MIC 2018: 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, 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 BIFOCAlps international conference, entitled Policy Development of Factories of the Future in the Alpine Space Area. We are pleased to welcome the BIFOCAlps attendees and invite both MIC and BIFOCAlps 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

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

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**Editorial Office**  
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
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 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.
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 Sinkovič
• International Journal of Management, Knowledge and Learning, Advisory Editor Dr. Nada Trunk Širca
• Review of Innovation and Competitiveness, Dr. Dean Sinkovič
• Journal of the New Economic Association/Zhournal Novoi Ekonomicheskoi Asso- ciacii, 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, Babeș-Bolyai University Cluj Napoca, Romania
Keywords: technology transfer, Russian Federation, governance, Germany, business environment
Abstract
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 Lapošek,
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-Zygdło, 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 Pırnar

Shades of Dark Tourism on Social Media: A Qualitative Analysis on Instagram
Duygu Çelebi and Metehan İğneçi,
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 Pırnar, Yasar University, Turkey
Sinem Kurtural, Guez 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 Dermol, 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
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 Vígh, 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
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
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
The Possibility of Using Alternative Currencies in Function of Development of the City of Zadar
Mladen Rajko, Ivica Zdriić, 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 Vidnjević, 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 Erdoğan, 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
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 Rozália 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 Zlín, 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
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 Čuic Tankovic, Lorena Basan, 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

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 Rašković, 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 Babeș-Bolyai, Romania
Keywords: entrepreneurship, capitalism, protectionism, China, globalisation
Abstract
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 Abdymenaf Bexheti,
South East European University, Macedonia
Irina B. Panovska, Lehigh University, USA
Remzije Rakipi, 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
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
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
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 Mayis 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 Izzet 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 Szlężak-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

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

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

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

The Search for Cultural Identity in a Globalized Society, a Challenge for the Competency Model in the Higher Middle Level
Claudia Edith Díaz Casillas, Lilian Marisa Méndez Ravina,
and Consuelo Blancarte Godínez, National Polytechnic Institute, México
Keywords: identity, competences, globalization, upper middle level

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

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
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
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 Vígh, Research Institute of Agricultural Economics and Kaposvár University, Hungary
Észter Kis-Csátaři, 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

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
**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**
Kořolina Daszyńska-Zygadło and Andrzej Babiarz,
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Keywords: start-ups valuation, venture capital funds, earn out mechanisms
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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
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Behavioural Patterns of Student Entrepreneurs in the Visegrad Countries
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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
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The Relationship Between Financial Stability Indicators and Exchange Rate in Russia
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Gaiane Oganesian, 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 Apostoaie 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
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Common Volatility Trends of Foreign Exchange Rates and Euro in the Central and Eastern European Countries
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Keywords: exchange rate volatility, Central and Eastern European Countries, Euro area
Abstract

Perspectives on Imbalances within the TARGET2 International Payment System
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Keywords: Target2, payment system, ECB, eurozone, imbalances
Abstract
Atypical Employment and New Forms of Works in Slovenia – Empirical Overview
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Keywords: atypical employment, new forms of work, empirical analysis, Slovenia
Abstract

Internal Marketing and Seasonal Employment in Hotel Industry
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Keywords: internal marketing, seasonal employment, hotel industry, Croatia
Abstract

Dynamics of Firms and Labour in Textile Industry in Slovenia
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Keywords: dynamics of firms, dynamics of labour, textile industry, Slovenia
Abstract

Can Labor Market Institutions Explain Real Wage Disparities in CEE Countries?
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Keywords: wages, labor market institutions, CEE, panel
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