



9:30-10:00 Registration & coffee

Session 1: 10:00-12:00

Chair: Katarzyna Dziewanowska

- Grzegorz Karasiewicz, Faculty of Management, University of Warsaw, Poland
Internationalization and Performance of Emerging-Market Companies: Evidence from Poland
- Pusanisa Thechatakerng & Whachiraporn Boonpradub, Faculty of Business Administration, Maejo University & Faculty of Communication, Thailand, Journalism and Marketing, Massey University, New Zealand
Tourism Marketing Management in Chiangmai, Thailand: Tourist behavior & the 7Ps
- Anna Kuźmińska, Faculty of Management, University of Warsaw, Poland
The effects of the single and chronic activation of the concept of money on interpersonal trust
- Pusanisa Thechatakerng, Faculty of Business Administration, Maejo University, Thailand
Entrepreneurship Development of Women in Rural Thailand Organic Product Enterprise
- Dariusz Siemieniako
Culture as a factor of influencing relational loyalty in services
- Agnieszka Kacprzak, Faculty of Management, University of Warsaw, Poland
The experience marketing in an emerging market – the case of Poland

12:00-12:30 Coffee break

Session 2: 12:30-14:30

Chair: Agnieszka Kacprzak

- Joanna Chudzian & Magdalena Kraszewska, Warsaw University of Life Sciences & Collegium Civitas
Consumer perception of functional food among young consumers
- Alla Talal Yassin, UOITC, Iraq
Tendency in marketplace through "Success to the Successful" archetype SDM: A Case Study in UOITC University
- Magdalena Kraszewska & Joanna Chudzian, Collegium Civitas & Warsaw University of Life Sciences
Responsible food consumption
- Krzysztof Cybulski, Faculty of Management, University of Warsaw, Poland
A reverse approach to selecting sales people



- Narintip Thaitamakul & Pusanisa Thechatakerng, Faculty of Business Administration, Maejo University, Thailand
Creativity based Product Design of Ethnic Entrepreneurs in Thailand
- Mariusz Tojanowski, Faculty of Management, University of Warsaw, Poland
- Katarzyna Dziewanowska, Faculty of Management, University of Warsaw, Poland
Real vs virtual shopping experiences

14:30 Late lunch