

## Table of Contents

### Business Management, Consulting, Sales

Factors influencing efficient integration of safety systems .....	13
<i>Goran Janačković</i>	
Technological Innovation and Justification of Use Essential Oils in Meat Industry.....	17
<i>Slavica Kostic-Nikolic</i>	
Significance of Quality through the whole Supply Chain in the Food Industry.....	22
<i>Slavica Kostic-Nikolic, Ivana Nikolic</i>	
Role of recommendation in relation to the intention of using online services .....	27
<i>Minna M. Mattila</i>	
Constructing a Demand Function with Pharmaceuticals in the Russian Federation as an Example .....	31
<i>A.V. Prasolov, Kolbin A.S.</i>	

### Marketing, Advertising

Marketing in the Era of Big Data .....	36
<i>Joaquim A. Casaca, António Pimenta da Gama</i>	
Whisky consumption behaviour: the case of France .....	40
<i>Marie-France Gauthier, Bruno Mazières</i>	
The measurement of marketing success .....	45
<i>António Pimenta da Gama, Joaquim Aurélio Casaca</i>	

### Financing and Accounting

Informative value of financial results associated with combined financial instruments .....	50
<i>Beata Dratwińska-Kania</i>	
Using the ABC method into management system of educational services in higher education.....	54
<i>Beata Dratwińska-Kania</i>	
Financing of sports from public resources in the Czech Republic and Slovakia.....	57
<i>Juraj Nemeč, Miroslav Nemeč, Marek Pavlík</i>	
Topical issues concerning the European harmonization and unification of accounting for SME in Bulgaria .....	62
<i>Roumiana Pojarevska</i>	
Documental validity of economic operations – normative and applied aspects.....	69
<i>Slavena Stoyanova</i>	

### Economy and Business Economics, Banking, Financial

Emerging and Developing of Forfeiting.....	73
<i>Karine Adamova</i>	
Stereotypes and self-perception affecting customer behaviour online .....	78
<i>Minna Mattila</i>	
A Compromise Set in the Import Tariff Multicriteria Optimization Problem.....	84
<i>V.D. Noghin, Prasolov A.V.</i>	
Researching and Modeling of Queuing Systems of the Insurance Company.....	93
<i>Georgi Petrov Dimitrov, Galina Panayotova</i>	

### Public service, Law

Extraordinary measures in Central and Central-Eastern European States. Constitutional solutions in the selected countries.....	96
<i>Rafał Kamprowski</i>	
Modern Democracy and the Limitation of Mandates in the Contemporary World.....	104
<i>Tanja Karakamisheva-Jovanovska</i>	

Legal riddles: cumbersome definitions in the Polish construction law .....	109
<i>Jaroslav Szewczyk M.</i>	
<b>Psychology, Sociology and Pedagogy</b>	
An Exploratory Study on Measuring the Level of Emotional Entelligence of Young People Studying Business in USA.....	113
<i>Yuliya Frolova, Brandon Soltwisch</i>	
Students` Deviant Behavior as a Psychological Problem of Inclusive Education .....	119
<i>K. Gaydarov</i>	
Educational Location-based Game.....	125
<i>Kinga Majchrzak</i>	
Inclusive Education for Minor and Juvenile Offenders.....	131
<i>Mihail Prodanov</i>	
The Use of the Automated Vocal Analysis in Screening Children with Autism Spectrum Disorder.....	135
<i>Vojtech Regec</i>	
The Health Of The Nation As An Effect Of The Modern Higher Education: Results of a pilot study .....	140
<i>Ol'ha Zhornova, Olena Zhornova</i>	
<b>Social Science, Families, Work, Activism, Lifestyle Choices</b>	
Social Work in Russia .....	147
<i>Evgenij Agapov</i>	
Annual Proficiency Tests at Workplace and its Role in Personnel Development .....	149
<i>Gundega Dambe</i>	
Formation of Social Dimension of the European Union by Means of Social Investment.....	153
<i>Iveta Dudová</i>	
A Brief History of Drug Abuse, Addiction Concepts and Community Treatment.....	157
<i>Miroslav Horak</i>	
Security and sovereignty in the context of Sustainable Development in the XX and XXI century .....	161
<i>Rafał Kamprowski</i>	
Social mechanisms acting inside the group in the educational and social projects .....	165
<i>Ewa Lubina</i>	
The application of the rights-based approach to the issue of child bonded labour .....	169
<i>Elena Samonova</i>	
Welfare State in Fulfilment of Social and Market Economy Objectives in the Era of Global Crisis and Needs of Competitiveness Growth .....	173
<i>Vojtech Stanek</i>	
Social capital in Social network games .....	177
<i>Jongmin Yang</i>	
Present Relations of the People's Republic of China and the United States of America .....	183
<i>Duman Zhekenov, Zhumatai Gabit</i>	
<b>News, Media, Internet</b>	
Importance of information and communication technology and the use of media on future development of society .....	189
<i>Dunja Škrebljin</i>	
<b>Education, Science Education, Home Schooling, Math Education, Environmental Education, Distance Education</b>	
The Effects of Application of the Elements of Rhythmic Gymnastics on the Development of Strength in Elementary School Female Pupils .....	194
<i>Dragana Aleksić, Slađan Karalejić, Vesko Milenković, Slađana Stanković</i>	
Video Games in Education.....	198
<i>Hamzah Alshanbari</i>	

Experience of Cisco Networking Academy Educational Environment Using at Training for Practitioners in Computing and Networking Technologies and Mastering Language Skills.....	203
<i>Alla Arkhangelskaya, Alexei Machovikov</i>	
Computer Graphics and Media Technology as the Employment of Visual Arts and Computer Technology.....	207
<i>S.S. Beknazarova</i>	
Incorporating Internet Resources Into Building Writing Skills.....	209
<i>Maria Fedorova</i>	
An Evaluation: Group Projects in UPM University in higher education for civil engineering's students. Courses 2013-2014 vs 2010-2011 .....	214
<i>Nicoletta González-Cancelas, Francisco Soler-Flores, Alberto Camarero-Orive</i>	
The specific character of the interaction between teachers of kindergarten and primary school during the preschool period....	222
<i>Tatyana Krotova</i>	
Web Online Tools in Student-Teacher-Company- Collaboration .....	225
<i>Anssi Mattila</i>	
Primary Education Teachers E-Learning Adoption .....	228
<i>Predrag Oreški, Ivana Savić</i>	
Fight Against Illiteracy in India –Case Study of Institute of People's Education in Bikaner .....	232
<i>Beata Pietkiewicz-Pareek</i>	
Interdisciplinary Education Through Music.....	237
<i>Rosa M. Serrano Pastor</i>	
The Standards for Competency of Executive Managers in Educational Institutions of the Republic of Serbia.....	242
<i>Radivoje Stojković, Rakić Ljiljana</i>	
Integration of principles of knowledge management in group work as a means of eliminating plagiarism.....	247
<i>Sintija Sudmale, Vineta Kulmane, Dagnija Deimante - Hartmane</i>	
<b>Medicine, Health, Alternative, Beauty, Fitness, Neurology, Pharmacy</b>	
Clinical-Biochemical Determinants of Bronchopulmonary Dysplasia in Children.....	252
<i>G. Senatorova, L. Chernenko</i>	
<b>Art, Religion, History, Culturology, Philosophy, Architecture, Photography, Design, Literature</b>	
Literature and Nationalism in Bulgaria in the Last 25 Years. A Look from Inside.....	256
<i>Antoaneta Alipieva</i>	
Theoretical Underpinning of Passive Communal Spaces in Urban Residential Developments .....	265
<i>Azar Farshidi, Gokay Deveci and Quazi Mahtab Zaman</i>	
Specific Ways of Organizing the Sabbatarian Cult in Transylvania (16TH-20TH Centuries).....	269
<i>Ioan-Gheorghe Rotaru</i>	
The ethics and aesthetics of allotment gardens .....	274
<i>Rute Sousa Matos, Desidério Batista</i>	
Vocal Training in the Context of Non-artificial Music .....	281
<i>Iveta Štrbák Pandiová</i>	
Contemporary trends in form building and construction of children cots .....	285
<i>Pavlina Vodenova</i>	
<b>Ecology, Forestry, Earth Science</b>	
World fleet vs. Spanish Bunkering. Its impact on ECAS areas.....	290
<i>J.Luis Almazán-Gárate, M. Carmen Palomino-Monzón, Nicoletta González-Cancelas, Francisco Soler-Flores</i>	
GIS-technology for hydrologic monitoring in natural resource use .....	297
<i>Inna Pivovarova</i>	

## Geographical

Geodetic works carried out in the Strait of Gibraltar .....	301
<i>José Luis Almazán Garate, M. Carmen Palomino-Monzón, Amparo Verdú Vázquez, Salvador Primo Lara</i>	