

1st International Week

Monday

19.4.2010	Lecturer	Country	Theme	Room
9.00-10.30	Ralf BRICKAU	Germany	Strategic Decisions for International Market Entry	C343
9.00-10.30	Olaf FLAK, Michal PILAT	Poland	Doctoral Study and New Trends in Lessons	A404
10.45-12.00	Horst TREIBLMAIER	Austria	Search Engine Marketing	C343
10.45-11.45	Olaf FLAK, Michal PILAT	Poland	A Company and its Environment	A325
12.30-14.00	Renáta MADZINOVÁ	Slovakia	Inflation Game	A718

Tuesday

20.4.2010	Lecturer	Country	Theme	Room
7.15 - 8.45	Adam DRAB	Poland	Marital Roles in Decision Making Process	A 325
9.00-10.30	Ralf BRICKAU	Germany	Marketing Case Study	E-308
9.00-10.30	Horst TREIBLMAIER	Austria	E-marketing by Using Google AdWords	E 201
9.00-10.30	Robert RANKL	Germany	Business Transformation through Systems Engineering	A 003
9.00-10.30	Catalin MAICAN	Romania	Open Source Systems and Web 2.0	B 272
10.00-11.30	Sandra BAILOA, Pedro CRAVO	Portugal	Tourism Geography, Marketing and Communication Technologies	E-206
10.45-12.15	Ralf BRICKAU	Germany	Marketing Case Study	E-308
10.45-12.15	Horst TREIBLMAIER	Austria	E-marketing by Using Google AdWords	E 201
10.45-12.15	Nike KIVIAHO	Finland	Project Management	A-325
12.30-14.00	Rastislav STRHAN	Slovakia	Conformity Assessment and its Use in Product Marketing	A 325
12.30-14.00	Stefaan van RYSSSEN	Belgium	Marketing Use of Social Networks	E 201
12.30-14.00	Mark WACHOWIAK	Canada	Application Integration of Service Oriented Architecture or Web Services	A 001
12.30-14.00	Marek KULESZA	Poland	Natural Resource and Energy Economics: The Case of Developing Countries	A 101
14.15-15.45	Stefaan van RYSSSEN	Belgium	Marketing Use of Social Networks	E 201
17.45-19.15	Gordana PESAKOVIC	USA	Cross-Cultural Negotiations	C-343

1st International Week

Wednesday

21.4.2010	Lecturer	Country	Theme	Room
9.00-10.30	Stefaan van RYSSSEN	Belgium	<i>Trading with Belgium</i>	C 343
9.00-10.30	Horst TREIBLMAIER	Austria	<i>E-marketing by Using Google AdWords</i>	E 201
9.00-10.30	Anca MAICAN	Romania	<i>Business English</i>	KJ 201
9.00-10.30	Oussama LABIDI	France	<i>Capital Markets and Pricing of Risk</i>	A-325
10.45-12.15	Niko KIVIAHO	Finland	<i>Project Management</i>	B-357
10.45-12.15	María Luisa SEIN-ECHALUCE	Spain	<i>Personalised Learning Based on Web -Basic Math</i>	A 004
10.45-12.15	Mark WACHOWIAK	Canada	<i>Multimedia Application in Medicine Marketing</i>	A 003

Thursday

22.4.2010	Lecturer	Country	Theme	Room
9.00-10.30	Gordana PESAKOVIC	USA	<i>Global Challenges: Surviving — the Future</i>	A-325
9.00-10.30	Adam DRAB	Poland	<i>Sales Management Sales</i>	E 201
10.45-12.15	Adam DRAB	Poland	<i>Sales Management Sales</i>	E 201
10.45-12.15	Erkan ÖZATA	Turkey	<i>Sources of Business Cycle Fluctuations in Turkey</i>	A 401
12.30-14.00	Gordana PESAKOVIC	USA	<i>When, Where and Why Does Development Happen?</i>	A-368
12.30-14.00	Erkan ÖZATA	Turkey	<i>The IS-LM-BP Model and its Applications</i>	Vesmir

Due to transportation problems (volcano eruption) some lectures are canceled