The 20th Management International Conference

Programme of the Joint International Conference
Organised by

• University of Primorska, Faculty of Management, Slovenia
• Lomonosov Moscow State University, Moscow School of Economics, Russian Federation
• Juraj Dobrila University of Pula, Faculty of Economics and Tourism ‘Dr. Mijo Mirković,’ Croatia

Online Conference • 12–13 November 2020
Contents

Conference Organisers · 4
Welcome Address by the Organisers · 5
Programme Boards · 6
Conference Programme · 7
Keynote Speaker · 8
Publication Opportunities Session · 8

Sessions
  Management I · 9
  Banking · 10
  Digitalisation · 11
  Tourism I · 12
  Agricultural Economics I · 13
  Financial Markets and Institutions I · 14
  Education · 15
  Pandemics Related Issues · 16
  Education Management · 17
  Financial Markets and Institutions II · 18
  Entrepreneurship and Innovation · 19
  Social Issues · 20
  Management II · 21
  Economics · 22
  Capital Structure and Budgeting · 23
  Tourism II · 24
  Energy · 25
  Poster Session · 26
  Management III · 28
  Agricultural Economics II · 29
  Financing · 30
  Intangible Capital · 31
  Marketing · 32
Conference Organisers

The conference is organised by three partner institutions:

**University of Primorska, Faculty of Management** (Slovenia) is a higher education institution for education and research in the fields of social sciences and business management. The Faculty offers undergraduate study programmes in Management, master study programmes in Management, Economics and Finance, and Law for Management, interdisciplinary master study programmes in Sustainable Development Management, Political Science, and Innovation and Entrepreneurship, and doctoral study programme in Management. Beside the study programmes leading to a degree the Faculty also offers modules for groups or in-company training from the field of social sciences and business management with interdisciplinary links to economic, business, legal, organisational and behavioural sciences.

**Lomonosov Moscow State University, Moscow School of Economics** (Russian Federation) was founded on April 29, 2004. The mission of Moscow School of Economics is to train highly-qualified specialists who possess profound knowledge of the Russian economy, who are well-acquainted with the ideas and achievements of contemporary schools of economics, who work effectively in highly competitive environments including federal and regional governmental bodies, finance and business companies, the sphere of research and higher education.

**Juraj Dobrila University of Pula, Faculty of Economics and Tourism ‘Dr. Mijo Mirković’** (Croatia) offers all levels of higher education: from undergraduate and graduate studies to postgraduate specialist and doctoral programmes of study. Scientific activities of Faculty includes research in the field of social sciences and organisation of international conferences as well as publishing of international scientific journal *Economic Research* referred in most important scientific databases. In 2015 Faculty of Economics and Tourism ‘Dr. Mijo Mirković’ started publishing another international scientific journal, *Review of Innovation and Competitiveness*. 
Welcome Address by the Organisers

We have a great pleasure and honour in welcoming you at the Management International Conference (MIC) 2020. We are also very proud to celebrate with you the 20th edition of our conference! Although our attempts to meet you all in person in Ljubljana did not come true, we believe that our first virtual MIC will meet all the expectations – yours and ours. We surely put a lot of effort in planning and preparing this virtual event.

MIC is a traditional conference for scholars of management studies, welcoming participants from around the world, with broad and diverse research interests. The aim of the conference is to address various aspects of managing the global economy, with special focus on management, economics, finance, international institutions and development, tourism, digitalization, energy and climate, and to offer researchers and professionals the opportunity to discuss other issues of global developments.

We would like to extend a sincere appreciation to all the participants and presenters for their contributions and participation. This year we received 134 submissions, of which 97 will be presented at the conference.

All abstracts of papers are included in the Book of Abstracts. Authors are invited to submit full papers to the MIC 2020 Conference Proceedings or to the regular or special issues, organised by the MIC supporting journals. The list of the MIC supporting journals is published at the conference’s website.

Our deepest gratitude goes to Keynote Speaker, Dr. Janez Potočnik, Co-Chair of the UN International Resource Panel and Former European Commissioner for Environment. Our warm welcomes go also to the editors of the supporting journals, some of them participating also at the Publication Opportunities session.

Last but not least, we extend our sincere thanks to everybody who participated in the programme boards and organisation of the MIC 2020. We wish each of you a very successful conference.

Dr. Matjaž Novak
Conference Chair
Programme Boards

Conference Chairs
Dr. Matjaž Novak, University of Primorska, Slovenia

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Amela Panić, University of Primorska, Slovenia
Conference Programme

Wednesday, 29 May 2019
18.00–20.00  Registration

Thursday, 12 November 2020
09.30–10.00  Conference Opening
10.00–11.00  Keynote Speech: ‘The Importance of Natural Resource Management and the Role of the EU.’ Dr. Janez Potočnik, Co-Chair of the UN International Resource Panel, Former European Commissioner for Environment
11.00–11.30  Break
11.30–13.00  Concurrent Sessions: Management I, Banking, Digitalisation, Tourism I
13.00–14.00  Break
15.30–15.45  Break

Friday, 13 November 2020
09.00–10.30  Concurrent Sessions: Management II, Economics, Capital Structure and Budgeting, Tourism II, Energy
10.30–10.45  Break
10.45–12.00  Poster Session
12.00–13.30  Concurrent Sessions: Management III, Agricultural Economics II, Financing, Intangible Capital, Marketing
13.30–14.00  Break
14.00–15.15  Publication Opportunities Session
15.15–15.30  Conference Closing
Keynote Speaker

Thursday, 12 November 2020 • 10.00–11.00

Dr. Janez Potočnik

Dr. Janez Potočnik is the co-chair of the International Resource Panel, a forum of scientists and experts working on natural resources management. He has held many important positions and has extensive experience in the realm of environment, economics and European Affairs. Among others, he has served as European Commissioner for Science and Research from 2004 to 2010 and as European Commissioner for the Environment from 2010 to 2014. In September 2013 he received the United Nation's Champions of the Earth Award.

Publication Opportunities Session

Friday, 13 November 2020 • 14.00–15.15

Session Chair

Dr. Štefan Bojnec, University of Primorska, Slovenia

Publication Opportunities Session will consist of two parts.

In the first part Dr. Štefan Bojnec will shortly present how to publish in economic and business journals and provide important tips for navigating the publication process (what editors seek, selecting journals, and the process of revising).

In the subsequent debate, editors of the MIC 2020 partner institutions will be invited to share best practices and experiences. The following international journals are going to be presented:

- Academica Turistica – Tourism and Innovation Journal
- Economic Research/Ekonomska istraživanja
- Journal of the New Economic Association/Zhournal Novoi Ekonomicheskoi Associacii
- Management
- Managing Global Transitions
- Review of Innovation and Competitiveness
Managing International Virtual Project Teams
Małgorzata Marchewka, Cracow University of Economics, Poland
Reeta Raina, FORE School of Management, India

*Keywords:* international virtual project teams, project team management, effectiveness of project teams, leadership styles

Abstract

Did the Romanian Book Publishing Industry and Its Management Change Within a Decade?
Gabriela Doina Stânciulescu, University ‘Politehnica’ of Bucharest, Romania
Cezar Scarlat, University ‘Politehnica’ of Bucharest, Romania
Ana Maria Grigore, University of Bucharest, Romania
Simona Niculescu, University ‘Politehnica’ of Bucharest, Romania

*Keywords:* Romanian book publishing industry, book printing technology, digital challenges, ownership and management succession, SWOT-type analysis, book publishing evolution

Abstract

Analyzing the Changes of Express Delivery Modules and Markets of Express Delivery Industry
Zhihong Chen, Wenzhou-Kean University, China
Candy Lim Chiu, Wenzhou-Kean University, China

*Keywords:* China, express delivery industry, COVID-19, contactless delivery

Abstract

Complementary Methods for Effective Decision Making
Aleksander Janeš, University of Primorska, Slovenia
Armand Faganel, University of Primorska, Slovenia

*Keywords:* analytic network process, analytic network process, balanced scorecard, decision making, performance measurement system, strategy

Abstract
Banking Concentration and Stability: The Effect on Borrower Discouragement for European SMEs
Ana Mol-Gómez-Vázquez, Universidad de Alicante, Spain
Ginés Hernández-Cánovas, Universidad Politécnica de Cartagena, Spain
Keywords: SMEs, discouraged borrowers, financial constraints, banking system
Abstract

The Impact of Globalization on Banking Performance: A Comparative Analysis
Ionela-Gabriela Matei, Alexandru Ioan Cuza University, Romania
Ovidiu Stoica, Alexandru Ioan Cuza University, Romania
Dumitru-Nicușor Cărăuşu, Alexandru Ioan Cuza University, Romania
Keywords: banking globalization, banking performance, financial crisis, European Union, ASEAN
Abstract

Digitization of Banking Services and Its Impact on Customer Satisfaction: Case, Republic of North Macedonia
Teuta Veseli-Kurtishi, South East European University, Republic of North Macedonia
Shenaj Hadzimustafa, South East European University, Republic of North Macedonia
Keywords: digitalization, services, banking system, satisfaction
Abstract

Why Fintech Beats Traditional Banking?
Dušan Lesjak, University of Primorska and ISSBS, Slovenia
Keywords: fintech, mobile banking, traditional banking, online banking, millenials
Abstract
Cyberspace-Awareness of Vulnerabilities of the Technology Enabled Communication Environment
Demush Bajrami, South East European University, Republic of North Macedonia
Zamir Dika, South East European University, Republic of North Macedonia
Arafat Shabani, South East European University, Republic of North Macedonia
Neroida Selimi, South East European University, Republic of North Macedonia
Keywords: cyberspace, vulnerability, security, safety, awareness
Abstract

The Impact of Digitalization on the Fundamental Rights of Public Employees in Spain
Aitziber Lerxtundi, University of the Basque Country, Spain
Jon Landeta, University of the Basque Country, Spain
Keywords: digitalization, fundamental rights, public employees, Spain
Abstract

The Effect of Explainability Features on the Acceptance of Conversational Agents in Online Recruiting
Jürgen Fleiß, University Graz, Austria
Elisabeth Bäck, Silicon Austria Labs, Austria
Stefan Thalmann, University Graz, Austria
Keywords: artificial intelligence, recruiting, chatbots, conversational agents, human computer interaction
Abstract

The Suitability of CIOs as the Company-Wide Digital Leader: Current State of Research
Markus Matschi, University of Salzburg, Austria
Keywords: Chief Information Officer, Chief Digital Officer, digital transformation
Abstract

IT Business Value: A Literature Review Based on Text Analysis
Marta Aranyossy, Corvinus University of Budapest, Hungary
Keywords: IT business value, IT management, information system success
Abstract
Tourism I
Thursday, 12 November 2020 • 11.30–13.00
Session Chair: Jan Frančeskin

How Decision Factors and Country-Based Performance Influence Chinese’ Willingness to Consider Other Asia Medical Tourism Countries for Physical Examination?
Danwei Yang, Wenzhou-Kean University, China
Candy Lim Chiu, Wenzhou-Kean University, China
Keywords: medical tourism, physical examination, Chinese, Medical tourism index, decision-making criteria
Abstract

Comparative Evaluation of Service Quality Perceptions in Rural Tourism among Different Tourist Groups
Jelena Kljaic Šebrek, WYG Consulting, Croatia
Suzana Markovic, University of Rijeka, Croatia
Iva Valčić
Keywords: service quality, RURALQUAL, rural tourism, quantitative analysis, socio-demographic profile
Abstract

Entrepreneurship in Biophilic Tourism: The Case of ‘Botel Diffuso Dei Laghi’
Katia Giusepponi, University of Macerata, Italy
Colin Johnson, San Francisco State University, USA
Keywords: experiential tourism, innovative businesses, value co-creation
Abstract

Generation Y Travel Expectations and Challenges for Travel Agents
Jasmina Gržinič, Juraj Dobrila University in Pula, Croatia
Keywords: tourism intermediaries, generation Y, attitudes, tourism motivation, adjustments
Abstract

Economic Efficiency of Slovenian Coastal Hotels
Jan Frančeskin, University of Primorska, Slovenia
Štefan Bojnec, University of Primorska, Slovenia
Keywords: tourism, economy, Slovenia, economic growth, service activity, hotel industry, location, efficiency, data envelopment analysis (DEA)
Abstract
Agricultural Economics I
Thursday, 12 November 2020 • 14.00–15.30
Session Chair: József Fogarasi

Do Local Food Purchases Help Local Economies?
Zsófia Benedek, Institute of Economics, Hungary
Imre Fertő, Institute of Economics and University of Kaposvár, Hungary
Viktória Szente, University of Kaposvár, Hungary
Keywords: multiplier, spillover, income, employment, rural development
Abstract

Spatial Transformation in Cattle Sector: A Hungarian-Slovenian Comparison
Arnold Csonka, University of Kaposvár, Hungary
Štefan Bojnc, University of Primorska, Slovenia
Imre Fertő, Institute of Economics and University of Kaposvár, Hungary
Keywords: cattle sector, territorial concentration, agglomeration effects, agricultural survey data, Central Europe
Abstract

Analysing the Impact of COVID-19 on China’s Food Supply Chain
Zhenghao Li, Wenzhou-Kean University, China
Candy Lim Chiu, Wenzhou-Kean University, China
Keywords: COVID-19 outbreak, food supply chain, supply chain management, risk, China
Abstract

Competitiveness of the Romanian Agri-Food Trade in the European Union
József Fogarasi, AKI-NAIK, Hungary, and Partium Christian University, Romania
Edith Debrenti, Partium Christian University, Romania
Evelin Bernadett Keizer, Partium Christian University, Romania
Keywords: Romania, competitiveness, export, constant market share
Abstract
Arbitrage Opportunities and Event Impacts on Spanish Increase Capitals
Manuel Verdú, University of Valencia, Spain
Óscar Carchano, University of Valencia, Spain
Jose Emilio Farinós, University of Valencia, Spain
*Keywords:* seasoned equity offerings, abnormal returns, opportunity of arbitrage, event study
*Abstract*

Emerging Capital Markets, Exchange Rate and News Implied Volatility
Angela Roman, Alexandru Ioan Cuza University, Romania
Dumitru-Nicușor Cărăuşu, Alexandru Ioan Cuza University, Romania
Dan Lupu, Alexandru Ioan Cuza University, Romania
*Keywords:* capital market, news implied volatility, foreign exchange market, long-term volatility, NARDL – Nonlinear Autoregressive Distributed Lag model, CEE countries
*Abstract*

Investing in Real Estate – Legal Risks
Ewelina Badura, Cracow University of Economics, Poland
*Keywords:* real estate, investment, property, lease, rental
*Abstract*

Emerging vs. Developed Countries: A Comparison of Alternative Passive Investment Strategies
Massimiliano Kaucic, University of Trieste, Italy
Giorgio Valentinuz, University of Trieste, Italy
*Keywords:* enhanced index tracking, emerging markets, developed countries, performance measure, investment style
*Abstract*
Students Who Co-Create Their Case Studies: How Participative Experiences Enlighten Business Education
Katia Giusepponi, University of Macerata, Italy

*Keywords:* business education, digital businesses, co-creation of case studies

**Abstract**

Teaching Creativity, Critical Thinking, and Teamwork in Higher Education: Project HESS
Valerij Dermol, International School for Social and Business Studies, Slovenia
Aleš Trunk, International School for Social and Business Studies, Slovenia
Jacek Lis, University College of Enterprise and Administration in Lublin, Poland
Anca Draghici, Politehnica University Timisoara, Romania

*Keywords:* teaching creativity, soft-skills teaching, higher education

**Abstract**

The Discourse of Mission Statements of Slovenian and Austrian Business Schools
Igor Rižnar, University of Primorska, Slovenia

*Keywords:* concordance, HEIs, keywords, mission statement, WordSmith tools, word frequencies

**Abstract**

Text Mining of Simulation Games in the Field of Business, Management and Accounting
Maja Meško, University of Primorska, Slovenia
Uroš Godnov, University of Primorska, Slovenia
Mirjana Pejić Bach, University of Zagreb, Croatia
Jovana Zoroja, University of Zagreb, Croatia

*Keywords:* simulation games, text mining, management, data science

**Abstract**

MEDiterranean Countries: Towards Internationalisation at Home
Nada Trunk Širca, ISSBS and University of Primorska, Slovenia
Karim Moustaghfir, Al Akhawayn University, Morocco
Luigia Melillo, Pegaso Online University, Italy
Anica Novak Trunk, International School for Social and Business Studies, Slovenia

*Keywords:* Internationalisation at Home, HE systems, MEDiterranean countries

**Abstract**
The Impact of COVID-19 on Local Food Consumption Habits in Hungary: Growing Couch Potatoes?
Viktória Szente, Szent István University, Hungary
Zsófia Benedek, Centre for Economic and Regional Studies, Hungary
Imre Fertő, Centre for Economic and Regional Studies and Szent István University, Hungary
Keywords: health, training, local foods, coronavirus
Abstract

Exploring the Possible Effect of COVID-19 on Chinese Domestic Travel Pattern and Habits
Cheng Chao Zhang, Wenzhou-Kean University, China
Candy Lim Chiu, Wenzhou-Kean University, China
Keywords: domestic travel, tourism industry, perceived risk, destination image, COVID-19
Abstract

SARS, H1N1 and COVID-19: Study of China’s Airport Epidemic Control
Zhengchao Wu, Wenzhou-Kean University, China
Candy Lim Chiu, Wenzhou-Kean University, China
Keywords: China, epidemic, COVID-19, airport, risk evaluation, risk assessment
Abstract

Croatian Purchase Experience During Covid-19: The Role of Company’s Media Presence for Consumer Vulnerability, Resilience and Buying Behaviour
Ivana Kursan Milaković, University of Split, Croatia
Keywords: COVID-19, consumer vulnerability, consumer resilience, company’s media presence, online buying behaviour
Abstract
**Trends and Challenges of Contemporary Educational Leadership in North Macedonia**
Arafat Shabani, South East European University, Republic of North Macedonia
Demush Bajrami, South East European University, Republic of North Macedonia
Zamir Dika, South East European University, Republic of North Macedonia

*Keywords:* global trends, globalization, challenges, educational institution, leader

**Abstract**

**Involvement of Czech Public Higher Education Institutions in the European Research Programme Horizon 2020**
Monika Vejchodová, University of Pardubice, Czech Republic
Jitka Genserová, University of Pardubice, Czech Republic
Lucie Macháčková, University of Pardubice, Czech Republic

*Keywords:* Horizon 2020, programme, research, project, higher education, management, motivation

**Abstract**

**Jordanian Virtual Collaborative Courses for University Students: Project JOVITAL**
Aleš Trunk, International School for Social and Business Studies, Slovenia
Wissam Tawileh, Technical University Dresden, Germany
Valerij Dermol, International School for Social and Business Studies, Slovenia

*Keywords:* Virtual Collaborative Learning, Jordan, interactive constructivist learning activities

**Abstract**

**Inclusive University: A Set of Tools Dedicated to HEI for Better Respond to Disabled Student's Needs – Project IncUniv**
Valerij Dermol, International School for Social and Business Studies, Slovenia
Anica Novak Trunk, International School for Social and Business Studies, Slovenia
Andreja Barle Lakota, The Ministry of Labour, Family, Social Affairs and Equal Opportunities, Slovenia
Nada Trunk Širca, ISSBS and University of Primorska, Slovenia

*Keywords:* university, disabled students

**Abstract**

**Hardiness and Depression among Slovenian Secondary School Teachers**
Ana Erbežnik, University of Primorska, Slovenia
Ana Arzenšek, University of Primorska, Slovenia

*Keywords:* hardiness, depression, work stress, secondary school teachers, Slovenia

**Abstract**
Key Factors of Mutual Funds' Performance
Nikita Artamonov, MGIMO University, Russia
Aleksei Kurbatskii, Lomonosov Moscow State University, Russia
Anna Voronina, Eurasian Economic Commission, Russia

Keywords: mutual funds, S&P500 index, tracking error, government bond yields, active strategy, time series

Abstract

A Preliminary Performance Analysis of Private Retirement Schemes in Malaysia
Sofi Mohd Fikri, Universiti Utara Malaysia, Malaysia

Keywords: performance analysis, private retirement scheme, fund performance, conventional fund, Islamic fund

Abstract

Impact of Impairment of Assets of Stock Exchange Issuers in the Condition of Economic Crisis
Bartłomiej Lisicki, University of Economics in Katowice, Poland

Keywords: capital markets, accounting, economic crisis, shares, impairment of assets

Abstract

Legal and Tax Implications of Tokenization of Property
Konrad Stolarski, Cracow University of Economics, Poland

Keywords: blockchain, DLT, tokenization, fintech, tax

Abstract
Entrepreneurial Competences and Their Development in the Context of Small Enterprises Within the Austrian Traditional Industry Sector
Elizabeta Valentic, FH Joanneum, Austria
Birgit Burböck, FH Joanneum, Austria
Markus Jocham, FH Joanneum, Austria

Keywords: competence, competency, entrepreneur, traditional industry sectors, small enterprises, Austrian education system

Abstract

Do Companies Receiving P2 Subsidy Really Perform Better?
Sumalee Suada Krošelj, University of Primorska, Slovenia
Borut Likar, University of Primorska, Slovenia

Keywords: subsidy instrument, P2 incentive, value added per employee, business performance

Abstract

Sources of Business Growth at Different Levels of Innovativeness: Case of Firms in EU Countries
Ljiljana Božić, The Institute of Economics, Croatia

Keywords: R&D, training, branding, acquisition of technology, design

Abstract

The Role of Network Ties in SME Internationalisation in the United Arab Emirates
Nataša Kobal University of Primorska, Slovenia
Maciej Czaplewski, University of Szczecin, Poland

Keywords: business network ties, institutional network ties, network theory, market entry mode, firm performance

Abstract
Social Issues
Thursday, 12 November 2020 • 15.45–17.15
Session Chair: Tatjana Horvat

A Review of Methodological Choices Relating to Work-Life Boundary Research
Sulakshana De Alwis, National School of Business Management, Sri Lanka
Patrik Hernvall, Stockholm University, Sweden
Keywords: work-life boundary management, boundary theory, integration, segmentation, work-life conflict, methods
Abstract

Emotional Intelligence and Entrepreneurs
Mirela Kljajić-Dervić, University of Bihać, Bosnia and Herzegovina
Ema Mustajbasic, University of Zenica, Bosnia and Herzegovina
Šemsudin Dervić, Zavod zdravstvenog osiguranja USK-a, Bosnia and Herzegovina
Keywords: emotional intelligence, entrepreneurship, entrepreneurs
Abstract

Posted Workers in Slovenia: Challenges for Employers and Challenges for Public Authorities
Elizabeta Zirnstein, University of Primorska, Slovenia
Suzana Sedmak, University of Primorska, Slovenia
Klemen Širok, University of Primorska, Slovenia
Keywords: posting of workers, Directive 2018/957, labour market
Abstract

The Influence of Religions on Business of Multinational Companies: The Case of Podravka
Tatjana Horvat, University of Primorska, Slovenia
Ana Rabadija, Rasco d.o.o., Croatia
Vito Bobek, University of Applied Sciences FH Joanneum, Austria
Keywords: business operations of the company, influence of religion, multinational company, multiculturalism, market requirements
Abstract
Management II
Friday, 13 November 2020 • 9.00–10.30
Session Chair: Christoph Bach

Exploring the Challenges and Future Development of Humanitarian Logistics in China: SARS, H1N1, and COVID-19
Yicong Sha, Wenzhou-Kean University, China
Candy Lim Chiu, Wenzhou-Kean University, China
Keywords: COVID-19 outbreak, China, Red Cross Society of China, humanitarian logistics, humanitarian supply chain management
Abstract

Circular Economy in Airlines: Assessing the Effectivity of CE Principles in Commercial Flights
Aitor Salesa Rubira, University of Zaragoza, Spain
Raúl León Soriano, University of Zaragoza, Spain
José Mariano Moneva Abadía, University of Zaragoza, Spain
Keywords: airlines, environmental performance, service industry, waste management, circular economy
Abstract

Management Control Tools for Sustainability: A Systematic Literature Review on the Sustainability Balanced Scorecard
Chiara Mio, University Ca’ Foscari of Venice, Italy
Antonio Costantini, University Ca’ Foscari of Venice, Italy
Silvia Panfilo, University Ca’ Foscari of Venice, Italy
Marina Piovan, University Ca’ Foscari of Venice, Italy
Keywords: sustainability, management control, sustainability balanced scorecard
Abstract

Industry 4.0: A Big or a Small Revolution? Crucial Competences!
Christoph Bach, Comenius University in Bratislava, Slovak Republic
Rozália Sulíková, Comenius University in Bratislava, Slovak Republic
Keywords: Industry 4.0, smart factory, leadership, competences, VUCA World
Abstract
Systematic Literature Review on Green Supply Chain Management in the Automotive Industry in Romania
Hámos Mária Dalma, University of Partium, Romania

*Keywords*: green supply chain, automotive industry, sustainability, environmental performance

**Abstract**

Influence of Ownership Structure on the Performance of Slovenian Textile Enterprises
Barbara Jernejčič Dolinar, Faculty of Design, Slovenia
Štefan Bojnec, University of Primorska, Slovenia

*Keywords*: textile industry, ownership structure, enterprise dynamics, employee dynamics, Slovenia

**Abstract**

Analysis of the Effectiveness of Public Investments in Research and Development in the Republic of Slovenia
Borut Likar, University of Primorska, Slovenia
Tina Žitko, University of Primorska, Slovenia

*Keywords*: analysis, investment efficiency, research and development, enterprises, Slovenia

**Abstract**
Evaluating Investment Projects' Performance: Non-Monetary Factors
Manta Andreea-Mariana, The Bucharest University of Economic Studies, Romania
Dobrea Răzvan-Cătălin, The Bucharest University of Economic Studies, Romania

Keywords: evaluation, project performance, non-monetary factor, non-quantifiable factor

Abstract

Is ‘Operating Profit’ Set in Stone? A Commentary on the New IASB’s Exposure Draft ‘General Presentation and Disclosures’
Michele Bertoni, University of Trieste, Italy
Bruno De Rosa, University of Trieste, Italy
Paola Rossi, University of Trieste, Italy

Keywords: financial accounting, financial reporting, IFRS, IAS 1, IAS 7, income statement, operating income, cash flow statement

Abstract

Time Value of Risk: Value Treatment of Negative Risky Cash Flows
Vojtěch Menzl, University of Economics, Prague, Czech Republic

Keywords: RADR, certainty equivalent method, CAPM, beta coefficient, utility function, risk, risky, risk-free discount rate, corporate finance

Abstract
Tourism II
Friday, 13 November 2020 • 9.00–10.30
Session Chair: Aneta Kaźmierczyk

The Tourist Destination Developing Process: Seville Case Study
Valeria Cocco, Sapienza University, Italy
Marco Brogna, Sapienza University, Italy
Keywords: sustainability, competitiveness, tourism
Abstract

The Smart Destination Concept: The Example of the City of Zagreb
Zrinka Zadel, The Faculty of Tourism and Hospitality Management in Opatija, Croatia
Ivana Ivančić, The Faculty of Tourism and Hospitality Management in Opatija, Croatia
Antonio Badurina, Jadranka d.d. Mali Lošinj, Croatia
Keywords: smart destination concept, smart city, smart solutions, mobile applications, City of Zagreb
Abstract

Cultural Heritage as an Instrument for the Tourism Sector: A Cultural Network Approach
Francesca Amendola, University of Salerno, Italy
Anna Papaccio, University of Salerno, Italy
Keywords: management, tourism, network formation, organizational model
Abstract

Sustainable Destination Management Planning: The Case of Slovenia
Aljaz Nerad, University of Primorska, Slovenia
Roberto Biloslavo, University of Primorska, Slovenia
Marko Koscak, University of Maribor, Slovenia
Igor Jurincic, University of Primorska, Slovenia
Keywords: sustainable tourist destination, sustainable management, Slovenia
Abstract

The Right to Housing in the Light of Overtourism
Aneta Kaźmierczyk, Cracow University of Economics, Poland
Keywords: overtourism, housing, travel
Abstract
Investment and Financing Perspectives for a Solar Photovoltaic Project
Andrea Marchioni, University of Modena and Reggio Emilia, Italy
Carlo Alberto Magni, University of Modena and Reggio Emilia, Italy
Davide Baschieri, University of Modena and Reggio Emilia and GRAF Spa, Italy
*Keywords*: photovoltaic solar energy, project evaluation, net present value, distribution policy
*Abstract*

The Role of Green Energy in Investment Strategy Plans of European Listed Electricity Utility Companies
Béla Kádár, Corvinus University of Budapest, Hungary
Erika Jáki, Corvinus University of Budapest, Hungary
*Keywords*: green energy, investment, Europe, renewable energy
*Abstract*

Functioning and Development of the Retail Electricity Market in Slovenia
Alenka Lena Klopčič, Montel Energetika.NET, Slovenia
Drago Papler, Elektro Gorenjska, Slovenia
Jana Hojnik, University of Primorska, Slovenia
*Keywords*: end-consumer, retail electricity market functioning, liberalisation development, Slovenia
*Abstract*
Poster Session
Friday, 13 November 2020 • 10.45–12.00
Session Chair: Jana Hojnik

Structure of Industry in the North-Western Counties of Romania
Ferenc Szilágyi, Partium Christian University, Romania
Szilárd Podruzsik, Corvinus University of Budapest, Hungary
Keywords: industry, north-western Romania, financial performance
Abstract

Enter the Editor: Assessing Editorial Decisions’ Impact in Double Blind and Open Review Systems Via Evolutionary Game Logit-Simulations
Mantas Radzvilas, Marche Polytechnic University, Italy
Francesco De Pretis, Marche Polytechnic University, Italy
William Peden, Erasmus University Rotterdam, The Netherlands
Daniele Tortoli, University of Modena and Reggio Emilia, Italy
Keywords: agent based modelling, double-blind peer review, evolutionary game theory, open review, replication crisis, simulation
Abstract

AIMED – Aiming to Educate by Promoting the Academic Dimension of Erasmus+
Armand Faganel, University of Primorska, Slovenia
Igor Rižnar, University of Primorska, Slovenia
Keywords: Erasmus+, education
Abstract

University Students’ Entrepreneurial Intentions: A Comparative Analysis
Doris Gomezelj Omerzel, University of Primorska, Slovenia
Tina Bratkovič Kregar, University of Primorska, Slovenia
Jana Hojnik, University of Primorska, Slovenia
Keywords: entrepreneurship, motivational factors, entrepreneurial environment, barriers, entrepreneurial intention, students
Abstract

Stress and Stress-Related Outcomes Among Employees in the Star Vital Project
Ana Arzenšek, University of Primorska, Slovenia
Matija Vodopivec, University of Primorska, Slovenia
Keywords: stress, work related stress, Star vital project, older workers, occupational health
Abstract
Empirical Conceptualization of Sustainability Indicators for the Yachting Industry
Jana Hojnik, University of Primorska, Slovenia
Roberto Biloslavo, University of Primorska, Slovenia

Keywords: sustainability indicator, yachting industry, yacht-related manufacturing industry, yacht-related service sector, yacht-related maritime infrastructure, small and medium enterprises

Abstract

Teaching with Brain in Mind – Why Flipboard Matters?
Igor Rižnar, University of Primorska, Slovenia
Armand Faganel, University of Primorska, Slovenia

Keywords: teaching, brain, flipboard

Abstract
Compliance Management of GDPR in Healthcare Environment (University Medical Centre Ljubljana Case)
Marko Zebec Koren, International School for Social and Business studies, Slovenia
Keywords: GDPR, compliance, personal data, data controller, data processor, 4-dimension GDPE scheme
Abstract

Green Supply Chain in the Context of Chinese Characteristics
Yuan Ma, Wenzhou-Kean University, China
Candy Lim Chiu, Wenzhou-Kean University, China
Keywords: supply chain, Green Supply Chain Management (GSCM), China; environmental protection
Abstract

Gaps and Opportunities for Growth in the Mediterranean Blue Bioeconomy Sector
Borut Likar, University of Primorska, Slovenia
Rudi Panjtar, Jožef Štefan Institute, Slovenia
Peter Štrukelj, University of Primorska, Slovenia
Keywords: blue bioeconomy, Mediterranean, gaps, opportunities for growth, sustainable development
Abstract

Do Tourism and Project Management Need Each Other? Bibliographic and Content Analysis of Top-Ranked Project Management and Tourism Journals
Marko Perić, University of Rijeka, Croatia
Keywords: project management, knowledge areas, tourism, VOSviewer
Abstract
Farm Growth and Liquidity Constraints in Slovenia
Imre Fertő, Institute of Economics, CERS, Kaposvár University, Hungary
Štefan Bojnc, University of Primorska, Slovenia

Keywords: farm growth, farm size, liquidity constraints, dynamic panel model

Abstract

Climate Change Effects on Farmer’s Economic Performance: A Systematic Literature Review
Enikő Vígh, NARIC Research Institute of Agricultural Economics, Hungary and Partium Christian University, Romania
Imre Fertő, Hungarian Academy of Sciences, Hungary
József Fogarasi, NARIC Research Institute of Agricultural Economics, Hungary and Partium Christian University, Romania

Keywords: agriculture, crop production, climate change, systematic review

Abstract

The Impact of Agricultural Policy on Agricultural Employment in Slovenia
Imre Fertő, Institute of Economics, CERS, and Kaposvár University, Hungary
Štefan Bojnc, University of Primorska, Slovenia

Keywords: agricultural employment, agricultural policy, panel data analysis

Abstract

Impact of Common Agricultural Policy Payments on Income Distribution
Imre Fertő, Institute of Economics, CERS, and Kaposvár University, Hungary
József Fogarasi, AKI-NAIK, Hungary, and Partium Christian University, Romania

Keywords: farm income, off-farm income, Common Agricultural Policy, less favoured areas, Gini decomposition

Abstract
**Financing**  
Friday, 13 November 2020 • 12.00–13.30  
Session Chair: Adriana Galant

**Tax Policy and Firms’ Financial Choices: Empirical Evidence from the Dominican Republic**  
Alessandra Amendola, University of Salerno, Italy  
Marinella Boccia, University of Salerno, Italy  
Gianluca Mele, World Bank, USA  
Luca Sensini, University of Salerno, Italy  
*Keywords*: tax policy, capital structure, financial decisions, Dominican Republic  
*Abstract*

**Understanding the Effect of Operating and Financial Leverage to Absorb Macroeconomic Shocks**  
Tomás Reyes, Pontificia Universidad Catolica de Chile, Chile  
Roberto Vassolo, IAE Business School, Argentina  
Consuelo Game, Pontificia Universidad Catolica de Chile, Chile  
*Keywords*: operating leverage, financial leverage, recessions, firm value  
*Abstract*

**Credit Rating of SMEs: Elements Considered by Spanish Banks**  
Alaitz Mendizabal Zubeldia, University of the Basque Country, Spain  
Marian Zubia Zubiaurre, University of the Basque Country, Spain  
Aitziber Olasolo Sogorb, University of the Basque Country, Spain  
Ana Blanco Mendialdua, University of the Basque Country, Spain  
*Keywords*: banking relationship, credit risk rating, access to bank financing, SMEs  
*Abstract*

**Assessment of the Formation of the Financial Culture of the Russian Population**  
Tatiana A. Alabina, Kemerovo State University, Russia  
Nikita G. Burlachenko, Kemerovo State University, Russia  
*Keywords*: financial culture, population, Russia  
*Abstract*

**Initial Financing of Croatian SMEs – Financial Reports Evidence**  
Roberta Kontošić Pamić, Juraj Dobrila University of Pula, Croatia  
Adriana Galant, Juraj Dobrila University of Pula, Croatia  
*Keywords*: entrepreneurship, financing, financial reports, SMEs, Croatia  
*Abstract*
Intangible Capital
Friday, 13 November 2020 • 12.00–13.30
Session Chair: Tjaša Redek

The Motivation to Invest in Intangibles: Conceptual Model
Eva Erjavec, University of Ljubljana, Slovenia
Tjaša Redek, University of Ljubljana, Slovenia
Keywords: intangible capital, firm level motivation, firm performance, theoretical model
Abstract

Development of a Questionnaire for Collecting Intangible Capital Data in Croatian Firms
Daria Maravić, University of Rijeka, Croatia
Dunja Škalamera Alilović, University of Rijeka, Croatia
Keywords: intangible capital, tourism, questionnaire, Croatia
Abstract

A Bibliometric Analysis of the Study of Intangible Capital in Economic Literature
Tjaša Redek, University of Ljubljana, Slovenia
Uroš Godnov, University of Primorska, Slovenia
Eva Erjavec, University of Ljubljana, Slovenia
Keywords: intangible capital, bibliometric analysis
Abstract
Marketing
Friday, 13 November 2020 • 12.00–13.30
Session Chair: Mitja Ruzzier

Building Brand's Customer Engagement through Brand's Social Media
Estefania Ballester, University of Valencia, Spain
Carla Ruiz, University of Valencia, Spain
Natalia Rubio, Autonoma University of Madrid, Spain
Keywords: emotional engagement, behavioural engagement, social media, tourism sector
Abstract

Barriers to and Facilitators of Implementing Design Thinking as an Innovation Methodology
Anja Svetina Nabergoj, University of Ljubljana, Slovenia
Anastasia Liakhavets, University of Ljubljana, Slovenia
Andrei Petukh, University of Ljubljana, Slovenia
Blaž Zupan, University of Ljubljana, Slovenia
Keywords: innovation, creativity, design thinking
Abstract

Mindfulness for Sustainable Consumption: First Findings from a Qualitative Research on Religious Beliefs Oriented Consumers
Patrizia de Luca, University of Trieste, Italy
Giovanna Pegan, University of Trieste, Italy
Keywords: mindful consumption, sustainable consumption, religious beliefs
Abstract

Brand Co-Creation Process among Slovenian and Italian Startup Companies
Maja Konečnik Ruzzier, University of Ljubljana, Slovenia
Tomaž Kolar, University of Ljubljana, Slovenia
Tatiana Manolova, Bentley University, USA
Matej Rus, University of Maribor, Slovenia
Jana Hojnik, University of Primorska, Slovenia
Mitja Ruzzier, University of Primorska, Slovenia
Keywords: startup, co-creation, brand
Abstract