



Mic 2018

Management International Conference

Managing Global Diversities

Abstracts 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
- Association for the Study of East European Economies and Cultures, USA
- Society for the Study of Emerging Markets, USA

Bled, Slovenia • 30 May–2 June 2018

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Conference Organisers

The conference is organised by five 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 programs 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*.

Association for the Study of East European Economies and Cultures (USA) publishes *Eastern Europe Economics*, which focuses on original research on the newly emerging economies of Central and Eastern Europe, with coverage of the ongoing processes of transition to market economics in different countries, their integration into the broader European and global economies, and the ramifications of the 2008–9 financial crisis.

Society for the Study of Emerging Markets (USA) was founded to promote research and publication about emerging market economies and to provide a way for academics, policy makers, and members of the business community to exchange views and share information and research about emerging markets. The Society sponsors the journal *Emerging Markets Finance and Trade* (EMFT), which is recognized worldwide for the quality and timeliness of the research on emerging markets that it publishes. The Society also cooperates with its regional affiliates and allied organisations in other countries to promote its objectives, and holds international meetings and conferences that are devoted to issues relevant to emerging markets, many organised in cooperation with leading universities and research institutions as well as with regional partners.

Welcome Address by the Organisers

We have great pleasure and honour in welcoming you to Bled, Slovenia, to participate in the Management International Conference (MIC) 2018.

The traditional MIC Conference is organised as a Joint International Conference. The participating institutions are 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), Association for the Study of East European Economies and Cultures (USA) and Society for the Study of Emerging Markets (USA).

We are hosting a special event at the MIC 2018 – the BIFOCAIps international conference, entitled Policy Development of Factories of the Future in the Alpine Space Area. We are pleased to welcome the BIFOCAIps attendees and invite both MIC and BIFOCAIps participants to attend all the events announced in the joint conference programme.

We would like to extend a sincere appreciation to all the participants and presenters for their contributions and participation. This year we received 183 submissions and selected the best 135 papers from authors from 27 countries, and the total number of participants will reach 185 (together with panel discussions and workshops).

All abstracts of papers are included in the Book of Abstracts. Authors are invited to submit full papers to the MIC 2018 Conference Proceedings or to the MIC 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 Speakers, Dr. Peter Orazem (Iowa State University, USA) and Dr. Marjan Svetličič (University of Ljubljana, Slovenia).

Our warm welcomes go also to the editors of the supporting journals, participating at the Editors' Panel, workshop organisers and to students participating at the Doctoral Students' Workshop.

Last but not least, we extend our sincere thanks to everybody who participated in the programme boards and organisation of the MIC 2018. We wish each of you a very successful conference.

Dr. Matjaž Nahtigal
Dr. Suzana Laporšek
Conference Chairs

Conference Aims and Subject Areas

The main title of the MIC 2018 is Managing Global Diversities. The processes of globalization in the area of international trade, international finance, international labour and environmental standards are at the crossroads. In the present institutional arrangement the current processes of globalization leave behind large parts of the population, workers, entrepreneurs, local and regional communities not only in the developing, but also in the developed parts of the world. The main challenge and the main theme of the conference is therefore, how to address the persistent global imbalances and how to manage global and regional diversities in such a way to secure more inclusive and more sustainable socio-economic development in the future.

The varieties and diversities of institutional models, suitable to the potential and comparative advantages of different regions and countries around the world, can offer more balanced, inclusive and sustainable development in the future. It can address the problem of persistent structural imbalances of the world economy. Global markets do not presuppose identical institutional and policy arrangements in all the diverse member states and their regions around the world. Different institutional arrangements stem from different traditions and decision-making processes. The world trade regime should not stall further development of various institutional arrangements. The international regulatory framework in trade, finance, investments and other areas is not necessarily incompatible with the diverse institutional structures of the member states. Its main goal is to prevent global race to the bottom in labor, tax, social and environmental standards.

BIFOCAlps: Policy Development of Factories of the Future in the Alpine Space Area

BIFOCAlps International Conference is organised as a parallel conference to the MIC 2018. BIFOCAlps and MIC participants are welcome to attend all the events announced in the joint conference programme.

Thematic event on policy development will take place in Bled (Slovenia) where all relevant stakeholders, especially decision makers will be involved in order to discuss policy strategies and motivation tools for SMEs to join digitalization processes in FoF (Roundtable 1) as well as competences/skills of the employees which FoF will require in the future (Roundtable 2).

BIFOCAlps project is tackling a common challenge to many Alpine Space (AS) regions; due to globalisation, many enterprises in manufacturing sector are not as competitive as anticipated on global markets, resulting in increased levels of unemployment, abandoned facilities and remaining plants that need new products and new processes. On the other hand, AS area can pride itself with a strong R&D sector and knowledge of Industry 4.0 and Factory of the Future (FoF) technologies.

BIFOCAlps main objective is to boost collaboration and synergies among main actors of the AS innovation system for a sustainable, smart and competitive development of the manufacturing value chain towards the FoF. The main outputs will be (1) a map of the sector on a transnational level, to understand existing and potential best practices, technologies and competences along the value chain; (2) a validated methodology for enhancing FoF long-term sustainability through innovation and knowledge transfer among business, academic and policy actors, and (3) guidelines of strategic actions for influencing policy agenda based on the impact indicator system, to monitor and allow evaluation of performance in line with harmonisation of S3.

PPs and target groups are relevant stakeholders in the field of Industry 4.0 and FoF, which are involved in the policy-making, in the FoF research field and directly in manufacturing value chain, hence mostly participate and benefit from project activities and outputs. The innovative approach integrates a 'bifocal' view (considering both up- and down-stream value chain) and the transversal competences of the business, research and policy actors at transnational level. It will allow to gather best case scenarios of the AS and to integrate and implement them in the validated methodology, which will build on previous results and will be transferable at cross-national and cross-sectoral level, aiming to connect value chain and boost competitiveness of the whole AS in the long term.

Project title: Boosting innovation in factory of the future value chain in the Alps

Lead partner: Pordenone Technology Centre (Italy)

Project partners: University of Udine (Italy), Fraunhofer Austria Research GmbH (Austria), Technology Park Ljubljana Ltd. (Slovenia), National Research Council of Italy (Italy), Vorarlberg University of Applied Sciences (Austria), Soča Valley Development Centre (Slovenia), bwcon GmbH (Germany), Italian-German Chamber of Commerce Munich-Stuttgart (Germany), Grenoble Institute of Technology (France), ViaMéca (France)

Total project duration: 1 November 2016–31 October 2018

Total project costs: 1.619.240 EUR

Web Page: www.alpine-space.eu/projects/bifocalps/en/home

This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.

Interreg
Alpine Space



BIFOCAlps

European Regional Development Fund

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Alen Ježovnik, University of Primorska Press, Slovenia

Conference Programme

Wednesday, 30 May 2018

18.00–20.00 Registration

Thursday, 31 May 2018

08.30–17.00 Registration

09.30–10.00 Conference Opening (Arnold)

10.00–11.00 Keynote Speech: Winners and Losers After 25 Years of Transition (Arnold)

Dr. Peter Orazem, Iowa State University, USA

11.00–11.30 Photo Session and Coffee Break

11.30–13.00 Concurrent Sessions: Managing Global Diversities 1; Financial Markets, Institutions and Instruments; Corporate Governance, Tourism 1; Digital Society 1

Workshop: Culture, Change, and Leadership – Using Simulations and Cases to Prepare Current and Future Leaders and Professionals for Our Diverse Global Community, Dr. Jerry Glover (Zrak)

13.00–14.00 Lunch (Conference Hotel Restaurant)

14.30–16.00 Concurrent Sessions: Managing Global Diversities 2; Environmental Challenges 1; Human Resources; Market Pricing and Insurance; Digital Society 2

16.00–16.30 Coffee Break

16.30–18.00 Concurrent Sessions: Organisation, Globalization and Management Studies; Knowledge Management; Tourism 2; Transport and Infrastructure

Doctoral Students' Seminar (Part 1): Message-driven Writing – A Technique for Bringing Order to the Creative Process, Matija Vodopivec, Dr. Štefan Bojnec (Straža 5)

19.00–22.00 Conference Dinner (Panorama Hall, Grand Hotel Toplice)

Friday, 1 June 2018

08.30–12.00 Registration

08.30–10.00 Concurrent Sessions: Managing Global Diversities 3; Public Finance; Higher Education; CSR and Leadership; Environmental Challenges 2

Tutorial: Validating a Decision Making Method Basing on Technology and Knowledge Priorities for Sustainable Strategies for Innovative Start-Ups, Dr. Josu Takala (Straža 5)

10.00–11.00 Keynote Speech: Managing Global Diversities – Challenges Ahead (Arnold)

Dr. Marjan Svetličič, University of Ljubljana, Slovenia

11.00–12.00 Poster Session (with Coffee Break) (Conference Hotel Lobby)

12.00–13.30 Concurrent Sessions: Agricultural Economics; Marketing; Entrepreneurship; Education; International Finance; Labour Market

- Doctoral Students' Seminar (Part 2): Message-driven Writing – A Technique for Bringing Order to the Creative Process, Matija Vodopivec (Straža 5)
- 13.30–14.30 Lunch (Conference Hotel Restaurant)
- 14.30–16.00 Roundtable with Editors: Ensuring the Accessibility of Scientific Communication, moderator Dr. Katarina Krapež (Arnold 1)
- 16.00–18.00 Conference Closing, Invitation to MIC 2019, and Farewell Reception (Arnold 1 and Conference Hotel Terrace)

Saturday, 2 June 2018

- 09.00–16.00 Trip to Ljubljana (the cost of trip is not included in the conference fee)

BIFOCAIps Programme

Thursday, 31 May 2018

- 08.30–09.30 Registration
- 09.30–13.00 Opening of the MIC Conference, Keynote Speech and Concurrent Sessions
- 13.00–14.00 Lunch
- 14.00–17.10 The BIFOCAIps Project: Presentation of main activities, outputs and deliverables – Massimiliano Bertetti, Polo Tecnologico, Pordenone
- 14.10–14.25 Presentation of main activities, outputs and deliverables in WPT4 – Dr. Borut Likar s.p. (external expert for WPT4)
- 14.25–14.45 Overview of EU policies on FoF (manufacturing sector)
- 14.45–16.15 Round Table 1: Policy strategies and motivation tools for SMEs to join digitalization processes in FoF
Round table participants: Tanja Mohorič, Automotive Cluster of Slovenia, Hidria Holding d.o.o., Slovenia; Dr. Igor Kovač, Jožef Stefan Institute, Slovenia; Franco Scolari, Polo Tecnologico di Pordenone, Italy; Jaka Žorž, Genis d.o.o., Slovenia
- 16.15–17.45 Round Table 2: Managing digital transformation (required competences/skills of the employees in the market)
Round table participants: Dr. Andrej Kos, Faculty of Electrical Engineering, University of Ljubljana, Slovenia; Dr. Aleš Hančič, TECOS – Slovenian Tool and Die Development Centre, Slovenia; Dr. Richard Messnarz, I.S.C.N. GesmbH, Austria; Dr. Alenka Braček Lalić, IEDC – Bled School of Management, Slovenia
- 19.00 Dinner at Grand Hotel Toplice

Friday, 1 June 2018

- 08.30–09.00 Registration
- 09.00–13.30 Thematic sessions of MIC conference
- 13.30–14.30 Lunch

Winners and Losers After 25 Years of Transition

Thursday, 31 May 2018 • 10.00–11.00 • Arnold

Keynote Speaker

Dr. Peter Orazem, University Professor of Economics at Iowa State University, USA

Orazem and Vodopivec (1995) published one of the first analyses of wages and employment during the early transition to market. Using Slovenian administrative data, they found that while employment and real wages fell dramatically immediately after the transition, the losses were borne disproportionately by the least skilled. Across all sectors of the economy, relative wages and employment rose for the most-educated and most skilled workers. Women gained in comparison with men, primarily because men were employed in mining and heavy industry, sectors that lost markets in transition. Wage inequality rose. The findings for Slovenia were replicated across most of the economies that abandoned central planning in that era.

Now that a generation has passed since the transition, this talk will revisit the winners and losers from the Slovenian transition from the perspective of 25 years. Have returns to experience and education continued to favor the most skilled, have women continued to benefit more than men, and has inequality continued to grow or has it moderated? How did wage growth over a career under the market-oriented system compare to wage growth of workers who had their early work-experiences under the old system? Finally, how broadly or narrowly have the gains or losses from the market reforms been distributed through the workforce?

The New Management Paradigm: Impact Value and Resiliency

Friday, 1 June 2018 • 10.00–11.00 • Arnold

Keynote Speaker

Dr. Marjan Svetličič, Professor Emeritus at University of Ljubljana,
Faculty of Social Sciences, Slovenia

The main challenge in the increasingly inter-dependent world is to recognize that the world has fundamentally changed, that tectonic changes are under way while we don't really know where we are going. Almost the only certainty is that we are living in a VUCA world, world of increasing vulnerability, uncertainty, complexity and ambiguity. Dealing with an unknown is becoming a new normal. In more and more digitalized economy we are facing tremendous security threats. This is the first set of global diversity issues.

The main challenge in the increasingly inter-dependent world is to recognize that the processes of globalization are not universally and automatically beneficial to all the participants. Globalization only emphasize VUCA trends spreading them instantly all around the globe. One uncertainty is whether globalization will evolve further or backlash to it because of unequal distribution of its benefits and costs, will bring about deglobalization. Economic nationalism and protectionism, leading to trade wars and destroying decades of efforts in building global rule based system is under threat. The rise of nationalism and populism in many different parts of the world requires new answers how to adequately compensate the excluded part of population in developed and developing countries. The retreat to protectionism, populism and nationalism cannot offer solutions to the real problems of unbalanced, unequal and unsustainable global developments.

How to face such tectonic changes, such global diversities is the main challenge for politicians, managers and academics. Existing development strategies based on consumerism model, causing shocking environmental problems, have not produced good results in the past. After crises return to 'more of the same' is not the solution. Rising inequalities became a barrier to growth. Productivity is falling. More flexible and long term strategies are needed, less jumping from one 'fire to another' more policy space for locally adjusted strategies, more policy space for national governments.

Emerging new world (Pax Sinica or more multilaterally based system) as a result of such tectonic changes make the world more cross culturally diverse. The major new customers are in the future going to come from Asia middle class. Increasing importance of cultural diversity demands enhancing cross cultural competencies, together with other soft skills (communications, negotiations . . .) so much lacking now. It demands new kind of managers and skills, and not least, more political economy approach.

Culture, Change, and Leadership: Using Simulations and Cases to Prepare Current and Future Leaders and Professionals for Our Diverse Global Community

Thursday, 31 May 2018 • 11.30–13.00 • Zrak

Workshop Facilitator

Dr. Jerry Glover, USA

A critical need exists for leaders and other professionals to develop world views and practices which enable them to work with change, cultural differences, and the global community. Professional education and training needs to address the practical realities of our contemporary world. This workshop illustrates how simulations and cases are means for educating and training leaders to work with culture, change, and leadership in our global community. A framework for understanding and making sense of global diversity and international management will be demonstrated.

Simulations and cases provide learning situations in which practical realities of leadership may be understood, analyzed, and managed. This workshop will discuss and demonstrate three simulations developed and applied in leadership, professional education, and training. The simulations involve: (1) a tourist destination making decisions about preserving the environment and culture in local communities; (2) multi-national colonists creating an organizational culture for a Mars space colony; and (3) HR executives developing a system for motivating and rewarding employees in an international corporation. The relevance of the simulations, how to use them, and examples of cases and applications will be presented.

Jerry Glover, PhD., has been a consultant and advisor in over 150 change and development initiatives around the world. As an educator and trainer, he has developed leadership and professional programs in culture, change, and leadership for over three decades. His most recent book, with Harris Friedman, *Transcultural Competence: Navigating Cultural Differences in the Global Community*, is published by American Psychological Association Books (2015). Jerry is an Emeritus Board Member of International Society for Organizational Development and Change. He was the program director and professor of the Masters' in Organizational Change at Hawaii Pacific University for thirty years. Currently he is a developer of education and training programs in cultural competency, change and development, and leadership in three universities and numerous corporations.

Educators, researchers, students, and leaders from all disciplines may wish to attend.

Doctoral Students' Workshop: Message-Driven Writing

Part 1: Thursday, 31 May 2018 • 16.30–18.00 • Straža 5

Part 2: Friday, 1 June 2018 • 12.00–13.30 • Straža 5

Workshop Facilitators

Matija Vodopivec, University of Primorska, Slovenia

Dr. Štefan Bojnec, University of Primorska, Slovenia

Doctoral Students' Workshop provides an opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals.

The workshop will be divided in two parts. Dr. Štefan Bojnec will shortly present how to publish in economic and business journals in the first part. In the continuation of the workshop, moderated by Matija Vodopivec, the message-driven writing technique will be discussed with participants – a technique where the main message dictates the structure of the text and its content. This technique is in fact commonly used by experienced researchers, and it will be presented in an accessible, clear and useful manner. Since writing is a creative process, it is always demanding and often frustrating; the workshop will show how this process can be less stressful and more productive.

The Doctoral Students' Workshop will cover the following topics:

- How to publish in economic and business journals.
- Planning the content: how to formulate the main message, constructing thematic and extended outlines, and the content of individual sections.
- Drafting and editing: writing the first draft, revising, editing, and tips on writing paragraphs.
- Publishing: what editors seek, selecting journals, and the process of revising.

Tutorial: Validating a Decision Making Method Basing on Technology and Knowledge Priorities for Sustainable Strategies for Innovative Start-Ups

Friday, 1 June 2018 • 8.30–10.00 • Straža 5

Tutorial Facilitator

Dr. Josu Takala, University of Vaasa, Finland

Technological changes is one of the drivers of competition, it can also affect the industry structure. As Porter (1985) mentioned, technology is not important for its own sake, it is important if it can help firms to reduce their cost or differentiate their products and services from their competitors. Knowledge is also very close to technology. It has root in Greek language and it means knowing how to do something. Barney (2001) introduced sustainable competitive advantage as a resource based theory believing that the critical factors for firms' success exist in the firm itself in terms of its resources and capabilities. Considering the resource based theory, knowledge and technology are firms' resources and can help companies to achieve opportunities. The notion of technology and knowledge as a strategic resource in technology driven business and high tech starts-up is even more important. Considering the effect of technology and knowledge on sustainable competitive advantage and resource allocation, firms are facing one important question: how they should decide about technology investment to gain higher competitive advantages. There are three types of technology: basic, core and spearhead technology and how they are defined depends on which stage a technology is in its life cycle. Basic technology is referring to the technology that is not the most critical for the business and could be outsourced. Core technologies include technologies that bring competitive advantages and enable the company to grow. And spearhead technology focuses mainly on future.

The goal of our research work is to introduce a model which helps company to prioritize their technology and knowledge needs and can guarantee their sustainable competitive advantages.

Editors' Panel: Ensuring the Accessibility of Scientific Communication

Friday, 1 June 2018 • 14.30–16.00 • Arnold 1

Roundtable Moderator

Dr. Katarina Krapež, University of Primorska, Slovenia

The contemporary scientific community faces significant challenges in balancing the interests of the stakeholders in academic journal publishing: scientists/researchers (as authors, editors, and reviewers), publishers, libraries (and derivatives, e.g. repositories, on-line archives), and the general public. When comparing either market share or the number of reputable journals a small group of commercial conventional publishers dominate the market. In the last 30 years, the price of subscriptions to scientific journals in print and electronic versions has significantly increased, forcing libraries to reduce the volume of subscriptions. The revolt against publishers' oligopoly has resulted in the emergence of alternative journal publication models (open, hybrid). However, the tendency towards open science has been somewhat overshadowed by the rise of predatory publishers. By offering almost unlimited publication space, coupled with little or non-existent quality assurance protocols (i.e. editorial checks, peer review), these publishers have taken advantage of the academic 'publish or perish' paradigm. Consequently, the academic community's call for a fundamental worldwide reform of the scholarly communication system has never been louder.

In a panel discussion the editors will be invited to share their views and experience in regard to:

- The choice of the publication model of the journal (open, closed, hybrid) and its implications for a scientific community as a whole (and its individual members).
- Opportunities and risks of the digitalization of the scientific journals (in relation to the openness of the content).
- Ways to accelerate a global shift towards accessible and transparent scholarly communication.

The roundtable is intended for all who are interested in behind the scenes happenings in editorial boards of scientific journals. Useful tips can expect both young authors as well as experienced writers or editors.

The following international journals are going to be presented:

- *Economic Research/Ekonomska istraživanja*, Editor Dr. Dean Sinković
- *International Journal of Management, Knowledge and Learning*, Advisory Editor Dr. Nada Trunk Širca
- *Review of Innovation and Competitiveness*, Dr. Dean Sinković
- *Journal of the New Economic Association/Zhournal Novoi Ekonomicheskoi Assotsiatsii*, Deputy Editor-in-Chief Dr. Mikhail Yu Golovnin
- *Management and Production Engineering Review*, Guest Editor Dr. Josu Takala
- *Management*, Editor Dr. Štefan Bojnec
- *Managing Global Transitions*, Editor Dr. Maja Meško
- ToKnowPress – International Academic Publisher, Editor Dr. Nada Trunk Širca

Managing Global Diversities 1

Thursday, 31 May 2018 • 11.30–13.00 • Arnold 1

Session Chair: Ines Kersan-Škabić

Technical and Non-Tariff Barriers against European Union Countries

Janez Rogelj, Ministry of Economy, Slovenia

Štefan Bojnec, University of Primorska, Slovenia

Keywords: barriers to trade, technical barriers, non-trade barriers, trade frame, World Trade Organization

Abstract

The Drivers of GVC Participations in the EU Member States

Ines Kersan-Škabić, Juraj Dobrila University of Pula, Croatia

Keywords: global value chains, backward and forward participation, EU

Abstract

Import Substitution Processes in Russia: Methodology of Assessment and First Results

Alexander Zaytsev, Lomonosov Moscow State University, Russian Federation

Keywords: import substitution policy, industry analysis, food industry

Abstract

Competition in the Global Market: Diversity Versus Market Protection

Caspar von der Crone, University of Sopron, Hungary

Markus Mau, Wyższa Szkoła Gospodarki, Poland

Nicole Mau, University of Sopron, Hungary

Keywords: production diversity, production costs, market protection, global trade, standards

Abstract

Impact of Foreign Investments, Institutions and Infrastructure on the Economic Growth in the Western Balkans Countries

Goran Popović and Stanko Stanić, University of Banja Luka, Bosnia and Herzegovina

Ognjen Erić, Krajinapetrol J.S.C, Bosnia and Herzegovina

Keywords: Western Balkans, economic growth, FDI, infrastructure, institutions, panel analysis, VAR model

Abstract

Russo-German Economic Interdependence: Technology Transfer

Andrei-Viorel Tătar, Babeş-Bolyai University Cluj Napoca, Romania

Keywords: technology transfer, Russian Federation, governance, Germany, business environment

Abstract

Financial Markets, Institutions and Instruments

Thursday, 31 May 2018 • 11.30–13.00 • Arnold 2

Session Chair: Igor Stubelj

Delta Coefficient of the Floating-Strike Lookback Call Option

Ewa Dziawgo, Nicolaus Copernicus University in Toruń, Poland

Keywords: risk management, financial instruments, option

[Abstract](#)

Application of Artificial Neural Network in Risk Management

Roman Kachalov, Yulia Sleptsova, and Yan Shokin,

Dubna State University, Russian Federation

Keywords: enterprise risk management, artificial neural networks

[Abstract](#)

Implementation of the Risk Premium Model for the Required Return of Equity Estimation

Igor Stubelj and Suzana Laporšek,

University of Primorska, Slovenia

Keywords: cost of capital, Capital asset pricing model – CAPM, Risk premium model, required rate of return

[Abstract](#)

Strategies for Managing Risk and Diversification in a Passive Investment Perspective by the Use of Selected ETFs Listed on the Italian Stock Exchange

Massimiliano Kaucic and Giorgio Valentinuz,

University of Trieste, Italy

Keywords: risk-based strategy, diversification distribution, multi-asset allocation, ETF portfolios

[Abstract](#)

Study of Performance Comparison Between Islamic and Conventional Banking in Syria

Faeyzh Barhoom, Kaposvár University, Hungary

Keywords: Islamic banks, conventional banks, Syrian crisis, performances of banks

[Abstract](#)

Financial Conditions and Monetary Policy in Uruguay: An MS-VAR Approach

Elizabeth Bucacos, Banco Central del Uruguay, Uruguay

Keywords: switching-regression models, investment, financial markets and the macroeconomy, Uruguay

[Abstract](#)

Corporate Governance

Thursday, 31 May 2018 • 11.30–13.00 • Voda

Session Chair: Tomasz Słoński

The Impact of Corporate Sustainability Performance on Financial Performance of Banking Industry

Tomasz Słoński, Karolina Daszyńska-Żygadło, and Anna Dziadkowiec,
Wrocław University of Economics, Poland

Keywords: corporate sustainability performance, banking sector performance, financial performance, sector analysis, Tobin's q, P/E ratio

Abstract

Competition Policy towards Business Groups in Korea

Kyoung-Youn Na, Construction & Economy Research Institute of Korea, Korea
Sang Won Yoon, Southern Connecticut University, USA
Taek-Han Yoon, Korea Development Institute, Korea
Chang-Ho Yoon, Korea University, Korea

Keywords: unfair intra-group transactions, precedents of the Supreme Court of Korea, decisions of Korea Fair Trade Commission, Heckman sample selection model

Abstract

Underpricing Effect of Companies Transferred from the Alternative to the Main Market: The Case of Poland

Dorota Podedworna-Tarnowska, SGH Warsaw School of Economics, Poland

Keywords: IPO, stock market, investment decisions, underpricing

Abstract

Does Ownership of Banks in the CEE Countries Matter?

Matjaž Nahtigal, University of Primorska, Slovenia

Keywords: bank ownership structure, Central and Eastern Europe, corporate governance, variety of institutional financial models

Abstract

Committee Structure in Corporate Governance of Companies Listed on the Budapest Stock Exchange

István Bartók, University of Sopron, Hungary

Keywords: corporate governance, organisation, management, abstract

Abstract

Tourism 1

Thursday, 31 May 2018 • 11.30–13.00 • Straža 5

Session Chair: Ige Pirnar

Shades of Dark Tourism on Social Media: A Qualitative Analysis on Instagram

Duygu Çelebi and Metehan İğneci,

Yasar University, Turkey

Keywords: special interest tourism, dark tourism, attractions, social media, marketing

Abstract

Culture Tourism and the Role of Tour Guides in Improvement

Ige Pirnar, Yasar University, Turkey

Sinem Kurtural, Guzel Izmir Hotel, Turkey

Keywords: culture tourism, tourist guides, culture tourists, protection of culture

Abstract

Poachers to Protectors: The Transformation Process of Local Communities to Protect the Ecotourism Destination Towards Sustainability

Harshavardhan Reddy Kummitha, Kaposvár University, Hungary

Keywords: communities, ecotourism, sustainability, transformation process

Abstract

Evidence of Tourism Industry Led Employment: The Case of Slovenia

Laura Južnik Rotar and Sergej Gričar, University of Novo Mesto, Slovenia

Štefan Bojnec, University of Primorska, Slovenia

Keywords: employment, time-series, Slovenia

Abstract

Digital Society 1

Thursday, 31 May 2018 • 11.30–13.00 • Straža 3

Session Chair: Maciej Czaplewski

State of Development of the Digital Society in Poland and Slovenia in Comparison with the EU Average

Maciej Czaplewski, University of Szczecin, Poland

Keywords: digital society, Poland, Slovenia, EU

[Abstract](#)

Digital Natives in the Digital World

Viktorija Florjančič, University of Primorska, Slovenia

Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland

Keywords: digital economy, digital literacy, business school students, ICT skills, comparison study, curriculum development

[Abstract](#)

High Expectations: Where Does the Race for GDPR Lead Us To?

Florin Ionita, Bucharest University for Economic Studies, Romania

Dan Ionita, University of Twente, The Netherlands

Darko Shuleski, Bucharest University for Economic Studies, Romania

Keywords: EU Digital Single Market, EU Data Protection Reform, e-Privacy Regulation, GDPR, general strategy

[Abstract](#)

Towards SME's Competitive Advantage in the Light of GDPR

Benjamin Lesjak, University of Primorska, Slovenia

Keywords: GDPR, General Data Protection Regulation, competitive advantage, trust, confidence, transparency, research

[Abstract](#)

Managing Global Diversities 2

Thursday, 31 May 2018 • 14.30–16.00 • Arnold 2

Session Chair: Natalia Moysa

The Parental Gender Preference across Europe:

Comparison of Two Alternative Explanations

Sergii Maksymovych, CERGE-EI, Czech Republic

Zurab Abramishvili, Tbilisi State University, Georgia

William Appleman, CERGE-EI, Czech Republic

Keywords: gender preference, material deprivation

Abstract

Economic Integration of Immigrants by Overcoming Employment and Payment Inequalities: Comparative Analysis of British and French Muslim Communities

Natalia Moysa, Lomonosov Moscow State University, Russian Federation

Keywords: immigration, Europe, Muslims communities, economic integration of immigrants, employment, labour market, income, ethnic and religious minorities

Abstract

Inclusion of Roma and Migrant Children in Schools:

Project RoMigSc as a Case Study

Nada Trunk Širca, University of Primorska and International School for Social and Business Studies, Slovenia

Valerij Dermal, International School for Social and Business Studies, Slovenia

Alexander Krauss, Institut für sozialwissenschaftliche Beratung GmbH, Germany

Keywords: disadvantaged groups, social inclusion in schools, project RoMigSc

Abstract

Environmental Challenges 1

Thursday, 31 May 2018 • 14.30–16.00 • Zrak

Session Chair: Danila Djokić

The Influence of Climate Change on Hungarian Agricultural Ecosystem Services

József Fogarasi, Research Institute of Agricultural Economics, Hungary,
and Partium Christian University, Romania

Enikő Zita Víg, Research Institute of Agricultural Economics
and Kaposvár University, Hungary

Krisztina Miskó, Research Institute of Agricultural Economics, Hungary

Keywords: climate change, sustainable agricultural production, ecosystem services

Abstract

Circular Economy on the Example of the Waste Industry in the European Union Countries

Małgorzata Gotowska and Anna Jakubczak,
University of Science and Technology, Poland

Keywords: circular economy, waste, waste industry

Abstract

Different Ways of Environmental Issue Management by Active Citizens in Hungary

Adrienn Reisinger and Katalin Bándy, Széchenyi István University, Hungary

Keywords: active citizens, social participation, environmental issues, management

Abstract

Linking Strategy, Environmental Uncertainty and the Use of Balanced Scorecard: How Do They Affect Performance?

Antonio Costantini, Cà Foscari University of Venice, Italy

Keywords: strategy, perceived environmental uncertainty, balanced scorecard, performance

Abstract

Greenwashing on Food Market as Seen by Young Consumers from Certain European Countries

Małgorzata Gotowska and Anna Jakubczak,
University of Science and Technology, Poland

Keywords: greenwashing, corporate social responsibility, consumer social responsibility, sustainable development

Abstract

Regulation of the Competences and Responsibilities of Participants in Sustainable Development of the World

Danila Djokić, University of Primorska, Slovenia

Keywords: sustainable development, competences, soft law

Abstract

Human Resources

Thursday, 31 May 2018 • 14.30–16.00 • Voda
Session Chair: Cem Berk

The Effect of Work-Life Balance on Organizational Commitment of Accountants

Cem Berk, Istanbul Arel University, Turkey

Fatih Gundogmus, FE Auditing and Certified Public Accounting Ltd., Turkey

Keywords: work-life balance, organizational commitment, accounting profession

Abstract

Agency, Temporary or Permanent Employment? The Study of Rationale of Slovenian Companies for the Use of Temporary Agency Work

Tjaša Redek and Mojca Bavdaž,

University of Ljubljana, Slovenia

Keywords: agency work, corporate attitudes towards temporary/agency employment, qualitative analysis

Abstract

Social Capital and Models of Employability

Matejka Letnar and Klemen Širok,

University of Primorska, Slovenia

Keywords: social capital, model of employability, employability

Abstract

Human Resource Development System in the Selected Company

Jindřich Fuka and Ladislav Rolínek,

The University of South Bohemia, Czech Republic

Keywords: human resource development, employee development, competencies, systematic development

Abstract

The Condition for the Development and Sustainability of Successful Human Resources Management in the Enterprise

Mirela Kljajić-Dervić, University of Bihać, Bosnia and Herzegovina

Šemsudin Dervić, European University of Brčko District, Bosnia and Herzegovina

Keywords: human resources management, management, employee, development

Abstract

Motivating by Flexibility: Which Role Plays the Companies Culture

Rozáliá Suliková and Nadja Meyer,

Comenius University in Bratislava, Slovakia

Keywords: flexibility, motivation, companies culture

Abstract

Market Pricing and Insurance

Thursday, 31 May 2018 • 14.30–16.00 • Straža 3

Session Chair: Zoltán Bakucs

Empirical Tests of Warranty Theories in the German Automobile Market

Ede Lázár, Sapientia Hungarian University of Transylvania, Romania

Keywords: management, warranty theories, demand models

[Abstract](#)

Electricity Price Structure and Drivers of Electricity Consumption in Slovenian Households

Štefan Bojnec, University of Primorska, Slovenia

Drago Papler, Gorenjska Electricity, Slovenia

Keywords: electricity market for households, demand function, elasticity, Slovenia

[Abstract](#)

Drivers of Income Risk in Hungarian Agriculture

Zoltán Bakucs, CERS-HAS and Corvinus University of Budapest, Hungary

Imre Fertő, CERS-HAS and Kaposvár University, Hungary

Keywords: income risk, governmental support, financial immobility, farm size, Hungary

[Abstract](#)

The Role of Underwriting in Motor Insurance

Ilona Tomaszewska, SGH Warsaw School of Economics, Poland

Keywords: underwriting, motor insurance, referrals, policy, risk

[Abstract](#)

Vinculation of Insurance Policy

Alojz Klaneček, Primit d.o.o., Slovenia

Keywords: vinculation, insurance claims, mortgage, vinculation clause

[Abstract](#)

Digital Society 2

Thursday, 31 May 2018 • 14.30–16.00 • Straža 5

Session Chair: Uroš Godnov

The Possibility of Using Alternative Currencies in Function of Development of the City of Zadar

Mladen Rajko, Ivica Zdrilić, and Danijel Jukić,
University of Zadar, Croatia

Keywords: alternative currencies, local community, city of Zadar, local currency, time credits

Abstract

PREON Institute: A Case Study of Crypto Certification

Marko Vidnjevič, Alma Mater Europaea – ECM, Slovenia

Keywords: cryptocurrency, Initial Coin Offering (ICO), First Worldwide ICO Standardisation Platform

Abstract

Application of Technical Analysis Tools in Cryptocurrency Trading

Slobodan Slović, Visoka škola za ekonomiju i upravu, Serbia

Keywords: cryptocurrency, technical analysis, crypto exchanges, digital assets, moving averages

Abstract

Unanticipated Rise of Virtual Currencies: Ripple

Aylin Erdoğdu, Istanbul Arel University, Turkey

Keywords: virtual currencies, Bitcoin, Ripple, digital currencies, crypto currencies, distributed ledger, Ripple consensus process

Abstract

An Analysis of Real-Estate Ads in Slovenia

Uroš Godnov, University of Primorska, Slovenia
Tjaša Redek, University of Ljubljana, Slovenia

Keywords: real-estate, advertising, price-variation

Abstract

Why Do People Tweet About Foreign Cricketers? A Content Analysis of Fans' Tweets in Pakistan Super League (PSL)

Shahid Nawaz and Ali Hasaan,
Islamia University Bahawalpur, Pakistan

Keywords: athlete brand, twitter, cricket, sport marketing

Abstract

Organisation, Globalisation and Management Studies

Thursday, 31 May 2018 • 16.30–18.00 • Zrak

Session Chair: Joseph A. McKinney

The Impact of Human Resource Development on Employee Performance and Organizational Effectiveness: An Empirical Study

Mohanad Ali Kareem and Cecilia Mezei,

Kaposvár University, Hungary

Keywords: human resource development, employee performance, organizational effectiveness

Abstract

Economic Transitions Resulting from Globalization and Technological Change

Joseph A. McKinney, Baylor University, USA

Keywords: globalization, technological change, economic transition

Abstract

Why is Power not a Part of Scientific Research in Business Studies?

Christoph Bach and Rozálie Suliková,

Comenius University in Bratislava, Slovakia

Keywords: organisations, power, governance, informal side of a company, formal side of a company, corporate ethics

Abstract

Workplace Friendship: Advantages and Challenges

Katja Sehur and Klemen Širok,

University of Primorska, Slovenia

Keywords: workplace friendship, employee engagement, friendship maintenance difficulty, abstract

Abstract

Organizational Values as the Basis for Business Excellence

Ivan Malbašić, University of Zagreb, Croatia

Bruno Belužić, Vindija Ltd., Croatia

Nikolina Posarić, University of Zagreb, Croatia

Keywords: organizational values, business excellence, Kanji's business excellence model, organizational performance, 'Yum! Brands' Company

Abstract

Knowledge Management

Thursday, 31 May 2018 • 16.30–18.00 • Arnold 2

Session Chair: Maria Jakubik

Practice Ecosystem of Knowledge Co-Creation

Maria Jakubik, Haaga-Helia University of Applied Sciences, Finland

Keywords: practice ecosystem, ontology and epistemology of becoming, knowledge and knowing, knowledge co-creation

[Abstract](#)

Knowledge Transfer: Difficulties of Implementing Entrepreneurship in Eastern Europe

Andrei-Viorel Tătar and Ioan Chirilă,
University of Babeş-Bolyai, Romania

Keywords: entrepreneurship, Eastern Europe, Moldova, Ukraine, knowledge transfer

[Abstract](#)

Do Network Position of Firms Increase the Firms' Innovation Performance in the Industrial Clusters? Evidence from Turkey

Gökhan Önder and Cemil Ulukan,
Anadolu University, Turkey

Keywords: industrial clusters, social network analysis, Heckman selection model

[Abstract](#)

Social Capital as a Motive of Employee's Knowledge Sharing in Family Firms

Ravindra Hewa Kuruppuge, Ales Gregar, and Ladislav Kudláček,
Tomas Bata University in Zlin, Czech Republic

Keywords: employee's behavior, family firms, knowledge sharing, social capital, Sri Lanka

[Abstract](#)

Knowledge Flow Performance of University-Industry Innovation Network in Strategic Emerging Industry Cluster

Lirong Jian, Nanjing University of Aeronautics and Astronautics, China

Keywords: strategic emerging industry cluster, University-Industry Innovation Network, GERT network, knowledge transfer effect measurement

[Abstract](#)

Quo Vadis Welder Company? Examination and Development from the View of Lean

Fruzsina Magda Pankotay, University of Sopron, Hungary

Keywords: management, lean, SMEs

[Abstract](#)

Tourism 2

Thursday, 31 May 2018 • 16.30–18.00 • Voda

Session Chair: Ana Čuić Tanković

Hosts and Guests' Satisfaction: Measuring and Managing Socio-Cultural Encounters in Tourism

Jerry Glover, Author and Consultant, USA

Kim Barker, Cleary University, USA

Zachary Glover, Florida Institute of Technology, USA

Keywords: hosts, guests, socio-cultural encounters, cultural differences, applied research

Abstract

Investigating Exhibitors' Selling and Non-Selling Motivation towards Traditional Festivals

Ana Čuić Tanković, Lorena Bašan, and Jelena Kapeš,
University of Rijeka, Croatia

Keywords: exhibitors, traditional festivals, motivation

Abstract

Trust in Sharing Economy: Evidence from Hungary

Georgina Görög, University of Kaposvár, Hungary

Keywords: sharing economy, trust, Airbnb, festival season

Abstract

Smart Organisation: Organisational Characteristics of Innovative Touristic Organisations

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

Keywords: innovation, TDM organisation, innovation areas, types of innovation

Abstract

Transport and Infrastructure

Thursday, 31 May 2018 • 16.30–18.00 • Straža 3

Session Chair: Tin Pofuk

ICT and Transport Infrastructure Development

Kyoung-Yun Na, Construction & Economy Research Institute (CERIK), Korea

Sang Won Yoon, Southern Connecticut State University, USA

Donghyun Kim, University of Wisconsin-Milwaukee, USA

Chang-Ho Yoon, Korea University, Korea

Keywords: infrastructure, complementarity, critical mass

Abstract

Autonomous Vehicles: What Will the Future Look Like?

Tin Pofuk, University of Primorska, Slovenia

Keywords: autonomous vehicles, electric vehicles, mobility on demand, transportation

Abstract

Development Opportunities of Liner Maritime Passenger Traffic in the Republic of Croatia

Dora Naletina, University of Zagreb, Croatia

Ivana Ačkar, Populus-duo Ltd., Croatia

Ante Vuletić, University of Zagreb, Croatia

Kristina Petljak, University of Zagreb, Croatia

Keywords: maritime transport, liner passenger transport, maritime-passenger ports, tourism

Abstract

Managing Global Diversities 3

Friday, 1 June 2018 • 8.30–10.00 • Arnold 1

Session Chair: Lola Larioshina

The Presence of Russian Commercial Banks Abroad: Impact of Russian Economic Crisis of 2014–2016

Mikhail Golovnin, Lomonosov Moscow State University and Institute of Economics of Russian Academy of Sciences, Russian Federation

Lola Larioshina, Lomonosov Moscow State University, Russian Federation

Keywords: Russian banks, Eurasian Economic Union, financial integration

[Abstract](#)

Islamic Microfinance as a Public Good in the Competitive Economy: Issues and Reddy Challenges

Areeba Khan, The Islamia University of Bahawalpur, Pakistan

Junaina Muhammad, University Putra Malaysia, Malaysia

Keywords: finance, microfinance, public good, Pareto efficiency, financial inclusion

[Abstract](#)

SME Internationalisation in the United Arab Emirates: Home-Host Country Characteristics and the Role of Cultural Distance

Nataša Kobal and Roberto Biloslavo,

University of Primorska, Slovenia

Matevž Raškovič, Victoria University of Wellington, New Zealand

Keywords: host country characteristics, home country characteristics, cultural distance, market entry mode, firm performance

[Abstract](#)

Influence of Economic Freedom Index's Macroeconomic Factors on Foreign Direct Investment: Analysis from World Economies

Devesh Singh, Kaposvár University, Hungary

Keywords: foreign direct investments, economic freedom, economic growth, macroeconomic factor

[Abstract](#)

A Glimpse into Chinese Capitalism

Ioan Chirilă, University of Babeş-Bolyai, Romania

Keywords: entrepreneurship, capitalism, protectionism, China, globalisation

[Abstract](#)

Public Finance

Friday, 1 June 2018 • 8.30–10.00 • Arnold 2

Session Chair: Erzsébet Szász

Tax Gap and the Effectiveness of Tax Collection in Romania

Erzsébet Szász, Edit Veres, and Erzsébet Lengyel,

Partium Christian University, Romania

József Fogarasi, Partium Christian University, Romania, and Research Institute of Agricultural Economics, Hungary

Keywords: tax gap, tax collection, effectiveness, value added tax, Romania

[Abstract](#)

Sustainability of the Pension System in the Republic of Macedonia: Challenges and Solutions

Hyrije Abazi-Alili, Shpresa Alija, and Abdylmenaf Bexheti,

South East European University, Macedonia

Irina B. Panovska, Lehigh University, USA

Remzije Rakiqi, South East European University, Macedonia

Keywords: pension sustainability, postponed retirement, contributions and expenditures, stochastic simulation

[Abstract](#)

Challenges and Opportunities of Finnish Defence Material Projects: Changes Over a Decade

Ilkka Ikonen and Lauri Kananoja,

National Defence University, Finland

Keywords: critical success factors, performance measurement, project, defence

[Abstract](#)

What Qualities Do Government-Owned Venture Capital Investors Look for in a New Venture?

Endre Mihály Molnár, Erika Jáki, and Bence Katona,

Corvinus University of Budapest, Hungary

Keywords: venture capital, investment decision, startup, business plan

[Abstract](#)

The Impact of State Sources on the Hungarian Venture Capital Market

Laszlo Kallay and Erika Jáki,

Corvinus University of Budapest, Hungary

Keywords: venture capital, government intervention, supply shock, investment pressure, crowding out impact, SME finance

[Abstract](#)

Higher Education

Friday, 1 June 2018 • 8.30–10.00 • Straža 3

Session Chair: Igor Rižnar

Examining the Aspects of Secondary School Students in the Given Hungarian Region when Choosing Institution for Higher Education

Katalin Mészáros and Zsuzsanna Némethné Tömő,

University of Sopron, Hungary

Keywords: academic studies, institution of higher education, open day, reputation of the university, communication tools

Abstract

Higher Education Mismanagement

Dušan Lesjak, University of Primorska and International School for Social and Business Studies, Slovenia

Keywords: higher education, governance, management, audit, Court of Audit, Slovenia

Abstract

Sustainable Teaching Perspective in Language Learning

Igor Rižnar, University of Primorska, Slovenia

Keywords: language learning, higher education, Flipboard, Basecamp 3, Raspberry Pi, Python, Google AIY voice kit

Abstract

New Paradigms for Fostering Innovation in Scientific Publishing

Katarina Krapež, University of Primorska, Slovenia

Keywords: innovation, research outputs, accessibility, quality assurance, management of scientific journals

Abstract

CSR and Leadership

Friday, 1 June 2018 • 8.30–10.00 • Zrak

Session Chair: Ana Arzenšek

Corporate Social Responsibility Towards Employees: Analysis of Slovenian and Foreign Good Practices

Ana Arzenšek, Valentina Franca, and Suzana Laporšek,
University of Primorska, Slovenia

Keywords: corporate social responsibility towards employees, human resources, good practices, Slovenia

[Abstract](#)

CSR Strategy and Integration: The Conscious Management Practice of Responsible Business Behaviour

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

Keywords: CSR management, CSR strategy and integration, responsible business operations

[Abstract](#)

Culture, Change, and Leadership: Meeting the Challenges of Global Diversity

Jerry Glover, Author and Consultant, USA

Fons Trompenaars, Trompenaars Hampden-Turner, Netherlands

Keywords: culture, change, leadership, global diversity, synergy, applied research

[Abstract](#)

CSR in Developing Countries: Case Study in Vietnam

Phan Van Thanh, Kaposvár University, Hungary

Szilárd Podruzsik, Corvinus University of Budapest, Hungary

Keywords: corporate social responsibility, CSR, developing countries, Vietnam, Vietnamese SMEs

[Abstract](#)

Qualitative Research on the Social Responsibility of Managers of SMEs in Bihor County

Veres Edit, Partium Christian University, Romania

Keywords: CSR, SMEs, attitude of leaders

[Abstract](#)

The Reinterpretation of Innovation: Industry 4.0

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

Keywords: innovators, fourth industrial revolution, change

[Abstract](#)

Environmental Challenges 2

Friday, 1 June 2018 • 8.30–10.00 • Voda

Session Chair: Jana Hojnik

What Determines Green Consumerism: The Case of Slovenian Consumers

Jana Hojnik and Mitja Ruzzier,

University of Primorska, Slovenia

Tatiana S. Manolova, Bentley University, USA

Keywords: environmental commitment, perception about eco-products, barriers, purchase intention, green consumerism

Abstract

Perceptions on Efficient Energy Use and Renewable Sources of Energy

Štefan Bojnec, University of Primorska, Slovenia

Drago Papler, Gorenjska Electricity, Slovenia

Keywords: energy efficiency, renewable sources of energy, operation management, sustainability, social responsibility

Abstract

Causality Between Renewable Energy Consumption and Economic Growth: Panel Data Approach

Gülsüm Akarsu, Ondokuz Mayıs University, Turkey

Nebile Korucu Gumusoglu, Istanbul Kultur University, Turkey

Keywords: renewable energy consumption, economic growth, panel data, causality

Abstract

Social and Natural Opportunities for the Renewable Energy Utilization in the Koppany Valley Development Area

Alexander Titov, Kinga Szabó, and Bernadett Horváthné Kovács,

Kaposvár University, Hungary

Keywords: renewables, energy, rural development, local resources, social acceptance, biomass

Abstract

Poster Session

Friday, 1 June 2018 • 11.00–12.00 • Conference Hotel Lobby

Does Buying Local Help? Consequences of Poorly-Regulated Short Food Supply Chains: Implications for Environmental Policy

Zsófia Benedek, Hungarian Academy of Sciences, Hungary

Andrea Tabi, University of Zurich, Switzerland

Keywords: local food, farmers' market, linear mixed effects model, carbon emission

[Abstract](#)

Assessment of the Situation in the Health Care Sector in the Context of the Development of Private Health Insurance

Renata Pajewska-Kwaśny, Warsaw School of Economics, Poland

Keywords: public health care, commercial health insurance, illness, social solidarity

[Abstract](#)

Financial Condition Analysis of Municipal Units in Albania

Mariola Kapidani, University of Tirana, Albania

Keywords: financial management, local government, financial condition

[Abstract](#)

Undesirable Effects of Retail Therapy on Consumer Emotions and Consumer-Based Brand Equity (CBBE)

Sertaç Çifci, Abant İzzet Baysal University, Turkey

Yüksel Ekinci, University of Portsmouth, United Kingdom

Keywords: consumer emotions, consumer-based brand equity, retail therapy

[Abstract](#)

Leveraging Social Media for Business Transformation: Benefits and Barriers

Parmita Saha and Atanu Nath,

Western Norway University of Applied Sciences, Norway

Keywords: social media, user generated websites, digital technology, social media efficacy

[Abstract](#)

Taxation of Agriculture in Poland and Other EU Countries

Joanna Szlęzak-Matusewicz, Warsaw School of Economics, Poland

Keywords: agriculture, agricultural tax, EU Member States, Poland

[Abstract](#)

Maximizing and Satisficing Decision-Making Styles: A New Variable for Understanding Deep Level Diversity

Brandon William Soltwisch, University of Northern Colorado, USA

Keywords: management, decision-making, maximizing, satisficing

[Abstract](#)

Collective Representation of Self-Employed Workers in the EU and Slovenia

Elizabeta Zirnstein, Suzana Sedmak, Klemen Širok, and Suzana Laporšek,
University of Primorska, Slovenia

Keywords: collective representation, self-employed workers, Slovenia

Abstract

How to Tackle New Form of Works for a Greater Employment Protection

Valentina Franca, Suzana Laporšek, and Ana Arzenšek,
University of Primorska, Slovenia

Keywords: new forms of work, employment protection, false self-employment

Abstract

Community Economic Development Through Health Tourism

Galia Alexandra Gutiérrez Delgado, Marissa Alonso Marbán,
and Cristina Isabel Méndez Ravina, National Polytechnic Institute, México

Keywords: economic development, health tourism, traditions

Abstract

Local Tourism Productive System in Community Economic Development

Gabriel Alberto Aviña Solares, Lilián Marisa Méndez Ravina,
and Roberto Galan Galan, National Polytechnic Institute, México

Keywords: local tourism productive system, sightseeing, economic development,
social tourism

Abstract

The Search for Cultural Identity in a Globalized Society, a Challenge for the Competency Model in the Higher Middle Level

Claudia Edith Díaz Casillas, Lilián Marisa Méndez Ravina,
and Consuelo Blancarte Godínez, National Polytechnic Institute, México

Keywords: identity, competences, globalization, upper middle level

Abstract

Sustainability Challenges in Conflict-Ridden Environment: Issues of Tourism in Turkey

Abalfaz Abdullayev, Szent István University, Hungary
Elimdar Bayramov, Corvinus University of Budapest, Hungary
Mammadbaghir Jabrayilov, KU Leuven, Belgium

Keywords: conflict-ridden areas, sustainable tourism development, tourism in Turkey

Abstract

Innovation to the Regulatory Framework for the Collection of Taxes to Tourism in the Ciudad de Mexico

Víctor Manuel Guerrero Sol, National Polytechnic Institute, México

Keywords: tourism promotion, regulatory framework, multimodal approach

Abstract

Habitat Dynamics of Pinus Massoniana under Scenario of Climate Change in Hunan Province, China

Mingyang Li, Nanjing Forestry University, China

Keywords: Pinus massoniana, climate change, habitat analysis, Hunan Province, forest management plan

Abstract

Agricultural Economics

Friday, 1 June 2018 • 12.00–13.30 • Straža 3

Session Chair: Štefan Bojnec

The Effects of Privatisation, EU Accession and Climate Change on Hungarian Agriculture

Nikoletta Németh, University of Sopron, Hungary

Keywords: agriculture, influencing factors, climate change, perception

[Abstract](#)

Do CAP Subsidies Stabilise Farm Income? Empirical Evidences from Hungarian Farms

Zoltán Bakucs, CERS-HAS and Corvinus University of Budapest, Hungary

Imre Fertő, CERS-HAS and Kaposvár University, Hungary

Keywords: farm income, farm management, Common Agricultural Policy, variance decomposition, farm subsidies

[Abstract](#)

Quantifying Greenhouse Gas Emission Hungarian Dairy and Pig Systems

Enikő Zita Vigh, Research Institute of Agricultural Economics and Kaposvár University, Hungary

Eszter Kis-Csatári, Research Institute of Agricultural Economics, Hungary

Csaba Pesti, Research Institute of Agricultural Economics

and Szent István University, Hungary

József Fogarasi, Research Institute of Agricultural Economics, Hungary, and Partium Christian University, Romania

Keywords: greenhouse gas emission, agricultural sustainability, IPCC

[Abstract](#)

Do CAP Subsidies Stabilise Farm Income in Slovenia?

Štefan Bojnec, University of Primorska, Slovenia

Imre Fertő, CERS-HAS and Kaposvár University, Hungary

Keywords: farm income, farm management, Common Agricultural Policy, variance decomposition, farm subsidies

[Abstract](#)

Marketing

Friday, 1 June 2018 • 12.00–13.30 • Arnold 1

Session Chair: Danjel Bratina

'Poland Cannot Into Space' – Images of Nations in the Context of Polandball Cartoons

Krzysztof Raganowicz, Maria Curie-Skłodowska University, Poland

Keywords: place branding, nation branding, country image, Polandball, Countryball

Abstract

The Influence of Product Innovation, Country of Origin, and Product Knowledge on Purchase Intention: The Mediating Effect of the Brand Attitude

Ramadania, University of Tanjungpura, Indonesia

Rianti Ardana Reswari, University of Tanjungpura, Indonesia

Keywords: product innovation, country of origin, product knowledge, brand attitude, purchase intention

Abstract

Assessing Direct Marketing Campaign Effectiveness Using RFM, Logit and Machine Learning Methods

Danjel Bratina, University of Primorska, Slovenia

Keywords: direct marketing effectiveness, RFM, logit modelling, machine learning

Abstract

Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context

Victor-Alexandru Briciu, Florin Nechita, and Arabela Briciu,
Transilvania University of Brasov, Romania

Keywords: place brands, online environment, online identity, Web 2.0, circular economy

Abstract

Global Diversities in Safeguarding the Cultural Heritage

Armand Faganel, University of Primorska, Slovenia

Keywords: cultural heritage, safeguarding, management, threats, tangible, intangible, responsibility to protect

Abstract

Entrepreneurship

Friday, 1 June 2018 • 12.00–13.30 • Arnold 2

Session Chair: Irina A. Zaytseva

Impact of Subsidies on Performance of Enterprises

Sabina Žampa, RISO d.o.o., Slovenia

Štefan Bojnec, University of Primorska, Slovenia

Keywords: subsidies, financial indicators, economic performance, sustainable development

Abstract

How to Count? Russian Statistical ‘Dualism’

Irina A. Zaytseva, Plekhanov Russian University of Economics, Russian Federation

Keywords: SME, market evaluation, statistical research, analysis

Abstract

Validating a Decision Making Method Basing on Technology and Knowledge Priorities for Sustainable Strategies for Innovative Start-ups

Josu Takala and Sara Tilabi,

University of Vaasa, Finland

Keywords: knowledge and technology (K/T) rankings, sustainable competitive advantage, sense and respond method, Analytical Hierarchy Process (AHP)

Abstract

Characteristics of Hungarian Startup Ecosystem

Erika Jáki and Endre Mihály Molnár, Corvinus University of Budapest, Hungary

Béla Kádár, K&H Bank, Hungary

Keywords: startup, Hungary, venture capital, accelerator, incubator, business angel

Abstract

Analysis of Earn Out Mechanism in Start-Ups

Karolina Daszyńska-Żygadło and Andrzej Babiaryz,

Wrocław University of Economics, Poland

Keywords: start-ups valuation, venture capital funds, earn out mechanisms

Abstract

Education

Friday, 1 June 2018 • 12.00–13.30 • Zrak

Session Chair: Klemen Širok

Entrepreneurial Intentions among Students in SEEC's-Factors Related to Education and Family

Emilija Egger and Ana Tomovska Misoska,
University American College Skopje, Macedonia

Keywords: entrepreneurship, intentions, family, education

Abstract

Comparison of Generic Entrepreneurial Competences of Hungarian, Slovenian, German and Finnish students

Klemen Širok, University of Primorska, Slovenia
Marja-Liisa Kakkonen, South-Eastern Finland University of Applied Sciences, Finland

Keywords: generic, competence, entrepreneurship, higher education

Abstract

University Teachers' Attitudes to Information and Communication Technologies and Education: The Case of the University of Primorska

Šarolta Godnič Vičič, Patrik Pucer, and Boštjan Žvanut,
University of Primorska, Slovenia

Keywords: higher education, information and communication technologies, teachers' attitudes

Abstract

Behavioural Patterns of Student Entrepreneurs in the Visegrad Countries

Szilveszter Farkas, Budapest Business School, Hungary
Andrea S. Gubik, University of Miskolc, Hungary

Keywords: entrepreneurship, higher education, student entrepreneurship, career choice

Abstract

Siri, Alexa and Google or Teaching by the Book

Igor Rižnar, University of Primorska, Slovenia

Keywords: business English, textbooks, Raspberry Pi, Google AIY voice kit, Siri, Alexa, Google

Abstract

International Finance

Friday, 1 June 2018 • 12.00–13.30 • Straža 1

Session Chair: Lubos Fleischmann

The Relationship Between Financial Stability Indicators and Exchange Rate in Russia

Mikhail Golovnin, Institute of Economics of Russian Academy of Sciences and Lomonosov Moscow State University, Russian Federation

Gaiane Oganessian, Lomonosov Moscow State University, Russian Federation

Keywords: exchange rate, financial stability, Russian economy

Abstract

Macro Determinants of Shadow Banking in Central and Eastern European Countries

Constantin-Marius Apostoae and Irina Bilan,

Alexandru Ioan Cuza University of Iasi, Romania

Keywords: shadow banking, New EU Member States, macroeconomic and financial determinants, panel data estimation techniques

Abstract

Common Volatility Trends of Foreign Exchange Rates and Euro in the Central and Eastern European Countries

Edith Debrenti and Johanna Benedek,

Partium Christian University, Romania

József Fogarasi, Partium Christian University, Romania, and Research Institute of Agricultural Economics, Hungary

Keywords: exchange rate volatility, Central and Eastern European Countries, Euro area

Abstract

Perspectives on Imbalances within the TARGET2 International Payment System

Lubos Fleischmann, University of Economics in Prague, Czech Republic

Keywords: Target2, payment system, ECB, eurozone, imbalances

Abstract

Labour Market

Friday, 1 June 2018 • 12.00–13.30 • Voda

Session Chair: Suzana Laporšek

Atypical Employment and New Forms of Works in Slovenia – Empirical Overview

Suzana Laporšek, Valentina Franca, Ana Arzenšek,
University of Primorska, Slovenia

Keywords: atypical employment, new forms of work, empirical analysis, Slovenia

Abstract

Internal Marketing and Seasonal Employment in Hotel Industry

Danijela Križman Pavlovič and Marija Bušelić,
Juraj Dobriša University of Pula, Croatia
Ines Kovačić Drndić, Maistra d.d., Croatia

Keywords: internal marketing, seasonal employment, hotel industry, Croatia

Abstract

Dynamics of Firms and Labour in Textile Industry in Slovenia

Barbara Jernejčič Dolinar, Faculty of Design, Slovenia
Štefan Bojnec, University of Primorska, Slovenia

Keywords: dynamics of firms, dynamics of labour, textile industry, Slovenia

Abstract

Can Labor Market Institutions Explain Real Wage Disparities in CEE Countries?

Dražen Novaković and Dina Liović,
J. J. Strossmayer University of Osijek, Croatia
Milan Deskar-Škrbić, University of Rijeka, Croatia

Keywords: wages, labor market institutions, CEE, panel

Abstract

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