

## **Aim of the conference**

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.

The Conference program provides a plenary session and a round-table session.

The Conference will be held in the “Marymont” Training and Leisure Centre in Kiry, which 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, just 3 km away from Zakopane.

We are looking forward to see you in Kiry.

## **Scope of the Conference**

### **Section of Finance**

- Stability of the financial system
- Local government finance
- Social insurance
- Tax policy in the period of crisis

### **Section of Marketing**

- Marketing in agribusiness
- Territorial marketing
- Service marketing

## **Programme Committee**

Professor Marian Podstawka – The Conference Chairman  
Head of Department of European Policy Public Finance and Marketing, WULS-SGGW, Poland

Professor Ludmila Nagyova  
Head of Department of Marketing, FEM SUA in Nitra, Slovakia

Doc. Ing. Peter Serences, PhD  
Head of Department of Finance, FEM SUA in Nitra, Slovakia

Professor Janina Sawicka  
Department of European Policy Public Finance and Marketing,  
WULS-SGGW, Poland

Professor Eugeniusz Pudełkiewicz, Department of European Policy  
Public Finance and Marketing, WULS-SGGW, Poland

Professor Joanna Szwacka-Mokrzycka, Department of European  
Policy Public Finance and Marketing, WULS-SGGW, Poland

## **Organising Committee**

Iwona Pomianek, PhD -  
The Organizing Committee Chairwoman, [kiry2013.pl@gmail.com](mailto:kiry2013.pl@gmail.com)

Mirosława Braja, MSc

Zdenka Kadekova, PhD

Joanna Chudzian, PhD

Nina Drejerska, PhD

Aleksandra Wicka, PhD

## **Address of the hotel**

Ośrodek Szkoleniowo-Wypoczynkowy SGGW w Warszawie  
Kiry 1, 34-511 Kościelisko, Poland

Phone: +48 18 20 20 680

<http://www.marymont-sggw.pl/>

## Time schedule

28.02.2013 – registration form submission ([kiry2013.pl@gmail.com](mailto:kiry2013.pl@gmail.com))

20.03.2013 – paper submission

20.03.2013 – conference fee

17-18.04.2013 – conference

## Publication

After double-blind review process submitted papers will be published in one of the following books:

- Scientific Journals of WULS-SGGW European Policies, Finance and Marketing (Poland)
- Acta Scientiarum Polonorum Oeconomia (Poland)
- Scientific monograph “New trends in finance and marketing 2013” (Slovakia)

## Conference fee

950 PLN – participation with a paper (includes accommodation on 17/18<sup>th</sup> April & meals & conference program activities & paper publication)

500 PLN – participation without a paper (includes accommodation on 17/18<sup>th</sup> April & meals & conference program activities; does not include paper publication)

We provide a coach from SGGW-WULS 17-18<sup>th</sup> April: Warsaw-Cracow-Kiry-Cracow-Warsaw

## Contact

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e-mail: [kiry2013.slovakia@gmail.com](mailto:kiry2013.slovakia@gmail.com) (publication in Slovakia)

<http://kpefpim.wne.sggw.pl/konferencje/>



Scientific Conference: Marketing and Finance in Agribusiness

## New Trends in Finance and Marketing 2013

17<sup>th</sup> – 18<sup>th</sup> April 2013

Kiry, Poland

