Managing Geostrategic Issues

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 Mirkovic,’ Croatia

Opatija, Croatia • 29 May–1 June 2019
MIC 2019: Managing Geostrategic Issues
Abstracts 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
Opatija, Croatia • 29 May–1 June 2019

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Conference Organisers

The conference is organised by three partner institutions:

**University of Primorska, Faculty of Management** (Slovenia) is a higher education institution for education and research in the fields of social sciences and business management. The Faculty offers undergraduate study programmes in Management, master study programmes in Management, Economics and Finance, and Law for Management, interdisciplinary master study programmes in Sustainable Development Management, Political Science, and Innovation and Entrepreneurship, and doctoral study programme in Management. Beside the study 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.*
Welcome Address by the Organisers

We have great pleasure and honour in welcoming you to Opatija, Croatia, to participate in the Management International Conference (MIC) 2019.

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), and Juraj Dobrila University of Pula, Faculty of Economics and Tourism ‘Dr. Mijo Mirković’ (Croatia).

We would like to extend a sincere appreciation to all the participants and presenters for their contributions and participation. This year we received 117 submissions and selected the best 89 papers, and the total number of participants will reach 110 (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 2019 Conference Proceedings or to the regular or special issues, organised by the MIC supporting journals. The list of the MIC supporting journals is published at the conference’s website.

Our deepest gratitude goes to Keynote Speakers, Dr. Anna Visvizi (Deree College – The American College of Greece, Greece) and Dr. Vladimir Gligorov (The Vienna Institute for International Economic Studies, Austria).

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 2019. 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 2019 is *Managing Geostrategic Issues*. The rise of the BRICS countries, as well as the rise of many other developing countries, creates new opportunities and challenges for the international community. New opportunities emerge for the new generation of entrepreneurs and innovators from both developed and developing parts of the world. New challenges relate to the issues of energy and climate change, international trade and finance, the future role of international institutions, such as the WTO. New challenges also relate to the rise of populism in many parts of the world as well as to the continuous rise of inequality within many developed and developing countries.

The aim of the conference is to address various aspects of managing geostrategic issues, with special focus on the following thematic areas:

- management,
- economics,
- finance,
- tourism,
- energy and climate,
- digitalization and the workplace,
- international institutions and development,
- trade.
Programme Boards

Conference Chairs
Dr. Suzana Laporšek, University of Primorska, Slovenia
Dr. Matjaž Nahtigal, University of Primorska, Slovenia

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Dr. Lyubov Babich, Vologda Research Center of the Russian Academy of Sciences, Russian Federation
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Dr. Giorgio Valentinuz, University of Trieste, Italy
Dr. Robert Zenzerović, Juraj Dobrila University of Pula, Croatia
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Amela Panić, University of Primorska, Slovenia
Tin Pofuk, University of Primorska, Slovenia

Editorial Office
Alen Ježovnik, University of Primorska Press, Slovenia
Conference Programme

Wednesday, 29 May 2019
18.00–20.00 Registration

Thursday, 30 May 2019
08.30–17.00 Registration
09.30–11.00 Concurrent Sessions: Managing Geostrategic Issues and Development; Competitiveness and Trade; Issues in Management; Financial Markets, Institutions and Instruments
11.00–11.30 Photo Session and Coffee Break
11.30–12.00 Conference Opening (2A)
12.00–13.00 Keynote Speech (2A): Dr. Anna Visvizi, Deree College – The American College of Greece, Greece
13.00–14.30 Lunch
14.30–16.00 Concurrent Sessions: Labour Market; Innovation and Technology Transfer; Venture Capital; Taxation and Accounting
16.00–16.30 Coffee Break
16.30–18.00 Concurrent Sessions: Tourism; IT Management
Doctoral Students’ Workshop (Part 1)
19.00–22.00 Conference Dinner

Friday, 31 May 2019
08.30–12.00 Registration
08.30–10.00 Concurrent Sessions: Social Welfare; Challenges in Education; Marketing and Social Challenges
10.00–11.00 Keynote Speech (2A): Dr. Vladimir Gligorov, The Vienna Institute for International Economic Studies, Austria
11.00–12.00 Poster Session (with Coffee Break)
12.00–13.30 Concurrent Sessions: Research and Education; Knowledge Management; Agriculture and Economy
Doctoral Students’ Workshop (Part 2)
13.30–14.30 Lunch
14.30–16.00 Editors’ Panel (2A)
16.30–18.00 Conference Closing and Farewell Reception

Saturday, 1 June 2019
10.00 Trip (the cost of trip is not included in the conference fee)
Keynote Speakers

Dr. Anna Visvizi
Thursday, 30 May 2019 • 12.00–13.00 • 2A
Dr. Anna Visvizi, economist and political scientist, editor, research and political consultant with extensive experience in academia and the think-tank sector in Europe and the US. The author of several published works, Dr. Visvizi presented her work across Europe and the US, including Capitol Hill. A practiced team-worker, researcher, analyst and lecturer, Dr. Visvizi’s expertise covers issues pertinent to the intersection of politics, economics and ICT. This translates in her research and advisory roles in such areas as the EMU, Central Europe, international safety and security, multilateralism, as well as smart cities and smart villages, politics of migration, and innovation promotion. In her work, Dr. Visvizi places emphasis on engaging academia, the think-tank sector and decision-makers in dialogue to ensure well-founded and evidence-driven policy-making. Currently, Dr. Visvizi serves as Associate Professor at Deree College-The American College of Greece. Until December 2018, Dr. Visvizi was Head of Research at the Institute of East-Central Europe (IESW), Poland.

Dr. Vladimir Gligorov
Friday, 31 May 2019 • 10.00–11.00 • 2A
Dr. Vladimir Gligorov is Senior Research Associate at the WIIW and country expert for Western Balkan countries, especially for Serbia, Montenegro and North Macedonia. His research focuses on long-term growth in transition countries, macroeconomic analysis and financial markets. Vladimir Gligorov has been a regular contributor to Oxford Analytica (Oxford and New York). He has contributed opinion pieces to the Wall Street Journal and writes regular columns for several newspapers and weeklies in Southeast Europe.
Doctoral Students’ Workshop: Message-Driven Writing

Part 1: Thursday, 30 May 2019 • 16.30–18.00 • 2D
Part 2: Friday, 31 May 2019 • 12.00–13.30 • 2D

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.
Editors’ Panel
Friday, 31 May 2019 • 14.30–16.00 • 2A

Editors’ Panel Chair
Dr. Maja Meško, University of Primorska, Slovenia

In a panel discussion, the editors will be invited to share their views and experience in regard to selection consideration and criteria for a potential publication.

The following international journals are going to be presented:

- Economic Research/Ekonomsko istraživanja, Editor Dr. Marinko Škare
- Economic and Social Changes: Facts, Trends and Forecast, Dr. Lyubov Babich
- Human Systems Management, Editor Dr. Nada Trunk Širca
- International Journal of Management in Education, Editor Dr. Dušan Lesjak
- International Journal of Management, Knowledge and Learning, Advisory Editor Dr. Nada Trunk Širca
- Management and Production Engineering Review, Oskar Juszczyk
- Management, Associate Editor Dr. Maja Meško
- Managing Global Transitions, Editor Dr. Maja Meško
- Review of Innovation and Competitiveness, Editors Dr. Marinko Škare and Dr. Danijela Križman Pavlovič
- ToKnowPress – International Academic Publisher, Editor Dr. Nada Trunk Širca
Regional Economic Integration in North America and the European Union: Contrasting Lessons Learned
Joseph A. McKinney, Baylor University, USA

*Keywords:* regional, economic integration, institutions, North America, European Union

*Abstract*

Italo-Russian Relations in Current Geostrategic Settings
Mitja Stefancic, University of Primorska, Slovenia
Silvio Goglio, University of Trento, Italy

*Keywords:* Italy, Russia, trade and financial exchange, new geostrategic alliances

*Abstract*

Does Union Membership Matter? Political Participation, Attachment to Democracy and Generational Change
Tom Turner, Lorraine Ryan, and Michelle O’Sullivan, University of Limerick, Ireland

*Keywords:* unions, politics, democracy, authoritarianism, generations

*Abstract*

Competitiveness of Business Environment of the Western Balkan Countries
Zoran Najdanović, EFFECTUS University College for Finance and Law, Croatia
Marijana Žiravac Mladenović, University for Business Engineering and Management, Bosnia and Herzegovina
Natalia Tutek, Croatian Post Bank, Croatia

*Keywords:* business competitiveness, doing business, Western Balkan, investing intention

*Abstract*

Official Development Assistance as an Economic Instrument of a Small Donor Countries: The Case of Croatia and Slovenia
Jana Arbeiter, University of Ljubljana, Slovenia

*Keywords:* Official Development Cooperation, Croatia, Slovenia, economic instrument, foreign policy

*Abstract*
Competitiveness and Trade
Thursday, May 30 • 9.30–11.00 • 2B
Session Chair: Rune Ellemose Gulev

Competitiveness of Countries and Its Positive Symbiotic Relationship with Trust Levels, Environmental Performance and Corruption Avoidance
Rune Ellemose Gulev, Kiel University of Applied Sciences, Germany
Keywords: competitiveness, sustainability, corruption, trust, environment performance
Abstract

Trade Embargo in Russia: Evaluation of Sanction Imports Substitution
Alexander Zaytsev and Valeria Gurieva, Lomonosov Moscow State University, Russia
Keywords: agrifood embargo, sanctions, import substitution policy, food industry
Abstract

Financial Constraints and Firm-Level Exports in Croatia
Valerija Botrič, The Institute of Economics, Zagreb, Croatia
Keywords: firm-level exports, financial constraints, Croatia
Abstract

Dynamics of Enterprises in the Slovenian Textile Industry
Barbara Jernejčič Dolinar, Faculty of Design, Slovenia
Štefan Bojnec, University of Primorska, Slovenia
Keywords: dynamics of enterprises, entry of enterprises, exit of enterprises, textile industry, Slovenia
Abstract

Slovenia in the Coalition S: Nuts and Bolts of the Transitioning Towards Open Science
Katarina Krapež, University of Primorska, Slovenia
Keywords: innovation and research policy, research outputs, accessibility, quality assurance, quality standards
Abstract

Concept Mapping for the Energy Market
András Herczeg, Corvinus University of Budapest, Hungary
Gyula Vastag, Széchenyi University, Hungary
Keywords: concept mapping, energy policy, renewables, supply chain management
Abstract
Issues in Management
Thursday, May 30 • 9.30–11.00 • 2C
Session Chair: Brandon Soltwisch

The Maximizing Entrepreneur: The Impact of Decision-Making Styles on Entrepreneurial Orientation and Intent
Brandon Soltwisch and Daniel Brannon, University of Northern Colorado, USA
Keywords: maximizing, satisficing, decision making styles, entrepreneurship
Abstract

Succession of Leadership in a Family Business: The Perspective of Incumbent and Successor
Bojan Dolar and Roberto Biloslavo, University of Primorska, Slovenia
Keywords: family business, generational succession, leadership transition, strategic perspective
Abstract

Early Warning Systems: A Risk of Increasing Managerial Myopia?
Michele Bertoni and Bruno De Rosa, University of Trieste, Italy
Laura Peressin, MIB Trieste School of Management, Trieste, Italy
Keywords: early warning systems, crisis, management control systems, diagnostic and strategic measurement of performance, risk management, managerial short-termism
Abstract

VBM Systems and Firm Performance. The Moderating Effect of Strategic Ambidexterity and Environmental Turbulence
Giulio Corazza, Filippo Zanin, and Eugenio Comuzzi, University of Udine, Italy
Keywords: value based management systems, firm performance, strategic ambidexterity, environmental turbulence
Abstract

Recycling Common Materials: Effectiveness, Optimal Decisions, and Coordination Mechanisms
Hailong Cui and Greys Sošić, University of Southern California, USA
Keywords: OR in environment and climate change, green supply chains, life-cycle analysis, socially optimal recycling, recycling rebates
Abstract

Integrated Planning of Sales and Delivery – The Key to Cost Optimization
Dejan Brcanov and Nebojša Gvozdenović, University of Novi Sad, Serbia
Keywords: supply chain management, transportation, two-echelon vehicle routing
Abstract
The Impact of the Correlation Coefficient on the Delta-Risk of the Quotient Option
Ewa Dziawgo, Kazimierz Wielki University in Bydgoszcz, Poland

**Keywords:** risk management, financial instruments, option

**Abstract**

Partial Index Tracking with Maximal Diversification and Sparsity for Equity Portfolio Management: An Application to a Composite Equity Index
Massimiliano Kaucic and Giorgio Valentinuz, University of Trieste, Italy

**Keywords:** index tracking, maximal diversification, sparsity, equity portfolio management, composite equity index

**Abstract**

Can Public be as Good as Private? Funding Venture Capital in the Post Crises Era
Erika Jáki and László Kállay, Corvinus University of Budapest, Hungary

**Keywords:** venture capital, development policy, financing, policy, Europe, Hungary

**Abstract**

Customer Value Creation in the Financial Services Industry – A Systematic Review of the Academic Literature
Gábor Csepy and Márta Aranyossy, Corvinus University of Budapest, Hungary

**Keywords:** banking, FinTech, customer value, customer equity value creation, word cloud, quantitative content analysis

**Abstract**
Labour Market
Thursday, May 30 • 14.30–16.00 • 2A
Session Chair: Štefan Bojnec

The Minimum Wage and Wage Inequality in Slovenia
Suzana Laporšek, Milan Vodopivec, and Matija Vodopivec, University of Primorska, Slovenia
Keywords: minimum wage, wage distribution, wage inequality, interdecile ratios, Gini coefficient, labor market, Slovenia
Abstract

Long-Run Firm Responses to Minimum Wage and Employment Protection; Slovenia 2009–2015
Matija Vodopivec, University of Primorska, Slovenia
Peter F. Orazem, Iowa State University, USA
Milan Vodopivec and Suzana Laporšek, University of Primorska, Slovenia
Keywords: minimum wages, severance pay, firm-level responses
Abstract

Wage – Labour Productivity Causality Comparisons: Croatia and Slovenia
Sergej Gričar, University of Novo mesto, Slovenia
Violeta Šugar, Juraj Dobrila University of Pula, Croatia
Štefan Bojnec, University of Primorska, Slovenia
Keywords: tourism, wage, labour productivity, service economy
Abstract

Train Engine Drivers and Psychosocial Risk Factors
Maja Meško, University of Primorska, Slovenia
Danica Murko, The Ministry of Infrastructure, Slovenia
Keywords: train engine drivers, psychosocial risk factors, professional drivers
Abstract
Innovation and Technology Transfer
Thursday, May 30 • 14.30–16.00 • 2B
Session Chair: Mitja Stefancic

Effective Protection of Intellectual Property – Legal and Economic Foundations
Karen Gladovič, University of Primorska, Slovenia

*Keywords*: intellectual property, innovation, socio-economic development

**Abstract**

Innovative DMO (Destination Management Organization) as Driving Force of Tourism
Tivadar Máhr, University of Pannonia Nagykanizsa Campus, Hungary
Zoltán Birkner, National Research, Development and Innovation Office, Hungary
Nora Rodek, University of Pannonia Nagykanizsa Campus, Hungary

*Keywords*: innovation, DMO organisation, innovation areas, innovation types

**Abstract**

Industry 4.0 as a Challenge for Policy-Makers: The Case of Robotization in Slovenia
Tjaša Redek, Barbara Čater, Tomaž Černe, and Matjaž Koman, University of Ljubljana, Slovenia

*Keywords*: Industry 4.0, robotization, role of economic policy

**Abstract**

The Influence of Key Technologies of the Fourth Industrial Revolution on the World Automotive Industry
Varvara Mnatsakanova, Lomonosov Moscow State University, Russia

*Keywords*: industrial revolution, automotive industry, technological innovations

**Abstract**

Slovenian SMEs’ Innovation for Space: Benefits and Challenges of the Cooperation in Space Missions through European Space Agency
Katarina Krapež, University of Primorska, Slovenia

*Keywords*: space innovation, intellectual property, Slovenia, European Space Agency, cluster, SMEs

**Abstract**

From University Labs into Companies: Increasing the Scope of Technological Transfer at the University of Primorska
Katarina Krapež and Karen Gladovič, University of Primorska, Slovenia

*Keywords*: technology transfer, university, research, invention, local economy

**Abstract**
**Venture Capital**

Thursday, May 30 • 14.30–16.00 • 2C  
Session Chair: Erika Jáki

**Venture Capital’s Value Added Contribution in Technology Development and Commercialization of Clean Technology Companies**  
Shah Rukh Shakeel and Oskar Juszczyk,  
University of Vaasa, Finland  
*Keywords*: venture capital, non-financial value addition, clean technology, commercialization  
*Abstract*

**Venture Capital and Government Involvement – Qualitative Systematic Literature Review and an Agenda for Future Research**  
Endre Mihály Molnár and Erika Jáki, Corvinus University of Budapest, Hungary  
*Keywords*: venture capital, government, state, literature review, GVC  
*Abstract*

**Conceptual Framework of the Crowdfunding Success Factors: Review of the Existing Academic Literature**  
Gábor Csepy, Nikolett Kovács, and Erika Jáki,  
Corvinus University of Budapest, Hungary  
*Keywords*: fintech, financial technology, crowdfunding campaign, campaign success, success factors, literature review, conceptual framework  
*Abstract*
Split Payment VAT Collection Mechanisms and Their Impact on the EU Market of Payment Services and Technologies
Konrad Stolarski, Cracow University of Economics, Poland
Keywords: VAT, split payment, PSD2, payment services
Abstract

Taxation Aspects of International E-Commerce
Ewelina Badura, Cracow University of Economics, Poland
Keywords: law, e-commerce, tax
Abstract

20 Years in Development of Effective Tax Rates in the Czech Republic (2000–2019)
Jaroslava Holečková and Vojtěch Menzl,
University of Economics, Prague, Czech Republic
Keywords: effective tax rates, tax wedges, tax neutrality, taxable profit
Abstract

Main Drivers of Management Accounting Concept Evolution in Russia: Global Ambitions vs. Local Way
Pavel Lebedev, IEDC Bled School of Management, Slovenia
Keywords: management accounting, emerging markets, market institutions
Abstract

The Influence of Audit and Hospital Council on Financial Statements’ Results in Slovenian Hospitals
Tatjana Horvat, University of Primorska, Slovenia
Darko Čander, Dr. Adolf Drolc Health Center Maribor, Slovenia
Keywords: internal audit, management, financial statements, income statement, hospitals
Abstract
Tourism
Thursday, May 30 • 16.30–18.00 • 2A
Session Chair: Darina Saxunova

Tourism Analysis – Central European, Eastern European and Middle East Region
Corlise Liesl Le Roux, American University in the Emirates, UAE
Darina Saxunova, Comenius University, Slovakia
Keywords: tourism, causality, economic growth
Abstract

Urban Touristification and Gentrification in Spanish Cities: Consequences in the Rental Housing Sectors
Aitziber Etxezarreta-Etxarri, Julen Izagirre-Olaizola, and Imanol Mozo-Carollo, University of the Basque Country (UPV/EHU), Spain
Keywords: touristification, gentrification, rental housing market, public policy
Abstract

Short-Term Rental as an Example of Sharing Economy in the Light of EU and Member States Regulations
Aneta Kaźmierczyk, Cracow University of Economics, Poland
Keywords: sharing economy, short-term rental, consumer rights
Abstract

Pillars of City Spatial Identity as Places with a Great Potential for Sightseeing Routes Integration
Melita Rozman Cafuta and Boštjan Brumen, University of Maribor, Slovenia
Keywords: tourist management, pillars of spatial identity, mental map, sightseeing routes
Abstract

Tourism as a Driving Force of Economic Growth
Ekaterina Leonidova, Vologda Research Center of the Russian Academy of Sciences, Russia
Keywords: tourism, economy, economic growth, input-output model
Abstract

Rural or Provincial Tourism: Lithuanian Case
Raminta Andrėja Ligeikienė and Aldona Vosylįtė, Kauno Kolegija, Lithuania
Keywords: rural tourism, provincial tourism, development possibilities
Abstract
IT Management

Thursday, May 30 • 16.30–18.00 • 2B
Session Chair: Zoltan Zakota

How IT Makes Company a Better Company
Iacopo Cavallini and Giuseppina Iacoviello,
University of Pisa, Italy

*Keywords:* management control system, culture, information technology

Abstract

Internet as a Source of Information and Knowledge: Reality and Prospects
Lyubov’ Vasil’evna Babich, Vologda Research Center of the Russian Academy of Sciences, Russia

*Keywords:* knowledge economy, smart-society, smart-education, internet

Abstract

Technology Management in Governmental Setting: Cases of E-Government Service Adoption in Hungary
Marta Aranyossy, Corvinus University of Budapest, Hungary

*Keywords:* technology management, technology acceptance model, e-government adoption, information system value, e-government value

Abstract

Governance of Legislative Requirements for the Development of Natural Language Processing Tools
Inara Opmane, Juris Balodis, and Rihards Balodis, University of Latvia, Latvia

*Keywords:* artificial intelligence regulation, legislation for natural language processing, risk assessment matrix, management of innovation

Abstract

Difficulties in Measuring the Impact of ICT on Rural Development
Zoltan Zakota, Partium Christian University, Romania

*Keywords:* ICT, regional development, ICT indicators, measuring ICT impact

Abstract

Who Is Shaping Search Engine Results in the Wine Industry? A Cross-Country Analysis
Patrizia de Luca, University of Trieste, Italy
Andrea Ampò and Pietro Orciuolo, MIB Trieste School of Management, Italy
Francesco Venier, University of Trieste, Italy

*Keywords:* search marketing, Google, SERP, SEO, wine

Abstract
The Swedish Pension System in the Light of the Logical Sustainability Theory
Massimo Angrisani, Sapienza Università di Roma, Italy
Cinzia Di Palo, Università di Cassino e del Lazio Meridionale, Italy
*Keywords*: Swedish pension system, logical sustainability theory, sustainability indicators
*Abstract*

Impact of Population Ageing on the Italian Pension Expenditure
Cinzia Di Palo, Università di Cassino e del Lazio Meridionale, Italy
*Keywords*: population ageing, pension systems, sustainability indicators
*Abstract*

Anticipated Expansions of Life Expectancy and Their Long-Run Growth Effects
Anton Belyakov and Alexey Kurbatskiy, Lomonosov Moscow State University, Russia
Prettner Klaus, University of Hohenheim, Germany
*Keywords*: population aging, economic growth, overlapping generations
*Abstract*

CSR and Management Control Integration: Evidence from an Employee Welfare Plan Implementation
Antonio Costantini, Silvia Panfilo, and Sonia Baggio,
University Ca’ Foscari of Venice, Italy
*Keywords*: corporate social responsibility, employee welfare, management control systems, incentives
*Abstract*

The Relationship between Corporate Governance and CSR
Edit Veres, Partium Christian University, Romania
*Keywords*: CSR, CG, multinational companies
*Abstract*
Challenges in Education
Friday, May 31 • 8.30–10.00 • 2B
Session Chair: Ana Arzenšek

Inclusion of Refugees in Italian Schools – Role of Intercultural Competencies of Teachers and of Engagement of Volunteers
Aleš Trunk and Augusto Sebastio, Centre for Legal Informatics Studies, Italy
Nada Trunk Širca, University of Primorska and International School for Social and Business Studies, Slovenia
Keywords: integration of migrant and refugee children in education, volunteering activities, teachers’ competencies
Abstract

Pathways for Women Aspiring to Principalship in Primary Schools of Kosovo
Linda Ukimeraj Harris, University of Ljubljana, Slovenia
Anita Trnavčević, University of Primorska, Slovenia
Keywords: education leadership and management, women principals, barriers, accession, primary schools
Abstract

Flow at Work, Work Satisfaction and Big Five Personality Traits Among Slovenian Primary School Teachers
Maša Tavčar and Ana Arzenšek, University of Primorska, Slovenia
Keywords: flow at work, work satisfaction, extraversion, neuroticism, agreeableness, openness, conscientiousness
Abstract

Digitalisation of Schools in Europe – New Challenges in the 21st Century
Timea Krisztina Ardelean, Partium Christian University, Romania
Keywords: digitalisation, education, ICT, infrastructure
Abstract
Marketing and Social Challenges
Friday, May 31 • 8.30–10.00 • 2C
Session Chair: Armand Faganel

Marketing Strategy in Metal Industry: Case Study
Armand Faganel and Aleksander Janeš, University of Primorska, Slovenia
Keywords: marketing strategy, supply channels, metal industry, internet, online trade
Abstract

Consumer Confusion Research – Bibliometric Field Analysis
Mila Zečević and Mateja Kos Koklič, University of Ljubljana, Slovenia
Keywords: consumer confusion, bibliometric analysis, co-citation
Abstract

The Role of Ownership and Motivations in Collaborative Consumption
Mateja Kos Koklič and Saba Resnik, University of Ljubljana, Slovenia
Monika Kukar-Kinney, University of Richmond, USA
Keywords: collaborative consumption, ownership, motivations, intention to engage in CC, willingness to pay
Abstract

Effectiveness of International Virtual Project Teams
Małgorzata Marchewka, Cracow University of Economics, Poland
Reeta Raina, Fore School of Management, India
Keywords: international virtual project teams, project team management, effectiveness of project teams
Abstract

The Power to Choose or Power to Lose? Networked Individualism and the Usage of Social Media
Tadej Praprotnik, University of Primorska, Slovenia
Keywords: digital technologies, social media, networked individualism, communication, identity
Abstract
Poster Session
Friday, May 31 • 11.00–12.00 • Conference Lobby

Capacity and Competitiveness of Agriculture in the Partium Region, Romania
Ferenc Szilágyi, Partium Christian University, Romania
Keywords: Partium region, regional agriculture, competitiveness, performance
Abstract

Human Capital as a Predictor of $\beta$-Convergence of Economic Systems
Kirill A. Kushnarev, Plekhanov Russian University of Economics, Russia
Keywords: economic growth, convergence, divergence, cyclical transition
Abstract

Assessing the Impact of Public Expenditure Dynamics on Economic and Social Development at the South East Region Level in Romania
Cristina Dima and Razvan Catalin Dobrea, The Bucharest University of Economic Studies, Romania
Keywords: impact of public expenditure, economic and social development, South-East Region, public authorities
Abstract

Electronic or Internet Banking: Presence and Trends
Dušan Lesjak, University of Primorska and ISSBS, Slovenia
Keywords: electronic banking, internet banking, EU countries, ICT, trends
Abstract

Territorial Correlation Between Innovation and Some Social/Infrastructure Indicators in Central and Eastern European Countries
Edith Debrenti and Ferenc Szilágyi, Partium Christian University, Romania
Keywords: Visegrad countries, innovation, social indicators, correlation, regression
Abstract

Review of the Modern Rank of Zero Defect Quality
Sergej Gričar, University of Novo mesto, Slovenia
Drago Papler, Electro Gorenjska, Slovenia
Štefan Bojnec, University of Primorska, Slovenia
Keywords: quality management, case study, aircraft industry, ordinary least square
Abstract
Linking Perceived Service Quality, Perceived Customer Value and Customer Loyalty in Retail
Sandra Jelčić and Mirela Mabić, University of Mostar, Bosnia and Herzegovina
Keywords: service quality, customer value, customer loyalty, hypermarkets
Abstract

Strategic Options for Managing Sustainable Business
Carmen Valentina Rădulescu, Florina Bran, and Sorin Burlacu, The Bucharest University of Economic Studies, Romania
Keywords: management, sustainable development, business
Abstract

The Migration of Health Care Workers from Balkan States to Slovenia – Some Policy and Regulative Concerns
Elizabeta Zirnstein, University of Primorska, Slovenia
Keywords: health care professionals, health policy, workers mobility, labour market, workers’ migrations, health care legislation, regulated professions, employment
Abstract

Star Vital Project: Prolongation of Work Activity and Well-Being of Older Workers
Klemen Širok and Ana Arzenšek, University of Primorska, Slovenia
Keywords: Star-Vital Project, older workers, health promotion, workplace well-being, workplace vitality, management practices
Abstract
Research and Education
Friday, May 31 • 12.00–13.30 • 2A
Session Chair: Dušan Lesjak

Measuring Impacts of Science and Research: Development, Issues and Solutions
Dušan Lesjak, University of Primorska and ISSBS, Slovenia

Keywords: science, research, results, impacts, socio-economic impacts, measurement

Abstract

Do Quality or Quantity of Research Work Walk Hand in Hand with Academic Recognition?
Uroš Godnov, University of Primorska, Slovenia
Tjaša Redek, University of Ljubljana, Slovenia

Keywords: academic career, research output, quality, quantity

Abstract

The Opportunities and Challenges of Universities in Context of Geostrategic Issues: Case of Latvia
Inga Jekabsone, RISEBA University College of Applied Sciences in Business, Arts and Technology, Latvia

Keywords: university, geostrategy, geopolitics, Latvia

Abstract

Chomsky on Education
Igor Rižnar, University of Primorska, Slovenia

Keywords: education, education reform, education system, indoctrination, learning, teaching

Abstract
**Knowledge Management**

Friday, May 31 • 12.00–13.30 • 2B

**Session Chair:** Mirela Kljajić-Derviç

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**A New Management Tool to Support Responsible Corporate Governance**

Nora Rodek, University of Pannonia Nagykanizsa Campus, Hungary  
Zoltán Birkner, National Research, Development and Innovation Office, Hungary  
Tivadar Máhr, University of Pannonia Nagykanizsa Campus, Hungary

*Keywords:* management tool, responsible corporate governance, CSR excellence

**Abstract**

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**Institutional Framework for the Knowledge Economy in Developing Countries**

Matjaž Nahtigal, University of Primorska, Slovenia

*Keywords:* modern knowledge economy, institutional innovations and dissemination of good practices, Central and Eastern Europe, inclusive development

**Abstract**

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**Meta-Competence: You Cannot Do Without It!**

Christoph Bach and Rozália Sulíková, Comenius University in Bratislava, Slovak Republic

*Keywords:* indirect competence, meta-competence, competence development, competence development measure, competence transfer, transfer competence, action competence

**Abstract**

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**Students Perceptions and Attitudes Towards Teamwork in Business School Education Process**

Katarina Košmrlj Muha and Suzana Sedmak, University of Primorska, Slovenia

*Keywords:* teamwork, business students, education

**Abstract**

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**Talent Management in Bosnia and Herzegovina**

Ema Mustajbasić, University of Zenica, Bosnia and Herzegovina  
Mirela Kljajić-Dervić, University of Bihac, Bosnia and Herzegovina  
Šemsudin Derviç, Zavod zdravstvenog osiguranja USK-a, Bosnia and Herzegovina

*Keywords:* talent, talent management, talent management model

**Abstract**
The Growth of Slovenian Farms
Štefan Bojnec, University of Primorska, Slovenia
Imre Fertő, Kaposvár University, Hungary
*Keywords*: Gibrat’s Law, farm growth, Slovenia
*Abstract*

The Growth of Hungarian Farms
Zoltán Bakucs, Imre Fertő, József Fogarasi, and Arnold Csonka, Kaposvár University, Hungary
*Keywords*: Gibrat’s Law, farm growth, Hungary
*Abstract*

Potential Mussel Farming Development Stages in the Baltic Sea Region Based on Experts’ Survey
Zaiga Ozolina and Biruta Sloka, University of Latvia, Latvia
*Keywords*: life cycle, marketing, mussel farming, Baltic Sea Region
*Abstract*

The Impact of Climate Change on Ecosystem Services: A Systemic Review
József Fogarasi and Enikő Vígh, Research Institute of Agricultural Economics, Hungary, and Partium Christian University, Romania
Edit Veres, Partium Christian University, Romania
*Keywords*: climate change, sustainable agricultural production, ecosystem services, cascade levels
*Abstract*
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