

*Slovak University of Agriculture in Nitra
Faculty of Economics and Management
Department of Marketing
And
Department of Finance
Nitra, Slovakia*



*Warsaw University of Life Sciences SGGW
Faculty of Economic Sciences
Department of European Policy, Public Finance
and Marketing
Warsaw, Poland*



International Scientific Conference

Marketing and Finance in Agribusiness- New Trends in Marketing 2012

*Dear colleagues,
we would like to kindly invite you to join the International Scientific Conference*

“Marketing and Finance in Agribusiness - New Trends in Marketing II. “

With Subtitle

*“ Success Factors of the National Agricultural Commodities on the Market of
the European Union in the Times of Economic Instability“*

organized in two sections:

*Section of Marketing
Section of Finance*

The conference will be held from April 18th to April 19th 2012 in Kiry, Poland.

*The main aim of the conference is to exchange the knowledge about the new trends in marketing and
finance in the international context and point at the success factors of the national agricultural
commodities on the market of the European Union in the times of economic instability.
Looking forward to seeing you in Kiry.*

*prof. Marian Podstawka, PhD.
Head of Department of European Policy Public Finance and Marketing, SGGW, Poland*

*prof. Ing. Ludmila Nagyova, PhD.
Head of Department of Marketing, FEM S'UA in Nitra, Slovakia*

*doc. Ing. Peter Serences, PhD.
Head of Department of Finance, FEM S'UA in Nitra, Slovakia*

Scientific Comittee

Prof. dr hab. Marian Podstawka - Chairperson

Prof. Ing. Ludmila Magyova

Doc. Ing. Peter Serences

Prof. dr hab. Mieczysław Adamowicz

Prof. dr hab. Janina Sawicka

Dr hab. Eugeniusz Pudełkiewicz, WULS prof.

Dr hab. Joanna Szwacka-Mokrzycka, WULS prof.

Dr hab. Wojciech Piźło

Organizing Comittee

Prof. dr hab. Marian Podstawka - Chairperson

PhD Ewa Bąk-Filipek

PhD Joanna Chudzian

PhD Nina Drejerska

PhD Agnieszka Parlińska

PhD Iwona Pomianek

PhD Aleksandra Wicka

Accommodation

*Accommodation is secured from April 18th -19th 2012
in "Marymont" training and leisure centre in Kiry, Poland*

*"Marymont" training and leisure centre in Kiry is a facility of Warsaw University of Life Sciences.
The centre is located in a picturesque spot, at the foot of the Tatra Mountains (on the edge of the Tatra
National Park) and near the entrance to the well-known Kościeliska Valley.
It is just 3 km away from Zakopane.*

There is no individual booking of accommodation needed.

*The Participant fee of 100 Euro and includes the conference fee, accommodation, meals (lunch, dinner,
breakfast, lunch) and below mentioned program from Wednesday, April 18th till the end of conference on
Thursday April 19th 2012.*



Address of the hotel:

*Ośrodek Szkoleniowo-Wypoczynkowy SGGW w Warszawie
34-511 Kościeliska, Kiry 1
Phone number: +48 18 20 20 680*

<http://www.marymont-sggw.pl/?id=6&lang=pl>





International Scientific Conference

Marketing and Finance in Agribusiness - New Trends in Marketing 2012

With Subtitle

*“ Success Factors of the National Agricultural Commodities on the Market of
the European Union in the Times of Economic Instability“*

April 18th -19th 2012, Kiry Poland

Conference Program

Wednesday April 18th 2012

14.00 *Late Lunch*
15.00-18.30 *Speeches & Discussion*
19.00 *Dinner*

Thursday April 19th 2012

8.00 - 9.00 *Breakfast*
9.00 - 12.30 *Speeches & Discussion*
12.30 - 13.00 *Lunch*
13.00 - 15.00 *Sightseeing*
15.00 *Goodbye dinner*

*Each participant can choose whether the paper will be published in Slovakia or in Poland. According to this choice please follow the Instructions for writing the paper in Slovakia or Instructions for writing the paper in Poland mentioned below. **Deadline for both countries is 28th February 2012. Papers sent after this date will not be accepted.***

The participant fee for visiting the conference is 100 Euro.

The Participant fee includes the conference fee, accommodation, meals and above mentioned program from Wednesday, April 18th till the end of conference on Thursday April 19th 2012.

Instructions for writing the paper published in Slovakia

*(Please follow this instructions just in the case you wish to publish your paper in Slovakia /
both marketing and finance section)*

TITLE OF THE PAPER

Eudmila Nagyová¹, Zdenka Kádeková¹

¹ Faculty of Economics and Management, Slovak University of Agriculture, Nitra, Slovak Republic

Abstract: All the manuscripts should include an abstract of about 100 to 200 words.

Key Words: maximum 5

Introduction

Material and Methods

Results

Conclusion

References

Contact Address

General specifications

Text

Manuscripts should be **maximum 10 pages of A4 format written in English by one or more authors**, 1,5 spaced, justified, with a font size of 12pt, in Times New Roman.

Margins

The margins must be formatted to 2.5cm on all sides of the paper. The header must be 2cm and footers must be 1cm.

Tables

All tables should be numbered continually (above the table, including also the title of the table, font size 12, source should be below the table, font size 10). Tables should be mentioned in the text. Word editor should be used to create the tables. Tables should contain a unit of measurement.

Figures

All figures should be numbered continually (above the figure, including also the title of the figure, font size 12, source should be below the figure, font size 10).

References

Please use the footnotes in the paper (name of the author, year of publ., title of the book, page - font size 10).

Place the references at the end of the manuscript in the alphabetical order. The list should mention only those sources actually cited in the footnotes. Authors name should be same as in the original source.

Deadline for sending the papers is 28th February 2012. Papers sent after this date will not be accepted.

To deliver the papers please use the e.mail address: kiry2012.slovakia@gmail.com

Instructions for writing the paper published in Poland

*(Please follow this instructions just in the case you wish to publish your paper in Poland/
both marketing and finance section)*

Please, follow the structure of the paper that could be seen at
(It is the same structure like the last year):

<http://www.wne.sggw.pl/category/nauka/polityki-europejskie-finance-i-marketing/>

Manuscript in the marketing section should be **maximum 10 pages of A4 format written in English by one or more authors.**

Deadline for sending the papers is 28th February 2012. Papers sent after this date will not be accepted.

To deliver the papers please use the e.mail address: kiry2012.poland@gmail.com