

Book of abstracts of the
ENTRENOVA -
ENTerprise REsearch
InNOVAtion
Conference



September, 2017, Kotor, Montenegro
Vol. 3, No. 1

ISSN 1849-7969
www.entrenova.org

ENTRENOVA '17
ENTerprise REsearch InNOVAtion Conference
September, 2017
Dubrovnik, Croatia

Book of abstracts of the
ENTRENOVA -
ENTerprise REsearch
InNOVAtion Conference

Vol. 3, No. 1

Edited by:

Maja Baćović, Marin Milković, Mirjana Pejić Bach, Sanja Peković, Vanja
Simicevic, Jovana Zoroja

ISSN 1849-7969

Udruga za promicanje inovacija i istraživanja u ekonomiji "IRENET", Zagreb,
2017

Impressum

3rd ENTRENOVA - ENTerprise REsearch InNOVAtion Conference

PUBLISHER

Udruga za promicanje inovacija i istraživanja u ekonomiji "IRENET", Zagreb, Croatia

EDITORS

Maja Baćović, Marin Milković, Mirjana Pejić Bach, Sanja Peković, Vanja Simicevic,
Jovana Zoroja

GRAPHICAL EDITOR

Jovana Zoroja

TECHNICAL EDITOR

Božidar Jaković

PRINT

Sveučilišna tiskara, Zagreb

ISSN 1849-7969

Focus and Scope

The 2017 ENTerprise REsearch InNOVation Conference (ENTRENOVA '17) is dedicated to the advancement of the theory and practical implementations with the goal to provide practical advice for further research related to innovation, knowledge management and R&D issues. ENTRENOVA conference was held in Dubrovnik, September 7-9, 2017. ENTRENOVA is organized by IRENET, Society for advancing innovation and research in economy in cooperation with University of Montenegro, Faculty of tourism and hotel management, Kotor & University North, Croatia.

Editors-in-Chief

Maja Baćović, University of Montenegro, Podgorica

Marin Milković, University North, Koprivnica

Mirjana Pejić Bach, University of Zagreb, Faculty of Business & Economics, Zagreb

Sanja Peković, University of Montenegro, Faculty of tourism and hotel management, Kotor

Vanja Simicevic, University of Zagreb, Centre for Croatian Studies, Croatia

Jovana Zoroja, University of Zagreb, Faculty of Business & Economics, Croatia

Editorial Board

Igor Klopotan, University North, Croatia

Vesna Cancer, University of Maribor, Faculty of Economics and Business, Slovenia

Josip Stepanić, University of Zagreb, Faculty of Mechanical Engineering and Naval Architecture, Croatia

David Al-Dabass, Nottingham Trent University, School of Computing & Informatics, UK

Marc-Arthur Diaye, University of Evry, France

Fayez Albadri, Abu Dhabi University, UAE

Nijaz Bajgoric, University of Sarajevo, School of Economics and Business, Bosnia and Herzegovina

Josef Basl, University of Economics, Prague, Czech Republic

Vesna Bucevska, Ss. Cyril and Methodius University in Skopje, Faculty of Economics, Republic of Macedonia

Violeta Cvetkoska, Faculty of Economics-Skopje, Ss. Cyril and Methodius University in Skopje

Ksenija Dumcic, University of Zagreb, Faculty of Business & Economics, Croatia

Rajeev Dwivedi, Institute of Management Technology, Ghaziabad, India

Rafael García, University of A Coruña, Spain

Tom Gillpatrick, Portland State University, School of Business Administration, USA

Jelena Jovanovic, University of Montenegro, Montenegro

Zdravko Krivokapic, University of Montenegro, Montenegro

Anita Lee Post, University of Kentucky, School of Management, Decision Science and Information Systems Area, USA

Marjana Merkač Skok, Faculty of Commercial and Business Sciences, Celje, Slovenia

Ilija Moric, University of Montenegro, Faculty of Tourism and Hotel Management, Kotor, Montenegro

Gyula Mester, University Szeged, Hungary

Matjaž Mulej, University of Maribor, Faculty of Economics and Business, Slovenia

Djurdjica Perovic, University of Montenegro, Faculty of Tourism and Hotel Management, Kotor, Montenegro

Lei Ping, Shanghai University of International Business and Economics, China

Stevo Popovic, University of Montenegro, Montenegro

Vasja Roblek, University of Primorska, Faculty of Management, Slovenia

Ada Scupola, Roskilde University, Department of Communication, Business and Information Technologies, Denmark

Tatjana Stanovic, University of Montenegro, Faculty of Tourism and Hotel Management, Kotor, Montenegro

Ivan Strugar, University of Zagreb, Faculty of Business & Economics, Croatia

List of abstracts

Plenary Lecture: Information Systems Projects Success Management.....	4
Plenary Lecture: Statistical Analysis of Wind Speed for the Probability Evaluation of Cancelled Departure for Catamarans and Ferries.....	5
Plenary Lecture: What Could HEI Learn from Business about Supporting Career Development?	7
A Comparison of Algorithms for Text Classification of Albanian News Articles	8
A Google Classroom-based Learning Management System: Empirical Evidence from SEEU.....	9
A Network Analysis of Innovation in Internet of Things Business	11
A Trust Support System: Using Blockchain to Enforce NDA among SMEs	12
Analysis of Food Consumption in Hungary.....	13
Analysis of Social Networks and its Impact on Business.....	14
Are ICT Tools Recognized Enough as Management Support in Croatian Tourism?.....	16
Abstract.....	16
Assessment of the Success of Potential Managers within an Environmental Engineering Organization and Proposals for Improvement	17
Business Ethics during the Life Cycle of Croatian Companies in Transition	18
Can UK High-tech SMEs be Ambidextrous?	19
Change Management: A Change Everyone Fears?.....	20
Conversion of Foreign Currency Loans in the CEECs	21
Corporate Social Responsibility in the Water Industry Sector.....	22
Creativity Management and Creative Industries in Contemporary Russian Economy: Case of St. Petersburg.....	23
Credit Scoring Analysis: Case Study of Using Weka.....	24
Crowdfunding of Entrepreneurial Projects in Sport	25
Development and Implementation of Sustainability IoT Based Curriculum.....	26
Devising and Evaluating B2B Conceptual Model for B2B Portal for Mobile Interactive Devices Using Man Whitney U Test	27
Devising New CLA Methodology in Teaching Programming Using Flipped Learning with Counterpart Learner Assistant - CLA.....	29
Differences in Self-determination of Slovenian Service Sector Employees	31
Disruptive Web based Booking Services.....	32
Eco-Innovation and its Determinants: A Review of the Emerging Literature	33
Educating Creativity in Advertising School by Using Innovation in Technology.....	34
Effective Learning Environment and its 21st Century Transformations	35
Effects of Promotion Techniques at Higher Education Institutions: The Case of the Republic of Macedonia.....	36

Embracing Sustainability in Global Companies – Does it Promote Subsidiary-Level Learning and Innovation?	37
Environmental Collaboration and Process Innovation in Supply Chain Management with Coordination	38
Erasmus+ Students Seen as Tourists during their Exchange Programme.....	39
External Audit of Public Finance in Function of Macroeconomic Stability.....	40
Factors Promoting Innovation with Formal or Informal R&D among ASEAN Firm	41
Fiscal Autonomy of Large Cities and Smart Local Development in Croatia	43
From Learning to Knowledge: Analysis of Relationships between These Organizational Processes.....	44
Green hopes: Spatial and Settlement Development Operative Programs in the Programming Period 2014-2020	45
How Students as Consumers Learn Information about New Products	46
Humor and Co-Creation as Levers of Valorization of Tourism Attractions: Case Study from Vodnjan, Croatia	47
Influence of Critical Factors to a New Business Model in Knowledge Society.....	48
Innovative Activities in Terms of Information Processing	49
Innovative Approaches of a Circular Economy for Photovoltaic Waste.....	51
Integrated Educational System – Pure Experiment or Model for the Future	52
Long-Run Elasticity of the Substitution in the Slovak Economy.....	54
Managing Innovation in an Unstable World: Challenges of Global Competition for European Innovative and Proactive Firms	55
Market Driven Innovation and Company Performance: The Moderating Effect of Organizational Learning	56
Measuring the Efficiency of Universities by Using DEA: A Literature Review.....	57
Mobile Business Intelligence: Allocation of Mobile Workers for Competitive Information Gathering	58
New Applications for the Internet of Things: One of New Directions in CESNET research	59
New Geographies of Tourist Consumption: The Case of Montenegro	60
NoSQL Databases as Social Networks Storage Systems	62
On the Link between Firms and Sources of Information and Cooperation: The Case of German Manufacturing Firms	63
Opening the Black Box of Innovation Processes in Virtual Communities	64
Opportunities and Obstacles of a Healthy Diet from an Economic and Psychological Aspect	65
Outsourcing and Automation of the Back Office.....	66
Pension Policy Challenges and Communication Solutions	67
Pick my Desk and Go: A Solution to Improve Team Dynamics.....	68
Professional Development of Business Students: Vision Creating	69

Protection of 'Whistleblowers' Identity	71
Psychological Well-being of Employees in Service Sector Organizatons in Slovenia ..	72
Rebuilding the Hungarian-Romanian Border Zone as a Learning Region	73
Reporting Solution for Order Management	74
Restructuring of Public Companies in Croatia – Successful Examples from Practice ..	75
Role of Accounting Information in Decision-Making Process, the Importance for its Users	77
Service Design Guidelines for New Types of Wellness Tourism	78
Significance of Defining a Personality Trait when Determining Employees' General Competencies	79
Student Perceptions Regarding the Mind Map Application in Mathematical Education.....	80
Teamwork and E-learning as a New Approach in High Education.....	81
Technology meets Psychology: Teaching Business Students Critical Thinking within New Learning Formats	82
The Analysis of CSR Reports of Serbian Companies.....	83
The Analysis of Electromagnetic Field Impact of Mobile Communication Antennas: The Case Study of Lombardy, Italy.....	84
The Choice of Color, Topic and Toys: An Empirical Study of Gender Roles.....	85
The Effect of ICT on Tensions in Inter-Organizational Health Networks	86
The Impact of an Internet-Based Computer Laboratory on Graduate Students' Learning of Econometrics	87
The Impact of Motivation, Leadership and Communication on the Business Success and Employee Satisfaction	88
The Influence of Modern Business Environment on Management Changes.....	89
Abstract.....	89
The Link between Human Resources in Science and Technology and Regional Economic Development in the EU	90
The Many Faces of Internet Marketing	92
The Opportunities of Small and Medium-Sized Cities in the Globalizing World	93
The Role of Total Cost of Ownership Tools in AAL Technology Assessment.....	94
The Role of Tutor's Feedback in Writing E-Course	95
The State of Entrepreneurship and Innovativeness in Montenegro.....	96
Tourist Agencies and Intelligent Destinations.....	98
Trade Unions and the Act of Protest in Morocco: The Case of the 1981–1990 Events	100
Univariate Weibull Distributions and Their Applications	101
Author Index	105

Plenary Lecture: Information Systems Projects Success Management

João Varajão
University of Minho, Portugal

Abstract

The success of an organization is closely linked with the success of its information systems (IS) projects. Hence, evaluating the success of projects is a key process in IS project management. However, even though many studies found in literature focus on various aspects of project success like, for example, the success factors, there are few studies that address the evaluation process. Given the high importance and complexity of this evaluation, the keynote will focus Success Management as a new knowledge area of project management.

Keywords: project management, information systems, evaluation process

JEL classification: O22, O32

About the authors

João Varajão is professor of information systems and project management at the University of Minho, and a researcher of the Algoritmi research center. He earned his Undergraduate (1995), Masters (1997) and Doctorate (2003) degrees in Technologies and Information Systems at University of Minho. In 2012, he received his Habilitation degree from the University of Trás-os-Montes e Alto Douro. His current main research interests are in Information Systems Management and Project Management. His publications include refereed publications, authored and edited books, book chapters and communications at international conferences. Author can be contacted at joao@varajao.com

Plenary Lecture: Statistical Analysis of Wind Speed for the Probability Evaluation of Cancelled Departure for Catamarans and Ferries

Nastia Degiuli

Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Croatia

Biserka Runje

Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Croatia

Andrea Farkas

Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Croatia

Abstract

Weather data bases are important in optimizing a range of economic activities, such as maritime traffic. In this paper, a statistical analysis of data has been carried out, which includes the interpretation of the results with an emphasis on the analysis of consequences for local population. The proposed procedure is supported by realistic data for wind speed and direction measured at meteorological station Split in the period from 2002 to 2011. Using available data, the annual as well as seasonal wind roses for the specified location are shown. Furthermore, wind speed data are approximated by the Weibull's probability distribution that enables estimating the probability of exceeding a particular wind speed, i.e. Beaufort number for this location. Thus, the probability of cancelled departure for catamarans, as well as ferries from the Split city port is determined for the annual level as well as for each season. The obtained results provide a more detailed insight into the important occurrence of cancelled departure of catamarans and ferries, significant for the lives of the islanders gravitating to Split.

Keywords: knowledge, information quality, applied statistics, probability estimation, wind, weibull distribution

JEL classification: C15

About the authors

Nastia Degiuli is a Full Professor at the Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Department of Naval Architecture and Ocean Engineering. She received PhD in Marine Hydrodynamics at the Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb with the dissertation thesis "Experimental Determination of Wave Pattern Resistance of the Wigley Trimaran Series". Her main research interests are experimental and computational fluid dynamics. She is actively engaged in number of science projects (FP7, national projects). Nastia Degiuli published numerous scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at nastia.degiuli@fsb.hr

Biserka Runje was educated (B.Sc. 1987, M.Sc. 1997, Ph.D. 2002) at the Faculty of Mechanical Engineering and Naval Architecture of the University of Zagreb. She is a Full Professor and Head of the Department of Quality at the same Faculty. Her professional interests include teaching and research in the field of Dimensional Metrology, Dimensional Nanometrology, Statistical Modeling in Metrology and Quality Management. She has authored and co-authored more than 50 published papers. Author can be contacted at biserka.runje@fsb.hr

Andrea Farkas, mag. ing. nav. arch. is a research and teaching assistant at the Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Department of Naval Architecture and Ocean Engineering. His main research interests are Computational Fluid

Dynamics and Ship hydrodynamics. Andrea Farkas published two scientific papers in national journals and participated in several international and national conferences. Author can be contacted at andrea.farkas@fsb.hr

Plenary Lecture: What Could HEI Learn from Business about Supporting Career Development?

Marjana Merkač Skok
Gea College, Slovenia

Abstract

Life long learning is today very intensively related to career development and career management. This is not just a personal task or personal skill. This is one of the most important tasks of each company and is intensively connected to models and tools of support, that is given to employees. Counselling, mentoring, coaching are the most obvious and important among them. And while young people from universities are coming to labour market, there is a link with HEIs. How much and how could HEIs learn from companies in preparing young professionals of tomorrow for their careers is the topic behind the title.

Keywords: higher educational institutions, management, career development

JEL classification: O15

About the authors

Marjana Merkač Skok earned her Ph.D. in 1997 from Management and organisation sciences at University of Maribor. Currently she is a Dean at Faculty of Business and commercial sciences in Celje, Slovenija. She also works as independent expert for quality assurance in higher education in EU. Before that, she worked as developer and expert in human resource and organisational development in industry and for several years as a business consultant for management. Author is involved in researches about quality, system science, career management, lifelong learning and training. Author can be contacted at marjana.merkac@gea-college.si

A Comparison of Algorithms for Text Classification of Albanian News Articles

Arbana Kadriu
SEE University, Macedonia
Lejla Abazi-Bexheti
SEE University, Macedonia

Abstract

Text classification is an essential work in text mining and information retrieval. There are a lot of algorithms developed aiming to classify computational data and most of them are extended to classify textual data. We have used some of these algorithms to train the classifiers with part of our crawled Albanian news articles and classify the other part with the already learned classifiers. The used categories are: latest news, economy, sport, showbiz, technology, culture, world. First, we remove all stop words from the gained articles and the output of this step is a separate text file for each category. All these files are then split in sentences, and for each sentence the appropriate category is assigned. All these sentences are then projected to a single list of tuples sentence/category. This list is used to train (80% of the overall number) and test (the remained 20%) different classifiers. This list is at the end shuffled aiming to randomize the sequence of different categories. We have trained and then test our articles measuring the accuracy for each classifier separately. We have also analysed the training and testing time.

Keywords: data mining, text classification, news articles, machine learning

JEL classification: C00, C30

About the authors

Arbana Kadriu holds a PhD degree in Computer Sciences from Ss. Cyril and Methodius University in Skopje from 2008, with focus on natural language processing and information retrieval. She is associate professor at the Faculty of Contemporary Sciences and Technologies at SEE University in Macedonia. She has also background in artificial intelligence, machine learning, programming paradigms, software engineering and e-learning. Also, she is mentoring several master theses that involve the web information retrieval and e-learning. She is author of more than 30 research papers. Author can be contacted at a.kadriu@seeu.edu.mk

Lejla Abazi-Bexheti is Associate Professor at the Faculty of Contemporary Sciences and Technologies at South East European University in Macedonia. She holds a PhD Degree in Computer Science and has been part of the CST teaching staff since 2002. During her teaching experience, she has taught courses from the area of algorithms, programming and web programming. At SEE University she was involved on resolving issue of the Learning Contents and Learning Management System. She was Director of eLearning Center at SEEU and managing Online Studies at SEEU for the period 2006-2014. Author can be contacted at l.abazi@seeu.edu.mk

A Google Classroom-based Learning Management System: Empirical Evidence from SEEU

Lejla Abazi-Bexheti
South East European University, Macedonia
Edmond Jajaga
South East European University, Macedonia
Hirije Abazi-Alili
Affiliate Fellow at CERGE-EI, Prague
Arbana Kadriu
South East European University, Macedonia
Marika Apostolova-Trpkovska
South East European University, Macedonia

Abstract

The use of e-learning in a higher education institution is identified by the implementation of Learning Management Systems (LMS). South East European University's LMS experience is longer than a decade. From last year SEE – University is adopting Google Classroom (GC). However, despite adoption of these systems, there are considerable challenges facing the usage of the systems. Hence, a tool has been developed to track the activity of the teachers in the system and to analyze the factors that maximize its usage. Moreover, a module for course and users' management was also implemented. The purpose of this paper is to introduce a new approach of investigating the usage of GC, i.e. identifying the determinants of undertaking GC activities, by conducting empirical analysis for the case of SEEU. Using SEEU Usage Google Classroom Report & Analysis Data for 2016–2017 (SUGCR dataset 2017), we argue that (i) GC activities are affected by demographic characteristics and (ii) level, number of courses, and department affect the usage of GC. We apply appropriate estimation technique such as mlogit methodology. Identifying factors which encourage GC activities, with special emphasis on SEEU, might be of crucial importance for Higher Education academic leaders as well as software developers who design tools related to fostering GC.

Keywords: e-learning, LMS, learning content, Google classroom, LMS usage

JEL classification: O30, D83, I21

About the authors

Lejla Abazi Bexheti is Associate Professor at the Faculty of Contemporary Sciences and Technologies at South East European University in Macedonia. She holds a PhD Degree in Computer Science and has been part of the CST teaching staff since 2002. Her main research activity is in the area of Learning Systems and eLearning and she has been involved in many international projects and research activities from this area. At SEE University she was involved on resolving issue of the Learning Management System. Currently she is Pro-rector for academic issues at SEEU. Author can be contacted at l.abazi@seeu.edu.mk

Edmond Jajaga finished his PhD at the Department of Computer Science of the South East European University, Macedonia. His research interests are in the areas of Semantic Web, Databases, eLearning and Stream Reasoning. He has been involved since 2012 on a couple of international projects including InWaterSense and DISCO. Since 2011, he has been working as software engineer at the eLearning Centre of the South East European University. In the past, he has worked as a teaching assistant at the State University of Tetova and University of Prishtina. Author can be contacted at e.jajaga@seeu.edu.mk

Hyrije Abazi-Alili finished her PhD in Economics at Staffordshire University, UK in 2013. She is engaged as Lecturer Assistant of Economics, Quantitative Methods and Corporate Finance courses at the Faculty of Business and Economics since 2005. Her current position is Research

Group Leader at SEEU. She is currently holding a teaching fellowship at CERGE-EI, Prague. Her field of research is on: (i) social issues - social inclusion, female labour force participation, education, remittances, poverty, etc.; and (ii) firm performance - innovation activities, R&D, ICT in business, knowledge spillovers, skilled workers, etc. Author can be contacted at h.abazi@seeu.edu.mk

Arbana Kadriu holds a PhD degree in Computer Sciences from Ss. Cyril and Methodius University in Skopje from 2008, with focus on natural language processing and information retrieval. She is associate professor at the Faculty of Contemporary Sciences and Technologies at SEE University in Macedonia. She has also background in artificial intelligence, machine learning, programming paradigms, software engineering and e-learning. Also, she is mentoring several master theses that involve the web information retrieval and e-learning. She is author of more than 30 research papers. Author can be contacted at a.kadriu@seeu.edu.mk

Marika Apostolova Trpkovska, Ph.D. is a Docent at the Faculty of Contemporary Sciences and Technologies, SEEU in Tetovo. She received PhD in Computer Science and Engineering at the Faculty of Computer Science and Engineering - Skopje with the dissertation thesis "E-Medical Services Based on Semantic Web". Her main research interests are ICT, e-learning, flipping model, e-Health, and Semantic web. She is actively engaged as coordinator on the Erasmus+ project Digital School Contest (2015-1-MK01-KA201-0002841). She published two scientific papers in international journals and more than 20 in scientific international conferences. Author can be contacted at m.apostolova@seeu.edu.mk

A Network Analysis of Innovation in Internet of Things Business

Fumihiko Isada
Kansai University, Japan
Yuriko Isada
Kwansei Gakuin University, Japan

Abstract

The objective of this research is to clarify empirically the influence of the network structure between companies on innovation in Internet of Things (IoT) business. In IoT business, innovation beyond the border of a company becomes important. Furthermore, advantageous positioning in the innovation network is thought to enhance the result of an innovation, and ultimately contribute to profit. In this research, the relationship between the network structure and the result of innovation was analysed with a method of social network analysis. Joint-application patents related to IoT business were extracted from the intellectual-property database. As a result, the difference in the network structure of a company was related to the result of research and profitability. In particular, a company with a platform type of business model is considered to be highly profitable in IoT business.

Keywords: social network analysis, innovation, Internet of Things (IoT), joint application patent

JEL classification: O32

Acknowledgments: This research paper was partly subsidized by Grants-in-aid for Scientific Research.

About the authors

Fumihiko Isada received Ph.D. degree in economics from Osaka University in 2004. He is a professor with the Faculty of Informatics, Kansai University. His research interests are international corporate strategy and innovation management. Author can be contacted at isada@kansai-u.ac.jp.

Yuriko Isada was received Ph.D. degree in informatics from Kansai University in 2003. She is an associate professor with School of Policy Studies, Kwansei Gakuin University. Her research interests are multi objective optimization, decision support system, and computer simulation. Author can be contacted at yuriko@kwansei.ac.jp.

A Trust Support System: Using Blockchain to Enforce NDA among SMEs

Riccardo Bonazzi
Hes-so Valais/Wallis, Switzerland
Francesco Maria Cimmino
Hes-so Valais/Wallis, Switzerland

Abstract

This paper describes a solution that protects intellectual property for small and medium enterprises (SMEs) in a collaborative innovation network. SMEs need to collaborate in order to pool together the required resources to innovate, but they want to avoid the risks related to free riders and companies stealing their ideas. We propose to use an encrypted and distributed repository to store documents that are shared among SMEs and to enforce and non-disclosure agreement. That way, a solution provider can present to a solution seeker a set of ideas, hoping to be selected. We demonstrate by means of an agent-based simulation that: (1) protection of selected sections of the shared documents is more efficient for the solution seeker and more profitable for the solution provider, and (2) disclosure of suggested ideas from all solution providers increases their payoff and their likelihood to propose good ideas in the future.

Keywords: collaborative innovation network, non-disclosure agreement, game theory, blockchain

JEL classification: O34

About the authors

Riccardo Bonazzi is professor of business model innovation at the University of Applied Science (HES-SO) of Sierre, where he is co-director of the e-marketing track. He received his Ph.D. in compliance support systems from the University of Lausanne, under the supervision of Prof. Yves Pigneur. Dr. Bonazzi's main research interests are requirement engineering for IT governance, risk management and compliance, IT project management, decision support systems for business model innovation, and information systems for pedagogy. Author can be contacted at Riccardo.Bonazzi@hevs.ch

Francesco Maria Cimmino is a research assistant at the University of Applied Science (HES-SO) of Sierre, Switzerland. He is currently undergoing a Ph.D. at Grequam under the supervision of prof E. Girardin. He received a master's degree in Statistics and Economics, University "Sapienza" of Rome and a master's degree in Econometrics for the banking and finance, Aix-Marseille School of Economics. Author can be contacted at Francesco.Cimmino@hevs.ch

Analysis of Food Consumption in Hungary

Katalin Tari

Szent István University, Hungary

József Lehota

Szent István University, Hungary

Nándor Komáromi

Szent István University, Hungary

Abstract

The background of our research considers consumers' awareness about the contents of their food and investigates the labels and wording on food packaging. The 'organic' labels on this packaging hold different levels of importance for Hungarian people based on their age and social-economic status. This topic will remain highly relevant, since most companies desire to understand the behaviour of their Hungarian consumers. By examining consumers' behaviour patterns and inexpensive marketing tips, companies can consider the most effective method to increase the purchase of their products. As such, consumer behaviour patterns should be researched in the short term based on the use of specific products or on the use of generic brands versus personal preferences. Currently, the roles of health-awareness and cost-consciousness are changing, as are environmental protection regulations and consumers' awareness of the dangers of hazardous substances. The article focuses on the analysis of Hungarian behaviour patterns related to foodstuff grocery consumption. The database was taken from IPSOS Ltd. (N=1038 people), but 883 people were selected from the initial sample, based on inclusive criteria (aged between 18 and 70), while people with extreme incomes were excluded (as outliers).

Keywords: food marketing, Hungarian customer, customer behaviour, packaging, label, social-classes

JEL classification: A89

About the authors

Katalin Tari, PhD Candidate's scientific research reads about the Hungarian online marketing trends, changes, develop of the e-commerce. Furthermore she investigates the Hungarian food sales and the worldwide wine behaviours – offline and online – sales with higher attention until 2014. Author can be contacted at katalintari@gmail.com

József Lehota DSc in Economics full-time marketing professor in Szent István University and part-time marketing professor in Debrecen University. From 2014, he is Head of Doctoral School of Management and Business Administration in SIU. He is author, and co-author of number of articles in international and national journals and attended several national and international research projects. His research interests are food consumer behaviour and buying behaviour in organisational markets. Author can be contacted at lehota.jozsef@gtk.szie.hu

Nándor Komáromi, Ph.D. in Economics is Associate Professor at the Szent István University in Hungary. Since 1993 he teaches marketing and management subjects several universities in Hungary. He attended by about 120 research projects. research interests are application of statistical methods and quantitative methods; model development; the practical application of marketing research. Author can be contacted at komaromi.nandor@gtk.szie.hu

Analysis of Social Networks and its Impact on Business

Krešimir Buntak
University North, Croatia
Ivana Martinčević
University North, Croatia
Vesna Sesar
University North, Croatia

Abstract

The business environment in which various organizations are operating today with the dynamics of change is characterized by the growing influence of new technological solutions that require rapid adaptation in accordance with new technological and development - communication trends. This points to the fact that it is almost impossible for organizations to work successfully without the application of new technologies, which with achieved goals are reflecting on its efficiency and efficiency while ensuring competitiveness. One of the most advanced tools related to the application of information technology in development – communication business trends are social networks that are increasingly used in business. Analysis of social networks is based on the assumption of the importance of the connection between the parts that communicate or who are in any other way related as well as the role of individual actors in the network. The aim is to determine the importance of the analysis of social networks and its widespread application in the process of making various of business decisions, setting out the information spread through the network / organization, and how the network structure influences on the processes in it. Analysis of social networks provides time and prediction of certain activities and events, and is certainly one of the important tools used in scientific analysis and interpretation of large quantities of data (data science) to detect the "new" links and meaning in such a large quantities of data (big data). The research in this paper shows that analysis of social networks is scientific area that offers a multitude of services and interaction between prospective and accelerated development processes for future users. The correlation of the theory of graphs with the analysis of social networks is also interesting. By accepting math participation, today it is possible to explain far more phenomena related to social networks. The appearance and the vision of the Semantic Web is a huge step forward towards a new level of global network where the analysis comes to particular importance. The exponential growth of information on the web about the various entities, events and phenomena, imposes the need for analysis of their relationship, finding a value-added or hidden links between them. By tracking the flow of information through the network and processes that occur in the network, opens up the possibility of applying the analysis of social networks for the purposes of prediction and for example, mastering the security challenges. It is also interesting the application of analysis in corporate networks as a support to decision-making system, improving communication flows within the company, human resources management, etc. Technological changes have enabled flexibility and simplicity in business, as well as strengthening market competition. Technology and its sudden and everyday development are one of the key factors that today make the company recognizable and focused on achieving business goals.

Keywords: analysis of social networks, social networks, new technology environment, management

JEL classification: C55

About the authors

Krešimir Buntak, PhD of Economics, is an associate professor at the University North, Department of Business and Management, and a Head of department of Business and Management. He is Author and co-author of numerous domestic and international

professional and scientific articles, and has participated in several international conferences. Author can be contacted at kresimir.buntak@unin.hr

Ivana Martinčević, Master of Economics, is a lecturer at the University North, Department of Business and Management, and a PhD candidate at the Faculty of Economics in Rijeka. She is Author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. Author can be contacted at ivana.martincevic@unin.hr

Vesna Sesar, Master of Economics, is a lecturer at the University North, Department of Business and Management, and a PhD candidate at the Faculty of Economics in Rijeka. She is Author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. Author can be contacted at vesna.sesar@unin.hr

Are ICT Tools Recognized Enough as Management Support in Croatian Tourism?

Daniela Garbin Praničević

University of Split, Faculty of Economics, Croatia

Judita Peterlin

University of Ljubljana, Faculty of Economics, Slovenia

Abstract

The Information and Communication Technology (ICT) have been implemented in tourism as a supporting tool for different related activities. The main research question the authors set as: Have different Croatian tourism subjects recognized the relevance of the new technical solutions and integrated it in their business models to support the management activities and related leadership trends? In the theoretical part the concept of tourism management based on leadership trends and supported by ICT solutions is elaborated. In the empirical part general level of few tourism stakeholders' ICT usage is investigated. The research was conducted in spring 2016 and was based on 354 tourism stakeholder guests' perceptions. The contribution is practical as well as theoretical. An overview of the main actual ICT solutions available to tourism sector presents a practical implication of this research while developing framework appropriate for assessing the ICT as tourism management support stands as academic contribution.

Keywords: ICT tools, leadership, management, tourism stakeholders, Croatia

JEL classification: A22, I30, M10, M14

About the authors

Daniela Garbin Praničević, PhD, is an Associate Professor of business informatics at the Faculty of Economics, University of Split. At the mentioned Faculty, she received her B.A. degree in Economics. Her M.A. degree is received in Information Management at the Faculty of Economics University of Zagreb, and the Ph.D. degree in Business Informatics at the Faculty of Economics, University of Split. Her research interests are knowledge management, IT project management, and IT appliance in business, particularly in tourism and hospitality. She participated in several research projects and published papers based on the project results. Author can be contacted at daniela@efst.hr

Judita Peterlin, PhD, is an Assistant Professor of management and organizational theory working as a research and teaching assistant at the Faculty of Economics, University of Ljubljana. She graduated from the Faculty of Social Sciences and Faculty of Economics University of Ljubljana. In the study year 2016/17 she is a teaching assistant at the following courses: Foundations of management and organization, Management – English Track, Knowledge management, and Advanced management. She also teaches 3 courses at the Faculty of Health Sciences University of Ljubljana. Her main research interests are: social innovation, leadership development and sustainability. Author can be contacted at judita.peterlin@ef.uni-lj.si

Assessment of the Success of Potential Managers within an Environmental Engineering Organization and Proposals for Improvement

Beti Andonovic

Faculty of Technology and Metallurgy, "St. Cyril and Methodius" University, Skopje, R. Macedonia

Ana Zhabevska Zlatevski

Faculty of Technology and Metallurgy, "St. Cyril and Methodius" University, Skopje, R. Macedonia

Aleksandar Dimitrov

Faculty of Technology and Metallurgy, "St. Cyril and Methodius" University, Skopje, R. Macedonia

Abstract

Creating an excellent management team is one of the vital components within any organization aiming to success or to maintain the same. Authors conducted a research using two questionnaires: the manager success assessment (MSA) questionnaire and Hay's questionnaire for determining the working styles. The results provided by this survey within an environmental engineering company are analyzed and summarized, and are compared to the 13 manager success criteria previously set. Furthermore, the results are analyzed with regard to the working styles' results and the integral model which points to the corresponding Adizes' Roles, and several improvements possibilities related to candidates' skills are proposed.

Keywords: manager, success criteria, teamwork

JEL classification: M12, O32

About the authors

Beti Andonovic, Ph.D is Associate Professor at the Faculty of Technology and Metallurgy, Skopje, Macedonia. She obtained her Ph.D in mathematics at the Faculty of Mathematics and Natural Sciences, University St. Cyril and Methodius, Skopje Macedonia, in 2009. She was Head of Department of Chemical and Control Engineering at the Faculty of Technology and Metallurgy 2012-2016. She is author of many scientific articles in the area of mathematics and mathematical modelling, as well as in management, and is author of two University books for the subjects Mathematics and Communication skills. She had presented her scientific research in numerous international conferences and had given invited talks in Universities in Macedonia and abroad. Author can be contacted at beti@tmf.ukim.edu.mk

Ana Zhabevska Zlatevski is currently working on her Ph.D. thesis in the area of Management at the Faculty of Technology and Metallurgy, "St. Cyril & Methodius" University in Skopje, R. Macedonia. She holds a master degree in Public Policy and Public Management from the University of Pittsburgh. She can be contacted at: a_zabevska@yahoo.com

Aleksandar Dimitrov, Ph.D. is a Full Professor at the Faculty of Technology and Metallurgy, Head of Department of Extractive Metallurgy. He completed Postdoctoral studies at Department of Material Science and Metallurgy, University of Cambridge, Cambridge, U.K. in 2002. He was Dean of the Faculty of Technology and Metallurgy, Skopje, Macedonia 2007-2015. He is the author and co-author of numerous domestic and international scientific articles, and has participated in many international conferences as invited lecturer. He had numerous research stays in many Universities including University of Cambridge, Department of Material Science and Metallurgy, University of Leeds, Department of Mining and Mineral Engineering, UK, and others. His current research is focused on graphene and other carbon nanomaterials. The author can be contacted at: aco@tmf.ukim.edu.mk

Business Ethics during the Life Cycle of Croatian Companies in Transition

Silvija Vig
Polytechnic of Međimurje, Čakovec, Croatia
Ksenija Dumičić
Faculty of Economics & Business, Zagreb, Croatia

Abstract

Numerous studies have shown that leadership has a primary role in promoting ethical behavior in companies. To achieve success, however, leadership needs to base their strategic plans on ethical values they abide by when making their business decisions. However, it is important to note that strategic plans, as well as organizational activities and structures, management method and administrative systems, differ depending on a company's life cycle. Therefore, the role of leadership is to understand how these activities, structures, and systems change over time and how they affect the ethics of corporate behavior. Accordingly, the aim of this paper is to study dependence of business ethics and company life cycle in Croatian companies in transition. The survey research was conducted using a random sample of Croatian small, medium and large companies. Hierarchical regression methods were applied to make a conclusion. The results suggest that the level of company's ethics depends on whether it is in the stage of growth, maturity or decline. The results of the paper could be considered practical advice for leaders to better understand the dependence of business ethics and company life cycle and thus more easily contribute to further improvement of companies' business ethics.

Keywords: business ethics, company life cycle, ethical behavior, hierarchical regression, leadership

JEL classification: M14

Acknowledgments: This work has been fully supported by Croatian Science Foundation under the project STRENGTHS (project no. 9402)

About the authors

Silvija Vig is a Lecturer at the Polytechnic of Međimurje, Čakovec and at the Academy of Dramatic Art – Zagreb. Now she attends post-graduate doctoral study at the Faculty of Economics & Business – Zagreb. Her main research fields include business ethics, ethical organisational culture and leadership. Author can be contacted at silvija.vig@mev.hr

Ksenija Dumičić is a Full Professor with Tenure at the Department of Statistics, Faculty of Economics & Business, University of Zagreb. Her main research fields include sampling, statistics, business statistics, sampling for social and business surveys. Author can be contacted at kdumicic@efzg.hr

Can UK High-tech SMEs be Ambidextrous?

Chaminda Senaratne
Northumbria University, United Kingdom
Catherine L. Wang
Brunel University London, United Kingdom

Abstract

Extant literature shows that achieving ambidexterity by balancing exploration and exploitation could affect firm performance. Some firms are more ambidextrous whereas some others are not, probably due to various reasons. Contrary to the proposed trade-off between exploration and exploitation, it has been argued in the literature that two activities can have a complementary relationship. High-tech SMEs possess advanced knowledge and technological capabilities, and SMEs in general, face competitive pressures to pursue exploration and exploitation concurrently. Therefore, to identify the nature of ambidexterity and the drivers of and barriers to ambidexterity, based on qualitative data from 20 UK high-tech SMEs in five industries, we examined if high-tech SMEs can be ambidextrous. Our findings reveal that there are specific drivers and barriers related ambidexterity in the high-tech SMEs, and ambidexterity can occur sequentially or simultaneously within or across the boundaries of firms.

Keywords: exploration, exploitation, ambidexterity, drivers, barriers, high-tech SMEs, UK

JEL classification: M19

About the authors

Chaminda Senaratne is a Senior Lecturer at Newcastle Business School, Northumbria University, UK. His research interests are in the areas of resources and capabilities perspectives of strategic management and entrepreneurial capabilities of high-tech SMEs. The author can be contacted at chaminda.senaratne@northumbria.ac.uk

Catherine L. Wang is a Professor of Entrepreneurship and Strategy at Brunel Business School, Brunel University London, UK. Her research interests are in the areas of entrepreneurship, innovation and strategic management. The author can be contacted at catherine.wang@brunel.ac.uk

Change Management: A Change Everyone Fears?

Lidija Grdošić

Erste Card Club Ltd., Republic of Croatia

Ammar Avdić

BDO Croatia Ltd., Republic of Croatia

Abstract

Change Management is often defined as a structured approach to transitioning individuals, teams and organisations from a current to desired future state, aimed firstly at employee empowerment for accepting that change. But that change inevitably brings fear: fear of being unable to adapt, fear of meeting or working with new people, fear of a new workplace or even new tasks that will be given. It is an evolutionary fear that brings resistance to everything that changes routine in our lives. The goal of this paper is to show, using a survey which will collect data of Croatian employees who have come across those changes, different perspectives and barriers which those fears bring and that they are possible to overcome even in the earlier stages of change management projects in order to become much more effective in our workplaces.

Keywords: change management, organisational change, development, ICT

JEL classification: M12, M15

About the authors

Lidija Grdošić, MA is currently employed as sales and marketing support at Erste Card Club Ltd. She received her MA degree in the field of accounting and auditing in 2016 at the Faculty of Economics and Business in Zagreb and is currently pursuing her second MA degree in the field of managerial informatics. She is highly interested in the fields of computer application in business practice, IT management, the impact of modernisation in the accounting profession and higher education in general. Author can be contacted at lgrdosic@gmail.com

Ammar Avdić, MA is currently employed as IT auditor at BDO Croatia Ltd. and as an external associate on Department of Informatics at Faculty of Economics and Business in Zagreb. He received his MA degree in the field of managerial informatics in 2010 Faculty of Economics and Business Zagreb where he also finished specialist postgraduate study in the field of IT management. He is currently enrolled as a PhD student at Faculty of Organization and Informatics in Varaždin. His areas of interests are information systems audit, computer security, IT governance and IT management. Author can be contacted at ammaravdic@gmail.com

Conversion of Foreign Currency Loans in the CEECs

Zsuzsanna Novák
Magyar Nemzeti Bank, Hungary
Imre Vámos
Óbuda University, Hungary

Abstract

Between 2004 and 2008 low-interest foreign currency based loans, and above all household loans, became more and more popular in Central European countries like Croatia, Hungary, Poland, Romania and the Baltic countries in an environment of high and volatile inflation but stabilising and in some cases appreciating exchange rate. (Király–Simonovits, 2015) The stable outlook for the exchange rate was further strengthened by the prospect of euro adoption. When the global financial crisis hit Europe, however, Central European economies went under a strong currency depreciation and decline in income, interest and principal payments put a much greater burden on debtors than previously. The situation was further deteriorated by the decision of the Swiss National Bank to abandon the cap of its currency's value against the euro. After the comparison of the extent of depreciation and the dynamics of household FX loans based on central bank data, the paper examines the economic policy measures taken by Croatia, Hungary, Poland and Romania to protect debtors from the increasing debt burden with special emphasis on the leading role of the Central Bank of Hungary (MNB) having been widely acknowledged by international organisations (IMF, 2016, European Commission, 2016a).

Keywords: foreign currency loans, exchange rate risk, conversion, macroprudential measures and central bank instruments

JEL classification: E65

About the authors

Zsuzsanna Novák, Ph.D. is an analyst at the MNB (Central Bank of Hungary), Directorate Monetary Policy Instruments, Foreign Exchange Reserves and Risk Management. She received PhD in Management and Business Administration at the Institute of Economics of the Szent István University, Gödöllő with the dissertation thesis "Some coherence between economic convergence and monetary policy". She participated in CEEPUS academic mobility program at the University of Zagreb. Her main research interests are monetary policy, economic convergence, public debt and equilibrium exchange rates. Author can be contacted at novakzs@mnbb.hu

Imre Vámos, is a lecturer at the Óbuda University, Keleti Faculty of Business and Management and auditor at the State Audit Office of Hungary. His main research interests are stock prices, equilibrium exchange rates and corporate and government accounting. Imre Vámos published several scientific papers in international and national journals and participated in many scientific international conferences, among others those organised by the University of Dubrovnik. Author can be contacted at vamosz@vipmail.hu

Corporate Social Responsibility in the Water Industry Sector

Nora Rodek Berkes
University of Pannonia, Hungary
Zoltán Birkner
University of Pannonia, Hungary
Tivadar Máhr
University of Pannonia, Hungary

Abstract

Corporate social responsibility is an important means of achieving sustainability. More and more companies recognize the fact that responsible operation has a number of results that supports sustainability and thereby the long-term competitiveness. The United Nations' Sustainable Development Goal 6 deals with the issue of Clean Water and Sanitation and to ensure sustainable water management. Previous research on the subject have revealed that most of the company executives are not aware of the elements of the CSR concept. This research examines the social responsibility of the Hungarian water industry. We wanted to know whether the water companies- who deal with water in the industrial and service sectors- operate in a responsible way, as the water is one of the Earth's most precious natural resources. The results of the research show the organizational factors that most contributes to responsible operation as well as the formed clusters based on the CSR intensity of the Hungarian water companies.

Keywords: Corporate Social Responsibility, responsible operation, management, water industry

JEL classification: M14

About the authors

Nora Rodek Berkes is a lecturer at University of Pannonia Nagykanizsa Campus. She is a PhD student in Management and Business Administration at the Doctoral School of University of Pannonia. Her research topics are CSR (Corporate Social Responsibility), sustainable and responsible management, social innovation. Author can be contacted at rodek.nora@gmail.com

Zoltán Birkner, PhD is an associate professor at University of Pannonia Nagykanizsa Campus, a research specialist in the field of innovation performance of companies and regions and the manager of a water technology research and development center. Author can be contacted at birkner.zoltan@uni-pen.hu

Tivadar Máhr is an active settlement development specialists, a tourism and innovation expert, the deputy mayor of a highlighted touristic destination and PhD student in Management and Business Administration at the Doctoral School of University of Pannonia. Author can be contacted at mahrtivadar@gmail.com

Creativity Management and Creative Industries in Contemporary Russian Economy: Case of St. Petersburg

Kapustkin Vadim
St. Petersburg State University, Russia
Kapustkina Elena
St. Petersburg State University, Russia

Abstract

So far the issues of "Creativity Management", "Creative Industries" and "Creative Economy" are very rare in use in Russia in both theoretical and practical terms. Most of Russian companies are away of creativity management understanding and implementation. At the same time possible prospects of creativity and innovation management usage are very promising. Poor management especially in big governmental owned Russian companies is one of the most important obstacle for efficiency and productivity growth. Another Russian economy unfortunate backwardness is dealing with the creative industries underdevelopment. National economy could benefit through creative growth. It is crucially important for big Russian cities. St. Petersburg is the second largest city in Russia and the 4th in Europe due to citizens number with total population over 5 million inhabitants and is extremely important industrial, commercial, scientific, cultural national center. Being included in into UNESCO World Heritage list at the same time St. Petersburg has some economic and social problems (underdeveloped infrastructure, old technology based industrial enterprises number, negative regional foreign trade balance, low population life expectancy, etc.). In order to solve different problems the city should focus on the creative industries development and local companies should be dealing more with the creativity management.

Keywords: creativity management, innovations, creative industries, creative economy, creative spaces, city of St. Petersburg, St. Petersburg socio-economic development strategy, Russia

JEL classification: O1, R1

About the authors

Vadim Kapustkin, Ph.D. is an Associate Professor at the Faculty of Economics, St. Petersburg State University (SPSU), World Economy Department. He was also educated at Carleton University, Ottawa, Tübingen University, Yale University. He has lectured in more than 30 universities in Russia, USA, Germany, Finland, France, Korea, China, etc. His main research interests are International trade, International finance, International organizations, pricing, creative economy. He is actively engaged in science projects (TACIS, bilateral cooperation, national projects). Vadim Kapustkin published many scientific papers in international and national journals and participated in many international conferences. Author can be contacted at vkapustk@mail.ru

Elena Kapustkina, Ph.D. is an Associate Professor at the Faculty of Sociology, St. Petersburg State University (SPSU), Economic Sociology Department. She was also educated at Stockholm University, Tübingen University, Oslo University, Free University, Berlin. She has lectured in different universities in Russia, USA, Germany, Finland, Korea, etc. Her main research interests are sociology of entrepreneurship, sociology of consumption, gender dimension of management, creative spaces. She is actively engaged in science projects (TACIS, DAAD, bilateral cooperation, national projects). Elena Kapustkina published many scientific papers in international and national journals and participated in many international conferences. Author can be contacted at kapustkina.63@mail.ru

Credit Scoring Analysis: Case Study of Using Weka

Frane Škegro

Hrvatski Telekom d.d., Croatia

Jovana Zoroja

Faculty of Economics and Business, University of Zagreb, Croatia

Vanja Šimičević

Centre for Croatian Studies, University of Zagreb, Croatia

Abstract

The goal of the paper is to present the overview of methodology of using credit scoring analysis with software Weka. German credit dataset was used in order to develop a decision tree with J.48 algorithm. We present characteristics of the dataset and the main results with the focus to the interpretation of Weka output. Paper could be useful for the users of Weka that aim to use it for credit scoring analysis.

Keywords: data base, credit risk, data mining, knowledge discovery, granting credits

JEL classification: D81, C80

About the authors

Frane Škegro, mag.oec. is currently Marketing proposition manager in Hrvatski Telekom d.d. Author has been working in HT since 2013, when he graduated on Graduate study Managerial Informatics at Faculty of Economics & Business, University of Zagreb. His research interests are IT related innovation, big data, video and gaming industry. Author can be contacted at franeskegro@gmail.com

Jovana Zoroja, Ph.D. is an Assistant Professor at the Faculty of Economics and Business, University of Zagreb, Department of Informatics where she received PhD in Information Systems. She was also educated at the LSE – Summer School in London in the field of Business Development and ICT Innovation. Her main research interests are information and communication technology, e-learning, simulation games and simulation modelling. She is actively engaged in number of projects (FP7-ICT, bilateral cooperation, national projects, Erasmus). Jovana Zoroja published several scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at jzoroja@efzg.hr

Vanja Šimičević has PhD in Economics from the University of Zagreb, Faculty of Economics and Business in the area of quantitative economics. Her major area of research is focused on applications of quantitative methods in social sciences and on those topics she published number of papers. She is Associate Professor at the University of Zagreb Centre for Croatian Studies, Head of Sociology Department, teaching Multivariate Statistical Methods, and Statistics in Social Sciences. Author can be contacted at vanja.simicevic@zg.htnet.hr

Crowdfunding of Entrepreneurial Projects in Sport

Ivan Novak

Faculty of Textile Technology, University of Zagreb, Croatia

Blaženka Knežević

Faculty of Economics and Business, University of Zagreb, Croatia

Petra Škrobot

Faculty of Economics and Business, University of Zagreb, Croatia

Abstract

Crowdfunding, as a specific e-business activity, changes the way in which entrepreneurs collect money for financing their business projects in various business activities starting from social entrepreneurship and software development towards entertainment industry. No business activity is an exception to this trend. Due to its potential to influence and change traditional financial flows and to change traditional principles of financial intermediations, crowdfunding has drawn attention of scientists and practitioners who are trying to explain what could be consequences, risks, development phases and future trends in this field. In this paper, we give a theoretical insight into definitions, development and types of crowdfunding activity in general in the context of entrepreneurial self-financing. Then, on the basis of the case study analysis method, we outline several good practices of self-financing sports projects in developed markets in for each type of crowdfunding.

Keywords: crowdfunding, e-business, self-financing, entrepreneurship, sport management, sport

JEL classification: L86, L83, O35

Acknowledgments: The research is partially supported by Croatian Science Foundation under the project UIP-2014-09-4057 Potentials and obstacles of Social Supermarkets Development in Central and Eastern Europe. Theoretical basis of crowdfunding, its definition, development

About the authors

Ivan Novak, Ph.D. is an Associate Professor at Faculty of Textile Technology, University of Zagreb, Croatia. He teaches courses Economics of Entrepreneurship in the Textile and Fashion industry, Human Resources Management, Strategic Associations in Textile, Marketing Management of Textile and Fashion. He participated at numerous scientific conferences and he is author of numerous papers in the field of general management and marketing, sports management and fashion marketing. Author can be contacted at ivan.novak@tff.hr

Blaženka Knežević, Ph.D. is an Associate professor at Faculty of Economics and Business, University of Zagreb, Croatia. She teaches courses: Retail information systems; Economics of electronic commerce; Trade and trade policy; Procurement management; Supplier relationship management. She participated in various scientific research projects and published more than 40 papers in conference proceedings, books and academic journals. She is a member of the editorial board of the Business Excellence Journal (BEJ) and advisory board of Entrepreneurial Business and Economics Review (EBER). She is the regular reviewer at several international scientific journals. Author can be contacted at bknezevic@efzg.hr

Petra Škrobot, MA is a Research and Teaching Assistant and Ph.D. candidate at Faculty of Economics and Business, University of Zagreb, Croatia. She teaches seminars at courses: Retail information systems; Economics of electronic commerce; Trade and trade policy; Procurement management; Supplier relationship management. She is a member of the scientific research project "Potentials and obstacles of Social Supermarkets Development in Central and Eastern Europe", funded by the Croatian Science Foundation. She had participated at several international projects and conferences. Author can be contacted at pskrobot1@efzg.hr

Development and Implementation of Sustainability IoT Based Curriculum

Amr Elsaadany
Pharos University, Egypt
Ahmed Helmi
Pharos University, Egypt

Abstract

Sustainable development has three main pillars, economic, social, and environmental. In the strive for a sustainable world, environmental and social issues must be addressed as they affect the world economy. With the past industrial revolutions and their negative effects on our world, it is becoming essential to involve students in sustainability as engineering and technology are important elements into fixing the past negative effects on our planet. Consequently, educating engineering students on sustainable development is wide spreading in the past few years and is actually taking place worldwide in many modern faculties and universities. Aside from the United Nations mandates, it is those engineers who are to make the efforts in their respective fields to create ways to improve the sustainable world around us. There are many methods to go about teaching such a subject, some are direct and some uses indirect methods. Building upon the experience of others and the wide spectra of methods, a new curriculum is designed, based on innovations in technologies, to cover sustainability along with environmental and social implications. The curriculum relies on a mixture of learning techniques especially suitable for a developing and growing educational environment where the subject matter experts are not abundantly available. The method used in the design and implementation allows flexible usage and integration of the course by educational institutions and new universities. The results of applying the course content on a sample of 50 student is collected and analysed. The tabulated data and graphs show the strong points of the course materials as well as the areas of improvements.

Keywords: sustainable development, teaching methodology, educational systems, learning outcomes, data analysis, ICT, IoT

JEL classification: I20

About the authors

Amr Elsaadany, Ph.D. is an Assistant Professor at the Faculty of Engineering, Pharos University, Department of Computer Engineering. He received PhD in Computer and Information Science at the Ohio State University with the dissertation thesis "Analysis and Performance of Priority and Switching in Local Area Networks". He taught a variety of computer science and engineering courses. He also has extensive experience in the fields of computer engineering, data communication, information systems, and project management. His academic research interests are Networking Protocols, Wireless Sensor Networks, Internet of Things, Networked Applications, Mobile Computing, and Participatory Sensing. He published several scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at amr.sadany@pua.edu.eg

Ahmed Helmi, Ph.D. is an Adjunct Lecturer at Faculty of Engineering, Pharos University, Department of Basic Sciences & Engineering Mathematics. He received his PhD degree in Petroleum Geochemistry from Alexandria University. Prior to teaching activities at Pharos University, Dr. Helmi served in the petroleum industry as general manager for laboratories and research in Egypt, followed by a position as consultant in the technical services department of Occidental of Oman at Mukhaizna oilfield. Author can be contacted at ahmed.helmi@pua.edu.eg

Devising and Evaluating B2B Conceptual Model for B2B Portal for Mobile Interactive Devices Using Man Whitney U Test

Majlinda Fetaji

Computer Sciences, South East European University, Tetovo, Macedonia

Labinot Morina

Computer Sciences, South East European University, Tetovo, Macedonia

Bekim Fetaji

Faculty of Informatics, University Mother Teresa, Skopje, Macedonia

Mirlinda Ebibi

Faculty of Informatics, University Mother Teresa, Skopje, Macedonia

Abstract

The focus of this research study is set in devising and evaluating the efficiency of B2B conceptual model for mobile interactive devices using Man Whitney U test which is a non-parametric test. As the case of this study is chosen creating a B2B model as an idea of linking businesses in region of Balkan. The system works on multiple languages. There are many businesses in the Balkans which have many problem in communication, and finding a market to sell their products which makes it hard to function and survive in business world. Many of these people use interactive devices 60-70% percent of the time compare with computers. The research focus was set to investigate and asses' main factors which help developers to develop a system which is compatible and easy to use. This research study tries to contribute with the devised B2B conceptual model that is intended to help developers in designing and developing a web portal for mobile devices. Through the Case Study investigated several impacting factors. Also evaluated the usability and user-friendliness of the developed B2B model and used Man Whitney U test to determine the impact. Insights and recommendations are provided.

Keywords: B2B business to business, B2B conceptual model, Man Whitney U test, web portal for mobile devices

JEL classification: A11

About the authors

Majlinda Fetaji is an Associate Professor at the Faculty of Computer Sciences at South East European University -SEEU. She received her PhD in Computer Sciences at the Faculty of Contemporary Sciences and Technologies at South East European University –SEEU with the dissertation thesis "MAI instructional model, MLUAT testing methodology and TBMLM methodology framework for developing mobile learning software solutions". Her main research interests are algorithms and data structures, programming, e-learning, m-learning, virtual learning environments, and closely related fields. Awarded "Researcher of the year 2008" from the Macedonian Academy of Sciences for her research work in mobile learning and Technology Enhanced Education. Participated in different projects in Tempus, Erasmus and other national and international research projects. Head of the Quality Team of the Faculty of Computer Sciences. Published more than 60 scientific papers in international conferences and more than 20 international journals. Author can be contacted at m.fetaji@seeu.edu.mk

Labinot Morina is a Master student at the Faculty of Computer Sciences at South East European University -SEEU. His main research interests are business informatics, programing, e-learning, virtual learning environments, and closely related fields. Published 3 scientific papers in international conferences and 1 international journal. Author can be contacted at lm07856@seeu.edu.mk

Bekim Fetaji is Full Professor of Informatics at University Mother Teresa - Skopje. Vice Rector for Research, former head of Research group in Programming and software Engineering and Formals specifications. Previously Dean of Computer Science Faculty and before that vice-dean for academic issues in computer Sciences at South East European University. Received his PhD in Computer Sciences at the Faculty of Computer Sciences in Graz University of Technology with the dissertation thesis "E-learning indicators- a multidimensional model for planning, designing and developing e-learning software solutions". Main research interests are in software engineering, e-Learning, m-Learning, technology enhanced education, web design, and closely related fields. Participated in several project teams within different programs such as Tempus, Erasmus and other national and international research projects. Published more than 70 scientific papers in international conferences and more than 20 international journals. Author can be contacted at bekim.fetaji@unt.edu.mk

Mirlinda Ebibi is Assistant Professor of Informatics at University Mother Teresa - Skopje. Received her PhD in Computer Sciences at the Faculty of Computer Sciences in Graz University of Technology with the dissertation thesis "Expert based learning methodology for developing mobile expert learning knowledge management software system". Main research interests are in programming, e-Learning, m-Learning, technology enhanced education, web design, and closely related fields. Participated in several project teams within different national and international research projects. Published more than 50 scientific papers in international conferences and more than 20 international journals. Author can be contacted at mirlinda.ebibi@unt.edu.mk

Devising New CLA Methodology in Teaching Programming Using Flipped Learning with Counterpart Learner Assistant - CLA

Majlinda Fetaji

Computer Sciences, South East European University, Tetovo, Macedonia

Abdulmelih Gylcan

Computer Sciences, South East European University, Tetovo, Macedonia

Bekim Fetaji

Faculty of Informatics, University Mother Teresa, Skopje, Macedonia

Mirlinda Ebibi

Faculty of Informatics, University Mother Teresa, Skopje, Macedonia

Abstract

The focus of the research study is to devise a new CLA methodology in teaching programming using flipped learning using a counterpart learner assistant -CLA from the learner side. Investigated the benefits of the flipped learning pedagogy focusing on assessment of learners on their attitudes, motivation, and effectiveness when using flipped learning compared with traditional classroom learning has been realized. There is a difference between a Flipped Classroom and Flipped Learning. These terms are not interchangeable. Flipping a class can, but does not necessarily, lead to Flipped Learning. Four broad categories of instructional approaches for use in an flipped learning have been identified: (a) individual activities, (b) paired activities, (c) informal small groups, and (d) cooperative student projects. The research study is based on the theory of Bloom's revised taxonomy of cognitive domain. This taxonomy provides six levels of learning discussed in the research methodology section. In order to analyse all this, a case study experiment was realized and insights as well as recommendations are presented.

Keywords: flipped classroom, programming robotics, effectiveness of learning, flipped learning paradigm

JEL classification: A23

About the authors

Majlinda Fetaji is an Associate Professor at the Faculty of Computer Sciences at South East European University -SEEU. She received her PhD in Computer Sciences at the Faculty of Contemporary Sciences and Technologies at South East European University -SEEU with the dissertation thesis "MAI instructional model, MLUAT testing methodology and TBMLM methodology framework for developing mobile learning software solutions". Her main research interests are algorithms and data structures, programming, e-learning, m-learning, virtual learning environments, and closely related fields. Awarded "Researcher of the year 2008" from the Macedonian Academy of Sciences for her research work in mobile learning and Technology Enhanced Education. Participated in different projects in Tempus, Erasmus and other national and international research projects. Head of the Quality Team of the Faculty of Computer Sciences. Published more than 60 scientific papers in international conferences and more than 20 international journals. Author can be contacted at m.fetaji@seeu.edu.mk

Abdulmelih Gylcan is a Master student at the Faculty of Computer Sciences at South East European University -SEEU. His main research interests are Flipped learning, e-learning, m-learning, virtual learning environments, and closely related fields. Published 3 scientific papers in international conferences and 1 international journal. Author can be contacted at ag24990@seeu.edu.mk

Bekim Fetaji is Full Professor of Informatics at University Mother Teresa - Skopje. Vice Rector for Research, former head of Research group in Programming and software Engineering and Formals specifications. Previously Dean of Computer Science Faculty and before that vice-dean for academic issues in computer Sciences at South East European University. Received his PhD in Computer Sciences at the Faculty of Computer Sciences in Graz University of Technology with the dissertation thesis "E-learning indicators- a multidimensional model for planning, designing and developing e-learning software solutions". Main research interests are in software engineering, e-Learning, m-Learning, technology enhanced education, web design, and closely related fields. Participated in several project teams within different programs such as Tempus, Erasmus and other national and international research projects. Published more than 70 scientific papers in international conferences and more than 20 international journals. Author can be contacted at bekim.fetaji@unt.edu.mk

Mirlinda Ebibi is Assistant Professor of Informatics at University Mother Teresa - Skopje. Received her PhD in Computer Sciences at the Faculty of Computer Sciences in Graz University of Technology with the dissertation thesis "Expert based learning methodology for developing mobile expert learning knowledge management software system". Main research interests are in programming, e-Learning, m-Learning, technology enhanced education, web design, and closely related fields. Participated in several project teams within different national and international research projects. Published more than 50 scientific papers in international conferences and more than 20 international journals. Author can be contacted at mirlinda.ebibi@unt.edu.mk

Differences in Self-determination of Slovenian Service Sector Employees

Simona Šarotar Žižek

University of Maribor, Faculty of Economics and Business, Slovenia

Vesna Čančer

University of Maribor, Faculty of Economics and Business, Slovenia

Živa Veingerl Čič

University of Maribor, Faculty of Economics and Business, Slovenia

Abstract

This paper reports about investigation on the levels of self-determination and related differences between employees in service sectors per their workplace position and industries. The research included a survey of seven employee workplace groups and eleven industry groups in service sector companies in Slovenia. Our questionnaire was based on 'Basic Psychological Needs' and adapted to Slovenian circumstances. We employed the non-parametric Kruskal-Wallis test to verify differences in the self-determination between the employee groups. The results show significant differences between employees in different industries and workplaces appearing in less than one third of the variables describing their self-determination. In human resource management (HRM), different jobs and industries require different levels of staff competences, autonomy and integration. HRM in service industries should consider them when planning their HRM activities.

Keywords: employee, human resource management, self-determination, service sector industry, workplace

JEL classification: I31

About the authors

PhD Simona Šarotar Žižek is Assistant Professor at the University of Maribor's Faculty of Economic and Business (UM FEB). She has permanently completed her theoretical knowledge by practical work and career development in the Slovenian company Mura d. d. She joined UM FEB in 2007 in the field of Human Resource Management. She is author or co-author of articles in several international and Slovenian journals and scientific/expert conferences. She is also the leader of international projects. Author can be contacted at simona.sarotar-zizek@um.si

PhD Vesna Čančer is an associate professor of quantitative methods in business science at the University of Maribor's Faculty of Economics and Business (UM FEB). Her research focuses primarily on decision analysis, creative problem solving, and research methods, together with their interdisciplinary applications. She is head of the Department of Quantitative Economic Analysis at UM FEB and editor-in-chief of a journal of contemporary issues in economics and business entitled *Naše gospodarstvo/Our Economy*. Author can be contacted at vesna.cancer@um.si

MSc Živa Veingerl Čič is PhD student and researcher. She has more than twenty years of experience in business sector in the field of marketing, communication, consulting, lecturing and human resource management. She is author and/or co-author of several scientific articles and/or active participant at scientific and professional conferences. She is currently upgrading her practical knowledge with science, preparing her PhD thesis in the field of Human Resource Management. She is actively involved in research projects and also works as a researcher at Faculty of Economics and Business Maribor. Author can be contacted at zivana.veingerl1@um.si

Disruptive Web based Booking Services

Jovana Zoroja

Faculty of Economics and Business, University of Zagreb, Croatia

Ana-Maria Marić

Ina d.d., Zagreb, Croatia

Abstract

There is great potential of Web services and their usage in tourism; they enable more efficient product distribution and customer service. Web services have become a key factor for advertising, finding and booking accommodation and for communication with clients. The goal of the paper is to highlight the importance of Web services, analyse and display functionality of three different Web services in the field of tourism and analyse their advantages and disadvantages. A questionnaire research was conducted in order to find out respondents' attitude towards the use of Web services in tourism. The survey showed that almost half of the respondents never used the possibility of booking through a Web service. However, respondents who have used Web services in tourism, are quite satisfied.

Keywords: Web service, Web pages, Internet, social network, tourism

JEL classification: L86, L8

About the authors

Jovana Zoroja, Ph.D. is an Assistant Professor at the Faculty of Economics and Business, University of Zagreb, Department of Informatics where she received PhD in Information Systems. She was also educated at the LSE – Summer School in London in the field of Business Development and ICT Innovation. Her main research interests are information and communication technology, e-learning, simulation games and simulation modelling. She is actively engaged in number of projects (FP7-ICT, bilateral cooperation, national projects, Erasmus). Jovana Zoroja published several scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at izoroja@efzg.hr

Ana-Maria Marić, mag. oec. is a Cash Management Specialist at INA, d.d. in Zagreb, Cash Management Department in Treasury Sector, where she started to work as a Trainee. She studied at the Faculty of Economics and Business, University of Zagreb where she received a Master of Economics degree in Managerial Informatics. Her main research interests are financials, liquidity planning, analysis and business planning, information and communication technology. Author can be contacted at anamaria.maric1990@gmail.com

Eco-Innovation and its Determinants: A Review of the Emerging Literature

Mihaela Păcesilă

Bucharest University of Economic Studies, Romania

Carmen Nadia Ciocoiu

Bucharest University of Economic Studies, Romania

Abstract

The aim of this paper is to enrich the existing research on eco-innovation and to provide an insight into the existing body of literature on eco-innovation determinants by analyzing the most significant publications in the area and the subjects of interest. The research adopts the document analysis method summarising definitions, classifications and recent developments in the area in order to develop insights into the evolution of eco-innovation and its main determinants. The findings are general and should be used by taking into account the specificity and local conditions within each country as well as the distinct environmental areas.

Keywords: eco-innovation, determinants, review of literature

JEL classification: O30, O31

Acknowledgments: This work was supported by MEN – UEFISCDI, Joint Applied Research Projects programme, project number PN-II-PT-PCCA-2013-4-1400, contract 320/2014

About the authors

Mihaela Păceșilă, Ph.D. is Lecturer at the Faculty of Administration and Public Management, Bucharest University of Economic Studies, Department of Administration and Public Management. She received PhD in Management at the Faculty of Management with the dissertation thesis "Improving the Public Policy Cycle in Romania". She is also member of the Research Center in Public Administration and Public Services. Her main research interests are nongovernmental organizations, social responsibility, public policy and renewable energy. Mihaela Păceșilă published several papers in journals indexed in international databases and participated in many international scientific conferences in the country and abroad. During her academic career she was also engaged in research projects as well as in projects for institutional development. Author can be contacted at mihaela.pacesila@man.ase.ro

Carmen Nadia Ciocoiu, PhD. is a Professor at the Faculty of Management from Bucharest University of Economic Studies, Romania. Her main research interests are risk management, quantitative methods for business, green economy, and management of waste electrical and electronic equipment/e-waste. She is actively engaged in number of science projects (virtual hub for increasing the competitiveness of the e-waste recycling, modelling the e-waste management system, risk management for the new business models). Nadia Ciocoiu published many scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at nadia.ciocoiu@man.ase.ro

Educating Creativity in Advertising School by Using Innovation in Technology

Mădălina Moraru

University of Bucharest, Faculty of Journalism and Communication Studies, Romania

Abstract

This paper aims to highlight the role of innovative technology in academia to support creative thinking and applied knowledge, during transition on the market. The Romanian advertising has been paid much attention to in the last 10 years also because of branding strategies and updating creativity. Awarded at Cannes and Golden Drum many times, Romanian campaigns revealed an unexpected paradox: creativity development despite economic and political situation. For this reason, the present study intends to investigate the extent to which creativity is related to technology in academia by using specific skills. Therefore, the main research method is a semi-structured survey applied to 156 Bachelor students from 3 different universities. Additionally, we conducted 12 interviews with tutors specialized in advertising and communication, who teach classes where students acquire professional skills and think creatively. Interviews are meant to underline the role of innovative tools in sharing their knowledge to the students, while the survey highlights the students' perception of creativity in universities. In conclusion, our study focuses on the way educational system meets the requirements of Millennials, preparing for a very competitive and creative work force.

Keywords: creativity, education, technology, academia, creative industries, advertising

JEL classification: A29

About the authors

Mădălina Moraru, Ph.D. is an Associate Professor and researcher at the University of Bucharest, Romania. Her main interests are the anthropological and narrative approaches of advertising. From 2010 to 2013 she received postdoctoral fellowships from The University of Oklahoma, USA, Staffordshire University and Buckinghamshire New University, UK. From October 2010 - March 2013 she conducted the grant POSDRU/89/1.5/S/62259 on glocalization Romanian advertising, authored many chapters, over 20 articles, as well as two books. Most work was presented at international conferences, as a result of her wide scientific activity. She actively gets involved in the Romanian industry's projects, being invited to significant events such as Advertising Day, Fibra Award, Romanian Effie Awards. Author can be contacted at madalina.moraru@fjsc.ro

Effective Learning Environment and its 21st Century Transformations

Victoria Appatova
University of Cincinnati, USA
Violeta Vidaček-Hainš
University of Zagreb, Croatia

Abstract

A student's effective learning environment (ELE) is comprised of multiple factors, both internal and external, that are largely shaped by the student's perceptions. Starting in 2006, the ELE concept was initiated and explored by an international group of scholars through the creation of an ELE survey which was adopted in eight countries and translated into five languages. The ELE survey made it possible to compare students' perceptions of their learning environments across cultures as well as distinguish similarities and differences in the students' needs related to their learning. In the past decade, the technology revolution has transformed students' learning and the education system, which has brought us to question if there is a shift in the students' perceived needs related to their learning environment and self-efficacy. More broadly, we are exploring if technology has influenced students to be more independent and in control of their learning or if there is perhaps a growing culture of student dependency. The new ELE survey was constructed to allow us not only to compare with past data but to accurately capture the distinct needs of today's students.

Keywords: learning environment, student perceptions

JEL classification: I25

About the authors

Dr. Victoria Appatova is Professor of Reading/English at the University of Cincinnati, USA. She is currently President-Elect of the national College Reading and Learning Association, Director of the Teaching Academic Survival and Success national conference, and Past Chair of the College Literacy and Learning Special Interest Group of the International Reading Association. She has more than twenty years of experience in literacy instruction and research including such areas as disciplinary literacy, testing and standard setting for college academic preparedness, effective learning environments for different populations of students, and widening access and participation in global higher education. Author can be contacted at victoria.appatova@uc.edu

Violeta Vidaček Hainš is an Associate Professor at the University of Zagreb, Faculty of Organization and Informatics Varazdin, Croatia. Her researches are linked to business communication, intercultural communication and human resource management. She is the Vice president for the Centre for volunteering and humanitarian work as well as manager at the Centre for students with disabilities at the faculty level, was guest professor at Universities in Sweden and Austria. Her research are published in research papers, couple of book chapters and delivered through presentations at the international conferences in Europe, Asia, Australia and the USA. She has experience in working in the international projects such as students' intercultural research project conducted in cooperation with the McNair TRIO program from the USA, creating international learning environment in collaboration with the University of Cincinnati and partners in Europe and Asia, couple of EU projects in cooperation with the partners from the UK etc. Her work is rewarded for mentoring students' research and volunteering projects. Author can be contacted at vidacek@foi.hr

Effects of Promotion Techniques at Higher Education Institutions: The Case of the Republic of Macedonia

Teuta Veseli-Kurtishi
South East European University, Macedonia
Nexhbi Veseli
South East European University, Macedonia

Abstract

Promotion as a part of marketing that is known like a heart of organizational well functioning, has a crucial role in achievement of the organization's goals – University's goals. The purpose of this study is to identify the most important promotional and communication strategies and their impact in attracting the prospective students in higher education for the case of the Republic of Macedonia. This study provides descriptive statistics and categorizes the order of importance of the identified marketing strategies. Different promotion techniques have been considered in order to find out their impact in attracting new students. Theoretically, it looks like the need to put changes on marketing and promotion strategies in order to re-organize the market of higher education institutions, appeals as the exact case of business cycles in accordance to the market dynamics and competition. A survey using stratified random sampling was conducted, with 8 universities from different areas in Republic of Macedonia randomly selected for the study. The approach was taken a quantitative survey of first semester students registered at public and private universities. Based on the results from of the research, hear-sayings is the main technique affecting the registration of the students followed by direct marketing, university's website, debates & forums and others techniques.

Keywords: promotion techniques, strategic marketing, mass media, higher education, students

JEL classification: I23, M51

About the authors

Teuta Veseli-Kurtishi, Ph.D. is an Assistant Professor at the Faculty of Business and Economics, South East European University. She received PhD in Marketing at the Faculty of Economics, Department of Marketing, in University of Tirana. Her main research interests are application of marketing strategies and their impact in business institutions and education institutions. She is actively engaged in number of subjects at faculty of business and economics. Teuta Veseli - Kurtishi published several scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at t.veseli@seeu.edu.mk

Nexhbi Veseli, Ph.D. is a lecturer at the SEEU, Department of Business and Management. He received PhD in marketing at the Faculty of economy in University of Tirana with the dissertation thesis "Placement of leather products in international markets". He is the author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. He is a member of the program committee of the international scientific conference REDETE. The author can be contacted at n.veseli@seeu.edu.mk

Embracing Sustainability in Global Companies – Does it Promote Subsidiary-Level Learning and Innovation?

Andrea Szalavetz

Institute of World Economics, MTA KRTK, Hungarian Academy of Sciences, Hungary

Abstract

The purpose of this paper is to explore – on the example of multinational corporations' Hungarian manufacturing subsidiaries – whether the ongoing integration of environmental and sustainability aspects in corporate strategies can enhance the upgrading of subsidiary-level technological capabilities. We draw on a proprietary database of secondary source information about greening related technology upgrading, innovation and technology development at 25 Hungarian manufacturing subsidiaries in the automotive and machinery industries. We identify two greening related mechanisms that propel the upgrading of subsidiaries' technological capabilities. First, greening enhances the organisational decomposition of innovation, which facilitates manufacturing subsidiary scientists' and technicians' participation in the global R&D team of their owners. Second, greening related changes in corporate routines prompt the delegation of new, sophisticated business functions and activities to subsidiaries. Some of the new tasks requires subsidiaries' indigenous technology efforts and results in indigenous innovation.

Keywords: environmental sustainability, upgrading, technological and R&D capabilities, manufacturing subsidiaries, Hungary

JEL classification: Q55, Q56

Acknowledgments: This research was supported by the National Scientific Research Fund of Hungary (K116173)

About the authors

Andrea Szalavetz, Dsc, is senior research fellow at the Institute of World Economics, MTA KRTK, of the Hungarian Academy of Sciences. Her research interests include the economics of innovation, science & technology policies, and global value chain issues. Recent papers include "Post-crisis developments in multinational corporations' global organizations", *Competition & Change*, Vol. 20, No. 4, pp. 221-236, 2016; "Global Crisis and Upgrading of MNCs' Manufacturing Subsidiaries: A Case Study of Hungary", *Central European Business Review*, Vol. 5, No. 1, pp. 37-44, 2016. Author can be contacted at szalavetz.andrea@rtk.mta.hu

Environmental Collaboration and Process Innovation in Supply Chain Management with Coordination

Baolong Liu

Department of Operations Management and Decision Sciences, ESSEC Business School, France

Pietro De Giovanni

Department of Operations Management, ESSEC Business School, Paris-Singapore

Abstract

This paper investigates a dynamic supply chain model in which a supplier decides both the whole sale price and the green process innovation investments while a manufacturer sets the retail price. The green innovation investments do not only positively contribute to the environmental performance, but also leads to marginal production cost reduction. The environmental performance positively influences the demand that in turn, damages the environmental performance by exerting some negative externalities (e.g., emissions). We solve this operational trade-off and compare an uncoordinated setting to a revenue sharing contract complemented by a collaborative program. We show that the overall benefits that environmental cooperation in green process innovation entails the existence of a profit – Pareto – improving region. Nevertheless, the maximum environmental performance fails to occur in the profit – Pareto – improving region, which shows the mismatch between economic and environmental performances. Moreover, supply chains might prefer whole sale price contract for maximizing the environmental performance and a revenue sharing contract or vertical integrated chain for maximizing profits.

Keywords: environmental performance, environmental process innovation, supply chain management, collaborative program, supply chain coordination

JEL classification: F64, Q21

About the authors

Baolong Liu, is a Ph.D. candidate in ESSEC Business School, Department of Operations Management and Decision Sciences (France). His research interests include sustainable operations research, dynamic modeling and game theory. The title of his doctoral thesis is "Dynamic Modeling in Sustainable Operations and Supply Chain Management". He received his master degree and bachelor degree in Tsinghua University (China). Author is very active in working with scholars internationally and has participated in several international conferences/workshops. Author can be contacted at baolong.liu@essec.edu

Pietro De Giovanni is an Associate Professor of Operations Management in the Operations Management Department at the ESSEC Business School. His research and teaching interests range from supply chain and operations management to environmental management. He has published in several papers in several scientific journals such as Journal of Operations Management, European Journal of Operational Research, Transportation Research, Annals of Operations Research, International Journal of Production Economics, Journal of the OR Society, International Journal of Physical Distribution and Logistics Management, Dynamic Games and Applications, Journal of Environmental Management, and International Journal of Operations and Production Management. Author can be contacted at pietro.degiovanni@essec.edu

Erasmus+ Students Seen as Tourists during their Exchange Programme

Eva Podovšovnik

University of Primorska, Faculty of Tourism Studies, Slovenia

Miha Lesjak

University of Primorska, Faculty of Tourism Studies, Slovenia

Emil Juvan

University of Primorska, Faculty of Tourism Studies, Slovenia

Abstract

The educational sector provides an important share of international tourists. Erasmus students represent one sub-segment of educational tourists yet very little is known about the tourist behavior of this segment. The present study investigates travel behavior of students that engage in the Erasmus+ exchange programme. Data was gathered through an online survey questionnaire. A web survey was sent to all Erasmus + enrolling students in 2015/16 academic year, both ingoing and outgoing Erasmus + students in Slovenia. Analysis uses valid responses from 664 students. The results show that 91 % of the interviewed students travelled during their mobility. Erasmus+ student tourists are extensive users of e-tourism infrastructure, both to inform and purchase travel services. About two thirds of students use online provider for booking transportation to the destination, half of respondents use online provider to book the transportation at the destination, 40 % of respondents book accommodation through an online travel agency and 30 % of respondents book the accommodation using Airbnb. The results show an important discussion point: the tourism industry should focus on students that engage in an international mobility programme. This segment of tourist is very likely to take at least one vacation during their mobility. Another important conclusion based on our results is that this segment of tourist is using in predominance e-booking as their source of information and planning the trip during their exchange programme.

Keywords: Erasmus+ mobility, education, Slovenia, international students, e-booking, tourism

JEL classification: Z3

About the authors

Eva Podovšovnik has a doctoral degree in methodology and sociology of education. She is an assistant professor for research methodology at the Faculty of tourism studies Turistica, University of Primorska (Slovenia). Her research interests are quantitative research methodology, students' mobility and diffusion of new technologies in society. Author can be contacted at eva.podovsovnik@fts.upr.si

Miha Lesjak is a member of the University of Primorska, Faculty of Tourism Studies Turistica, Portorož, Slovenia. He holds a PhD in the area of tourism from the University of Primorska (Slovenia). At the moment he works as a lecturer of Event Management and Project Management courses at the Faculty of Tourism Studies Turistica. His research interests are connected to sport tourism, event management and educational tourism

Emil Juvan holds a PhD in the area of environmentally sustainable tourist behaviour, from The University of Queensland (Australia). He is an assistant professor at the Faculty of tourism studies Turistica, University of Primorska (Slovenia). His research interests are behaviour of specific segments of tourists, reduction of environmental impacts of tourism and destination management.

External Audit of Public Finance in Function of Macroeconomic Stability

Snežana Ljubisavljević

Faculty of Economics University of Kragujevac, Serbia

Milka Grbić

Faculty of Economics University of Kragujevac, Serbia

Abstract

The generally accepted view is that to achieve macroeconomic stability and sustainable economic growth, good management of public finance is necessary. The concept of external audit of public finance, as a subject of research in this paper, is analyzed as an integral element of public financial management system, which significantly determines transparent, responsible, and stable functioning of the public sector in any economy. In accordance with the subject, the goal of the research is to emphasize the importance of external audit of the execution of budget at all levels of government in the process of achieving and maintaining macroeconomic stability, with a special focus on the Republic of Serbia. Recognizing the complexity of this subject matter, qualitative methodology is applied, based on the dominant application of method of analytical description. The paper concludes that external audit of public finance has potential effects on the reduction of budget deficit and public debt. Given that ministries and other state administration bodies know that their financial reports can be audited at any time, external audit has a preventive effect in terms of awareness-raising for greater responsibility with managing public funds. Furthermore, recommendations of the State Audit Institution, to the extent that they are implemented, contribute to saving and efficient use of resources in certain areas.

Keywords: external audit, State Audit Institution, public finance, budget deficit, public debt, economy

JEL classification: M42, E60, H60

About the authors

Snežana Ljubisavljević, PhD, is an Associate Professor at the Faculty of Economics, University of Kragujevac. She defended her doctoral thesis, entitled *The Role of External Auditors in the Environment*. She obtained the title of an Associate Professor, teaching *Audit of Financial Statements*, in 2007. She has published 3 books and over 50 scientific and professional papers. She participated in several projects in the field of basic research organized by the Ministry of Science and Technology. Her area of applied research and professional work involves current professional practice in the field of auditing financial statements of companies and audit of projects. She is a certified auditor, a member of *Revizor* journal editorial board, and editor of thematic proceedings, published by the Faculty of Economics, University of Kragujevac. Author can be contacted at ljubisavljevic@kg.ac.rs.

Milka Grbić, PhD, is an Assistant Professor at the Faculty of Economics, University of Kragujevac. She received PhD in Faculty of Economics, University of Kragujevac with the dissertation thesis *“Financial System and Economic Growth”*. She participated in several projects in the field of basic research organized by the Ministry of Science and Technology. The key fields of her scientific research are the development and structure of the financial system, and the theory and policy of economic growth. She published several scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at mgrbic@kg.ac.rs.

Factors Promoting Innovation with Formal or Informal R&D among ASEAN Firm

Masatsugu Tsuji

Faculty of Economics, Kobe International University, Japan

Hiroki Idota

Faculty of Economics, Kindai University, Japan

Hidenori Shigeno

Faculty of Economics, Kobe International University, Japan

Yasushi Ueki

Economic Research Institute for ASEAN and East Asia, Indonesia

Teruyuki Bunno

Faculty of Business Administration, Kindai University, Japan

Abstract

This study aims to identify factors promoting innovation based on surveys on firms in five ASEAN countries including Indonesia, Laos, Thailand, Philippines, and Vietnam. The sample firms are divided into two categories; "the formal R&D group" and "informal R&D group," and which of the internal capabilities, consisting of technology, human factors, and organization factors, are identified to promote innovation. Product innovation is categorized into the four types depending on whether new technology was adopted and a newmarket was created. For each type, respondents were asked whether they had (i) achieved, (ii) attempted, or (iii) not attempted. Ordered probit estimation on product innovation is conducted for each type of innovation to identify factors to achieve particular type innovation by using explained variables constructed from replies such as 2 for "achieved," 1 for "attempted," and 0 for "not attempted." The results using ordered probit analysis indicate that the groups pursue innovation differently. The formal R&D group promotes product innovation by a cross-functional team, QC, whereas the informal R&D group enhances by HRD and worker training, and IT use.

Keywords: internal capability, learning process, QC, cross-functional team, HRD program, ordered probit

JEL classification: O32, O31, O19

About the authors

Masatsugu Tsuji, Ph.D. is Professor of Economics, Faculty of Economics, Kobe International University, and Professor Emeritus of Osaka University. Received Ph.D. from Stanford University, US in 1976. His serves include Board of Director, ITS; Editorial Board, JISfTeH. Current research focuses on identifying factors promoting innovation in Japan and ASEAN economies. Author can be contacted at mtsujj@kobe-kiu.ac.jp.

Hiroki Idota, Ph.D. is professor of Faculty of Economics, Kindai University. Received Ph.D. from Osaka University. His study includes empirical analysis of innovation and application of IT such as Social media for innovation. Author can be contacted at idota@kindai.ac.jp.

Hidenori Shigeno is professor of Faculty of Economics, Kobe international University. His research includes innovation and clustering in the regions in Japan. Author can be contacted at shigeno@kobe-kiu.ac.jp.

Yasushi Ueki, Ph.D. is Economist of ERIA located in Jakarta, Indonesia. Received Ph.D. from Osaka University. His research focuses on innovation and regional integration in ASEAN economies in relation with MNCs. Author can be contacted at yasushi.ueki@eria.org.

Teruyuki Bunno, Ph.D. is Professor of Faculty of Business Management, Kindai University. Received Ph.D. from Osaka University. He studies the managerial process of innovation focusing organizational structure. Author can be contacted at tbunno@bus.kindai.ac.jp.

Fiscal Autonomy of Large Cities and Smart Local Development in Croatia

Dubravka Jurlina Alibegovic

Institute of Economics, Zagreb, Croatia

Sabina Hodzic

University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia

Emira Becic

Croatian Bureau of Statistics, Zagreb, Croatia

Abstract

Measuring and comparing fiscal autonomy at local level among countries is a difficult task. By using the OECD classification system, this paper explores to what level Croatian large cities control their revenues and specifies the ability of these authorities to introduce taxes and independently generate revenue. Moreover, the index of fiscal control of Croatian large cities has been calculated and compared with the value of this index of all local government units. This paper also analyses the structure of budget expenditures of local budgets in order to determine the division of spending responsibilities between authorities and to recognize obstacles for local development. The results of our analysis showed that in 2015 24 large cities had a slightly lower level of fiscal autonomy in comparison with all 556 local government units in Croatia, which is contrary to our expectations. Based on empirical findings, this paper offers proposals for improvements in legal framework and recommendations that can provide a platform for improvements in financing innovative local development in Croatia. It also contains a number of policy implications for coordinators and decision-makers to promote smart, locally led development.

Keywords: fiscal autonomy, smart local development, large cities, local public finance, economy, Croatia

JEL classification: H71, H76

About the authors

Dubravka Jurlina Alibegovic, PhD., is a Senior Research Fellow and Head of the Department for Regional Development at the Institute of Economics, Zagreb (Croatia). Her fields of expertise include public finances, local and regional development. She has published a number of papers and book chapters and participated as project leader in many national and international research projects. She is a member of the Governing Board of the European Urban Research Association (EURA) and a member of the Croatian Section of the European Regional Science Association (ERSA). Author can be contacted at djurlina@eizg.hr.

Sabina Hodzic, PhD., is an Assistant Professor and Head of the Department of Public Finance at the Faculty of Tourism and Hospitality Management, University of Rijeka (Croatia). Her main field of research is public finance and current taxation issues. She lectures on public finance and international taxation and is Author of several papers published in scientific journals. She is a member of the Network of Institutes and Schools of Public Administration in Central and Eastern Europe (NISPACEe) and International Institute of Public Finance (IIPF). Author can be contacted at sabinah@fthm.hr.

Emira Becic, PhD., is a Head of European Comparison Programme Unit, Economics Statistics Directorate, at the Croatian Bureau of Statistics. She earned her doctoral degree in Economics at the University of Zagreb (2006). She has published a number of papers and book chapters and participated as an expert in many international projects and as a researcher in national projects. Her main fields of research include innovation policy, smart specialization, foresight and data analytics. Author can be contacted at becic.emira@gmail.com.

From Learning to Knowledge: Analysis of Relationships between These Organizational Processes

Lejla Turulja

School of Economics and Business Sarajevo, Bosnia and Herzegovina

Nijaz Bajgorić

School of Economics and Business Sarajevo, Bosnia and Herzegovina

Abstract

Business globalization pressures and rapid technology advances increase the need for firms to continuously change, improve and adapt to changing business environment. Superior business performance is increasingly a function of firm's ability to develop and implement unique and valuable resources, i.e. dynamic capabilities. Among others, literature recognises organisational learning (OL) capability and knowledge management (KM) capability as two very important capabilities for the firms doing business in the knowledge-based economy. Thus, this study draws on dynamic capability view and organisation theory to clarify the nature of the relationships between OL capability and KM capability. The results show that OL capability positively influence KM capability. Furthermore, shared vision as well as openness and experimentation advance the KM capability while dialog and managerial commitment haven't been revealed to significantly influence KM capability. The study provides advances in the field of organisational learning and knowledge management literature by offering empirical analysis that confirm the importance of individual constructs of organisational learning capability for successful knowledge management.

Keywords: knowledge management, organisational learning, information technology, organisation theory, dynamic capabilities

JEL classification: D83

About the authors

Lejla Turulja, Ph.D. is an Assistant Professor at the School of Economics and Business, University of Sarajevo. Her main research interests are information and communication technology, knowledge management, innovation management, HR and KM information systems, e-business. She was actively engaged in number of science projects. Lejla Turulja published several scientific papers in recognised journals and participated in many scientific international conferences. Author can be contacted at lejla.turulja@efsa.unsa.ba.

Nijaz Bajgorić is a Professor of Business Computing and Information Technology Management at the School of Economics and Business, University of Sarajevo. He has published papers in Intl. Journal of Business Continuity and Risk Management, Intl. Journal of Enterprise Information Systems, Kybernetes, Information Management and Computer Security, Information Systems Management, Industrial Management and Data Systems, Intl. Journal of Production Research, European Journal of Operational Research, Intl. Journal of Agile Management Systems, Journal of Concurrent Engineering. He published two books: „Continuous Computing Technologies for Enhancing Business Continuity” (an authored book) and “Always-On Enterprise Information Systems for Business Continuance: Technologies for Reliable and Scalable Operations” (an edited book), and authored/co-authored chapters in the edited books published by Wiley, Elsevier, Kluwer, Taylor&Francis, IGI-Global, IOS Press, CRC Press, and Auerbach. Author can be contacted at nijaz.bajgoric@efsa.unsa.ba.

Green hopes: Spatial and Settlement Development Operative Programs in the Programming Period 2014-2020

Tivadar Máhr
University of Pannonia, Hungary
Zoltán Birkner
University of Pannonia, Hungary
Nóra Rodek Berkes
University of Pannonia, Hungary

Abstract

The problem of sustainability has become one of the most crucial issues on the highest European levels. The European Parliament has voiced its support of action plans and their elements regarding sustainable consumption and production. One practical manifestation is the fact that in the programming period 2014-2020 sustainable development appears as a requirement of the European Union (EU in further text) subsidy systems. The access to subsidies is not limited to a branch-wise differentiation, but is also available on a regional, local basis. This was what smart specialisation prepared. The financial and structural frame is provided by the Spatial and Settlement Operative Program (TOP in further text) which provides local communities calls on a regional selection. The further aim, the reduction of administrative burdens and a more simplified call process, could so far not be achieved, as there was rather an increase in the administrative burdens of local governments. Local governments can often only fulfil this complicated criteria-system by involving external experts. The research was aimed at a project about a TOP-based "green town establishment" on the example of European small town. In the followings, the substantiation of the needs-measurement and utilisation plan and the related primary and secondary research will be presented. The aim of the research was the analysis of the substantiation of the project and the measurement of its cohesion with other – urban – strategic documents.

Keywords: spatial and municipality development, sustainability, strategic document, EU project

JEL classification: P25

About the authors

Tivadar Máhr is an active settlement development specialists, a tourism and innovation expert, the vice-mayor of a highlighted touristic destination and PhD student in Management and Business Administration at the Doctoral School of University of Pannonia. Author can be contacted at mahrtivadar@gmail.com.

Zoltán Birkner, PhD is an associate professor at University of Pannonia Nagykanizsa Campus, a research specialist in the field of innovation performance of companies and regions and the manager of a water technology research and development center. Author can be contacted at birkner.zoltan@uni-pen.hu.

Nóra Rodek Berkes is a lecturer at University of Pannonia Nagykanizsa Campus. She is a PhD student in Management and Business Administration at the Doctoral School of University of Pannonia. Her research topics are CSR (Corporate Social Responsibility), sustainable and responsible management, social innovation. Author can be contacted at rodek.nora@gmail.com.

How Students as Consumers Learn Information about New Products

Jelena Šišara
Polytechnic in Šibenik, Croatia
Divna Goleš
Polytechnic in Šibenik, Croatia

Abstract

The importance of understanding how consumers gather and evaluate information about the new products is essential for providers. This paper considers the student population as consumers and attempt to determine where students as consumers learn information about new products and their attitudes toward different sources of information. Research was conducted at the Polytechnic in Sibenik and comprised students of all majors and years of study. Results indicated that students as consumers utilize a wide variety of information sources to learn about new products. Thus gender, as a major social category, age and other determinants of consumer behaviour were also considered. It concludes with some important marketing implications.

Keywords: consumers, new products, consumer behaviour, marketing, innovation, development

JEL classification: M39

About the authors

Jelena Šišara, univ.spec.oec., is an senior lecturer at the Polytechnic in Sibenik, department of Management. She attended International inter-university postgraduate interdisciplinary doctoral study Entrepreneurship & Innovativeness in Osijek. Her main research interests are entrepreneurship, tourism and marketing. Jelena Šišara published several scientific and professional papers in international and national conferences and journals, she also participated in many scientific international conferences. Author can be contacted at jelena@vus.hr.

Divna Goleš, mag. oec., is an senior lecturer at the Polytechnic in Sibenik, department of Management. Her main research interest lies in the field of quality and tourism. She published several scientific and professional papers in international and national conferences and journals, she also participated in many scientific international conferences. Author can be contacted at divna@vus.hr.

Humor and Co-Creation as Levers of Valorization of Tourism Attractions: Case Study from Vodnjan, Croatia

Iva Slivar

University of J. Dobrile, Faculty of Economics and Tourism Dr. M. Mirković, Pula, Croatia

Ana Periša

Maistra d.d., Rovinj, Croatia

Anđelina Horvat

University of J. Dobrile, Faculty of Economics and Tourism Dr. M. Mirković, Pula, Croatia

Abstract

Tourists are highly selective, they are looking for the unforgettable experiences and they want to familiarize with the tradition and the culture of the local residents, which represents a great challenge for the tourism products and service providers because they constantly have to create new and interesting activities, because tourists are no longer interested in sightseeing of the cultural and the historical heritage, but they also want to be a part of it. The purpose of this case study is to affect the perceptions of visitor of Vodnjan (Croatia) by enriching their cultural experience. The goal is to propose a model of collaboration of tourists in the creation of such experiences. The appeal to humor, as a still under researched topic in function of tourism, as well as the principles of co-creation, rarely used in tourism, were combined to help revalorize Vodnjan's tourism attractions and the destination itself.

Keywords: co-creation, humor, innovation, tourism attractions, valorisation of tourism attractions, interpretation of tourism attractions

JEL classification: L83, O31

About the authors

Iva Slivar is an assistant professor at the Faculty of Economics and Tourism "Dr. Mijo Mirkovic", University of Pula. Her scientific interests include: tourism, sustainable development, internet marketing and ICT in tourism, innovation in tourism, tourism trends. More than 10 years of experience in travel and hospitality and various engagements in professional projects help and understand the phenomenon of tourism from a professional and scientific aspect. Author can be contacted at iva.slivar@unipu.hr.

Ana Periša is an Executive Assistant Manager at Maistra d.d. She graduated with honors from University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, with a master degree in Hospitality Management. Her scientific interests include: sustainable development, quality management, hospitality management and tourism. Author can be contacted at ana.perisa@maistra.hr.

Anđelina Horvat is a graduate student at Faculty of Economics and Tourism "Dr. Mijo Mirkovic", University of Pula, department Tourism and Development. As a student she participated in various projects related to tourism and development of Istria and Croatia tourism in general. She received an award in Istrian Tourism Competition in resolving case study's from company's related to tourism. Author can be contacted at anhorvat@unipu.hr.

Influence of Critical Factors to a New Business Model in Knowledge Society

Igor Klopotan

University North, Varazdin, Croatia

Maja Meško

University of Primorska, Faculty of management, Koper, Slovenia

Jovana Zoroja, Mirjana Pejić Bach

Faculty of Economics and Business, University of Zagreb, Croatia

Abstract

Modern, dynamic business environment, knowledge society and innovative technologies require radical changes of business models in order to achieve sustaining competitive advantage of the organisation, which is particularly important in times of crises. New business models assume that the success of the organisation depends on the product and/or services that are incurred predominantly as a result of knowledge integration. The main aim of our paper is to examine critical factors that influence the new business models in knowledge society. The focus will be on the factors that affect business models in times of crisis. The findings are based on meta analysis and are relevant as a framework for designing a new, innovative business models, which influence business performance nowadays and in the near future.

Keywords: innovative business models, knowledge society, critical factors, crisis

JEL classification: M00

About the authors

Igor Klopotan, Master of Economics, is a lecturer at the University North, Department of Business and Management in the media, and a PhD candidate at the Faculty of commercial and business science in Slovenia. He is Author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. Author can be contacted at igor.klopotan@unin.hr.

Maja Meško, PhD, has held a position as associate professor of management at the Faculty of management, Department of management, University of Primorska. She also has a certificate for associate professor of kinesiology (science in sport) at the Faculty of sport, University of Ljubljana. Her main teaching and research areas include management, psychology in management, organizational culture, health and sport psychology where she authored or co-authored various scientific papers. Author can be contacted at maja.mesko@fm-kp.si.

Jovana Zoroja, Ph.D. is an Assistant Professor at the Faculty of Economics and Business, University of Zagreb, Department of Informatics where she received PhD in Information Systems. She was also educated at the LSE – Summer School in London in the field of Business Development and ICT Innovation. Her main research interests are information and communication technology, e-learning, simulation games and simulation modelling. She is actively engaged in number of projects (FP7-ICT, bilateral cooperation, national projects, Erasmus). Jovana Zoroja published several scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at jzoroja@efzg.hr.

Innovative Activities in Terms of Information Processing

Peter Balco

Faculty of Management, Comenius University in Bratislava, Slovakia

Martina Drahošová

Faculty of Management, Comenius University in Bratislava, Slovakia

Michal Greguš

Faculty of Management, Comenius University in Bratislava, Slovakia

Mojmír Kališ

EMKAconsult s.r.o. Bratislava, Slovakia

Abstract

In our contribution we are describing methodological issues of innovation process in terms of information processing. It is the "meta-innovation methodology". The quality of input information and their processing is a general prerequisite for effective innovation activities. The ability of teams to solve innovative tasks - our different research outputs describe different spontaneous ability to solve logical tasks in teams. The synergistic effect reaches 25-45% of all tested model teams. To effectively deal with existing observations, we consider applying a methodology based on TRIZ modelled in the form of ARIZ.

Keywords: TRIZ, ARIZ, Innovation

JEL classification: O1

About the authors

Peter Balco studied at the Faculty of Electrical Engineering and Computer Science, Technical University. DEA diploma and Ph.D. advocating on C.E.M.-CNRS Montpellier, USTL II, France for optoelectronics and optoelectronic system. He holds a Professional Diploma in Management MBA Business school level 1 CUB, a member of The Open University, UK. It has many years of experience in managing of IT and TELCO operating environment as well as the delivery of IT and TELCO projects for large international organizations. Currently he works in area of IT architecture, cloud services and data analysts. A member of the Technical Committee TC 37 (Information Technology) at Slovak Standards Institute. Certified Auditor for ISO9000, ISO20000, ISO27000 certificate holder P30 and PRINCE2, BPM, TOGAF. The author can be contacted at peter.balco@fm.uniba.sk.

Martina Drahošová is a researcher at Comenius University in Bratislava Faculty of Management, e-Europe Research & Development Centre. She is focusing on online marketing, marketing on social media and security on social media. Since the completion of a Master's degree works in online marketing and deals with issues of social media. Dedicated to the processing of structured and unstructured data in marketing and social media for business purposes. She received PhD in Information Systems at the Faculty of Management, Comenius University in Bratislava with the dissertation thesis "Analysis of Effectiveness and Threats of Use of ICT after the Introduction of Web 2.0 in Selected Countries". She participated in many scientific international conferences. Author can be contacted at martina.drahosova@fm.uniba.sk.

Michal Greguš is Vice-Dean for International Relations and Information Technology Faculty of Management at Comenius University in Bratislava, Professor and Head of Department of Information Systems and Member of the Supervisory Board BPUG Slovakia. Main research areas in which work includes project management and information systems and modeling of financial and economic processes on the computer. He has published over one hundred scientific publications in renowned scientific journals and proceedings of international scientific conferences (He was also a regular member of the program committees of conferences, for example, Business Informatics Research, Wireless Telecommunication Symposium and others). The author can be contacted at Michal.Gregusml@fm.uniba.sk.

Mojmír Kališ's company is oriented on HR risk management (anti-fraud), improving the performance of teams (based mainly on team reflexivity), personal selection and training (managerial and sales persons). Know-how is based on thorough knowledge of Slovak and Czech business environment, on the more than 20 years managerial experience (mainly at the HR management), on the wide range of theoretical knowledge and on the own scientific research (the main topic is improving the performance of work teams). He is the member of International Association of Applied Psychology and Slovak Psychological Association.

Innovative Approaches of a Circular Economy for Photovoltaic Waste

Werner Brenner
TU Wien, Austria
Nadja Adamovic
TU Wien, Austria

Abstract

Growing photovoltaic (PV) panel waste causes a new environmental challenge, but on the other hand opportunities to create value and to open new economic paths. The main vision of the H2020 project CABRISS is implementation of a circular economy based on recycling, reused and recovered indium, silicon and silver materials for photovoltaic and other applications (electronic and glass industry). Proactive involvement in European standardization guarantees compatibility with the EU's WEEE directive. The project consists in the development of: (i) recycling technologies to recover In, Ag and Si for the sustainable PV technology and other applications; (ii) a solar cell processing roadmap, which will use Si waste for the high throughput, cost-effective manufacturing of hybrid Si based solar cells and will demonstrate the possibility for the re-usability and recyclability at the end of life of key PV materials. CABRISS cooperates with SEMI's "TC Photovoltaics" and CENELEC's CLC/TC 111X „Environment" which deals with collection, logistics and treatment requirements for WEEE.-part 2-4: „Specific requirements for the treatment of photovoltaic panels" and for WEEE 3-5: „Technical specification for de-pollution – photovoltaic panels". CABRISS focuses on collection, de-pollution and treatment technologies for end-of-life PV as prerequisite for recovery and recycling.

Keywords: photovoltaics, circular economy, innovation, technology, research, sustainability

JEL classification: O32

Acknowledgments: This project has received funding from the European Union's Horizon 2020 research and innovation program, under grant agreement No 641972

About the authors

Asst. Prof. Dr. Werner Brenner, PhD (1986) TU Wien, Austria. Has long record in project managing from EU to national projects: FP6 MRTN ASSEMIC, PF7 FP7-NMP MultiPlat; he keeps ca.130 records in MST technologies. Reviewer/evaluator: EC: FP6, FP7, H2020; Journals: Sensors & Actuators A, Journal of Micromechatronics, Measurement Science and Technology, Journal of Micromechanics and Microengineering; he is experienced in cooperating with national and European standardisation bodies: DIN, SEMI, CENELEC. Author can be contacted at werner.brenner@tuwien.ac.at.

Dr. Nadja Adamovic, MSc in Electrical Engineering (1993), PhD in Micro System Technologies at TU Wien (in 1996), with TU Vienna since 1994, Certificated Project Manager since 2005 and manager of EU and national projects, senior researcher at Institute of Sensor and Actuator Systems, having 20 years experience in MEMS (technologies and numerical modelling), participant in more than 20 EU or national projects. For 7 years active in the field of renewable energies (photovoltaics and fuel cells). She is a member of the European Commission Advisory Group of the HORIZON 2020, LEIT (Nanotechnologies, Advanced Materials, Advanced Manufacturing and Processing). Dr. Adamovic is chairing the European Materials Modelling Council (EMMC). She is a member of the Austrian Photovoltaic Technology Platform, a member of the Council of the Faculty of Electrical Engineering and Information Technology, and a member of the Working Group for the Equal Opportunity and Gender Programmes at TU Vienna. Author can be contacted at nadja.adamovic@tuwien.ac.at.

Integrated Educational System – Pure Experiment or Model for the Future

Dušan Vasić

Faculty of Business Studies and Law, Belgrade, Republic of Serbia

Aleksandra Stojković

Belgrade Business School, Belgrade, Republic of Serbia

Bojan Zdravković

Faculty of Business Studies and Law, Belgrade, Republic of Serbia

Abstract

The use of the term "integrated" in the sphere of education always refers to higher education, namely the studies involving basic academic studies and master academic studies. However, in contrast to this notion of "integration," in Serbia a sui generis model of integrated education has been developed. The model goes beyond the scope of known structure of integration and spreads both vertically and horizontally. It gathers institutions at all levels of education – starting with preschool, elementary, secondary, high and higher school education, and ending with the doctoral studies. At first sight, this new legal solution resembles a kind of educational industry holding. Of course, such new system faces certain difficulties and misunderstandings, being pretty different from both the classic and modernistic one. This is quite an unusual system, both in legal terms and terms of organization and management. Some will look at it as an experiment, for which they do not know whether it would hold out the test of time, but those who have created it, consider it an educational model of the future. In this article, we present "Integrated Educational System for Social and Natural Sciences" from Belgrade, as a case study, explaining its structure, regulation, organization and characteristics, as well as the challenges it faces. Our intention is to share with the Conference participants the experience, thoughts and observations about such a remarkable venture and discuss the lessons learned.

Keywords: integrated studies, undergraduate studies, master studies, education system

JEL classification: I20

About the authors

Mr. Dušan Vasić PhD is a full professor at the Faculty of Business Studies and Law, University UNION - Nikola Tesla, Belgrade. He received PhD in International Law at The Faculty of Law, Belgrade University, with the dissertation thesis "Concept of the preventive diplomacy in the UN system". The main areas of his interest are International Relations and Law. He was engaged in diplomatic service, with the status of the ambassador. He is lecturing several subjects at all levels of studying: International Public Law, International Private Law, European Union Law, Diplomatic and Consular Law, and EU Common Foreign and Security Policy. Dušan Vasić published several books as author or co-author, among others the "Preventive Diplomacy". He also published about 30 papers in journals with national and international impact and participated in many scientific international conferences. Author can be contacted at dusan.vasic@fbsp.edu.rs.

Mrs. Aleksandra Stojković, PhD is a lecturer at the Belgrade Business School University of Belgrade, Department of Marketing. She received Ph.D. in Economics at the Faculty of Economics and Engineering Management in Belgrade with dissertation thesis "The effectiveness of the traditional and team work organization in the crisis activity". Her main research interests are team work, public relations, and human resources. Aleksandra Stojković participated in many international conferences and published several scientific papers in national journals. Author can be contacted at astojkovic011@gmail.com.

Mr. Bojan Zdravković, PhD candidate is assistant professor at the Faculty of Business Studies and Law. He received his Master diploma in Law at the same Faculty and is engaged in the sphere of civil law and international law. He has published 26 papers in several journals and participated at seven international conferences. Author can be contacted at bojan.zdrvkovic@fsp.edu.rs.

Long-Run Elasticity of the Substitution in the Slovak Economy

Karol Szomolányi

University of Economics Bratislava, Slovakia

Martin Lukáčik

University of Economics Bratislava, Slovakia

Adriana Lukáčiková

University of Economics Bratislava, Slovakia

Abstract

The value of the Slovak long-run elasticity substitution is relatively slow – about 0.10. It follows from the estimate of low-frequency econometric model. Econometric form is given by the capital demand derived from the first-order conditions of the firm maximizing its profit. Due to the robustness we use different measures of the economic variables. The basic data gathered from the National Bank of Slovakia data portal consists of the real and nominal output, nominal capital, output price and different interest rates. A challenge is to find real capital time series. One way is to use a net investment deflator computed from the real and nominal gross fixed investment and the consumption of the fixed capital. The low-pass filter of data series is used to measure the long-run value of variables.

Keywords: long-run elasticity of substitution, low-pass data filter, Slovak economy, capital demand, first order condition of the profit maximising firm

JEL classification: C23, E22, E25

Acknowledgments: This paper is supported by the Grant Agency of Slovak Republic - VEGA, grant no. 1/0444/15 "Econometric Analysis of Production Possibilities of the Economy and the Labour Market in Slovakia".

About the authors

Karol Szomolányi was born in Bojnice in the Slovak Republic (formerly Czechoslovakia) in 1976. He is an associated professor of operations research and econometrics at University of Economics in Bratislava, Faculty of Economic Informatics, Department of Operations Research and Econometrics. He is a member of the Slovak Society for Operations Research. He deals with the macroeconomic analysis and econometrics. His areas of interest are real business cycle models and dynamic stochastic macroeconomic models and their use for developing countries of Eastern Europe. Author can be contacted at karol.szomolanyi@euba.sk.

Martin Lukáčik was born in Žilina in the Slovak Republic (formerly Czechoslovakia) in 1974. He is an associated professor of operations research and econometrics at University of Economics in Bratislava, Faculty of Economic Informatics, Department of Operations Research and Econometrics. He is a president of the Slovak Society for Operations Research. He deals with the econometric methods in macroeconomic framework and time series econometrics. His areas of interest are VAR models used in macroeconomics and forecasting methods. Author can be contacted at martin.lukacik@euba.sk.

Adriana Lukáčiková was born in Gelnica in the Slovak Republic (formerly Czechoslovakia) in 1971. She is an assistant professor of operations research and econometrics at University of Economics in Bratislava, Faculty of Economic Informatics, Department of Operations Research and Econometrics. She is a member of the Slovak Society for Operations Research. She deals with the computable general equilibrium models and econometrics. Her area of interest is econometric modelling of national economy. Author can be contacted at adriana.lukacikova@euba.sk.

Managing Innovation in an Unstable World: Challenges of Global Competition for European Innovative and Proactive Firms

Carlo Binder

Freelance Supply Chain/Management Consultant, Business Binder, Italy

Andrea Mantovani

Associate Professor of Economics, University of Bologna, Italy

Abstract

Innovation and marketing strategies adopted by multinational companies in the globalized economy are subject to continuous challenges. Consider EU exporting companies that produce, for example, solar panels. Depending on political elections and the ensuing support for environmental policies (or the lack thereof), their innovative strategy may reveal either extremely successful or futile. The aim of this paper is to explore the conditions under which innovative and proactive companies survive in a global scenario that changes based not only on economic but also on political as well as social factors.

Keywords: Innovation, Strategy, Globalization

JEL classification: L2, M1, O3

Acknowledgments: We thank Lucy Scioscia for editorial assistance.

About the authors

Carlo Binder is a freelance consultant specializing in supply chain management and is the founder of Business Binder. He obtained his BA in Electronic Engineering from the University of Ferrara in 2004, an Executive Master in Supply Chain Management at the Stogea Institute in 2009, and APICS BSCM Certification in 2016. He has over 12 years of experience in the field of supply chain management area working as Supply Chain, Planning, Logistics Manager for several multinational companies operating in sectors such as automotive, pharmaceutical, industrial chemicals and metal molding. His main areas of proficiency are in Master Scheduling/Production Planning, Materials Management, Warehouses and Inventory, Procurement, Master Data Management and Reverse Logistics. Author can be contacted at carlo binder@email.it.

Andrea Mantovani is Associate Professor at the Department of Economics, University of Bologna; he is also affiliated researcher at the Barcelona Institute of Economics (IEB), University of Barcelona. Professor Mantovani received both his M.A and his PhD in Quantitative Economics from CORE, Université Catholique de Louvain. His main research focuses are on industrial economics, competition policy and regulation, game theory, network economics, economics of innovation, environmental economics, and international trade. He published in Management Science, International Journal of Industrial Organization, Journal of Economic Dynamics and Control, Resource and Energy Economics, Mathematical Social Science, Information Economics and Policy, Economics Letters, Review of Industrial Organization, and Health Economics, among others. He also wrote a book on the Economics of the European Integration. The author can be contacted at a.mantovani@unibo.it.

Market Driven Innovation and Company Performance: The Moderating Effect of Organizational Learning

Kamalesh Kumar
University of Michigan-Dearborn, USA

Abstract

The purpose of this study is to examine the effect of organizational learning on innovation-performance relationship. Survey data on innovation and organizational learning was collected from 176 Canadian companies, and their performance data were obtained from either the Canada Company Handbook or Canadian Trade Index. Results of the study suggest that companies with higher degree of organizational learning are able to benefit more from their innovation efforts. This is especially true of organizations operating in fast changing competitive and industry environment. Findings suggest that a major challenge facing companies pursuing market-oriented innovation strategy is to avoid the "tyranny of the served market", which results in a narrow focus of market and ignoring emerging markets/and competitors. Therefore, in order to maintain a competitive advantage in an increasingly turbulent environment, companies are advised to move away from their exclusive focus on satisfying existing customer needs, to include innovation efforts aimed at new customers in emerging markets. This would require creating an environment of experimentation and a culture of improvisation that characterizes a learning organization.

Keywords: innovation, organizational learning

JEL classification: M10

About the authors

Kamalesh Kumar, Ph.D. is Professor of Business Strategy in the College of Business of the University of Michigan-Dearborn. He is also a visiting faculty at the William Davidson Institute, Ann Arbor, University of Padua, Italy and CUOA-Italy. Prof. Kumar's research interests are interdisciplinary. His research works have appeared in Academy of Management Journal, Journal of Applied Psychology, Journal of the Academy of Marketing Sciences, Journal of Management, Journal of Health Care Marketing, besides numerous other journals. Prof. Kumar is actively involved in management education and executive training programs, in the US and abroad. Author can be contacted at Kamalesh@umich.edu.

Measuring the Efficiency of Universities by Using DEA: A Literature Review

Violeta Cvetkoska

Ss. Cyril and Methodius University in Skopje, Faculty of Economics - Skopje, Republic of Macedonia

Abstract

The aim of this paper is to give a literature review on measuring the efficiency of Universities by using the non-parametric methodology data envelopment analysis (DEA). The research is done through Google Search and there are found to be 25 studies published in the period 1989-2012. This paper analyzes 10 studies. Based on the analyzed studies on the application of DEA in measuring the efficiency of Universities, it can be concluded that: in 8 studies there are included Universities from 1 country, in 1 study there are included Universities from 7 European countries, while in 1 study a hypothetical example is considered; in 1 study a period of 5 years is covered, in 2 studies a 2-year period is covered, and in the remaining studies 1 year is observed; the smallest sample consists of 19, and the largest of 259 Universities; in some studies besides DEA there are bootstrapping procedures used; for DEA models usually output orientation and variable returns to scale (VRS) assumption are specified, and in most studies DEA models are defined with a different input-output mix.

Keywords: education, universities, data envelopment analysis (DEA), literature review

JEL classification: C4, C44

About the authors

Violeta Cvetkoska, PhD, is an Assistant Professor at Ss. Cyril and Methodius University in Skopje, Faculty of Economics – Skopje. She received her PhD in Economics at the Faculty of Economics - Skopje in 2013. Her main research interests are operational research and business analytics. She participates actively in conferences, symposia, seminars, training and workshops in the country and abroad. A special contribution to the development of her academic career has been the realized study visits at Universities in Europe and South America. She is an author and co-author of several papers published in international journals and conference proceedings, and her most recent authored work is: "Applying multi-criteria decision making methods in banking" (2017). She works on various projects and is a member of the Croatian Operational Research Society (CRORS) and in working groups of the Association of European Operational Research Societies (EURO). Author can be contacted at vcvetkoska@eccf.ukim.edu.mk.

Mobile Business Intelligence: Allocation of Mobile Workers for Competitive Information Gathering

Ofer Barkai

Shamoon College of Engineering, Israel

Elad Harison

Shenkar College of Engineering and Design, Israel

Abstract

The access to real-time and updated data, in particular information about the position of firms and their competitors in the market, has become the top priority of organizations worldwide. The dynamic and rapidly changing business environment and the increasingly intensive competition suggest that companies require ongoing monitoring of the market, the behaviour and preferences of their customers and their competitors. Frequently updated information enables the firm to proactively, rather than reactively, act towards its competitors and clientele. The paper proposes and analyzes various methodologies and frameworks that employ the mobile labour of firms (such as technicians and maintenance personnel) for gathering information on the premises of clients and their surrounding neighbourhood. As mobile workers already gain access to the client and insights about the product or the service provided by their firm, they can broaden the scope of information gathered from her. The data streams continuously provided by mobile workers require IT infrastructure for transferring, structuring and processing this information to enrich managers and strategic decision makers within the firm with up-to-date, real world insights. The study presents the methodology and proposes different IT architectures that can support the implementation of mobile intelligence gathering in a variety of organizations.

Keywords: mobile workers; business intelligence; information gathering

JEL classification: L86; M15; M21

About the authors

Ofer Barkai, Ph.D., is a Senior Lecturer in the Department of Industrial Engineering and Management at the Shamoon College of Engineering (SCE), Ashdod, Israel. He has 27 years of industrial experience. He specializes in information technologies and service organization and compensation strategies at the organizational and managerial levels. Author can be contacted at ofer@sce.ac.il.

Elad Harison, Ph.D., is a Senior Lecturer and the former Head of the Department of Industrial Engineering and Management at the Shenkar College of Engineering and Design, Israel. He specializes in the Economics of innovation and technical change in the context of information technologies. Dr. Harison received his Ph.D. from the University of Maastricht, was a Marie Curie research fellow at the Copenhagen Business School and a faculty member at the University of Groningen, before his current affiliation in Israel. He was involved in several research projects on innovation policies for the European Commission and for several European governments. Author can be contacted at eladha@shenkar.ac.il.

New Applications for the Internet of Things: One of New Directions in CESNET research

Jiri Navratil
CESNET, Czech Republic
Sven Ubik
CESNET, Czech Republic
Zdeněk Otčenášek
HAMU, Czech Republic
Milan Guštar
HAMU, Czech Republic

Abstract

In connection with the events organized by CESNET and HAMU in the past, as were live broadcasts of concerts in different countries, we have come across an issue of maintaining an appropriate environment for transport and storage of valuable musical instruments and other rare cultural objects as the organs or pianos installed in different concert halls or in the churches. Some of them are already monitored, but only by local environmental sensors with manual reading of the state. In case of failure, then the owners often blame the manufacturer and obscure the conditions under which the instruments are improperly stored or operated. For the organ manufactures, as well as for instrument owners it is therefore important to objectify the aforementioned cases. The instruments should be permanently monitored, especially when the instruments have historical value or when they are located at buildings without constant supervision. CESNET and HAMU in collaboration with other partners decided to develop new environmental sensors and connect them to IOT. They will work with minimal power consumption and allow continuous monitoring of the status and position with the possibility of sending quick information for critical changes. Developed sensors will be deployed for verification of the remote status of organs in the country.

Keywords: IOT, Internet of Things, environment sensors, organ, piano, monitoring

JEL classification: L82

About the authors

Jiri Navratil received his PhD in Computer Science from Czech Technical University at Prague in 1984. He worked for 30 years at Computing and Information Center of CTU in different positions linked with High Performance Computing a Communications. Since 2006 he started work for CESNET - Czech Education a Scientific Network as leader of group supporting special research applications. Author can be contacted at jiri@cesnet.cz.

Sven Ubik is senior researcher in CESNET. He received his MSc. and Dr. in Computer Science from the Czech Technical University in 1990 and 1998, respectively. His research interests include network monitoring, high-definition video, programmable hardware and optical networks. Author can be contacted at ubik@cesnet.cz.

Ing. Zdeněk Otčenášek, PhD, Head of Research center in Academy of Performing Arts at Prague, Department of sound creation.

Ing. Milan Guštar, PhD, researcher from Academy of Performing Arts at Prague, Department of sound creation, specialist in the field of acoustic of musical instruments and voice.

New Geographies of Tourist Consumption: The Case of Montenegro

Sanja Pekovic

University of Montenegro, Montenegro

Jovana Vukcevic

University of Montenegro, Montenegro

Tatjana Stanovic

University of Montenegro, Montenegro

Djurdjica Perovic

University of Montenegro, Montenegro

Abstract

The aim of this paper is to increase the understanding of the opportunities and obstacles for developing entrepreneurial activities in agro-tourism sector in northern Montenegro. Therefore, this paper, thus, aims to set a framework for studying the role of innovations and entrepreneurship in the development of sustainable agro-tourism through identifying and providing suggestions for overcoming main entrepreneurial obstacles.

Keywords: entrepreneurship, rural development, katun activities, agro-tourism, Montenegro

JEL classification: L83, L26

About the authors

Dr Sanja Pekovic has a Ph.D. in Economics from the University Paris-EST. She is Assistant Professor at the University of Montenegro. Between 2006 and 2011, she was Researcher at the Center for Labor Studies (Centre d'Etudes de l'Emploi) and Lecturer at the University Paris-EST. In 2006, she obtained a Master's degree from the Ecole Nationale Des Pontset Chaussées and University of Paris-EST Marne-la-Vallée. Her research interests are within the field of quality and environmental economics, economics of innovation, applied econometrics, and on this topic she has published in international journals. Author can be contacted at psanja@ac.me.

Jovana Vukcevic is a teaching assistant at University of Montenegro and a pre-doctoral researcher at University of Bielefeld and Graduate School Global and Area Studies in Leipzig. She works as a consultant for empowerment of capacities for development of sustainable agro-tourism (Katun HERIC project Montenegro) and research fellow of the ZEIT-Stiftung's program "Trajectories of change" (Hamburg, Germany). She holds a Masters in European studies from EHESS Paris and Charles University Prague, as well as Masters in Economics from University of Nice. Jovana has been granted numerous scholarships and awards and she presented her research papers at academic conferences in Dublin, Paris, Berlin, Florence, Munich, Istanbul. Her research interests include sustainable heritage management, sociology of tourism, memory studies, entrepreneurship and urban development. Author can be contacted at jo.vukcevic@gmail.com.

Tatjana Stanovic has a Ph.D. in Economics from the University of Belgrade. She is a Professor at the Faculty of Tourism and Hotel Management where she performed the function of Dean since 2007 till 2013. Stanovic participates in research projects developed jointly with other departments of University of Montenegro but also closely collaborates with other faculty in the region. Her main research interest focuses on the analysis of the financial and accounting indicators in tourism and hotel management, and on this topic she has presented studies at national and international scientific congresses, which have been published in international journals. Author can be contacted at stanja@ac.me.

Dr Djurdjica Perovic has a PhD from University of Novi Sad, with the Thesis. She is an Associate Professor at the Faculty of Tourism and Hotel Management. She presented and published several articles and congress papers within the field of tourism development, selective

tourism, and sustainable development in tourism and hotel industry. She is a member of Editorial Board for number of journals. She has attended many courses and seminars related to geotourism, entrepreneurship, selective tourism, faculty development and e-learning. Author can be contacted at duda@ac.me.

NoSQL Databases as Social Networks Storage Systems

Dražena Gašpar

University of Mostar, Faculty of Economics, Bosnia and Herzegovina

Mirela Mabić

University of Mostar, Faculty of Economics, Bosnia and Herzegovina

Abstract

The paper presents analysis of the storage systems used by social network sites. Namely, the social networks are one of the main driving forces behind the NoSQL database development. Facebook and Twitter were, together with other the Big Data players like Google and Amazon, first faced with the limitations of relational databases in solving their needs related to unprecedented transaction volumes, expectations of low-latency access to massive datasets, and nearly perfect service availability while operating in an unreliable environment. The first NoSQL databases arose as internal solutions created out of necessity, and not with the intention to abandon relational databases. But the main question is if, after more than ten years of development, NoSQL databases proved that they could be valuable storage solutions for social networks' data. The paper shows that there is still a lot of room for improvement in the use of NoSQL in social networks and provides some suggestions on how NoSQL databases can bring additional value to social network sites.

Keywords: NoSQL, social networks, social network site, social networks analysis

JEL classification: O39

About the authors

Dražena Gašpar is full time professor of Database Systems and Business Information Systems at the Faculty of Economics, University of Mostar. Her research interests include databases, data warehouse, business information systems and software application in business and education. She is co-founder of a "Hera" software company in Mostar and has almost two decades of experience in developing and implementing business information systems. Author can be contacted at drazena.gaspar@sve-mo.ba.

Mirela Mabić works at the Faculty of Economics, University of Mostar, as an assistant at the Department for Business Informatics. Her research interests include business information systems, the practical application of software and web technologies both in business and in education, quality of higher education and applied statistics. Author can be contacted at mirela.mabic@sve-mo.ba.

On the Link between Firms and Sources of Information and Cooperation: The Case of German Manufacturing Firms

Ida D'Attoma

Department of Statistical Sciences, University of Bologna, Italy

Silvia Pacei

Department of Statistical Sciences, University of Bologna, Italy

Abstract

The present work aims to contribute to the wide empirical literature on the links between firms and information sources as promoters of knowledge diffusion by analysing the firms' propensity to rely on different sources of information at different degrees. First, differently from previous studies that used to examine the link between firms and one type of information sources in turn, this work examines the role of internal vs external sources of information and how they are related to different types of innovation cooperation partners. At this end, a set of innovation drivers is deeply analysed and constructed starting from the rich set of information present in the 2012 CIS data. Then, focusing only on firms relying on external sources, the work analyses the firm's propensity to collaborate with Universities or other higher education institutions compared to market cooperation partners. Working with only innovative firms poses the sample selection issue. Therefore, on the methodological side, unlike the majority of previous studies, selectivity is incorporated in a multivariate choice model. We would expect this analysis to allow us to clarify about the role of different innovation partners for different profiles of firms.

Keywords: knowledge, information sources, innovation cooperation, manufacturing, selectivity, CIS data

JEL classification: O30, O33, C34, C35

About the authors

Ida D'Attoma is an Assistant Professor in Statistics for Economics at the Department of Statistical Sciences, University of Bologna, Italy. She received her PhD in Statistical Methodology for Scientific Research from the University of Bologna. She is involved in scientific societies and committees. Since 2010, she is member of the American Evaluation Association and since 2016 she is member of the Italian Statistical Society. Her research mainly focuses on program evaluation methodology and micro data mining with applications in the areas of policy evaluation. Some her recent works investigate how innovation policies, innovation and/or internationalization strategies affect firm performance. Author can be contacted at ida.dattoma2@unibo.it.

Silvia Pacei is an Associate Professor of Economic Statistics, University of Bologna, Department of Statistical Sciences. She is involved in editorial boards (e.g. Journal of Statistics: Advances in Theory and Applications), scientific societies and committees. Since 1996, she is member of the Italian Society of Statistics (SIS) and since 2013 member of the SIS Coordination Group "Statistics for business" and of the SIS Standing Coordination Group "Methods for sample surveys". Since 2014, she is member of the Italian Regional Science Association. Her main research interests are innovation and internationalization effects on firm performance, effect of social transfers on income poverty, and small area estimation of economic indicators. Author can be contacted at silvia.pacei@unibo.it.

Opening the Black Box of Innovation Processes in Virtual Communities

Meera Sarma
Northumbria University, UK

Abstract

Communities involved in free and open source activities possess special structural and processual characteristics that are conducive to innovative product development on-line. We suggest that this form of innovative, knowledge-generating, community may benefit from being seen within the framework of virtual process research using Virtual Ethnography (VE). In order to analyse the virtual ethnographic observations, innovative software research tools, such as the 'IRC Conversation Map', had to be devised. The investigation explored the structural and temporal dynamics of the community through the examination of interactions between members, as they unfolded in virtual space. In this way, we show how the themes that constitute the innovation process emerge from everyday routines that members of the hacker community perform. This paper contributes to the methodology of process research by exploring strategies that allow qualitative researchers to examine virtual organized activities through a process lens.

Keywords: hackers, innovation, open source software, innovation

JEL classification: O3

About the authors

Meera Sarma, PhD, is a Senior Lecturer at Northumbria University, UK. She is studying the social construction of software development and innovation in virtual communities. Her research focuses on investigating hacking practices as it contributes to software innovation, by a social construction of the hacker community. Author can be contacted at meera.sarma@northumbria.ac.uk.

Opportunities and Obstacles of a Healthy Diet from an Economic and Psychological Aspect

Nikolett Mihály

University of Szent István, Institute of Business Sciences, Hungary

Nándor Komáromi

University of Szent István, Institute of Business Sciences, Hungary

József Lehota

University of Szent István, Institute of Business Sciences, Hungary

Abstract

The issue of healthy consumption is an extremely timely topic in today's fast-paced world. One of today's ruling trends is health consciousness and the expansion of the health market. The role of health for consumers has been appreciated. People spend more and more to preserve their health. The consequence of conscious consumption is that individuals can keep their physical and mental health for a longer time and can remain active, and accordingly, they can be involved in economic growth. In our quantitative research we studied what the connection between financial status, identity, financial consciousness and health consciousness are among women. Our results confirms that the income status, degree of consciousness and "identity" mostly influence the existence of a healthy diet. Furthermore, a strong correlation is found between health consciousness, financial attitude and a sense of overall well-being.

Keywords: consumption, health, household, management

JEL classification: E21, H31, H51

About the authors

Nikolett Mihály, Ph.D. is an Assistant Professor of Economic Psychology at the Department of Marketing, Faculty of Economics and Business, at Szent Istvan University of Gödöllő. Her current research areas are financial consciousness and higher education institution management. She is the (co)author of number of articles in international and national journals. She is actively engaged in number of scientific projects and collaborates in several applied projects in the field of financial education, marketing and management. Author can be contacted at mihaly.nikolett@gtk.szie.hu.

Nándor Komáromi, Ph.D. in Economics is Associate Professor at the Szent István University in Hungary. Since 1993 he teaches marketing and management subjects several universities in Hungary. He attended by about 120 research projects (scientific and applied topics; national and international). His research interests are application of statistical methods and quantitative methods; model development; the practical application of marketing research. Author can be contacted at komaromi.nandor@gtk.szie.hu.

József Lehota, DSc in Economics full-time marketing professor in Szent István University and part-time marketing professor in Debrecen University. From 2014, he is Head of Doctoral School of Management and Business Administration in SIU. He is author, and co-author of number of articles in international and national journals and attended several national and international research projects. His research interests are food consumer behaviour and buying behaviour in organisational markets. Author can be contacted at lehota.jozsef@gtk.szie.hu.

Outsourcing and Automation of the Back Office

Peter Sumich

Auckland University of Technology, New Zealand

Abstract

The world is changing and technology plays a big part in our personal and business lives. Small to medium business are experiencing huge technology transfer in their front and back office. Automating work is on the rise! Automating routine work is allowing a business focus on providing better customer support in 'knowledge networks', thereby promoting innovation focused around cooperation, transparency and trust. Outsourcing the back office in a collaborative, simple and integrated way takes the hassle away from small businesses so they can focus on delivering the right product to their customers. This is a philosophy where a back office team are part of the business. Providing representation across all core functional areas so that small businesses and start-ups can get the right support when & where they need it. It involves creating a framework designed from some traditional models like porters generic and competitive strategies, the value chain and incorporating immerging themes like: Outsourcing & Business Re-engineering, Automation & Artificial Intelligence, Data management & Information Systems, Online & Cloud technologies and Mobile and Virtual.

Keywords: outsourcing, automation, start-ups, SMEs, innovation, information technology, management, systems, business process, accounting, and taxation

JEL classification: O320

About the authors

Peter is Head of Planning & Finance at Auckland University of Technology (AUT) and the founder of Sumich & Associates Limited (SAL) and BizOne. SAL is a chartered accountancy firm that focuses on compliance, governance and business support for small to medium businesses. BizOne is a non-for profit society that is set-up under the auspices of AUT and provides back office support for small to medium businesses. Peter is an active member of Chartered Accountants Australia & New Zealand (CAANZ) with a passion for Information Systems. Peter has a Masters in Commerce with Honours in Management Science and Information Systems. Peter is doing a PhD in financial modelling and business simulations. Peter's experience crosses many industries and types of enterprises. He has set-up and has shareholding in a number of businesses. Peter can be contacted at peter.sumich@aut.ac.nz.

Pension Policy Challenges and Communication Solutions

Nikolett Mihály
Szent István University, Hungary
Nándor Komáromi
Szent István University, Hungary

Abstract

A The most important question of our study is to find out what pension policy procedures are necessary to effectively respond to the challenges of an aging population as well as changes in the composition of employees. The main issue of our paper is how pension policy can effectively respond to changes of demographical transition. It is very important to examine whether changes to pension policy are adapted to groups in society and if so, what means of communication should be used. Our research is the pilot study of research of a greater scope. We examine the characteristics and communication practices of pension reforms in international literature (secondary research), and we also use primary methods (interviews, surveys).

Keywords: management, pension policy, innovation, society

JEL classification: E02, H55, H75

About the authors

Nikolett Mihály, Ph.D. is an Assistant Professor of Economic Psychology at the Department of Marketing, Faculty of Economics and Business, at Szent István University of Gödöllő. Her current research areas are financial consciousness and higher education institution management. She is the (co)author of number of articles in international and national journals. She is actively engaged in number of scientific projects and collaborates in several applied projects in the field of financial education, marketing and management. Author can be contacted at mihaly.nikolett@gtk.szie.hu.

Nándor Komáromi, Ph.D. in Economics is Associate Professor at the Szent István University in Hungary. Since 1993 he teaches marketing and management subjects several universities in Hungary. He attended by about 120 research projects (scientific and applied topics; national and international). His research interests are application of statistical methods and quantitative methods; model development; the practical application of marketing research. Author can be contacted at komaromi.nandor@gtk.szie.hu.

Pick my Desk and Go: A Solution to Improve Team Dynamics

Riccardo Bonazzi
HES-SO Valais/Wallis, Switzerland

Abstract

In this article, we describe the preliminary results of an ongoing project to improve the dynamics of innovative teams. We investigate how to design a system that allows employees in an open space to swap the place with a colleague for one day. We call this system “Pick my desk and go” and we combine notions from people analytics and organizational design to illustrate how the system enhances collaboration among team members and knowledge exchange. We tested the system for a period of eight weeks and we collected empirical evidences and insights from semi-structured interviews that support our claim concerning the effectiveness of the system to improve team creativity. We conclude the paper by illustrating the features of the next version of the system in order to increase its effectiveness as a persuasive system.

Keywords: people analytics, organizational design, behavioural change

JEL classification: M1

About the authors

Riccardo Bonazzi is professor of business model innovation at the University of Applied Science (HES-SO) of Sierre, Switzerland, where he is co-director of the e-marketing track. He received his Ph.D. in compliance support systems from the University of Lausanne, under the supervision of Prof. Yves Pigneur and his main research interests are requirement engineering for IT governance, risk management and compliance, IT project management, decision support systems for business model innovation, and information systems for pedagogy. Author can be contacted at riccardo.bonazzi@hevs.ch.

Professional Development of Business Students: Vision Creating

Judita Peterlin

University of Ljubljana, Faculty of Economics, Slovenia

Vlado Dimovski

University of Ljubljana, Faculty of Economics, Slovenia

Simon Colnar

University of Ljubljana, Faculty of Economics, Slovenia

Barbara Grah

University of Ljubljana, Faculty of Economics, Slovenia

Abstract

The paper presents the results of our study of management education. We discuss the importance of intrinsic motivation identification and creative exercise that can stimulate inner research of the students. Vision creation is a part of strategic management that is incorporated in the management education as a course material and skill development. Personal reflection was used as a method to identify business students' vision for their future development. Our study demonstrates positive effects of the vision creation exercise and several different inspirations and role models for the students' future paths that we elaborate upon and provide future recommendations.

Keywords: appreciative inquiry, reflection, vision, empowerment, management education, student awareness

JEL classification: A22, I30, M10, M14

Acknowledgments: We wish to thank our research participants.

About the authors

Judita Peterlin, PhD is an Assistant Professor of management and organizational theory working as a research and teaching assistant at the Faculty of Economics, University of Ljubljana. She graduated from the Faculty of Social Sciences and Faculty of Economics University of Ljubljana. In the study year 2016/17 she is a teaching assistant at the following courses: Foundations of management and organization, Management – English Track, Knowledge management, and Advanced management. Her main research interests are: social innovation, leadership development, sustainability. Author can be contacted at judita.peterlin@ef.uni-lj.si.

Vlado Dimovski, PhD, is a Full Professor of management and organizational theory at the University of Ljubljana, Faculty of Economics in Slovenia. He received his B.A. degree in Economics at the University of Ljubljana, the B.A. degree in Philosophy at the University of Ljubljana, the M.A. degree in Economics at University of Ljubljana, and the Ph.D. degree in Management and Finance at Cleveland State University. His primary areas of expertise are organizational learning, management, organizational behaviour and leadership. He conducts research on knowledge management and organizational learning process and regularly provides consulting about organizational learning for business entities. Author can be contacted at vlado.dimovski@ef.uni-lj.si.

Simon Colnar, is a Young Researcher at the Academic Unit for Management and Organisation at the Faculty of Economics. Simon is a full time second year PhD student and also works as a teaching assistant at the Faculty of Economics and teaches Organisation and Management. He graduated and received his Master's degree in Business from the Faculty of Economics. His main research interests are: knowledge management, organizational design and social work. Author can be contacted at simon.colnar@ef.uni-lj.si.

Barbara Grah, PhD, is a Researcher at the Faculty of Economics, University of Ljubljana. Barbara also works as a teaching assistant at Faculty of Economics, University of Ljubljana and teaches the Foundations of management and organization, Foundations of management, and Advanced management courses. Barbara obtained her PhD in 2016 and her research interests are organization design, neuroscience implications to leadership and organization, as well as learning organization. Author can be contacted at barbara.grah@ef.uni-lj.si.

Protection of 'Whistleblowers' Identity

Željko Mirjanić

Faculty of Law of the University of Banja Luka, Bosnia and Herzegovina

Jasna Čošabić

Banja Luka College, Bosnia and Herzegovina

Abstract

A whistleblower decides to reveal wrongdoings, having in mind the identity and labour legal protection and the corresponding legal praxis, either using the public or anonymous reporting. Confidentiality is based on rules that whistleblowers personal data are available to authorised subjects only, and not to a wider public. Protection of whistleblowers personal data is assured by officials' acting upon anonymous reports. Anonymity as a mode of whistleblowers identity protection, is important when speaking of reporting to public which has the right to receive information, and it technically becomes increasingly facilitated by the use of information technologies. The central part of the paper relates to analysis of the adequate protection of personal data and privacy of whistleblowers, which is in special focus of the European Union, through the work of European Data Protection Supervisor and the implementation of relevant legislation, having in mind that whistleblowing procedures contain processing of sensitive personal information. Legal analyses of the laws and relevant material has showed that the protection of identity and privacy of whistleblowers in posttransitional countries of the Southeast Europe is unreliable, and they do not enjoy the expected legal security in accordance with proclaimed strategies on fight against corruption.

Keywords: protection of whistleblowers identity, protection of whistleblowers privacy, anonymous reporting of corruption, reporting public interest violation

JEL classification: K31

About the authors

Prof. Željko Mirjanić, PhD is a full professor of the Faculty of Law of the University of Banja Luka. He teaches Labour Law and Normative Law and he is an author of numerous papers published in national and international scientific journals. He is a participant to many international scientific conferences. He is especially interested in labour law, with a special focus on the legal concept of the protection of whistleblowers rights, as well as other institutes in posttransitional conditions. Author can be contacted at zemirjanic@gmail.com.

Doc. Jasna Čošabić, PhD, is a professor at the Higher School Banja Luka College in Banja Luka. She teaches European Union law and IT law and often writes about the protection of human rights in the information technologies world. She publishes papers in domestic and international scientific journals in the area of European Union law, cyber law, protection of privacy, etc. Author can be contacted at jasnacosabic@live.com.

Psychological Well-being of Employees in Service Sector Organizations in Slovenia

Vesna Čančer

University of Maribor, Faculty of Economics and Business, Slovenia

Simona Šarotar Žižek

University of Maribor, Faculty of Economics and Business, Slovenia

Živa Veingerl Čič

University of Maribor, Faculty of Economics and Business, Slovenia

Abstract

The goal of this paper is to investigate the differences in psychological well-being of employees in service sector companies in Slovenia with respect to gender and industries. The paper is based on research including a survey of two employee gender groups and eleven service sector industry groups in Slovenia. The measurement instrument was based on the approach of Ryff and Keyes. We employed the non-parametric Mann-Whitney U test and Kruskal-Wallis test to verify differences in the psychological well-being between the employee groups. The results show that with respect to gender and service sector industries, there are significant differences between employees in the majority of the variables describing their psychological well-being. Using this information, managers and employers can apply appropriate measures to contribute to employees' well-being in different service sector industries.

Keywords: employee, human resource management, psychological well-being, service sector

JEL classification: I31, L8

About the authors

Vesna Čančer holds a PhD in Economic and Business Sciences and is an associate professor of quantitative methods in business science at the University of Maribor's Faculty of Economics and Business (UM FEB). Her research focuses primarily on decision analysis, creative problem solving, and research methods, together with their interdisciplinary applications. She is head of the Department of Quantitative Economic Analysis at UM FEB and editor-in-chief of a journal of contemporary issues in economics and business entitled *Naše gospodarstvo/Our Economy*. Author can be contacted at vesna.cancer@um.si.

PhD Simona Šarotar Žižek is Assistant Professor at the University of Maribor's Faculty of Economic and business. She holds a PhD in Economic and Business Sciences. She has been permanently completed her theoretical knowledge by practical work and career development in the Slovenian company Mura d. d. She joined University of Maribor, Faculty of Economics and Business in 2007 as Assistant Professor in the field of Human Resource Management. She is author or co-author of articles in several international and Slovenian journals and scientific/ expert conferences. She is also the leader of international projects. Author can be contacted at simona.sarotar-zizek@um.si.

MSc Živa Veingerl Čič is PhD student and researcher. She has more than twenty years of experience in business sector in the field of marketing, communication, consulting, lecturing and Human Resource Management. She is author and/or co-author of several scientific articles and/or active participant at scientific and professional conferences. She is currently upgrading her practical knowledge with science, preparing her PhD thesis in the field of Human Resource Management. She is actively involved in research projects and also works as a researcher at Faculty of Economics and Business Maribor. Author can be contacted at zivana.veingerl1@um.si.

Rebuilding the Hungarian-Romanian Border Zone as a Learning Region

Zoltan Zakota
Partium Christian University, Romania

Abstract

Although there is no straightforward definition for the concept of learning regions, it is still subject of a worldwide intensive research. As a general approach, we could affirm that it embodies the territorial application of the knowledge economy in its evolution. One also have to notice that the study of these entities constitutes a very dynamic subfield of regional studies. In this sense, our paper applies some of the results obtained in this field of research to the Hungarian-Romanian border zone. This region, although divided since almost a century by a state frontier, still inherits several features from the pre-WWI period. On the other hand, after the fall of communism, old ties were rebound, especially in the form of trans-frontier co-operation. Both halves of the area do benefit from a quite well developed infrastructure, industrial and tertiary facilities, as well as important educational and cultural institutions. There exists a quite solid network of big and small towns, each of them with its own agglomeration area, trying to rebind the old lines of influence. In our study, we also examine the possibilities of using these advantages combined with the post-1989 experience in transforming this area into a learning region.

Keywords: Hungarian-Romanian border zone, learning regions, regional studies, trans-frontier co-operation

JEL classification: R11

About the authors

Zoltan Zakota is lecturer at the Partium Christian University, in Oradea, Romania. He is a co-founder of the departments of Management and that of Finances. At present he is lecturing computer science, application of informatics in economics and society, econometrics, European Economics. His main fields of interest are information society, knowledge-based society, the effect of communication and information technologies on society and economics, regional development. Actually he is involved in two main projects: one of them dealing with the effects of trans-frontier cooperation on regional development, and the other concerning money laundering. Author can be contacted at zzakota@gmail.com.

Reporting Solution for Order Management

Darko Golec
IBM Slovenia, Slovenia

Abstract

Order Management provides order orchestration through a centralised inventory, order promising and fulfillment hub to support omni-channel fulfillment. Reporting solution on top of Order Management application consists of multiple business reports that provide reliable information to the business people. The system enables to make better decisions how to promise and fulfil customer orders, resulting in improved profitability and customer satisfaction. In this paper, written as use case, some of the key points of the implementation are presented, deployed for a global durable goods company.

Keywords: reporting, business intelligence, data warehouse, Order Management

JEL classification: G31, L81, M11

About the authors

Darko Golec, M. Sc. is a consultant for Business Analytics and Optimisation at IBM Slovenia. His expertise is Business Intelligence area, including Data Warehousing. Darko Golec is also a Lecturer at the Faculty of Commercial and Business Science Celje, Slovenia, Department of Informatics. His main research interests are database modelling and data analysis. Darko Golec published couple of papers in international and national journals. Author can be contacted at darko.golec1@si.ibm.com.

Restructuring of Public Companies in Croatia – Successful Examples from Practice

Marko Martinović

College of Slavonski Brod, Croatia

Željko Požega

Faculty of Economics in Osijek, Croatia

Boris Crnković

Faculty of Economics in Osijek, Croatia

Luka Kolak

Faculty of Economics in Osijek, Croatia

Abstract

The fundamental goal of the research is not only to show which public companies have carried out the process of restructuring, but also to show which factors exemplify the success of the process mentioned above. The companies which are in the majority ownership of Croatia will be analysed as successful examples of restructuring. As indicators of restructuring the number of employees, the expenditure of the employees, a company's balance sheet, investment plans and indicator of profit will be analysed. This analysis will conclude that every factor influences the success of restructuring. Each company not only in Croatia, but also in the whole world has expanding, development and achieving positive results of business as its goals. The process of restructuring is often lengthy and therefore requires a certain amount of time to be fully carried out. A financial crisis that influenced the whole world also influenced our companies. The companies whose management did not realize the importance of restructuring have poor results and pays are either decreased or there are not any, while a great number of jobs was lost. By joining the European Union, new markets for placing products on became available to companies, given the fact that they are competitive. The research will also show that starting and carrying out the process of restructuring of companies in Croatia of special national interest can achieve greater competitiveness, be it on European or world market.

Keywords: management, restructuring, investment plans, business, market, European Union

JEL classification: G34

About the authors

Marko Martinović is a senior lecturer at the College of Slavonski Brod at the Department of technical science. He is also a manager of the lifelong educational programs for several years. Mr. Martinović is currently enrolled in the PhD program of the Entrepreneurship and Innovativeness at University of Osijek (topics of innovations, concurrency, startups, IT tech companies). His future researching interest is focused on application of the operational research methods in the economy and further development skills needed for quantitative analyst. In addition, Mr. Martinović is certified CCNA Network Technology, and he is an author (or co-author) of several professional and scientific papers. Author can be contacted at marko.martinovic@vusb.hr.

Assoc. Prof. Željko Požega. PhD was born on May 6th 1979 in Našice, where he completed his primary and secondary education. In 1997 he enrolled in Faculty of Economics in Osijek, where he graduated in 2001. He enrolled in postgraduate study of management and got the master's degree in 2005. In 2007 he defended his doctoral thesis "An analysis of influence of human capital on the degree of development of the world". Currently, he is an associate professor on Faculty of Economics in Osijek in the field of social sciences, the scientific field of economy, organization and management. Author can be contacted at zpozega@efos.hr.

Boris Crnković, Ph.D., was born on 4 March 1978 in Berlin, Germany. Elementary and high school completed in Osijek. He graduated in 2001 at the Economics Faculty in Osijek. At the Osijek University he earned PhD degree in 2010. From 2002 he works at the Faculty of Economics in Osijek as an assistant, senior assistant, assistant professor and finally associate professor. He participates in the lecturing of the course "Principles of economics" at the Faculty of Economics in Osijek. He published 68 scientific papers and participated in several national and international conferences. Author can be contacted at bcrnko@gmail.com.

Luka Kolak was born on October 7th, 1995. He completed his primary and secondary education in Vinkovci. In 2014 Luka enrolled in Faculty of Economics in Osijek where he joined Entrepreneurs Without Borders (EWoB) during the second year of his study. In the academic year of 2016/2017 he became an assistant at the Faculty. He is currently at the third year of his undergraduate study specializing in management. Author can be contacted at l.kolak13@gmail.com.

Role of Accounting Information in Decision-Making Process, the Importance for its Users

Nexhmie Berisha Vokshi, Florentina Xhelili Krasniqi
University of Prishtina "Hasan Prishtina", Faculty of Economics, Kosovo

Abstract

Overall economic development of the country, beside it, requires adequate information, reliable and important for economic decisions from investors, managers, administrators of state, etc. Along with other economic development and management, also and development of an accounting system, able to provide the necessary information and reliable in decision-making, is an important factor. Qualitative and reliable financial information is a key element in decision-making process, while the availability of such information has special importance for business management and is public interest with priority in general. The role of this information is important, not only for foreign investors or large businesses, but even for those small and medium because it provides important information about the phases of decision-making, such as planning, control and evaluation. The aim of this study is to provide an overview of developments and knowledge on accounting information and the influence that it has on decision-making, needs that management has for information and how they are realized currently, in order to see accounting information as one of the important directions of increase of efficiency on decision-making of direction of economic units (entities) and users of accounting information. Through descriptive statistical analysis the importance of high quality accounting information and its impact on decision-making by its users will be presented. We conclude that the information is an indispensable resource for the development of successful and efficient business. The information communicated by accounting is very important for its users, because it will affect on making an economic decision. This information must meet the qualitative characteristics, so we have to be accurate, valid and useful so that users trust its quality and authenticity. An exact information will reflect in a reliable financial reporting and this will result in strengthening the financial position of the entity, will identify risks and will manage them on time, will enable the attraction of investments, then decisions will be taken on the basis of strong economic information.

Keywords: accounting information, the entity, the economic decision-making, accounting, financial reporting

JEL classification: M41

About the authors

Nexhmie Berisha Vokshi, Ph.D. is an Associate Professor at the Faculty of Economics, University of Prishtina, Department of Bank, Finance and Accounting. She received PhD in Accounting field at the Faculty of Economics, University of Prishtina with the dissertation thesis "Role of International Accounting Standards in businesses in Kosovo". She published a significant number of scientific papers in international journals and took part in different national and international scientific conferences. She was also engaged in different projects, seminars and workshops in the respective area. Author can be contacted at nexhmie.berisha@uni-pr.edu.

Florentina Xhelili Krasniqi, Ph.D. is an Associate Professor at the Faculty of Economics, University of Prishtina, Department of Economics. She received PhD in Economics field at the Faculty of Economics, University of Prishtina with the dissertation thesis "The contribution of some nobelists on economy in the development of the employment theory". She published a significant number of scientific papers in international journals and took part in different national and international scientific conferences. She was also engaged in different projects, seminars and workshops in the respective area. Author can be contacted at florentina.xhelili@uni-pr.edu.

Service Design Guidelines for New Types of Wellness Tourism

Riccardo Bonazzi
HES-SO Valais/Wallis, Switzerland
Vincent Grèzes
HES-SO Valais/Wallis, Switzerland
Valérie Barbey
HES-SO Valais/Wallis, Switzerland

Abstract

In this article, we describe the preliminary results of an ongoing project aiming at increasing the attractiveness of Alpine destinations in Switzerland, by means of a very widespread hotel. We investigate how to design new services for wellness tourism, which target (a) “young elderly”, whose age is comprised between 60 and 75 years, and (b) enterprises interested in meetings, incentives, conferencing and events. The first customer segment is known to be proactive in seeking to improve or maintain health and quality of life, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition. The second customer segment mostly seeks for complementary activities to be done after work or as main topic for a seminar. Accordingly, we have conducted interviews with different stakeholders: hotel managers, owners of firms producing natural components for wellbeing and tourist officers. In the end, we highlight a set of relevant findings that should be taken into account when setting up wellness tourism in a dispersed area.

Keywords: wellness tourism, young elderly, destination management

JEL classification: Z3

Acknowledgments: The authors would like to thank L. Papadopoulos, A. Pignat and M. Broccard for their relevant contributions to this paper.

About the authors

Riccardo Bonazzi is professor of business model innovation at the University of Applied Science (HES-SO) of Sierre, Switzerland, where he is co-director of the e-marketing track. He received his Ph.D. in compliance support systems from the University of Lausanne. His main research interests are IT project management, decision support systems for business model innovation, and information systems for pedagogy. Author can be contacted at riccardo.bonazzi@hevs.ch.

Vincent Grèzes is a professor at HES-SO Valais where he teaches the strategy course. He got his PhD in market intelligence and strategy and he researches new techniques to combine shared value, crowdsourcing, open innovation and business model design. Author can be contacted at vincent.grezes@hevs.ch.

Valérie Barbey is a professor at HES SO Valais and has worked for more than ten years in R&D projects in the public sector. She is currently working on new forms of citizen-motivated entrepreneurship, to develop a local economy where communities play an essential role in the development of “dematerialized” and sustainable business models. Author can be contacted at valerie.barbey@hevs.ch.

Significance of Defining a Personality Trait when Determining Employees' General Competencies

Ana Globočnik Žunac
University North, Croatia
Krešimir Buntak
University North, Croatia
Davor Grgurević
Ministry of Interior, Croatia

Abstract

Issue of the paper is to try to decide on general personality traits that are important at defining general competence. The lead in the research was Big5 or traits divided into five basic personality traits: emotional stability, extraversion, conscientiousness, comfort and openness to experience. The survey was conducted on a total of 318 respondents from different fields of activity and different structure and size of the organization. The largest number of respondents comes from the field of management. The results showed that the respondents shared the agreed attitudes and assessed mostly all the features as important to the extent possible.

Keywords: employee characteristics, Big5, five major personality traits, employee competencies, personality traits

JEL classification: M54

About the authors

Ana Globočnik Žunac, PhD of Information and communication sciences is a senior lecturer at the University North, Department of Business and Management. Her scientific interest is in the field of business communication, business psychology and HR management and she is Author or co-author of scientific articles. Author can be contacted at agzunac@unin.hr.

Krešimir Buntak, PhD of Economics is an associate professor at the University North, Department of Business and Management, and a Head of department of Business and Management. He is Author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. Author can be contacted at kresimir.buntak@unin.hr.

Davor Grgurević, PhD of Economics is a senior lecturer. He is employed as a Police Officer in the Department of Economic Crime and Corruption, in the Ministry of Interior. He is Author or co-author of scientific articles and has participated in several international conferences. Author can be contacted at davor.grgurevic@gmail.com.

Student Perceptions Regarding the Mind Map Application in Mathematical Education

Violeta Cvetkoska

Ss. Cyril and Methodius University in Skopje, Faculty of Economics – Skopje, Republic of Macedonia

Abstract

The aim of this paper is to observe the respondents' (second-year students') perceptions regarding the mind map tool application in the classes of the course Mathematical Methods, and with its application to learn the course material. A survey was conducted for this research. Based on the respondents' answers, 11 uses of the mind map tool application in teaching and 12 uses in learning the material have been determined. Besides its uses, 3 limitations of this tool have also been found. Introducing mind map in teaching the course Mathematical Methods was suitable for almost all respondents (with the exception of one respondent). Homework – making a summarized mind map for a particular chapter, was helpful for learning the material of that chapter for almost all respondents, except for one. Besides this, it has also been determined that the majority of the respondents would like to use this tool in other courses as well.

Keywords: teaching, learning, students, mind mapping, mind map

JEL classification: C6, C83, I23

About the authors

Violeta Cvetkoska, PhD, is an Assistant Professor at Ss. Cyril and Methodius University in Skopje, Faculty of Economics – Skopje. She received her PhD in Economics at the Faculty of Economics - Skopje in 2013. Her main research interests are operational research and business analytics. She participates actively in conferences, symposia, seminars, training and workshops in the country and abroad. A special contribution to the development of her academic career has been the realized study visits at Universities in Europe and South America. She is an author and co-author of several papers published in international journals and conference proceedings, and her most recent authored work is: "Applying multi-criteria decision making methods in banking" (2017). She works on various projects and is a member of the Croatian Operational Research Society (CRORS) and in working groups of the Association of European Operational Research Societies (EURO). Author can be contacted at vcvetkoska@eccf.ukim.edu.mk.

Teamwork and E-learning as a New Approach in High Education

Danijela Kardaš, Bojan Knežević, Petar Gvero
University of Banja Luka, Bosnia and Herzegovina

Abstract

Team work has become a central issue for many corporations, and self-managing teams are often viewed as the goal of team work development programs. The increased pressure on professionals to perform their tasks with fewer employees, at faster speeds, and with more quality and customer responsiveness creates the need for team work. In modern society and working place, dispersed teams are increasingly common in both large and small organizations. There are wide varieties of communication and collaboration options available. One of these is also using multifunctional rooms (MFR). This paper analyses introducing of a course "Team Project" on the first and second cycle of studies at University in Banja Luka, Faculty of Mechanical Engineering and using MFR as a tool in learning process. Introduction of this course and establishment of MFR came as a transfer of the knowledge, experience and technology from NTNU (Norwegian University of Science and Technology) to the Faculty of Mechanical Engineering within the project HERD QIMSEE (HERD Quality Improvement of Master Programs in Sustainable Energy and Environment). "Team Project" is experience - based learning course where students learn how to be a part of a team and work on multidisciplinary problems. MFR is used as a tool in this process.

Keywords: teamwork, skills, multidisciplinary, education, multifunctional room

JEL classification: I23

About the authors

Danijela Kardaš MSc, is Assistant at the Faculty of Mechanical Engineering, University of Banja Luka, Thermal Department. Currently, she is working also for United Nations development Programm as Project Assistant at Green Economic Development Project. Her main research interests are renewable energy, energy efficiency, teamwork and e-learning. Through the HERD QIMSEE Project she was at Norwegian University of Science and Technology (NTNU) in Trondheim where she was working at intensive course "Experts in Teamwork". Danijela Kardaš participated in many scientific international and national conferences. Author can be contacted at danijela.kardas@mf.unibl.org.

Bojan Knežević, MSc. is an Assistant at the Faculty of Mechanical Engineering, University of Banja Luka, Department of Mechatronics. Currently, he is working on his PhD thesis at Faculty of Technical Science in Novi Sad. Through the exchange program for university studies he was at universities in Austria, Poland, Slovakia, Rumania, Bulgaria, Serbia and Croatia. His main research interests are mechatronic systems, energy efficiency, e-learning and mathematical modelling. Bojan Knežević published several scientific papers in international and national journals and participated in many scientific international conferences. Author can be contacted at bojan.knezevic@mf.unibl.org.

Petar Gvero, PhD, Full Professor on Faculty of Mechanical Engineering in Banja Luka born in January 30, 1966. Teaching subjects related to thermodynamics, combustion, thermal enquiring. He obtained his PhD diploma in 2003 in combustion science at University of Belgrade. He published 65 scientific and specialist papers in the journals and at the conferences and being involved in many projects from his fields. He is a member of different associations and bodies as FP7 H2020 - Energy Program Committee on behalf of Bosnia and Herzegovina, Adria Section of Combustion Science Institute, and editorial board of the International journal Thermal Science. Author can be contacted at petar.gvero@mf.unibl.org.

Technology meets Psychology: Teaching Business Students Critical Thinking within New Learning Formats

Petra Hauptfeld
University of Applied Sciences Burgenland, Austria

Abstract

With the increasing use of technology in education, one may ask if psychological subjects with a huge amount of personal involvement are suitable for teaching within technology based learning formats. The UAS Burgenland redesigned the course "Critical Thinking" for part-time business students to reflect on leadership and intercultural communication using a blended learning format. This paper (presentation) elaborates on the requirements when teaching psychological topics and combining on-campus training with virtual classrooms. Succeeding in this effort means selecting very specific exercises and tasks in the diverse phases, linking them properly, adjusting the feedback processes and being aware of the diverse roles as a coach and moderator. Results have shown that students value the combination of various teaching methods as long as they feel safe within their self-development. Moreover, they are motivated to participate in virtual classrooms as the physical distance provides them with a sense of security in contrast to on-campus classes. The course "Critical Thinking" aims to provide a model for teaching psychological subjects within technology based education.

Keywords: innovation, technology, education, e-learning

JEL classification: A20

About the authors

Dr. Petra Hauptfeld is a professor at the University of Applied Sciences Burgenland in the Department Business Studies with special expertise in language teaching, academic writing, intercultural communication and organizational leadership. She graduated in German Studies and Communication Sciences from the University of Salzburg (1989) and Vienna (2003). She is an expert in international project management and conducted the two year EU project AWO – Academic Writing Online (2014 – 2016). She has published a number of scientific papers in international and national journals and participated in many conferences on future teaching and technological education, her recent areas of research. Author can be contacted at petra.hauptfeld@fh-burgenland.at.

The Analysis of CSR Reports of Serbian Companies

Milena Stanisavljevic

Faculty of Technical Sciences Čačak, University of Kragujevac, Serbia

Abstract

Doing business based on the concept of the CSR could lead to competitive advantage, especially through image improvement, higher customer loyalty, increasing motivation and satisfaction of employees and attracting investments. The pressure which different stakeholders put on Serbian companies is incomparably lower than in developed countries. At the same time, socially responsible companies are not sufficiently recognized at domestic market. Implementation of CSR is relevant for investors also, because investors beside financial indicators pay attention to companies' behavior in society and its contribution to social goals. CSR report is the primary communication tool used to indicate company's CSR strategy and actions concerning its' social and environmental commitment. The weakest point in CSR systems of Serbian companies is reporting about non-financial performances. This paper is a result of comparative analysis of CSR reports of Serbian companies (15 companies). The main goals were to show which fields companies consider the most relevant and how they contribute to social problems solving. Given that CSR reporting is not mandatory, large number of companies does not prepare CSR reports, because they do not realize the need and the purpose of these reports. The results could raise awareness about CSR reporting among Serbian companies.

Keywords: corporate social responsibility, report

JEL classification: M14

About the authors

Milena Stanisavljević, MSc, is a Teacher Assistant at the Department of Entrepreneurship Management at the Faculty of Technical Sciences in Čačak, University of Kragujevac, Serbia. She is a PhD student at the Faculty of Economics, University of Kragujevac, Serbia. She is interested in the field of organization, corporate social responsibility and entrepreneurial economics. She published several scientific papers in international and national journals and participated in many scientific international and national conferences. Author can be contacted at milena.stanisavljevic@ftn.kg.ac.rs.

The Analysis of Electromagnetic Field Impact of Mobile Communication Antennas: The Case Study of Lombardy, Italy

Virtyt Lasha
Polytechnic University of Tirana, Albania
Besmira Kuqi
Polytechnic University of Tirana, Albania

Abstract

The analysis of electromagnetic field of mobile communications antennas is a very widespread method in the technology of telecommunications systems and it is closely connected with the laws in force of E.U regarding impact of these waves on human health. It makes possible the assessment of the field of electromagnetic waves created by cellular antennas. The study in question in this paper deals with a specific case of a project implemented in Bergamo, Italy. In this project, it was made possible, through the program AutoCad and EMLab simulator, the designing of buildings within a radius of 150 m from the tower where the antennas stay and the simulation the electromagnetic waves that penetrate in the building in question. This study treats the case, where current electromagnetic waves penetrate through areas where people stay for more than 4 hours, and where the size of the electromagnetic wave magnitude is bigger than 6V / in conflict with the current EU law on the issue of electromagnetic non-ionizing waves. Once the problem is evidenced, we have given the necessary recommendations to avoid as much as possible the penetration of electromagnetic according the directives mentioned above.

Keywords: antenna, electromagnetic field, simulator, technology, mobile communication, law, non-ionizing, wave

JEL classification: L96

About the authors

Virtyt Lasha is electronics engineer specialized in digital signal processing, automatic control and mobile communications. Part of his experience is the scientific research that consists in publishing 3 monographs in Germany, 10 scientific papers in international conferences in Albania, Montenegro, Croatia, Slovak Republic, Bulgaria, 6 scientific papers in international journals in USA, Germany, United Kingdom, 1 technical report in India and finally 5 abstracts/presentations in Croatia and Albania. Author can be contacted at virtytl@hotmail.com.

Besmira Kuqi is finishing the Master of Science studies in telecommunications engineering at Polytechnic University of Tirana specializing in designing mobile communication antennas and developing and upgrading telecommunication technology and network. Her master thesis will consist in developing through Matlab/Simulink an improved digital speech recognition algorithm through particle swarm optimization principle. Actually she works at Albanian Broadband Communication (ABcom), as technical support engineer where she manages the daily technical issues of the end-user side. Author can be contacted at besmira.kuqi@gmail.com.

The Choice of Color, Topic and Toys: An Empirical Study of Gender Roles

Thorsten Litfin

Osnabrück University of Applied Science, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Özlem Teckert

Osnabrück University of Applied Science, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Julia Lamberz

Osnabrück University of Applied Science, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Abstract

Typically, toy manufacturers use the color pink for girls' toys and the color blue for boys. They also design gender-related theme worlds for girls and boys based on gender-based stereotypes, justified by different playing preferences of the two sexes. Socially-oriented toys such as dolls are meant for girls and non-social toys such as trucks are attributed to boys. In toy shops, early-stage shaping of the gender profile is thus achieved by color and theme design. This early-stage reinforcement and reproduction of gender stereotypes has been criticized because stereotyping can limit further child development and learning. The goal of this article is to examine the contribution of the color-setting and theme design to the perception of toys, the gender-related assignment as well as the preferences for playing with toys. For this purpose, the use of the eye-tracking technology is combined with a questionnaire. In an experiment six pairs of "LEGO®" models, which have been systematically varied in color and theme, are shown to 74 four- and five-year-old children. The results reveal that the original gender-stereotyped "LEGO®" models attract more attention among children than the varied gender-incongruent models. The original "LEGO®" models are clearly assigned to gender. In the case of the varied models, the color is more distinctive than the theme for gender classification and the interest in playing with the models.

Keywords: target group marketing, product gendering, toys choice, eye-tracking technology

JEL classification: M14, M31, M37

About the authors

Thorsten Litfin is a Professor of Marketing, Service and Innovation Management at Osnabrück University of Applied Sciences. He received his PhD from the Institute of Innovation Management at Christian-Albrechts-University of Kiel. His research interests include product and pricing strategies for innovative products and services. Author can be contacted at t.litfin@hs-osnabrueck.de.

Özlem Teckert is currently a Research Assistant at Osnabrück University of Applied Sciences with a focus on marketing research. She received her Master's degree in Economics and Laws from the University of Oldenburg and is currently a PhD candidate in the Department of Business Administration, Economics, and Law. Author can be contacted at o.teckert@hs-osnabrueck.de.

Julia Lamberz is currently a Research Assistant at Osnabrueck University of Applied Sciences with a focus on marketing research. She received her Master's degree in Science Marketing from the Technische Universität Berlin. Author can be contacted at j.lamberz@hs-osnabrueck.de.

The Effect of ICT on Tensions in Inter-Organizational Health Networks

Özlem Teckert

University of Applied Science Osnabrück, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Thorsten Liffin

University of Applied Science Osnabrück, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Abstract

Astronomically increasing costs and the growing number of chronically ill patients requires more effective and efficient patient care. The fragmented and specialized German health care system, with its different sectors and professions, is currently not equipped to accommodate this. A collaboration within the value chain and teamwork amongst the inter-professional healthcare providers, presented as a form of healthcare network, may be a way to reduce information loss at various interfaces, close gaps in the value chain, reduce costs, and ultimately optimize the holistic medical care of patients. Through an aggregated consideration of the individual services, collaboration can lead to a joint service process and thus to a mutual dependency. The relationship between dependence and individual autonomy is one of the tensions that must be balanced for the persistence of a network. ICT such as inter-organizational documentation can significantly support the business processes, but also can reinforce stress conditions by limiting individual degrees of freedom. In this contribution, potential impacts of ICT on the stress conditions are shown. Relevant theories, such as institutional economics, and current publications will be consulted. The findings intend to provide a theoretical framework for a future empirical survey that examines the influence of ICT on inter-organizational cooperation.

Keywords: ICT, e-Health, healthcare networks, tense relationships, theoretical framework

JEL classification: I10, I11, O32

Acknowledgments: Supported by the Ministry for Science and Culture of Lower Saxony (Germany) and the Volkswagen Foundation (Volkswagen Stiftung) through the "Niedersächsisches Vorab" grant programme "INITIATIVE eHealth".

About the authors

Özlem Teckert is currently a Research Assistant at Osnabrück University of Applied Sciences with a focus on marketing research. She received her Master's degree in Economics and Laws from the University of Oldenburg and is currently a PhD candidate in the Department of Business Administration, Economics, and Law. Author can be contacted at o.teckert@hs-osnabrueck.de.

Thorsten Liffin is a Professor of Marketing, Service and Innovation Management at Osnabrück University of Applied Sciences. He received his PhD from the Institute of Innovation Management at Christian-Albrechts-University of Kiel. His research interests include product and pricing strategies for innovative products and services. Author can be contacted at t.liffin@hs-osnabrueck.de.

The Impact of an Internet-Based Computer Laboratory on Graduate Students' Learning of Econometrics

Vesna Bucevska

Ss. Cyril and Methodius University in Skopje, Faculty of Economics-Skopje, Republic of Macedonia

Abstract

With an increased use of modern ICT methodologies in teaching econometrics, additional research is needed to evaluate their effects on students' learning of econometrics. The purpose of this paper is to empirically investigate how the Internet-based computer laboratory at Ss. Cyril and Methodius University in Skopje, Faculty of Economics influenced graduate students' learning of the subject Econometrics. This paper summarizes both teachers' and students' experiences in the teaching-learning process of Econometrics at graduate level in a computer laboratory. Teaching and learning econometrics in a computer lab has advantages and disadvantages for both, teachers and students. However, in this paper we have shown that the benefits of the computer laboratory outweigh its drawbacks and conclude that the computer laboratory at the Faculty of Economics-Skopje has been successfully used both for teaching and learning of Econometrics.

Keywords: teaching econometrics, learning econometrics, ICT, computer laboratory econometric software, EViews

JEL classification: A23, C10, C18

About the authors

Vesna Bucevska is a Full-time Professor at the Faculty of Economics -Skopje where she teaches Econometrics, Econometric Theory, Advanced Econometrics, Financial Econometrics and Statistical Quality Control at undergraduate, graduate and doctoral level. Her main research areas are statistics and econometrics in which she published six textbooks and more than 100 scientific papers in international scientific journals. She was also educated at leading European universities: Bocconi, Cambridge, Lidwig Maximilian, Chalmers University of Technology, University Carlos III Madrid, University Roma Tre etc. She has an excellent knowledge of many computer packages (EViews, Statgraphics Centurion XV, SPSS, SAS, Minitab). Author can be contacted at vesna.bucevska@eccf.ukim.edu.mk.

The Impact of Motivation, Leadership and Communication on the Business Success and Employee Satisfaction

Igor Klopotan
University North, Croatia
Trina Mjeda
University North, Croatia
Petar Kurečić
University North, Croatia

Abstract

Leadership has been shown to be a key function of an organization's management that strongly affects its efficiency and positioning on the market. Due to the opening up of the EU labour market and much greater competitiveness, respectively, the Croatian experience reveals some issues in finding and retaining quality employees with small and medium-sized businesses, as well as the larger organizations. This study aims to examine the extent to which are motivation, leadership strategies, and communication methods crucial for achieving business goals and retention of employees in the organization, as well as the attitudes of the respondents on the parameters that affect the business performance and the working atmosphere. According to the attitudes of respondents, our findings suggest that the leadership strategy and communication have the greatest impact on the business success, while the communication methods have the greatest impact on the working atmosphere.

Keywords: management, small and medium-sized entrepreneurship, motivation, leadership, communication

JEL classification: M12, D83, L26

About the authors

Igor Klopotan, Ph.D. is a lecturer at the University North, Department of Business and Management. He received PhD in economy at the Faculty of commercial and business science in Slovenia with the dissertation thesis "Impact of Corporate Responsibility Communication over the Company Web Site and Social Networks to Business Reputation". He is Author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. He is a member of the program committee of the international scientific conference Entrenova. Author can be contacted at igor.klopotan@unin.hr.

Trina Mjeda has been working as an assistant at the University North in Koprivnica and Varaždin since 2012, with her scientific and educational field of interests in economic theory. She is currently working towards Ph.D. degree on Faculty of Economics at the University of Rijeka in Croatia. In May 2015, she participated in Erasmus teaching exchange at the University Rey Juan Carlos in Madrid, Spain, and she is actively engaged in number of scientific projects. She is fluent in English language (written and spoken), and also knows German, Spanish and Albanian language. Author can be contacted at trina.mjeda@unin.hr.

Dr. Petar Kurecic works as Assistant Professor of Political Science and Geography at the University North, Croatia. Dr. Kurecic is Author of one scientific book and more than fifty papers (five in CC/WoS/Scopus indexed journals). His research interests are primarily geo-economics, small states and small economies, and the European integration. He speaks fluent English and good German. Before becoming a university lecturer, Dr. Kurecic worked for the Social-democratic party of Croatia and for the Party's Parliamentary Club, was a Representative at the City Assembly of Zagreb, and a Dean of the Zagreb School of Business. Author can be contacted at petar.kurecic@unin.hr.

The Influence of Modern Business Environment on Management Changes

Krešimir Buntak
University North, Croatia
Ivana Martinčević
University North, Croatia
Maja Mutavdžija
University North, Croatia

Abstract

The business environment that is characterized by the dynamics of change has had a significant impact in the development of scientific thinking in the field of management from the beginning of the nineteenth century until today. In the 1950s, modern theories and management concepts were developed as a response to the demands of a new business environment. That particular feature, as well as the way in which its influence is accepted, enables them a potential application and importance even in a modern business environment. But, on the other hand, there are great differences between the environment in the world of the 1950s, when modern management theory appear, and the world and the environments that today are. Globalization, internationalization, virtual economy, and smart cities are just some of the features that are changing the contemporary environment and the world we live in, and which have a significant impact on the need for change and adaptation of traditional theories in business and management. The aim of the paper is to highlight the need for developing new theories and management concepts according to the problems that mangement and managers face today as the first as well as modern management theory has not been developed in accordance with today's business and general environment.

Keywords: management, virtual economy, business environment, globalization, smart cities

JEL classification: M00

About the authors

Krešimir Buntak, PhD of Economics, is a associate professor at the University North, Department of Business and Management, and a Head of department of Business and Management. He is the author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. Author can be contacted at kresimir.buntak@unin.hr.

Ivana Martinčević, Master of Economics, is a lecturer at the University North, Department of Business and Management, and a PhD candidate at the Faculty of Economics in Rijeka. She is Author and co-author of numerous domestic and international professional and scientific articles, and has participated in several international conferences. Author can be contacted at ivana.martincevic@unin.hr.

Maja Mutavdžija is a student at University North, Croatia.

The Link between Human Resources in Science and Technology and Regional Economic Development in the EU

Jan Hunady

Faculty of Economics, Matej Bel University in Banska Bystrica, Slovakia

Marta Orviska

Faculty of Economics, Matej Bel University in Banska Bystrica, Slovakia

Peter Pisar

Faculty of Economics, Matej Bel University in Banska Bystrica, Slovakia

Abstract

Science and technology is seen as the key factor supporting the performance of regional innovation systems. Furthermore, the innovation intensity in the region could be often crucial for regional economic development. Our research aims to examine the potential link between the economic development of the region and the intensity of science and technology activities proxied by the share of employees in science and technology. The analysis is based on panel data for NUTS2 regions of EU member states in the period 2003-2014. We conducted correlation analysis, panel Granger causality tests and regression analysis. Our results suggest the existence of a significant positive correlation between GDP per capita and the share of employees in science and technology. Moreover, the regions with higher intensity of science and technology activities are mostly characterized by relatively low unemployment rates and a higher proportion of residents with a university education.

Keywords: science and technology, regional development, university education, innovation, economic development

JEL classification: O30, I23, R59

Acknowledgments: This research was supported by the Slovak Research and Development Agency (APVV), APVV-14-0512 "Universities and regional development".

About the authors

Jan Hunady, is assistant professor at the Faculty of Economics, Matej Bel University in Banska Bystrica, Slovakia. He received his PhD in public economics and services at Matej Bel University. He has already published a number of papers at conferences and journals, primarily in the area of public finance and innovation. He also participates on several research projects in the area of research policy and innovation. He has expertise in econometrics and econometrics package programs particularly panel data and time series analysis. Author can be contacted at jan.hunady@umb.sk.

Marta Orviska, is professor of finance, banking and investment at Matej Bel University. She is one of the most cited economists in Slovakia. Her research interests are focused on macroeconomics and public finance, including tax policy and tax evasion, standardisation, voting behaviour and the analysis of attitudes to, for example, NATO and the EU in the new applicant countries and new members of the EU, and to new technologies. In the period between 2000-2015 she held several positions in national and international projects in these areas and she has published a number of articles including in the European Journal of Political Economy, Journal of Common Market Studies, Social Indicators Research, Economics of Governance, Journal of Policy Modelling, Information Economics and Policy, Central European Journal of Public Policy, South East European Journal of Economics and Business, Politická ekonomie, Drug Discovery Today and Nano Today. Author can be contacted at marta.orviska@umb.sk.

Peter Písar, is associate professor of finance, banking and investment at Matej Bel University. He has been the Head of Department of Finance and Accounting since 2015 executive editor of the scientific journal Region Direct and project manager of Europe Direct Information Center Relay, European Commission, Brussels, REIC Banská Bystrica, Slovakia. His research is focused on European public finances, especially innovative financing and the evaluation of regional policy and public expenditure programs. In practice, he is also a consultant for the development and implementation of projects supported by EU funds and is particularly concerned with public policies supporting innovation. Author can be contacted at peter.pisar@umb.sk.

The Many Faces of Internet Marketing

Aleksandar Grubor

University of Novi Sad, Faculty of Economics in Subotica, Serbia

Olja Milovanov

University of Novi Sad, Faculty of Economics in Subotica, Serbia

Abstract

In the last decade marketing discipline has been revolutionized. Internet marketing is now considered to be one of the fastest growing branches of marketing theory and practice, which has emerged as a direct response to fast-growing and changing market landscape. The power of the web has transformed both consumer behaviour and lifestyle and traditional marketing strategy path towards completely new patterns that has become an imperative in modern business surroundings. Thus, the intention of this paper is to examine all faces of Internet-based marketing and to highlight all challenges and opportunities that should be addressed today, and in the near future, in the context of Internet as a centre of business operations. Relying on the results of research and analysis in the given field, it is clear that Internet improvements are going to create even more dynamic and challenging environment in just next few years, and that embracing digital marketplace rules and engaging in full range of internet marketing activities is vital for companies across all industries.

Keywords: internet marketing, digital marketing, online marketing, innovation, ICT

JEL classification: M31

About the authors

Aleksandar Grubor, Ph.D. is a Full Professor and a Dean at the Faculty of Economics in Subotica (University of Novi Sad, Serbia). He teaches Global marketing, Services marketing, Brand management, Marketing communications, Sales management, Principles of marketing and Marketing management. He is an author of 3 textbooks, 2 monographs, 8 scientific papers published in Prominent International Journals ranked in the Thomson Reuters JCR, and more than 60 scientific papers published in Journals of national importance. Besides, he participated in more than 40 International Scientific Conferences. In the period January - March 2004, he successfully completed the International Faculty Development Program at the Free Market Business Development Institute, School of Business Administration, Portland State University, Portland, Oregon, USA. Currently, he is a member of the Serbian Marketing Association (SEMA) and from 2010 to 2016 he was an Editor in chief of the Journal "The Annals of the Faculty of Economics in Subotica". Author can be contacted at agrubor@ef.uns.ac.rs.

Olja Milovanov, MSc. is an Assistant Lecturer at the Faculty of Economics in Subotica (University of Novi Sad, Serbia). Her field of interest is marketing. She teaches Principles of marketing, Product management and Business marketing. She is an author and co-author of several papers published in Journals of international and national importance, and she participated at several International scientific conferences. In June 2014 she was educated at the 2nd International Summer School on Logistics in Celje, Slovenia. Currently, she is also a member of the Serbian Marketing Association (SEMA) and Technical editor of the Journal "Annals of the Faculty of Economics in Subotica". Author can be contacted at olja.milovanov@ef.uns.ac.rs.

The Opportunities of Small and Medium-Sized Cities in the Globalizing World

Zoltán Birkner
University of Pannonia, Hungary
Tivadar Máhr
University of Pannonia, Hungary
Nora Rodek Berkes
University of Pannonia, Hungary

Abstract

Most researchers prefer to analyse the competitiveness and innovativeness of metropolitan areas. In this study we have the intention to characterize the small- and medium-sized cities in the Central and Eastern European region, as well as to explore their possible development path. We believe that one of the ways for developing these cities is to strengthen the innovation capabilities that means on one hand increasing the innovation performance of the operators, on the other hand, the new ways of interactions between other organizations to tackle social problems. The theoretical starting point is the interpretation and presentation of the micropolitan regions, as well as understanding the concept of technological and social innovation. As the result of the research, the innovation measurements carried out in some of the settlements will be represented. These experiences can help the small and medium-sized cities to be able to keep up with the global competition, cancel migration and the erosion of the intellectual potential.

Keywords: micropolitan region, technological and social innovation, innovation, competition
JEL classification: O3, O35

About the authors

Zoltán Birkner, PhD is an associate professor at University of Pannonia Nagykanizsa Campus, a research specialist in the field of innovation performance of companies and regions and the manager of a water technology research and development center. Author can be contacted at birkner.zoltan@uni-pen.hu.

Tivadar Máhr is an active settlement development specialists, a tourism and innovation expert, the deputy mayor of a highlighted touristic destination and PhD student in Management and Business Administration at the Doctoral School of University of Pannonia. Author can be contacted at mahrtivadar@gmail.com.

Nora Rodek Berkes is a lecturer at University of Pannonia Nagykanizsa Campus. She is a PhD student in Management and Business Administration at the Doctoral School of University of Pannonia. Her research topics are CSR (Corporate Social Responsibility), sustainable and responsible management, social innovation. Author can be contacted at rodek.nora@gmail.com.

The Role of Total Cost of Ownership Tools in AAL Technology Assessment

Eoghan McConalogue
Dublin City University, Ireland
Paul Davis
Dublin City University, Ireland
Regina Connolly
Dublin City University, Ireland

Abstract

Ambient Assisted Living technologies offer a unique opportunity to improve the quality of life of persons with mild cognitive impairments while also reducing economic pressures currently experienced by European health systems. Unless an appropriate route to market is found for AAL technologies these benefits will not be realised. This paper highlights the role of Total Cost of Ownership when conducting a technology assessment by reviewing existent literature. In particular, this paper recommends that Total Cost of Ownership tools be developed in conjunction with industry collaboration and that these tools be incorporated as a key award criterion during the assessment and procurement process.

Keywords: technology, ambient assisted living, total cost of ownership, health systems, procurement

JEL classification: I11

About the authors

Eoghan McConalogue is a PhD candidate at Dublin City University. His research has a focus on eHealth technologies, self-disclosure and trust. Author can be contacted at eoghan.mcconalogue@dcu.ie.

Dr. Paul Davis is Head of the Management Group (School) in Faculty of Business in DCU. He is a past council member and past president for the Irish Institute of Purchasing and Materials Management. He has previously been seconded to the Health Service Executive ICT Strategy Unit, advising on procurement strategy and market engagement. Dr Davis was lead PI in DCU for the Winning in Tendering Project. The project has a budget of €3.7 million euro. He is currently PI for the following H2020 projects in DCU Business School: Pathway, Magic, Inlife. Author can be contacted at paul.davis@dcu.ie.

Prof Regina Connolly has significant expertise in healthcare technology impact assessment as well as eHealth business model development and is a Lead Investigator in several international Ambient Healthcare Technology research projects that were awarded over €8.43 million in funding from the European Commission in 2014. She is also a lead investigator in a pre-commercial health technology procurement proposal that was awarded over €5.1 million in European funding in 2015. In 2016, the H2020 public health research project (MIDAS) which she co-leads with Ulster University was awarded €3.1 million in European funding. Author can be contacted at regina.connolly@dcu.ie.

The Role of Tutor's Feedback in Writing E-Course

Giuli Shabashvili
Tbilisi State University, Georgia
Ketevan Gochitashvili
Tbilisi State University, Georgia

Abstract

Paper aims to discuss the type, role and features of feedback of online writing course within the Georgian higher educational environment. Regulations of E-Learning Education is not set yet in the country. Therefore, tutors are not experienced to run e-courses in general and the role/ importance of e-feedback is almost unfamiliar to them. The paper is preliminary research which aims to reveal the tutors' attitudes/ readiness to apply e-feedback in their further activities. The research was conducted by following methods. Interviews: teachers were asked what do they think about importance of e-feedback and to which extent are they experienced in this regard. Questioners: teachers were given information about the main writing activities (Content, Structure, Analyse, Sources, Citation...) and main type of Feedback (Negative, Positive, Group, Corrective, Preventive, Peer, Evaluative) for each activity. Questioners contain the list of different feedback tools (e-mail, Forum, Private message, Audio/video-feedback...) as well. Teachers were given the opportunity to choose the most appropriate combination of feedback tools and types of each writing activities. Data analyse and results: The research reveals that instructors would prefer face to face communication and traditional evaluation. As for the above-mentioned combinations given in questionnaires, they were choosing simplest and not specific variations. Thus, they are less aware of the type of feedbacks and did not realize the possibilities and effectiveness. The paper studies the main reasons of it and based on both theoretical approaches and analysed data gives the recommendations to tutors. The results are generalized and prepared as a guideline for the course designers and authors.

Keywords: e-learning, feedback types, writing course, learning, writing tutors, education

JEL classification: I1, I2

About the authors

Giuli Shabashvili, PhD, is associate professor at Tbilisi State University, Faculty of Humanities. She received her PhD in Linguistics. She is the author of numerous research papers and textbooks. She participates in domestic and international conferences and she is lecturing abroad (Leiden University, University of Tartu, and Freiburg/University of Education). She has conducted several research projects both in Georgia and abroad. Her research interests are as follows: second language teaching, socio-cultural competence, verbal pragmatics and semantics. The author can be contacted at giuli.shabashvili@tsu.ge; shabashvili@yahoo.com.

Ketevan Gochitashvili, Ph.D, is a lecturer at Ivane Javakhishvili Tbilisi State University Language Center. He is a author and co-author of more than 50 articles and textbooks in Second Language education, Academic Writing, Sociolinguistics and Lingo culturology, also, co-author of several dictionaries. She has participated in numerous international and domestic scientific conferences and projects. Ketevan Gochitashvili works as a Trainer of Second Language teachers. She is a member of editorial board of several scientific journals and permanent member of International Technical Program Committee of IEEE international conference. The author can be contacted at ketevan.gochitashvili@tsu.ge.

The State of Entrepreneurship and Innovativeness in Montenegro

Sanja Peković
University of Montenegro, Montenegro
Jelena Jovanović
University of Montenegro, Montenegro
Zdravko Krivkokapić
University of Montenegro, Montenegro
Aleksandar Vujović
University of Montenegro, Montenegro

Abstract

European business sector pays an ever more increasing attention to competences such as sense of initiative and entrepreneurship but Western Balkan countries as transition countries from state regulated towards market economy, have a high level of resistance to private initiatives and entrepreneurship. The Erasmus REBUS project aims at developing, testing, validating and mainstreaming holistic and needs driven open learning modules to promote entrepreneurship competences of ICT and engineering graduates at the interface of academic education and learning in practical business contexts. University of Montenegro as partner on the Rebus project is involved in research about current situation of entrepreneurship and innovativeness in Montenegro. Accordingly, we performed research which consists three parts: Online questionnaires, Desk research and Interview. Target groups for the research are: students, HEI, enterprises, administration, Chamber of Commerce... In this paper are presented results of that research with special focus on results obtained in online questionnaires.

Keywords: entrepreneurship, innovation, desk research, questionnaire

JEL classification: L26

Acknowledgments: Project "ReBUS" co-funded by the Erasmus+ Programme of the European Union.

About the authors

Dr Sanja Pekovic has a Ph.D. in Economics from the University Paris-EST. She is Assistant Professor at the University of Montenegro. Between 2006 and 2011, she was Researcher at the Center for Labor Studies (Centre d'Etudes de l'Emploi) and Lecturer at the University Paris-EST. In 2006, she obtained a Master's degree from the Ecole Nationale Des Pontset Chaussées and University of Paris-EST Marne-la-Vallée. Her research interests are within the field of quality and environmental economics, economics of innovation, applied econometrics, and on this topic she has published in international journals. Author can be contacted at psanja@ac.me.

Dr Jelena Jovanovic has Ph.D. at the Faculty of Mechanical Engineering Podgorica. She is Assistant Professor at the University of Montenegro. Her research interests are within the fields of Managements System standards and Performance Management System. She was consultant in more than 15 projects related to Management Systems implementation according ISO 9001, ISO 14001, ISO 17025, ISO 17020 standards and HACCP. She was engaged in many scientific research projects. She published more than 40 articles in international journals and international conferences and more than 50 articles in national journals and national conferences. Author can be contacted at jelenajov@ac.me.

Zdravko Krivokapic is Doctor of Philosophy – Doctor of Science in Engineering from the Faculty of Mechanical Engineering. He is Full professor at University of Montenegro. Actively works with quality, quality management system, quality of education, informatics and accreditation. He is President of Board of Accreditation Body of Montenegro. He is member

of Board for establishment and improvement of quality system of University of Montenegro. He is a president of national Conference of Quality (SQM) and International Quality Conference (ICQME). He is editor of International Journal for Quality Research. Author can be contacted at zdravkok@ac.me.

Aleksandar J. Vujovic, graduated at the Faculty of Mechanical Engineering in Podgorica in 2000, at Department of Production Engineering. Master's thesis entitled "Nonconformity macro control models as a basis for improving the QMS", defended at the Faculty of Mechanical Engineering in Podgorica in 2004. He earned his doctorate at the Faculty of Mechanical Engineering in Podgorica in 2008. For his doctoral dissertation was awarded with the "Trimo". From 2000 to 2008 he worked as a teaching assistant, when he became a professor of: industrial engineering, flexible manufacturing systems, integrated systems management expertise and laboratory practice. Author can be contacted at aleksv@ac.me.

Tourist Agencies and Intelligent Destinations

Ivan Strugar

Faculty of Economics and Business, University of Zagreb, Croatia

Iris Mihajlović

University of Dubrovnik, Croatia

Božidar Jaković

Faculty of Economics and Business, University of Zagreb, Croatia

Abstract

The emergence of the Internet and electronic business, opening up new possibilities for communication between the client and the tenderer has strongly and profoundly influenced the changes of the existing ones and the creation of radically new business models in all branches of business, and so in tourism. Consequently adoption of the Internet and E-commerce development were quicker in the tourism sector than in other economic sectors. Advances in connectivity, and Web 2.0 development resulted in increased use of mobile devices and applications and social networks. These events produced large change in the tourist consumer habits, on their expectations and interests, in the way they plan their trips, the way they search for and compare information, how they choose and book it, whether it's travel or just the destination, how they visit, and how they share their experiences. In this paper we evaluate several new business models and the changing role of tourist agencies in developing smart and intelligent destination.

Keywords: Internet, ICTs, tourism industry, regression analysis

JEL classification: C3, L83, L86

Acknowledgments: This work has been fully supported by Croatian Science Foundation under the project STRENGTHS (project no. 9402)

About the authors

Ivan Strugar is a Professor at the Department of Informatics at the Faculty of Economics and Business - Zagreb. He graduated at the Faculty of Economics and Business – Zagreb, where he received his PhD degree in Social Sciences, Humanities and Theology in the field of Economics in 1997. He is lecturer at the Faculty of Economics teaching information technology courses at undergraduate, graduate, post - graduate and doctoral level at the various Universities in Croatia, Slovenia and Bosnia and Herzegovina. His interests include business information systems application in accounting, banking and tourism, cloud computing, collaboration and document management systems, Web, intranet and e-learning development and application. Author can be contacted at istrugar@efzg.hr.

Iris Mihajlović is an Assistant Professor at Department of Economics and Business Economics. She received her Ph.D. degree in Social Sciences, in the field of Economics - Trade and Tourism in 2012, at the Faculty of Economics & Business - Zagreb. She is a lecturer at Department of Economics and Business Economics at University of Dubrovnik teaching numerous courses at the undergraduate and graduate level related to tourism. Her research interests are Strategic Quality Management, e- tourism, Innovations in Distribution Systems and Travel Distribution Systems. She is the member of Economic Forum of AAIR (American Association of International Researchers. Author can be contacted at iris.mihajlovic@unidu.hr.

Bozidar Jakovic is an Assistant Professor at the Department of Information Technology at the Faculty of Economics and Business, University of Zagreb, Croatia. He received his PhD, MSc and BSc degrees from the Faculty of Economics and Business, University of Zagreb. He is an author of numerous internationally reviewed articles in journals including Acta Turistica, WSEAS Transactions on Information Science and Applications, International Journal of Applied Mathematics and Informatics, Journal of International Scientific Publications:

Economy and Business, Zbornik Ekonomskog fakulteta u Zagrebu. His current research interests include Electronic Business, Web services, Web 2.0 technologies, Mobile technologies, Mobile applications, Document management, E-learning, Knowledge management and Information management. He is actively engaged in number of scientific projects. Author can be contacted at bjakovic@efzg.hr.

Trade Unions and the Act of Protest in Morocco: The Case of the 1981–1990 Events

Tayeb Biad

Hassan II University of Casablanca, Morocco

Sadik Maliki

Hassan II University of Casablanca, Morocco

Hamid Housni

Abdelmalek Essaadi University-Tangier, Morocco

Abstract

With the coming of the so-called Arab Spring in 2011, many Arab countries knew various revolutions and protest movements. In some of these countries, revolutions succeeded and the people managed to overthrow their dictators and establish a somehow democratically elected government. However, in others, these movements turned into civil wars and resulted in a chaotic situation after different groups, with the instigated of international and regional powers, resorted to arms against the government and the people alike. In this article, we argue that if Morocco succeeded in coping with these revolutions and was considered an exception, it is not because of the political reforms undertaken by the Moroccan government; instead, it is thanks to the well-established culture and the in-depth understanding of protests. In other words, before the so-called Arab Spring, Moroccan cities had witnessed a series of social protests that marked the country's current history. These protests occurred for socio-economic reasons (i.e., the deterioration of the socio-economic conditions) or political reasons (the tug-of-war between the Palace and the opposing political parties).

Keywords: Morocco, uprising, trade unions, protests, Arab Spring

JEL classification: J5

About the authors

Dr. Tayeb Biad is a Professor of history and social sciences at the faculty of Letters and Humanities, Hassan II University of Casablanca, Morocco. The author can be contacted at biadtaha@yahoo.fr.

Dr. My Sadik Maliki is a Professor of English Language, Linguistics and cross-cultural studies at the faculty of Letters and Humanities, Hassan II University of Casablanca, Morocco. The author can be contacted at sadikmaliki@yahoo.fr.

Dr. Hamid Housni is a Professor of English, ESP and cross-cultural communication at the National School of Management, Abdelmalek Essaadi University, Tangier, Morocco. The author can be contacted at housni64@outlook.com.

Univariate Weibull Distributions and Their Applications

Višnja Jurić

Zagreb School of Economics and Management, Croatia

Abstract

The aim of the paper is to bring out the short and concise review of the Univariate Weibull distributions along with their properties. The area of applications is emphasized at the end of the sections.

Keywords: univariate Weibull distribution, multivariate Weibull distribution, application areas, p.d.f, c.d.f, maximum likelihood estimation

JEL classification: C4, C5

About the authors

Višnja Jurić, MSc. is mathematics and statistics instructor at "Zagreb School of Economics and Management", Zagreb, Croatia. She received MSc in applied mathematics from the "University of Nevada", Reno, USA. She completed this program in 2003, and then subsequently taught College Algebra at the Art Institute of California in San Francisco. In 2004, she was enrolled at a PhD program in Statistics at the "University of California, Santa Barbara", but returned to Croatia in 2006 with the intention of completing her PhD at the University of Ljubljana working with professor Mihael Perman on "Univariate and Multivariate Weibull" distributions and their applications in finance. That same year she joined the "Zagreb School of Economics and Management". Author can be contacted at vjuric@zsem.hr.

USA Imperial Policy in the Cold War: High Technology Exports Control

Angel Calvo
Universitat de Barcelona, Spain

Abstract

After the Allied victory on the Nazis, the coalition between the US and the USSR broke to give way to a period of confrontation between the two major economic blocs - cold war-, hegemonized by both powers. The cold war fostered an illegal smuggling of advanced technology to the Soviet bloc whose primary nodes were not aligned with American policy North European countries. US imposed rules and institutions to ensure the security and survival of the system that denied in part the operation of the market economy. Key parts of the network US defensive were Coordinating Committee for Multilateral Export Controls (COCOM) and China Committee (CHINCOM), which were completed in the legislative field with Mutual Defense Assistance Control Act (1951). COCOM was a 'non-treaty international community of nations' created by the U.S. in 1949 with the Mission of monitoring the Western exports of advanced technology to the Eastern bloc, while the CHINCOM was an independent Committee monitoring the trade embargo with China. The economic implications of the control of exports to the Eastern bloc have been the subject of a copious bibliography from Adler-Karlsson pioneer site but they have received less from the business perspective (Segreto) attention. This communication specifically discusses restrictions on exchanges with non-capitalist bloc- tangible and intangible assets - broadly, in a short period of time -decade of 1980- and from a perspective of economic and business history. The sources used are of diverse origin, including those derived from the U.S. Administration.

Keywords: transfer of technology, multinationals, CoCom, Cold War, exports control

JEL classification: F10, N80, O38, O19

About the authors

Ángel Calvo holds a PhD in History and he is Professor Emeritus at the University of Barcelona. He has published numerous books - among them the entitled *History of Telefónica: 1976-2000. The telecommunications in the democratic Spain (2016)-*, and articles in both Spanish and foreign magazines of recognised prestige. His lines of research focus on telecommunications, technology transfer and industrial and business history. It also highlights his work as dissertations director, papers reviewer for national and international journals and media advisor. He has been member of the Board of Directors of the Societat Catalana d' Història de science i de la Tècnica since its foundation and belongs to several international groups, including the associated to the European Science Foundation. Author can be contacted at angel.calvo@ub.edu.

User-Friendly Website Design: A Combined Eye-Tracking Study

Julia Lamberz

Osnabrück University of Applied Science, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Thorsten Litfin

Osnabrück University of Applied Science, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Gunther Meeh-Bunse

Osnabrück University of Applied Science, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Özlem Teckert

Osnabrück University of Applied Science, Faculty of Management, Culture and Technology (Lingen Campus), Germany

Abstract

A simple and intuitive operation – the so-called usability analysis of websites – is indispensable in modern times. In particular, drop-out rates can be applied as an indicator of existing usability problems. Eye-tracking is a proven method for the evaluation of the usability of websites. The aim of the study was to improve the usability of the website of an educational institute for trainees in the region as the target group. For this purpose, the use of an eye-tracking technology was combined with a survey of 30 trainees. The eye-tracking study was task-oriented: subjects were asked to inform themselves of particular course offers, and to register for the relevant courses. This procedure and the subsequent survey provided tangible indications of the search and surfing behaviour of the target group as well as their assessment of the usability of the website. This combination of methods allows the development of recommendations for optimizing the website with regard to its orientation, structure and level of comprehensibility.

Keywords: eye-tracking, usability evaluation, website usability

JEL classification: M15, M31

Acknowledgments: Special thanks to Christina Böning, Tugba Demir, Vivien Heidemann, Nadine Wiedener and the Bildungswerk Graftschaffter Wirtschaft

About the authors

Julia Lamberz is currently a Research Assistant at Osnabrueck University of Applied Sciences with a focus on marketing research. She received her Master's degree in Science Marketing from the Technische Universität Berlin. Author can be contacted at j.lamberz@hs-osnabrueck.de.

Thorsten Litfin is a Professor of Marketing, Service and Innovation Management at Osnabrück University of Applied Sciences. He received his PhD from the Institute of Innovation Management at Christian-Albrechts-University of Kiel. His research interests include product and pricing strategies for innovative products and services. Author can be contacted at t.litfin@hs-osnabrueck.de.

Gunter Meeh-Bunse is a Professor of Finance and Accounting at the University of Applied Sciences at Osnabrueck. He studied business administration at the University of Saarland and received his PhD from the University of German Armed Forces in Munich. His research interests include managerial accounting and corporate social responsibility. Author can be contacted at g.meeh-bunse@hs-osnabrueck.de.

Özlem Teckert is currently a Research Assistant at Osnabrück University of Applied Sciences with a focus on marketing research. She received her Master's degree in Economics and Laws from the University of Oldenburg and is currently a PhD candidate in the Department of Business Administration, Economics, and Law. Author can be contacted at o.teckert@hs-osnabrueck.de.

Author Index

Abdulmelih Gylcan.....	29
Adriana Lukáčiková	54
Ahmed Helmi.....	26
Aleksandar Dimitrov	17
Aleksandar Grubor	94
Aleksandar Vujović	98
Aleksandra Stojković	52
Ammar Avdić	20
Amr Elsaadany	26
Ana Globočnik Žunac	80
Ana Periša	47
Ana Zhabevska Zlatevski.....	17
Ana-Maria Marić	32
Andrea Farkas	5
Andrea Mantovani	55
Andrea Szalavetz	37
Anđelina Horvat	47
Angel Calvo.....	104
Arbana Kadriu	8, 9
Baolong Liu	38
Barbara Grah	69
Bekim Fetaji.....	27, 29
Besmira Kuji.....	86
Beti Andonovic	17
Biserka Runje	5
Blaženka Knežević	25
Bojan Knežević	82
Bojan Zdravković.....	52
Boris Crnković	75
Božidar Jaković	100
Carlo Binder	55
Carmen Nadia Ciocoiu	33
Catherine L. Wang.....	19
Chaminda Senarathne	19
Daniela Garbin Praničević	16
Danijela Kardaš	82
Darko Golec	74
Davor Grgurević	80
Divna Goleš	46
Djurdjica Perovic	60
Dražena Gašpar.....	62
Dubravka Jurlina Alibegovic	43
Dušan Vasić	52
Edmond Jajaga	9
Elad Harison	58
Emil Juvan	39
Emira Becic	43
Eoghan McConalogue	96
Eva Podovšovnik	39

Florentina Xhelili Krasniqi	77
Francesco Maria Cimmino	12
Frane Škegro	24
Fumihiko Isada	11
Giuli Shabashvili	97
Gunther Meeh-Bunse	105
Hamid Housni	102
Hidenori Shigeno	41
Hirije Abazi-Alili	9
Hiroki Idota	41
Ida D'Attoma	63
Igor Klopotan	48, 90
Imre Vámos	21
Iris Mihajlović	100
Iva Slivar	47
Ivan Novak	25
Ivan Strugar	100
Ivana Martinčević	14, 91
Jan Hunady	92
Jasna Čošabić	71
Jelena Jovanović	98
Jelena Šišara	46
Jiri Navratil	59
João Varajão	4
Jovana Vukcević	60
Jovana Zoroja	24, 32, 48
József Lehota	13, 65
Judita Peterlin	16, 69
Julia Lamberz	87, 105
Kamalesh Kumar	56
Kapustkin Vadim	23
Kapustkina Elena	23
Karol Szomolányi	54
Katalin Tari	13
Ketevan Gochitashvili	97
Krešimir Buntak	14, 80, 91
Ksenija Dumičić	18
Labinot Morina	27
Lejla Abazi-Bexheti	8, 9
Lejla Turulja	44
Lidija Grdošić	20
Luka Kolak	75
Mădălina Moraru	34
Maja Meško	48
Maja Mutavdžija	91
Majlinda Fetaji	27, 29
Marika Apostolova-Trpkovska	9
Marjana Merkač Skok	7
Marko Martinović	75
Marta Orviska	92
Martin Lukáčik	54

Martina Drahošová.....	49
Masatsugu Tsuji.....	41
Meera Sarma.....	64
Michal Greguš.....	49
Miha Lesjak.....	39
Mihaela Păcesilă.....	33
Milan Guštar.....	59
Milena Stanisavljevic.....	85
Milka Grbić.....	40
Mirela Mabić.....	62
Mirjana Pejić Bach.....	48
Mirlinda Ebibi.....	27, 29
Mojmír Kališ.....	49
Nadja Adamovic.....	51
Nándor Komáromi.....	13, 65, 67
Nastia Degiuli.....	5
Nexhbi Veseli.....	36
Nexhmie Berisha Vokshi.....	77
Nijaz Bajgorić.....	44
Nikolett Mihály.....	65, 67
Nora Rodek Berkes.....	22, 95
Nóra Rodek Berkes.....	45
Ofer Barkai.....	58
Olja Milovanov.....	94
Özlem Teckert.....	87, 88, 105
Paul Davis.....	96
Petar Gvero.....	82
Petar Kurečić.....	90
Peter Balco.....	49
Peter Pizar.....	92
Peter Sumich.....	66
Petra Hauptfeld.....	84
Petra Škrobot.....	25
Pietro De Giovanni.....	38
Regina Connolly.....	96
Riccardo Bonazzi.....	12, 68, 79
Sabina Hodzic.....	43
Sadik Maliki.....	102
Sanja Pekovć.....	60,98
Silvia Pacei.....	63
Silvija Vig.....	18
Simon Colnar.....	69
Simona Šarotar Žižek.....	31, 72
Snežana Ljubisavljević.....	40
Sven Ubik.....	59
Tatjana Stanovic.....	60
Tayeb Biad.....	102
Teruyuki Bunno.....	41
Teuta Veseli-Kurtishi.....	36
Thorsten Litfin.....	87, 88,105
Tivadar Máhr.....	22, 45, 95

Trina Mjeda	90
Valérie Barbey	79
Vanja Šimičević	24
Vesna Bucevska	89
Vesna Čančer	31, 72
Vesna Sesar	14
Victoria Appatova	35
Vincent Grèzes	79
Violeta Cvetkoska	57, 81
Violeta Vidaček-Hainš	35
Virtyt Lesha	86
Višnja Jurić	103
Vlado Dimovski	69
Werner Brenner	51
Yasushi Ueki	41
Yuriko Isada	11
Zdeněk Otčenášek	59
Zdravko Krivkokapić	98
Zoltán Birkner	22, 45, 95
Zoltan Zakota	73
Zsuzsanna Novák	21
Željko Mirjanić	71
Željko Požega	75
Živa Veingerl Čič	31, 72