

**WoodEMA conference**

**COMPETITIVENESS OF WOOD PROCESSING AND FURNITURE MANUFACTURING**

Hotel IVAN – Solaris resort – Šibenik, Croatia

October 7<sup>th</sup>-9<sup>th</sup>, 2009

**P R O G R A M**

**Thursday, October 8<sup>th</sup>, 2009**

Jelačić, D.

**Opening of the conference**

Despot, R.

**Welcome Speech**

**Conference session #1**

*Moderators: Jelačić, D. and Novakova, R.*

Glavonjić, B., Nešić, M., Petrović, S. (Serbia):

**NEW VISUAL IDENTITY OF WOOD FLOORING FROM SERBIA IN FUNCTION OF INCREASING THEIR COMPETITIVENESS IN EXPORT TO THE EUROPEAN UNION MARKET**

Kaputa, V., Parobek, J. (Slovakia):

**CONSUMER PREFERENCES FOR WOOD FRAMED HOUSES**

Kitek Kuzman, M., Jošt, M. (Slovenia):

**WOODEN BUILDINGS IN SLOVENIA**

Motik, D., Pirc, A., Kruljac, A. (Croatia):

**COMPARISON OF WOOD PRODUCTS PRODUCTION AND CONSUMPTION IN THE REPUBLIC OF CROATIA**

Oblak, L., Kropivšek, J., Hrovatin, J., Zupančič, A. (Slovenia):

**EFFECTS OF PURCHASE DECISIONS WHEN BUYING FURNITURE**

**Conference session #2**

*Moderators: Vlosky, R. and Petrović, S.*

Potkany, M. (Slovakia):

**INCREASING OF COMPETITIVENESS IN FURNITURE MANUFACTURING BY THE VALUE ANALYSIS PRINCIPLES**

Šegotic, K., Moro, M., Ojurović, R., Pirc, A. (Croatia):

**RANKING OF CROATIAN WOOD INDUSTRY COMPANIES ACCORDING TO BUSINESS SUCCESS**

Paluš, H., Maťova, H. (Slovakia):

**END-USER AWARENESS OF ENVIRONMENTALLY APPROPRIATE WOOD PRODUCTS IN SLOVAKIA**

**Friday, October 9<sup>th</sup>, 2009**

**Conference session #3**

*Moderators: Oblak, L. and Moro, M.*

Glavonjić, B., Nešić, M., Petrović, S., Sretenović, P. (Serbia):

**QUALITY HARMONIZATION OF WOOD FLOORING EXPORTED FROM SERBIA WITH REQUIREMENTS OF THE EU TECHNICAL REGULATIONS IN THE FUNCTION OF INCREASING THEIR COMPETITIVENESS**

Novakova, R. (Slovakia):

**QUALITY MANAGEMENT IN FLAT ORGANIZATIONAL STRUCTURES**

Vlosky, R. (USA):

**INFORMATION TECHNOLOGY DRIVEN SUPPLY CHAIN OPTIMIZATION IN THE WOOD PRODUCTS INDUSTRY**

**Conference session #4**

*Moderators: Paluš, H. and Motik, D.*

Bičanić, K., Jelačić, D. (Croatia):

**PERCEPTION OF CORPORATE IDENTITY IN WOOD PROCESSING AND FURNITURE MANUFACTURING IN CROATIA**

Maťova, H. (Slovakia):

**CORPORATE IDENTITY IN THE CONDITIONS OF THE SLOVAK WOOD PROCESSING INDUSTRY**

Kropivšek, J., Oblak, L., Grošelj, P., Zupančič, A. (Slovenia):

**QUALIFICATION STRUCTURE IN SLOVENIAN WOOD INDUSTRY COMPANIES**