



ECONOMY TODAY

2nd Scientific Conference

**'ECONOMY TODAY. INTERDISCIPLINARY APPROACH
TO CONTEMPORARY ECONOMIC CHALLENGES'**

PROCEEDINGS

March 11, 2016
Łódź, Poland



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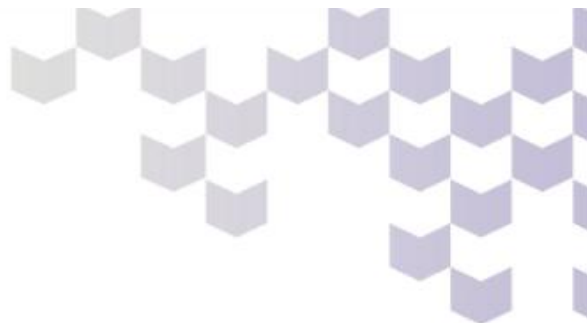


**MARSZAŁEK
WOJEWÓDZTWA ŁÓDZKIEGO**
Witold Stępień





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FACULTY
OF ECONOMICS AND SOCIOLOGY



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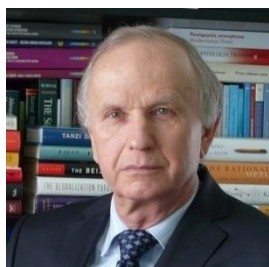
INTERDISCYPLINARNE KOŁO NAUKOWE
DOKTORANTÓW WYDZIAŁU
EKONOMICZNO-SOCJOLOGICZNEGO UŁ



MARSZAŁEK
WOJEWÓDZTWA ŁÓDZKIEGO
Witold Stępień



Honoured guests



Prof. Grzegorz W. Kołodko – intellectual and politician, a key architect of Polish reforms. Deputy Prime Minister and Minister of Finance, 1994–97 and 2002–03. Professor gave a lecture on “New Pragmatism: Economics and Economic Policy for the Future”



Prof. Dieter Eissel – professor of Political Science since 1989; lecturing in numerous European and Asian universities. Professor spoke about “New trends of urban and regional development – Sustainable cities and regions”



Prof. Jan Toporowski – professor of Economics and Finance at the School of Oriental and African Studies, University of London. He studied economics at Birkbeck College, University of London and the University of Birmingham and has worked in banking and finance. His most recent book is “Michał Kalecki An Intellectual Biography Volume 1 Rendezvous in Cambridge 1899–1939 (Palgrave)”. Professor spoke about “A Kalecki Fable on Debt and the Monetary Transmission Mechanism”.

Scientific Council of the Conference

Prof. **Zofia Wysokińska**, PhD, *University of Lodz, Poland*

Prof. **Elżbieta Kryńska**, PhD, *University of Lodz, Poland*

Associate Prof. **Piotr Urbanek**, PhD, *University of Lodz, Poland*

Prof. **Li-Jiuan Chen–Rabich**, PhD, *Tamkang University in Taipei, Taiwan*

Associate Prof. **Yuri Kirillov**, PhD, *Plekhanov Russian University of Economics, Omsk, Russia*

Prof. **Sergey Metelev**, PhD, *Plekhanov Russian University of Economics, Omsk, Russia*

Conference Themes

- **Financial markets**
 - Capital market investors & investments
 - Business valuation/ market valuation
 - International financial market and its impact on national economies
 - Causes and effects of global financial crisis
 - Financial risk and return on capital
 - Current trends in banking sector development
- **Globalization and international economics**
 - Economic integration
 - European integration, Eurozone – problems and challenges ahead
 - Shaping global economy – multinational corporations
 - Financial liberalization
 - International trade
 - Foreign direct investments
- **Management in the public sector**
 - Corporate governance in the public sector
 - The concept of new public management
 - Management and policies in the municipal companies
 - The role of management in the functioning of local government
 - The Civil Budget as a new way of management in public finance
- **Social aspects of economics**
 - Social justice in economy– perception of inequality and poverty
 - Cultural values in economic life– the role of culture in Economic Development
 - Social economy –third sector activity in a political and economic context
 - Corporate social responsibility within the broader context of socially responsible consumption and production
 - Social networks and their impact on global economy
 - Family Economics– decision–making in the family, division of labor, intergeneration issues
- **Politics and economic policy**
 - Economic and social aftermath of wars and crises
 - Institutional Change in Eastern Europe after the collapse of Soviet Union
 - Game and decision theory of international political economy
 - Role of the nation state, national competitiveness in a globalized world
 - Contemporary Theories of Political Economy
- **Entrepreneurship and innovation issues**
 - The role of framework conditions in fostering entrepreneurial activities
 - The determinants and outcomes of firm’s innovative activities
 - International entrepreneurship and international strategies of SMEs
 - New trends in innovation and entrepreneurship
 - Governmental innovation policy
 - Research methods in modern economy
- **Urban and regional economics**
 - Contemporary spatial structures. Their economic conditions and consequences.
 - New trends of urban and regional development.
 - Sustainable cities and regions. An economic approach.
 - Globalised urban environments. Users and their preferences.
 - Real estate market after the crisis. Post–speculative reality?

Venue of the Conference

University of Lodz
Faculty of Economics and Sociology
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ĐULA BOROZAN*

UNVEILING THE TIME EFFECT OF A SHOCK ON ELECTRICITY CONSUMPTION: EVIDENCE FROM POST-TRANSITION EU COUNTRIES

ABSTRACT

This paper explores the time-series properties of the relative per capita electricity consumption series disaggregated by consumer sectors for the presence of a unit root for eleven post-transition EU countries. To that end, the panel unit root tests without and with structural break(s) were used covering the period 2002–2013. The results of the former indicate that electricity consumption is the unit root process for each sector, indicating that any shock thereto is likely to be permanent. The results of the latter support the non-stationary null for the majority of the countries and sectors under investigation, and also point out that each country was exposed to at least one significant shock affecting some of the electricity consumption variables. Thereby, the shocks will have permanent effects on them, and their electricity consumption will be path-dependent. Consequently, there is little evidence of convergence of post-transition EU countries to the single electricity market.

Keywords: stationarity, panel unit root tests, shock, post-transition EU countries

JEL Classification: C23, P28, Q49

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Dr. Albana Demi, *Financial Policies and their impact on the household economy*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach to Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

ALBANA DEMI*

FINANCIAL POLICIES AND THEIR IMPACT ON THE HOUSEHOLD ECONOMY

ABSTRACT

In this study it will be presented the characteristics of Financial Policies and the tax revenue system. Concrete analyses have shown that in a country's economic performance, the fiscal policy plays a key role. Albania feels the need to increase the level of income, to stabilize the economic problems of balance of payments, leading increase economic development. In this context, to drafting the fiscal policies the government always takes in consideration as an important factor the behavior of contributors even their ability for tax evasion.

The object of this study will be the treatment of financial policies from the point of view of a citizen. Also will be treated in this paper other relevant issues such as the meaning and the characteristics of the tax system, the effects of social reforms and their administration in Albania as well as in the other countries. This paper aims to address the informal economy from the perspective of employees, employers and the state. Expenditures and state taxes directly affect the overall economic performance, since they constitute a large part of the activity in the national economy. Fiscal policies and the monetary policy are the two basic components of national financial policies which are used for macroeconomic purposes, influencing the total domestic product, the level of employment, the income level and price level.

Keywords: tax system, financial policy, social reforms

JEL Classification: H53

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Eglantina Farruku, *Human Security: The New Challenge of States. The Case of Albania*. 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

EGLANTINA FARRUKU*

HUMAN SECURITY: THE NEW CHALLENGE OF STATES.THE CASE OF ALBANIA

ABSTRACT

This paper offers a critical study of the human security concept and issues in general and especially in Albania. Its usage, definition and applicability may differ since different authors explain issues related to security differently. Although there is still no common definition on what human security is most of the authors agree that human security is related to the individuals in terms of their wellbeing. For too long, human security has been focused on protection of state territory recognizing a traditional perception of security. This kind of interpretation refers to a narrow security concept, not well constructed and incapable to address most of the important issues related with security of the individuals. The issue of security for a nation is quite different from the issue of security for an individual, because the first tends to protect the boundaries of the state where people live in; and the second aims to protect all human being from insecurities. Human security is a new challenge in today's world; it presents new threats which are far away from the threats generated by traditional concept of human security. The new concept of human security should be analyzed in the daily life of people, not in the guns and weapons of a country. To protect people's life means to respect all human rights prescribed in domestic law and international conventions; violations of them means causing human insecurities and the failure of state to fulfill its own responsibilities towards the law. Therefore, the protection and the welfare of the people should become first goal of the government. In cooperation with international organizations, and NGOs, government should find and promote appropriate policies to establish a political, economic and social security environment for all the people as citizens of that country.

Keywords: security, individuals, threats, state, policy

JEL Classification: F52

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Lena Grzesiak, *The business of the business is not the business only*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

LENA GRZESIAK*

THE BUSINESS OF THE BUSINESS IS NOT THE BUSINESS ONLY

ABSTRACT

The mentioned topic is a paraphrase of Milton Friedman who indicated that: *"The business of business is business"*.

Nowadays companies need to focus more attention on honesty and social conscience. The desire to earn more money should not exclude real values. Loyalty, responsibility, and honesty in business are the indicators of corporate social responsibility.

The aim of this paper is to show that a company should not focus solely on making profits. It is not the intention of this study to claim that the CSR is necessity for market success. This paper shows only that it is worth introducing CSR because it may be profitable, indirectly. CSR oriented companies may gain profits in ways that are difficult to measure immediately. I would like to shed some light on why companies should pay more attention to social conscience. When we care more about social issues our returns are usually measured in the long run, and often are larger.

The first section of a presentation provided the definitions of CSR. Secondly, to stress out the importance of CSR the tools and examples of CSR companies were cited. In the final part, the answer was given to the question if CSR was a necessary and viable methodology.

Keywords: corporate social responsibility, ethics, responsible behavior.

JEL Classification: M14

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Katarzyna Himstedt, *The determinants that contribute to level of the registered unemployment in Poland In the years 2005–2015– the model of the level of unemployment*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

KATARZYNA HIMSTEDT*

THE DETERMINANTS THAT CONTRIBUTE TO LEVEL OF THE REGISTERED UNEMPLOYMENT IN POLAND IN THE YEARS 2005–2015–THE MODEL OF THE LEVEL OF UNEMPLOYMENT

ABSTRACT

The article refers to registered unemployment problems in Poland in 2005–2015 years. The article will allow us to determine shaping the demand on the labour market. The econometric analysis of these indicators will allow to determine the level of unemployment registered in Poland.

Keywords: registered unemployment

JEL Classification: J6

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Eglantina Hysa and Livia Hodo, *Foreign Direct Investment and Economic Growth in Albania: A Co-Integration Analysis*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

EGLANTINA HYSA*

LIVIA HODO**

FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN ALBANIA: A CO-INTEGRATION ANALYSIS

ABSTRACT

Theoretical studies strongly support the positive effects of Foreign Direct Investment (FDI) in the Gross Domestic Product (GDP) of the host country through technology transfer, human capital formation, etc. This study aims to examine the real effects of FDI in economic growth of Albania, since FDI was one of the first pillars of economy that the government has given priority after 1990. This relationship was investigated by using Co-Integration approach for the quarterly data from 1991 to 2012. The time series data are taken from Bank of Albania. As expected, the empirical findings of this study reveal the existence of a long run relationship of GDP and FDI. Being strongly correlated to each other, FDI shows its significant contribution to Albanian economic growth.

Keywords: FDI, economic growth, regression analysis, Johansen Co-Integration Test

JEL Classification: F21, F43, C22

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Izabela Jędrzejowska-Schiffauer, *Lawfulness of the EU Economic Governance According to National and Supranational Case Law*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

IZABELA JĘDRZEJOWSKA-SCHIFFAUER*

LAWFULNESS OF THE EU ECONOMIC GOVERNANCE ACCORDING TO NATIONAL AND SUPRANATIONAL CASE LAW

ABSTRACT

The present contribution focuses on the legal narrative of the EU/EMU crisis management. To this end, the author provides an outlook on the new EU economic governance framework from the perspective of national and supranational (ECJ's) case law. The author first briefly outlines the major developments in the EU economic and fiscal governance vis-à-vis the financial and sovereign debt crises, which is followed by the analysis of legal questions central to ESM emergency fund (*Pringle* Case) and OMT bond-buying programme (*Gauweiler*). The author concludes that the discussed economic and monetary policy measures, although subjected to heated political, economic and most notably legal polemics, have not only gone relatively smoothly through the legality review at the supranational level, but will also in all likelihood come out intact and *lawful* in the pending national case law.

Keywords: EU economic governance, EMU, European Stability Mechanism (ESM), Outright Monetary Transactions (OMTs), ECJ's jurisprudence

JEL Classification: E5, E6, K22

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Meda Keleckaite–Andrijauskiene, *Negative Effects of EU Structural Support. Case of Lithuania*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

MEDA KELECKAITE–ANDRIJAUSKIENE*

NEGATIVE EFFECTS OF EU STRUCTURAL SUPPORT. CASE OF LITHUANIA

ABSTRACT

European Union structural funds work together to reach economic, social and territorial cohesion in order to generate smart, sustainable and inclusive growth of member states. Besides the significant results and positive impact, structural support can also bring a number of negative effects, such as money laundering, corruption, organized crime, economic disparities between sectors and regions and distortions of labor market. Lithuania, a country which rushes to absorb the money, is not an exception.

This article contains a review of scientific methodological literature and analysis of secondary data. The aim of this article is to distinguish EU support's negative effects analyzed in scientific studies, to define the determining factors and to provide specific practical examples of negative effects in Lithuania.

The findings may be used for the decision making processes while forming regional and national funding programmes.

Keywords: EU, negative effects, structural funds

JEL Classification: F6, I38, Z13

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Alba Kruja (Demneri), *Collaborativeness versus Competitive Aggressiveness: Bringing a New Approach to the Entrepreneurial Orientation Theory*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

ALBA KRUJA (DEMNERI)*

COLLABORATIVENESS VERSUS COMPETITIVE AGGRESSIVENESS: BRINGING A NEW APPROACH TO THE ENTREPRENEURIAL ORIENTATION THEORY

ABSTRACT

Researchers of the Entrepreneurial Orientation theory have made too many studies in many different places of the world to identify its dimensions and the impact that they have on enterprise performance. The dimensions studied in the literature are innovativeness, risk-taking, proactiveness, autonomy and competitive aggressiveness. While there exist a consensus for the first two dimensions that of innovativeness and risk-taking, too many discussions have aroused whether competitive aggressiveness and autonomy are or not dimensions measuring Entrepreneurial Orientation and fostering entrepreneurship.

This paper firstly aims to provide a theoretical background on the concept of Entrepreneurial Orientation and its dimensions studied in the literature. Next the research proposes collaborativeness as a new dimension of EO and the discussion is focused on the impact that collaborativeness versus competitive aggressiveness has on EO and sustainable development.

Data used in the study are primary data collected through questionnaires distributed to 120 agribusinesses in Albania. The method used for the analysis of the data is exploratory factor analysis. The analysis revealed that competitive aggressiveness cannot be a dimension of Entrepreneurial Orientation and the concept of competitiveness needs to be distinguished from it, while collaborativeness is a new dimension of this theory, bringing to it a new approach.

Keywords: collaborativeness, competitive aggressiveness, entrepreneurial orientation, new approach

JEL Classification: L26, L22

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Katarzyna Kubiszewska, Rafal Komorowski, *An assessment of Islamic banking in Bosnia and Herzegovina – a comparative analysis using the CAMELS approach*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

KATARZYNA KUBISZEWSKA*
RAFAL KOMOROWSKI**

AN ASSESSMENT OF ISLAMIC BANKING IN BOSNIA AND HERZEGOVINA – A COMPARATIVE ANALYSIS USING THE CAMELS APPROACH

ABSTRACT

This paper examines the phenomenon of Islamic banking in Bosnia and Herzegovina. Although almost half of the Bosnian population is recognized as Islamic, there is only one bank purely based on Sharia operating in this country. The aim of the article is to conduct a comparative analysis of the financial standing of this bank and the banking sector in this country and region. The chosen method of analysis is CAMELS which examines an institution by taking into consideration its most crucial elements: capital, assets, management, earnings, liquidity and sensitivity to risk.

Keywords: Islamic banking; conventional banking; religion and finance; behavioral economics, Islamic finance, Sharia; Bosnia and Herzegovina

JEL Classification: G20, G21

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Joanna Ligenzowska, *Regional Innovation System in Sweden, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016*

JOANNA LIGENZOWSKA *

REGIONAL INNOVATION SYSTEM IN SWEDEN

ABSTRACT

Over the past two decades social scientist and governments have been paying more and more attention to regions as designated sites of innovation and competitiveness in the globalizing economy. Thus, innovation and innovation systems are becoming increasingly interesting to policy-makers for achieving their economic and social goals. The new age of capitalism requires a new kind of regions. In effect, regions are increasingly defined by the same criteria and elements which comprise a knowledge – intensive firm: continuous improvement, new ideas, knowledge creation and organizational learning (Florida 2003, 236). The social and interactive practice of innovation also points to the importance of the relationship between the firm and its environment. The learning economy perspective affirms that learning and innovation are localized, not placeless processes (Storper, 1997). Thus, it emphasizes that innovation is a territorially–embedded process, based not only on resources that are place specific but also on social and institutional context (Asheim and Isaksen, 2002). This paper describes the role of innovations, in Sweden and Swedish regions, in development and growth mainly by analyzing the concept of regional innovation systems.

Keywords: regional innovation systems, institutions, Sweden

JEL Classification: O11, O18, R11

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Lindita Mukli, *The land market and tourism in Himara, Albania, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016*

LINDITA MUKLI*

THE LAND MARKET AND TOURISM IN HIMARA, ALBANIA

ABSTRACT

Liberalization reforms undertaken in Albania during the period 1991–2010, were radical and influenced the creation of a private sector. The pressure on agricultural land increased significantly, especially near major cities, main roads and coastal area. Land use in these areas is not exclusively agricultural, always making use on current competition between different economic sectors. Given these developments and the division of land under the law no. 9501 to 1991, the aim of this study is to analyze the effects of land market in the tourist area. This analysis will be conducted in the area of Himara, as an area in which there is a significant tourism development, which increases the possibility of using the land between agricultural and urban. From the analysis of the surveys we conclude that the process of land distribution deepens the traditional problems of extreme agricultural land fragmentation and this fragmentation is more problematic in the coastal zone. Strengthening the development of tourism in the area is increasing the level of fragmentation and final release of land from agriculture.

Keywords: land market, farmer, agriculture, tourism offerings, coastal areas

JEL Classification: Z32, M31

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Marta Musiał, *Evaluation of household finance management effectiveness in the biggest Polish cities, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016*

MARTA MUSIAŁ*

EVALUATION OF HOUSEHOLD FINANCE MANAGEMENT EFFECTIVENESS IN THE BIGGEST POLISH CITIES

ABSTRACT

The main objective of the paper is to evaluate the household finance management effectiveness in the biggest Polish cities. As part of the conceptualization study the following specific objectives are set:

Specific objective 1 (SO1): Adaptation of efficiency approaches in relation to the functioning of households.

Specific Objective 2 (SO2): Classification of factors affecting the management of personal finances of Polish households.

In addition, an attempt has been made to verify the following hypothesis (H): Polish households are characterized by low effectiveness of financial management, which is a result of low level of knowledge and abilities in the field of finance, as well as lack of control over held financial tools.

In a framework of research following research methods will be used: critical analysis of subject's literature, method of documents research, diagnostic questionnaire method, method of grouping (an analysis of concentrations), comparative research method and statistical methods.

The article is the result of the research project No. 2013/09/N/HS4/03697 funded by National Science Centre in Poland

Keywords: effectiveness, personal finance, household finance

JEL Classification: D14, D31, L84

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Mirjana Kraja Sejdini, *A Performance Ranking of LGUs in Macedonia, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016*

MIRJANA KRAJA SEJDINI*

A PERFORMANCE RANKING OF LGUs IN MACEDONIA

ABSTRACT

Local government performance within the public sector performance is coming back due to increased responsibilities under tighter budgets. Issues of managing taxpayers' money more efficiently and effectively still remain a challenge for the local government decision makers. In addition, increased social inclusion have pressured for increased accountability and transparency towards the local government managers.

This paper aims to facilitate decision makers as well as the local government citizens to offer a ranking system of local government units (LGUs) in Macedonia by analyzing and normalizing some of the main financial indicators that make up the final annual accounts of all LGUs in Macedonia. A local government index is composed and it shows the best and worst performing municipalities in the country. Offering a LG government performance allows all local government stakeholders to have an overview of the budget spent as well as identify some best practices by identifying the practices of the best performing LGUs. However, the data availability will narrow the scope of this performance ranking.

We hope that this study will contribute modestly to the existing literature of the efficiency in the public sector and specifically in that of local government sector. So far, studies related to the public sector efficiency have an increased interest. However, this interest has remained somehow far from Balkan Countries.

Keywords: financial performance, local government performance, local government index

JEL Classification: H72

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Reina Shehi & Eglantina Hysa, *Poverty, Relative Deprivation and Social Exclusion of Roma Community in Albania*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

REINA SHEHI *
EGLANTINA HYSA **

POVERTY, RELATIVE DEPRIVATION AND SOCIAL EXCLUSION OF ROMA COMMUNITY IN ALBANIA

ABSTRACT

This study's main goal is to look at the correlation between poverty, relative deprivation and social exclusion of Roma people in Albania. It aims to offer a multidisciplinary research approach by establishing a bridge between a standard economic approach to poverty and inequality and a sociological view to the concept of social exclusion. The focus is to understand the structural conditions that lead to permanent relative poverty that in this paper is defined as the situation in which some individuals in society are trapped in a low relative income position. In line with this definition, this study aims to test the theoretical model that is based on four variables: (1) relative deprivation; (2) absolute poverty; (3) Social and ethnic identity; (4) educational attainment. This model explains social and political conditions that may shift a socially excluded group from relative to absolute poverty. The reason behind choosing Roma community as the focus group is their being very poor and many times officially discriminated against public services. Thus, the research will use statistical data from official national and international reports to find out the validity of the correlation between all the above **mentioned** variables.

Keywords: poverty, relative deprivation, Roma community in Albania, social exclusion

JEL Classification: I32, A13

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Ilja Skaunic, *The use of payment cards in Poland and the Czech Republic in comparison with selected countries in Europe*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

ILJA SKAUNIC*

THE USE OF PAYMENT CARDS IN POLAND AND THE CZECH REPUBLIC IN COMPARISON WITH SELECTED COUNTRIES IN EUROPE

ABSTRACT

Creation of new efficient payment and settlement systems (including card payment schemes) was an integral part of the development of the banking system in transition countries during last twenty five years. The development of using of payment cards in the Central Europe countries started slowly at the end of the last century. It's a reason, why the former Eastern Bloc countries in general lag far behind the Western Europe in the use of this modern forms of payment. Recently, however, it appeared several foreign sources that indicate the new EU member states as highly developed regarding the use of payment cards. The Czech Republic and Poland are among those states. The results of the author's own comparative analysis are consistent with the results of independent sources. This article aim is to prove or to disprove the hypothesis that both countries are in the use of payment cards at a comparable level with developed economics in "old member states" of the EU and that in the European Union actually does not exist dual speed banking system, although some efficiency variations differences between „old“ and „new“ member states still persist.

Keywords: payment card, credit card, ATM, POS,

JEL Classification: G21, G23, O30

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Krzysztof Świeszcak, Marika Świeszcak, *Ethics As A Set Of Norms Deciding On Banks' Functioning In The Financial Market*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

KRZYSZTOF ŚWIESZCZAK, MARIKA ŚWIESZCZAK*

ETHICS AS A SET OF NORMS DECIDING ON BANKS' FUNCTIONING IN THE FINANCIAL MARKET

ABSTRACT

Banks as institutions of public trust are a specific component of the financial market. These institutions are expected to offer to customers high ethical standards which are a priority in building relationships with stakeholders. This is very important in the context of the observed market turmoil, which is a consequence of the lack of respect for ethical principles and values of the selected representatives of the banking sector. Banks, even in times of crisis, must keep ethics in mind, because it also affects the conduct of its business.

The aim of the publication is to present banks as organizations whose functioning on the market is determined by compliance with norms, principles and ethical values.

Keywords: banks, banking sector, ethics, ethical values

JEL Classification: D23, G21, M14

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Śnia Woś, *Alternative Trading System in Germany – Entry Standard vs Neuer Markt*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

SONIA WOŚ*

ALTERNATIVE TRADING SYSTEM IN GERMANY – ENTRY STANDARD VS NEUER MARKT

ABSTRACT

The aim of the article is to compare former German alternative market – Neuer Markt with the current Entry Standard, in the context of providing capital access for small and medium enterprises. The article characterizes of the German capital market since 1987, focusing on the current alternative trading system – Entry Standard segment. The objective has been achieved with the analysis of the Entry Standard legal framework, IPO emission requirements, selected statements demanded from issuers and market structure. Those issues are compared with the former Neuer Markt. During research foreign literature, press articles and Frankfurt Stock Exchange publications, reports has been applied. The author wants to indicate the main similarities and differences between the Neuer Markt and the Entry Standard. The comparison confirms, that the alternative trading system plays a huge role in providing capital access for small and medium enterprises. Despite the collapse of the Neuer Markt, the new alternative segment – Entry Standard was established within 2 years.

Keywords: Alternative Trading System, German capital market, Frankfurt Stock Exchange, Neuer Markt, Entry Standard

JEL Classification: G15

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Michał Zremba, *Polish Investments on Non-European Markets*, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016

MICHAŁ ZAREMBA *

POLISH INVESTMENTS ON NON-EUROPEAN MARKETS

ABSTRACT

Growth in foreign direct investment is perhaps the clearest and most significant sign of globalization in the past years. Developing countries seek FDIs as a potential tool for complementing the level of domestic investment as well as possible efficiency-gain instrument through the transfer of appropriate technology, management knowledge, business culture, access to foreign markets, increasing employment opportunities, and improving living standards. Undoubtedly non-European markets, mostly represented by former developing countries, make an important and attractive area for economic activities of high and medium developed economies. So far "traditional" exporters to Africa, Asia and Latin America are today accompanied by companies from other regions, including Polish ones.

The aim of the paper is to discuss and present investment activity of polish companies on non-European markets as it makes a challenge not only for the companies themselves but also for the government to support needs of potential investors.

Keywords: foreign direct investments, globalization, developing countries

JEL Classification: F21, F23

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Jan Żelazny, *Changes on commodity markets and regulation in European Union, 2nd Scientific Conference 'Economy Today. Interdisciplinary Approach To Contemporary Economic Challenges', University of Łódź, Poland, 11th March 2016*

JAN ŻELAZNY*

CHANGES ON COMMODITY MARKETS AND REGULATION IN EUROPEAN UNION

ABSTRACT

Commodity markets are substantial for the shape of the world economy and experienced numerous structural changes over the span of last decades. The financial sector of the economy started to play the commanding role. The prices became more volatile as more and more financial investors began to speculate on commodity markets. Such process combined with other crucial factors lead to market abuses, decreasing transparency of trade and excessive speculation. These issues surged and were mostly observed during the subprime mortgage crisis and in the period straight after it. The policymakers around the globe made an effort in order to diminish those effects and introduced new policy framework towards commodity markets. The aim of this paper is to define, present and review the current works and actions taken by the European Union policymakers.

Keywords: commodity markets; surveillance policies; European Union regulations; financialisation

JEL Classification: D53, G14, Q02

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