



WoodEMA, i. a.  
International Association  
for Economics and Management  
in Wood Processing and Furniture  
Manufacturing



**FMK**  
Fakulta masmediálnej komunikácie  
Faculty of Mass Media Communication

Programme of the international scientific conference

# WOOD AND FURNITURE INDUSTRY IN TIMES OF CHANGE

## New trends and challenges

**Management, marketing and communication**

**Economy and business**

**Ecology and safety**

**Quality assurance and quality management**

**New trends and challenges in woodworking industry**

**Hotel Holiday Inn, Trnava, Slovakia**

**June 6<sup>th</sup> – 8<sup>th</sup>, 2012**

## MAIN PROGRAMME:

### Wednesday June 6<sup>th</sup>, 2012

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<b>4:00 p.m. – 7:00 p.m.</b>	Registration of the participants
<b>6:00 p.m. – 7:00 p.m.</b>	Meeting of the WoodEMA members in ATRIUM (only members of the WoodEMA)
<b>7:00 p.m. – 8:00 p.m.</b>	Meeting of the General Assembly in ATRIUM (only members of the General Assembly)
<b>8:00 p.m. – 10:00 p.m.</b>	Welcome drink

### Thursday June 7<sup>th</sup>, 2012

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<b>8:00 a.m. – 10:00 a.m.</b>	Registration of the participants
<b>10:00 a.m. – 11:00 a.m.</b>	Opening ceremony
<b>11:00 a.m. – 12:30 p.m.</b>	Plenary session
<b>12:30 p.m. – 2:00 p.m.</b>	Lunch
<b>2:00 p.m. – 3:30 p.m.</b>	Session in section 1 + discussion
<b>3:30 p.m. – 4:00 p.m.</b>	Break
<b>4:00 p.m. – 5:30 p.m.</b>	Session in section 2 + discussion
<b>6:00 p.m. – 7:30 p.m.</b>	Sightseeing tour of the city of Trnava
<b>8:00 p.m. – 12:00 a.m.</b>	Gala dinner

### Friday June 8<sup>th</sup>, 2012

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<b>9:00 a.m. – 10:30 a.m.</b>	Session in section 3 (for PhD students) + discussion
<b>10:30 a.m. – 11:00 a.m.</b>	Break
<b>11:00 a.m. – 1:00 p.m.</b>	Excursion to Swedwood company
<b>1:00 p.m. – 2:00 p.m.</b>	Lunch
<b>2:00 p.m. – 3:00 p.m.</b>	Formal closing of the conference

## SECTION 1

Chairmen: Assoc. prof. Darko Motik, PhD. – Assoc. prof. Alena Kusá, PhD.

**Thursday June 7<sup>th</sup>, 2012 2:00 p.m. – 3:30 p.m. in TRIAS 1**

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### **Promotion of Croatian wood industry branch**

*Prof. dr. sc. Denis Jelačić – Dr. sc. Andreja Pirc Barčić – Vanja Čošić, MSc.*

Faculty of Forestry, University of Zagreb – Ministry of Regional Development, Forestry and Water Management, Zagreb (CRO)

### **Use of elements of the marketing communications mix in Slovenian furniture companies**

*Matej Jošt, PhD. – Assoc. prof. Leon Oblak, PhD. – Anton Zupančič, BSc. – Jure Kos, MSc.*

Biotechnical Faculty, University of Ljubljana (SLO)

### **Cluster as an element supporting passive wooden building development**

*Dr. Ing. Renata Stasiak-Betlejewska – Prof. n. techn. i n. ekonom. dr. hab. Ing. Stanisław Borkowski*

Faculty of Management, Czestochowa University of Technology (PL)

### **Evaluation of competitive factors in Slovak wood processing enterprises as the base for business performance management**

*Assoc. prof. Andrea Sujová, PhD. – Assoc. prof. Rastislav Rajnoha, PhD.*

Faculty of Wood Science and Technology, Technical University in Zvolen (SR) – Faculty of Management and Economics, Tomas Bata University in Zlín (CR)

### **Chances and boundaries of community based innovation in small and medium-sized enterprises – based on the study of wood-processing companies**

*Mag. Katharina Rodharth*

Department of Marketing Management, Vienna University of Economics and Business (AT)

### **Creation of calculated price in custom manufacturing of furniture**

*Assoc. prof. Katarína Teplická, PhD.*

Faculty BERG, Technical University of Košice (SR)

### **Sustainability model for wood processing industry in unstable business environment**

*Ing. Artur Bobovnický, CSc.*

Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava (SR)

### **Jatropha tree as a versatile source**

*PhDr. Jan Novotný, Ph.D.*

Faculty of Production Technology and Management, Jan Evangelista Purkyně University in Ústí nad Labem (CR)

### **Discussion**

## SECTION 2

Chairmen: Assoc. prof. Leon Oblak, PhD. – Assoc. prof. Rudolf Rybanský, Csc.

**Thursday June 7<sup>th</sup>, 2012 4:00 p.m. – 5:30 p.m. in TRIAS 1**

### **Models for forecasting the imports and exports of furniture**

*Maja Moro, PhD. – Assoc. prof. Darko Motik, PhD. – Dr. sc. Andreja Pirc Barčič – Assoc. prof. Leon Oblak, PhD.*

Faculty of Forestry, University of Zagreb (CRO) –  
Biotechnical Faculty, University of Ljubljana (SLO)

### **Increasing the competitive advantage by investing into energy efficient wood processing and furniture manufacture technologies**

*Ivana Perić, MSc. – Renata Ojurović – Prof. dr. sc. Tomislav Grladinović – Kristina Bičanić, MSc. – Assoc. prof. dr. sc. Krešimir Greger*

Faculty of Forestry, University of Zagreb (CRO)

### **Corporate governance in forestry**

*Stjepan Posavec, PhD. – Karlo Beljan mag. ing. silv – Mario Šporčić, PhD. – Matija Landekić, MSc.*

Faculty of Forestry, University of Zagreb (CRO)

### **Development of competency model for wood industry**

*Assist. prof. Jože Kropivšek, PhD. – Assoc. prof. Leon Oblak, PhD. – Petra Grošelj, MSc. – Anton Zupančič, BSc.*

Biotechnical Faculty, University of Ljubljana (SLO)

### **Certification documentation for responsible forest management in practice**

*Kristina Bičanić, MSc. – Assoc. prof. dr. sc. Krešimir Greger – Prof. dr. sc. Tomislav Grladinović – Ivana Perić, MSc. – Vanja Ćosić, MSc.*

Faculty of Forestry, University of Zagreb – Ministry of Regional Development, Forestry and Water Management, Zagreb (CRO)

### **Behavior of a wooden passive building in an earthquake area over time.**

#### **Durability aspects**

*Ing. Alberto di Taranto*

Tyto Software House, Trento (IT)

### **Costs and prices estimation of furniture products using CAD Module applications**

*Ing. Eva Šebelová*

Faculty of Forestry and Wood Technology, Mendel University in Brno (CR)

### **Odours emitted by furniture upholstery materials**

*Ing. Pavel Kindl*

Faculty of Forestry and Woodworking, Mendel University in Brno (CR)

### **Discussion**

## SECTION 3

Chairman: Assoc. prof. Anna Zaušková, PhD.

**Friday June 8<sup>th</sup>, 2012 9:00 a.m. – 10:30 a.m. in TRIAS 1**

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**Business angel – the innovative form of financing of target furniture company and the chance for the usage of the professional coaching also**

*Ing. Peter Badida*

Faculty of Management, University of Presov in Presov (SR)

**The position of wood industry CR and its current economic problems**

*Ing. Jan Štěpánek – Ing. Tomáš Najbrt*

Mendel University in Brno (CR)

**Need for integration of ecodesign in the process of shaping the personality of furniture designer**

*Ing. Zuzana Tončíková*

Faculty of Wood Sciences and Technology, Technical University in Zvolen (SR)

**Wood houses – the challenge to taste new style of living and added luxury to adore Slovak nature**

*Mgr. Lucia Abdrabou*

Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava (SR)

**The changes of tools structure of marketing communication in the furniture industry**

*Assoc. prof. Rudolf Rybanský, CSc. – Ing. Michaela Ondrušová*

Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava (SR)

**The impact on personnel marketing companies in the woodworking industry**

*Ing. Ivona Kintlerová*

Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava (SR)

**The third role of universities and its benefits in the woodworking industry**

*Ing. Andrea Vadkertiová*

Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava (SR)

**Discussion**

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**CONFERENCE PARTNERS:**



Trnava Self-governing Region



Mesto Trnava

The city of Trnava



Swedwood Slovakia, spol. s r. o., o. z. Spartan, Trnava



COOP Jednota Trnava, SD



Trnavská teplárenská, a. s.



Hotel Holiday Inn Trnava



Wasabi sushi bar Trnava



ForDom, s. r. o., Zvolen



Zväz spracovateľov dreva SR, Zvolen



Pauma, spol. s r. o., Hlohovec

