*Brzovska, Debarliev - Ss. Cyril and Methodius University in Skopje - Macedonia*)

17:15-17:30

Closing