Human Capital without Borders: Knowledge and Learning for Quality of Life

Proceedings of the Management, Knowledge and Learning International Conference 2014

25–27 June 2014
Portorož • Slovenia

International School for Social and Business Studies, Slovenia
Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland
EMUNI University, Slovenia
http://makelearn.issbs.s
# Table of Contents

- Welcome Address 4
- Conference Boards 5
- Conference Aims 7
- Conference Programme 8
- Sessions Timetable 10
- Keynote Speakers 11
- Rectors’ Forum 13
- Editors’ Panel with Exhibition of Journals 14
- Project Networking Forum 16
- Research–Education–Practice Forum 17
- Academic Networking 18
- Sessions 19
- Pearson – Personalized Learning Solutions 50
- Pre-Conference Programme 51
- Post-Conference Programme 52
- Publishing Opportunities 53
- Index 57
- Organizers and Sponsors 66
Welcome Address

It is a great honour and pleasure to welcome you to the Management, Knowledge and Learning – MakeLearn International Conference 2014. The conference is a great opportunity to make your contribution to and share the most recent developments in the field of knowledge management with experts from all over the world. The title of the MakeLearn International Conference 2014 is ‘Human Capital without Borders: Knowledge and Learning for Quality of Life.’

International School for Social and Business Studies (ISSBS) is organizing MakeLearn 2014 in cooperation with co-organizers, i.e., Kasetsart University, Thailand, Maria Curie-Skłodowska University, Poland, and EMUNI University, Slovenia. The conference deals with the management of knowledge and learning, particularly with human capital issues and relationships between knowledge, learning and quality of life. Human capital is related to the management of knowledge, either at the level of individuals, organizations or societies. They all should be enabled to acquire knowledge, disseminate it and apply it in order to create an added value, which could build the quality of life.

In recent years, knowledge management has been given a lot of attention in firms and other organizations as well as in rapidly increasing numbers of scientific and expert publications. The ISSBS encourages the discussion and exchange of knowledge also through the International Journal of Management, Knowledge and Learning, as well as through the Academic International Publisher ToKnowPress.

We are proud to present 158 papers from 48 countries and would especially like to welcome our keynote speakers: Professor David Gibson OBE (Queen’s University Management School, Belfast, Northern Ireland, United Kingdom) and Mr. Jože Urh (Mercuri International, d.o.o., Slovenia).

We would also like to thank everyone who helped us to organize MakeLearn 2014, and wish you all a successful conference and a pleasant stay in Portorož.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers
Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland
EMUNI University, Slovenia
Conference Boards

Conference Board
Dr. Binshan Lin, BellSouth Corporation Professor in Business Administration at College of Business Administration, Louisiana State University, USA, Conference Director
Dr. Srečko Natek, Dean, International School for Social and Business Studies, Slovenia, General Chair
Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia, Conference Chair
Dr. Kongkiti Phusavat, Faculty of Engineering, Kasetsart University, Thailand, Representative of Co-Organizer
Dr. Zbigniew Pastuszak, Dean of the Faculty of Economics, Maria Curie-Skłodowska University, Poland, Representative of Co-Organizer
Dr. Abdelhamid El-Zoheiry, President, EMUNI University, Slovenia, Representative of Co-Organizer
Dr. Antonio Uricchio, Rector, Università degli Studi di Bari Aldo Moro, Italy, Representative of Co-Organizer in 2015

Programme Board
Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, Programme Chair
Dr. Pornthep Anusornnitisarn, Deputy Director, International Graduate Program in Industrial Engineering, Faculty of Engineering, Kasetsart University, Thailand
Dr. Vladimir Burčík, Comenius University, Slovakia
Dr. Oscar F. Bustinza, Vice Dean for International Relations, Faculty of Human Resource Management, University of Granada, Spain
Dr. Anca Draghici, University of Timisoara, Romania
Dr. Srećko Goić, University of Split, Croatia
Dr. Małgorzata Kamieniecka, Vice-Dean for Students, Faculty of Economics, Maria Curie-Skłodowska University, Poland
Dr. Frederick Kohun, Robert Morris University, USA
Edit Komlósi, University of Pannonia, Hungary
Dr. Ru-Jen Lin, Vice President, Lunghwa University of Science and Technology, Taiwan
Dr. Mirosław Loboda, the Vice Dean for Education Quality Assurance, Faculty of Economics, Maria Curie-Skłodowska University, Poland
Dr. Karim Moustaghfir, School of Humanities and Social Sciences, Al Akhawayn University in Ifrane, Morocco
Dr. Valentina Ndou, Università del Salento, Italy
Dr. Haruthai Numprasertchai, Associate Dean of Academics, Faculty of Business Administration, Kasetsart University, Thailand
Dr. Daniela Pasnicu, Spiru Haret University, Romania
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Dr. Stella van Rijn, Nyenrode Business University, The Netherlands
Dr. Augusto Sebastio, Università degli Studi di Bari Aldo Moro, Italy
Dr. Agnieszka Sitko-Lutek, Director of the Institute of Management, Maria Curie-Skłodowska University, Poland
Dr. Seweryn Spalek, Faculty of Organization and Management, Silesian University of Technology, Poland
Dr. Natascha Zeitel-Bank, Management Center Innsbruck, Die Unternehmerische Hochschule, Austria
Dr. Wioletta Wereda, Military University of Technology, Poland

Organizing Team
Goran Đaković, Head of Research Department, International School for Social and Business Studies, Slovenia, Head of Organizing Board
Marko Smrkolj, International School for Social and Business Studies, Slovenia
Gaja Gologranc, International School for Social and Business Studies, Slovenia
Vesna Skrbinje, International School for Social and Business Studies, Slovenia
Conference Aims

Through International scientific conference MakeLearn 2014, the ISSBS encourages the sharing of most recent developments in the field of knowledge management between Slovene and foreign experts, as well as promotes itself and higher education in the Central and South-Eastern Europe. By including individuals from major regional businesses, MakeLearn also encourages discussion and the exchange of knowledge between the academia and the economy. In particular, this year’s conference focuses on the issues of knowledge, management and innovation intertwined with active citizenship, which is reflected in the subtitle of the conference ‘Human Capital without Borders: Knowledge and Learning for Quality of Life.’

Human capital enables success for individuals, organizations and societies. It is a function of the quantity and quality of education, learning and experience accumulated by individuals. Human capital is reflected not only in the quality of work, its innovativeness, financial and non-financial performance, but also reflects the relation of the individuals to themselves, their professional careers, health, society and the environment. Quality of life in modern societies depends directly on the quantity of human capital accumulated by citizens, organizations and societies over the years.
Conference Programme

Wednesday, 25 June 2014
16.00–18.00  City tour of Piran (bus departure from Portorož at 16.00)
17.00–19.00 City tour of Piran (bus departure from Portorož at 17.00)
   Bus departures from Piran at 18.00 and 19.00.
16.00–20.00 Enjoying Portorož on your own.
18.00–20.00 Registration • Hotel Slovenija lobby
20.30–22.00 Welcome addresses and welcome reception • Terasa Mystica
   ISSBS Dean with all co-organizers

Thursday, 26 June 2014
08.00–09.00  Registration • Portus, Hotel Slovenija (1st floor) – Reception
09.00–09.30  Conference opening • Cristoforo Colombo
   Dr. Binshan Lin, College of Business Administration,
   Louisiana State University, USA, Conference Director
   Dr. Abdelhamid El-Zoheiry, EMUNI President, Slovenia
   Mrs. Meira Hot, Deputy Mayor of the Piran Municipality
   Dr. Valerij Dermol, International School for Social and Business
   Studies, Slovenia, Programme Chair
09.30–10.30  Keynote speaker: Dr. David Gibson OBE • Cristoforo Colombo
   Keynote speaker: Mr. Jože Urh • Cristoforo Colombo
10.30–11.00 Photo session and coffee break • Portus
   (stairs from Cristoforo Colombo to Foyer)
11.00–12.00 Rectors’ Forum • Cristoforo Colombo
12.00–12.45 Project Networking Forum (Part 1): Erasmus+ As an Opportunity
   for Capacity Building in International Framework (introduction to the topic:
   mag. Robert Marinšek, CMEPIUS) • Cristoforo Colombo
12.45–14.00 Lunch • Restaurant of Hotel Slovenija
14.00–15.15 Concurrent sessions A1, B4, C3, E1, G1, H2, and I3
15.15–15.30 Break
15.30–16.45 Concurrent sessions A2, B5, D1, E2, G2, H3, and I4
16.45–17.15 Coffee break with Poster Session • Portus – Foyer
17.15–18.30 Concurrent sessions B1, B6, D2, E3, G3, and I1
18.30–19.00 Pearson – Personalized Learning Solutions (presentation)
19.00–20.00 Project Networking Forum (Part 2): Sharing Project Ideas
   and Forming Consortiums • James Cook
20.30–23.00 Dinner and social event with best paper announcement
   • Cristoforo Colombo
**Friday, 27 June 2014**

08.00–09.15 Concurrent sessions B2, C1, D3, F1, and H1  
09.15–10.30 Concurrent sessions B3, C2, D4, F2, and I2  
08.30–13.00 Exhibition of Journals • Foyer  
10.30–11.30 Editors’ panel • Cristoforo Colombo  
11.30–11.45 Invitation to MakeLearn and TIIM Joint International Conference 2015, Bari, Italy  
11.45–12.15 Coffee break with networking for publishing opportunities • Foyer  
12.15–13.00 Research–Education–Practice Forum: Work Related Learning for Quality of Life) • Cristoforo Colombo  
13.30 Meeting point in front of Hotel Slovenija – bus departure  
13.30–21.30 Academic networking with trip to Škocjan caves (with snack-lunch and dinner on the trip). Conference closing.

**Saturday, 28 June 2014**

08.30–10.00 Programme Board meeting (working breakfast for invited guests only) • Restaurant of Hotel Slovenija
## Sessions Timetable

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<th>Time</th>
<th>Roald Amundsen</th>
<th>Robert Scott</th>
<th>James Cook</th>
<th>Fernand de Magellan</th>
<th>Vasco da Gama</th>
<th>Amerigo Vespucci</th>
<th>Cristoforo Colombo</th>
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The distribution of papers by session is of informative nature and is subject to change. The final information will be available on-site.

### Sessions

- Knowledge Based Society and Knowledge Based Economy (A1, A2)
- Management, Business and Entrepreneurship (B1, B2, B3, B4, B5, B6)
- Education and Learning, Organizational Learning (C1, C2, C3)
- Human Resources Management (D1, D2, D3, D4)
- Economics, Finance and Accounting (E1, E2, E3)
- E-Commerce Management and Marketing (F1, F2)
- Innovations in Public Sector and Business (G1, G2)
- Information Systems Management and Decision Support Systems (H1, H2, H3, H4)
- Knowledge Management Practices (I1, I2, I3, I4)
- Poster Session (P1)
Building the Entrepreneurial Learning Ecosystem to change the Economy

Dr. David Gibson OBE
University Professor at Queen’s University Management School, Belfast, Northern Ireland, United Kingdom

Professor Gibson will explore the evidence of his longitudinal study with 30000 students over a ten year period and the impact of entrepreneurial learning in creating a highly successful entrepreneurial ecosystem with regional growth and graduate employability being some of the outcomes. He will conclude with a learning model which can be applied in any EEC country which links curricular learning to business and regional development.

David Gibson, PhD, University Professor at Queen’s University Management School, Belfast, Northern Ireland, United Kingdom, has been recently named the ‘Number One Enterprise Educator in the World’ by the United States Association of Small Business and Entrepreneurship and also the ‘Most Innovative Teacher of the Year’ across all disciplines at the Times Higher Education (THE) awards. This award recognizes the academic whose imagination and passion have transformed a course and inspired students. Among his achievements is developing an ‘Enterprise for Life’ education model, which is embedded across the entire curriculum at Queen’s University. It has also been adopted by universities in China, India, Canada, Sri Lanka and throughout the UK and is recognized as a ‘best practice model’ by the European Community. He is a much sought after consultant, author and speaker.
People Management in Practice: Experiences and Dilemmas from Different Industries

Mr. Jože Urh
Consultant and Director of Development at Mercuri International, d.o.o., Ljubljana, Slovenia

Keynote speaker Mr. Urh presents how people management or HRM works in real situations in different industries. Moreover, the following topics are presented: searching and/or developing talents and high performers; individual and/or group development, relationship between company culture, values and people management, relationship between company goals and strategies and development of key competences; the role of HRM function and the role of immediate/direct leaders; main practical dilemmas.

Jože Urh, Consultant and Director of Development at Mercuri International d.o.o., has led complex projects in the field of policy development, and technology and ecology research. He dealt in depth with the development of information and communication system. He also worked in the publishing industry. In 1992, he joined Mercuri International. As Director of Development he is responsible for innovation and continuous upgrading of services and solutions. He has extensive experience in sales management processes and developing strategic competencies in the most successful Slovenian companies. In his long-standing advisory practice he has worked with leading pharmaceutical, telecom, IT and financial companies.
Rectors’ Forum

Forum Chair: Dr. Abdelhamid El-Zoheiry
President, EMUNI University, Slovenia

The Rectors’ Forum aims to bring distinguished Rectors and Presidents around the world to share their ideas about human capital, knowledge and learning for quality of life.

Forum Members
Dr. Ryszard Debicki, Vice Rector, Maria Curie-Sklodowska University, Poland  
Dr. Dušan Lesjak, International School for Social and Business Studies, Slovenia  
Dr. Bordin Rassameethes, Vice President, Kasetsart University, Thailand  
Dr. Steve Kuang-Hsun Shih, President, Toko University, Taiwan  
Dr. Antonio Uricchio, Rector, Università degli Studi di Bari Aldo Moro, Italy

Piran | Photo: A. Ježovnik
Insights from Journal Editors

Panel Chair: Dr. Binshan Lin
Editor-in-Chief, *Expert Systems with Applications*,
www.journals.elsevier.com/expert-systems-with-applications/
Louisiana State University in Shreveport, USA

The Editors’ Panel aims to bring top editors from leading international journals around the world to share their ideas about selection consideration and criteria for a potential publication. This discussion is expected to benefit and strengthen possible publications among doctoral students as well as junior faculties. The editors’ insights and viewpoints are important for a submission preparation.

Panel Members

Dr. Stefan Bojnec
Editor-in-Chief, *Management*
www.mng.fm-kp.si
University of Primorska, Slovenia

Dr. Gorazd Justinek
Editor-in-Chief, *International Journal of Diplomacy and Economy*
www.inderscience.com/ijdipe
International School for Social and Business Studies, Slovenia

Dr. Pekka Kess
Editor-in-Chief, *International Journal of Management & Enterprise Development*
www.inderscience.com/ijmed
University of Oulu, Finland

Dr. Tzong-Ru (Jiun-Shen) Lee
Associate Editor, *International Journal of Logistics Economics and Globalization*
National Chung Hsing University, Taiwan

Dr. Dušan Lesjak
Editor-in-Chief, *International Journal of Management in Education*
www.inderscience.com/ijmie
Editor-in-Chief, *International Journal of Euro-Mediterranean Studies*
www.ijems.emuni.si
International School for Social and Business Studies, Slovenia

Dr. Sasivimol Meeampol
Editor-in-Chief, *International Journal of Accounting Practice and Research*
bus.ku.ac.th/ijapr/editors_ijapr.html
Kasetsart University, Thailand
Dr. Joanna Paliszkiewicz
Deputy Editor-in-Chief, Management and Production Engineering Review
www.review.univtech.eu
Warsaw University of Life Sciences, Poland

Dr. Zbigniew Pastuszak
Editor, International Journal of Synergy and Research
http://www.ijsr.umcs.lublin.pl Maria Curie-Skłodowska University, Poland

Dr. Kongkiti Phusavat
Editor-in-Chief, International Journal of Innovation and Learning
www.inderscience.com/ijil
Kasetsart University, Thailand

Dr. Steve Kuang-Hsun Shih
Editor-in-Chief, International Journal of Performance Measurement
performancesforum.org/index.html
Editor-in-Chief, The Journal of Accounting, Finance & Management Strategy
performancesforum.org/JAFMS_editors.html Toko University, Taiwan

Dr. Suparerk Sooksmarn
Editor-in-Chief, International Journal of Sustainable Strategy and Research
bus.ku.ac.th/ijssr/editors_ijsrr.html
Kasetsart University, Thailand

Dr. Igor Todorović
Editor-in-Chief, European Journal of Economics and Management
www.ejemjournal.com
University of Banja Luka, Bosnia and Herzegovina

Dr. Nada Trunk Širca
Editor-in-Chief, International Journal of Management, Knowledge and Learning
www.ijmkl.si
Interantional School for Social and Business Studies, Slovenia
University of Primorska, Slovenia

Dr. Antonio Uricchio
Editor-in-Chief, International Journal of Law and Tax
Università degli Studi di Bari Aldo Moro, Italy

Dr. Sarah Younie
Associate Editor-in-Chief, Technology Pedagogy and Education
http://www.tandfonline.com/toc/rtpe20/current#.U5b_D_I_tps
De Montfort University, United Kingdom

Dr. Egon Žižmond
Editor-in-Chief, International Journal of Sustainable Economy
www.inderscience.com/ijse
Editor-in-Chief, Managing Global Transitions
www.mgt.fm-kp.si
University of Primorska, Slovenia
Capacity Building in International Framework

Part 1: Erasmus+ As an Opportunity for Capacity Building in International Framework

Mag. Robert Marinšek
Centre of the Republic of Slovenia for Mobility and European Educational and Training Programmes (CMEPIUS)

The Erasmus+ programme will be presented. Its aims are to develop skills and increase employability, as well as to modernise education, training, and youth related work. The seven year programme has a budget of €14.7 billion; a 40% increase compared to current spending levels, reflecting the EU’s commitment to investing in these areas. Erasmus+ aims to modernise and improve higher education across Europe and in the rest of the world. It gives the students and the faculties the opportunities to develop their skills and boost their employment prospects. Good practices will be shared between universities and businesses in Knowledge Alliances. Higher education institutions from participating countries can work with those from neighbourhood countries, non-EU Balkan countries, Asia, Africa and Latin America to develop their educational systems.

Part 2: Sharing Project Ideas and Forming Consortiums

Dr. Valerij Dermol
International School for Social and Business Studies, Slovenia

Dr. Zbigniew Pastuszak
Maria Curie-Skłodowska University, Poland

The set of three thematic Networking Forums will be organised for project partners interested in cross-border cooperation projects related to the indicated themes. The aim of the forums is to provide support for networking and searching for new partners for the upcoming programme period. More information on upcoming projects will be available at the conference.
Work Related Learning for Quality of Life

Forum Chair: Dr. Anca Draghici
‘Politehnica’ University of Timisoara, Romania

Research–Education–Practice Forum is an opportunity to identify and discuss entrepreneurial and business challenges for a quality contemporary workplace. Academics and businessmen from Europe and elsewhere will highlight practical experiences, good practices and opportunities which they have identified in their activities. The Forum is also an opportunity to reflect on the relevant business and academic responses to existing and future corporate and business challenges.

Speakers who will, in accordance with business practice and their own experience, present their views on the topic of the Forum ‘Work Related Learning for Quality of Life,’ are:

Dr. Jerry W. Koehler, College of Business, University of South Florida, USA
Dr. Katarina Babnik, University of Primorska, Slovenia
Dr. Oscar F. Bustinza, University of Granada, Spain
Academic Networking with Trip to Škocjan Caves

MakeLearn 2014 international conference includes the special opportunity for academic networking with a trip to one of the major attractions of the mysterious region of Kras, the Škocjan Caves.

Meeting in an informal setting is an opportunity for younger and experienced participants from different countries to create a lasting personal and professional connection. These are important at planning and implementation of joint research, mobility of teachers and also for development and publishing joint scientific articles.

The Škocjan Caves, sculpted by the flow of an intermittent river eroding limestone, have been included in the UNESCO World Natural Heritage List since 1987. They are considered to be the most beautiful underground caves of the Slovenian karst region of Kras. The Škocjan Caves are famous for spectacular dripstones and a string of underground chambers located along a 5.8-kilometre long cave system covering an area of 1.2 hectares. The exceptional volume of the underground canyon is what distinguishes the Škocjan Caves from other caves and places them among the most famous underground features in the world.

Note: Warm clothes and footwear are recommended for the one-and-a-half hour tour of the Škocjan Caves, where the temperature is a constant 12°C.
A1 Knowledge Based Society and Knowledge Based Economy 1

Session Chair: Frederick Kohun

Why Companies Should Invest in International Business Graduates
Kinga Olga Szopa, Maria Curie Skłodowska University, Poland
Mareike Strangmann, Maria Curie Skłodowska University, Poland
Keywords: knowledge management, globalization, European Union, education
Full Text

Human Capital and Developing Economies: Benefits and Solutions for Policy-Makers
Tin Pofuk, University of Primorska, Faculty of Management, Slovenia
Klemen Kavčič, University of Primorska, Faculty of Management, Slovenia
Keywords: human capital, knowledge, developing economies, technology
Full Text

Analysis of Changes in Life Quality Indicators for Countries Inducted to the European Union Class of 2004
Karolina Leonarcik, Dawid Lahutta, and Paweł Wroński,
Maria Curie Skłodowska University, Poland
Keywords: synthetic indicator of quality of life, ranking of changes in quality of life, human capital, knowledge and learning society, comparison between the created synthetic indicator and the HDI
Full Text

Knowledge Management as a Sub-Culturally Bound Determinant
Frederick Kohun, Robert Morris University, USA
Robert Skovira, Robert Morris University, USA
Vladimir Burčík, Comenius University, Slovakia
Gary DeLorenzo, California University of Pennsylvania, USA
Keywords: Hofstede, KM framework, decision making, sub-cultural profile
Full Text

Expected Years of Schooling and Longer Life Expectancy as an Aging Population Factor
Aleš Trunk, International School for Social and Business Studies, Slovenia
Anica Novak, Elementary school Ciril Kosmač Piran, Slovenia
Žiga Čepar, University of Primorska, Faculty of Management Koper, Slovenia
Keywords: life expectancy at birth, expected years of schooling, population aging, human resource management, economic crisis
Full Text
A2 Knowledge Based Society and Knowledge Based Economy 2

Session Chair: Dorota Maćik

**Holistic Approach Model for the Successful Preparation for Old Age**
Saksit Pornrattanaseekul, Chulalongkon University, Thailand
Keywords: quality of aging, successful aging, healthy aging
Full Text

**An Attitude to the Symptoms of Marketing in the Church in One Religious Society**
Patrycja Kucaba, Maria Curie Skłodowska University, Poland
Keywords: marketing, catholic church, one-religious society, catolicism, polish society
Full Text

**Internal Determinants of Quality of Life of People over 50 yo in Poland: Preliminary Research**
Dorota Maćik, University of Finance and Management, Faculty of Psychology, Poland
Keywords: quality of life, model, internal determinants, 50+ yo group
Full Text

**Success Factors in The Cross-Border Region: Regional Project Against Brain Drain**
Beáta Fehérvölgyi, University of Pannonia, Hungary
Nikoletta Kaszás, University of Pannonia, Hungary
Keywords: brain drain, cross-border co-operation, successful region
Full Text

**Improving Dissemination of Human Knowledge by Exporting Data from Research Information Systems**
Lidija Ivanović, University of Novi Sad, Faculty of Education, Serbia
Dragan Ivanović, University of Novi Sad, Faculty of Technical Sciences, Serbia
Bojana Dimić Surla, University of Novi Sad, Faculty of Sciences, Serbia
Keywords: knowledge based society, dissemination of scientific research results, OAI-PMH, SRU
Full Text

**Moving Forward: Entrepreneurship Education for Sustainable Economy**
Valerij Dermol, International School for Social and Business Studies, Slovenia
Laura Rožman, International School for Social and Business Studies, Slovenia
Keywords: entrepreneurship, competencies, entrepreneurial intention, education
Full Text
B1  Management, Business and Entrepreneurship 1

Session Chair: Dorota Dylon

Strategic Environmental Changes in the Context of Logistics Management Practices
Sadudin Ibraimi, South East European University, FYROM
Gadaf Rexhepi, South East European University, FYROM
Shenaj Haxhimustafa, South East European University, FYROM
Keywords: logistic management, strategic decision making, strategic applications
Full Text

Factors of Professional Success for Self-Employed Women
Iwona Mendryk, Maria Curie Skłodowska University, Poland
Dorota Dylon, Maria Curie Skłodowska University, Poland
Keywords: factors of professional success, entrepreneurship of women, psychological determinants of women’s professional success, socio-cultural determinants of women’s professional success, women’s skills
Full Text

Duties of Financial Director from Board’s Perspective
Anna Wawryszuk-Misztal, Maria Curie-Skłodowska University, Poland
Elżbieta Wrońska-Bukalska, Maria Curie-Skłodowska University, Poland
Keywords: financial director, CFO, financial policy
Full Text

Value Based Management with a Practical Example
Vladimir Bukvič, Gea College Faculty of Entrepreneurship Ljubljana, Slovenia
Keywords: value based management, economic value added, cash value added
Full Text

Integrating Acquired Resources and Capabilities
Daniel Degischer, MCI Management Center Innsbruck, Austria
Florian Bauer, MCI Management Center Innsbruck, Austria
Keywords: knowledge, management, organizational behavior, M&A, integration
Full Text

Price and Service Bundling: An Example of the Telecommunications Market in Poland
Ilona Bondos, Maria Curie Skłodowska University, Poland
Keywords: price bundling, bundled services, telecommunications market in Poland
Full Text
B2 Management, Business and Entrepreneurship 2

Session Chair: Pekka Kess

Strategy Implementation by Managing Business Processes: A Case Study in the Electronics Industry
Terho Uusitalo, University of Vaasa, Finland
Keywords: competitive advantage, added value creation, strategic management, business process, reengineering, business process management
Full Text

Measurement of Business Processes
Grzegorz Grela, Maria Curie Sklodowska University, Poland
Keywords: business process management, information technology, process measurement, aggregation functions
Full Text

Competitiveness of Hungarian Small and Medium Enterprises along Their Lifecycle
Csaba Bálint Illés, Szent István University, Hungary
Anna Dunay, Szent István University, Hungary
Hilda Hurta, Szent István University, Hungary
Keywords: SMEs, lifecycle stages, profitability, competitiveness
Full Text

Business Strategies Analysis by Strategy Typology and Orientation Framework
Pekka Kess, University of Oulu, Finland
Ville Isoherranen, ABB Oy, Finland
Keywords: market orientation, product orientation, smartphones
Full Text

Forecasting of the Needs of the Infrastructure Policy in Tourism in Bulgaria
Sophia Mirchova, SWU ‘Neofit Rilski,’ Bulgaria
Keywords: strategic documents, tourism policy, infrastructure policy, exponential smoothing forecasting, Hal-Winters method
Full Text

Use of Post-deployment Information to Improve the Effectiveness of IT Systems Implementation: The Case of Polish SMEs
Łukasz Wiechetek, Maria Curie Skłodowska University, Poland
Keywords: IT deployment documentation, IT implementation effectiveness, SME
Full Text
Management, Business and Entrepreneurship 3

Session Chair: Monika Nalewajek

Business Ecosystem’s Health Revised
Elena Galateanu (Avram), Romania
Silvia Avasilcai, ‘Gheorghe Asachi’ Technical University of Iasi, Romania
Keywords: business ecosystem, architecture, key roles, life cycle, typology
Full Text

Implications of Different Mental and Behavioral Approaches to Hairdressing Services: Consumers Clustering Approach
Monika Nalewajek and Radosław Macik,
Maria Curie Skłodowska University, Poland
Keywords: hairdressing services, service quality management, customer typology, quality of life
Full Text

‘Doing The Right Thing When No one Is Looking’ Corporate Government Mechanisms and Employee-Focused CSR
Réka Polák-Weldon, Ágnes Balogh, Eszter Bogdány, and Tibor Csizmadia,
University of Pannonia, Hungary
Keywords: employee-focused CSR, strategic CSR, corporate governance, case study method
Full Text

Intention to Become an Entrepreneur from 2nd Year Study Students
Gregor Jagodič, International School for Social and Business Studies, Slovenia
Keywords: B2B, marketing, relationship, management
Full Text

B2B Marketing and its Impact on the Performance of the Company
Gregor Jagodič, International School for Social and Business Studies, Slovenia
Keywords: entrepreneurship, entrepreneurial intention, competence, students
Full Text

Challenges for Information Systems Management and Human Resources Management within the Globalisation of Companies
Adina Barbulescu, West University of Timisoara, Romania
Keywords: information systems management, human resources management, globalisation of companies, global enterprises, multinational companies
Full Text
B4 Management, Business and Entrepreneurship 4

Session Chair: Szabolcs Szilard Sebrek

Matrix-Based Time/Cost Trade-off Methods
Zsolt Kosztyán, University of Pannonia, Hungary
Keywords: time/cost trade-off methods, cost minimizing, exact matrix-based project planning techniques
Full Text

Factors Leading to the Success and Failure of Agile Projects Implemented in Traditionally Waterfall Environments
Maureen Tanner, University of Cape Town, South Africa
Ulrich von Willingh, University of Cape Town, South Africa
Keywords: agile adoption, agile assessment, adoption assessment models, plan-driven approaches, agile approaches
Full Text

Management, Leadership and Organizational Change in a Kibbutz Factory in Israel
Yuval Achouch, Western Galilee College, Israel
Yaffa Moskovitch, Zefat College, Israel
Keywords: management, leadership, organizational culture, social capital, Kibbutz
Full Text

The Determinants of Strategic Choice over Openness: Scale-Based Competition, Slack Resources and the Innovativeness of Product Portfolio
Szabolcs Szilard Sebrek, University of Pannonia, Hungary
Betsabé Pérez Garrido, University of Pannonia, Hungary
Keywords: open innovation, scale-based pressure, slack resources, product portfolio, large sample size
Full Text

Organizational Culture and Its Role in Business: The Example of Polish Culture
Anna Rakowska, Maria Curie Skłodowska University, Poland
Jagoda Wołińska, Maria Curie Skłodowska University, Poland
Keywords: organizational culture, business culture, international cooperation, Poland, business etiquette
Full Text
B5  Management, Business and Entrepreneurship 5

Session Chair: Jacek Jakubczak

**Influence of Managerial Staff for the Competence of the Enterprises**
Urszula Skurzynska-Sikora, Maria Curie Skłodowska University, Poland
Keywords: innovative enterprise, managerial competence, competence of the organization
[Full Text]

**Cultural Values and Entrepreneurship: Pilot Study**
Jacek Jakubczak, Maria Curie Skłodowska University, Poland
Anna Rakowska, Maria Curie Skłodowska University, Poland
Keywords: entrepreneurship, culture, education, Hofstede, management
[Full Text]

**The Effects of Vouchers on Tourism in Hungary’s Southern Transdanubian Region**
Ágnes Brix, Szent István Unisverity, Hungary
Keywords: hospitality, tourism, accommodation
[Full Text]

**Learning from Crises: A Lost Opportunity?**
Drago Dubrovski, International School for Social and Business Studies, Slovenia
Keywords: crisis, crisis management, radical change, business model
[Full Text]

**Managing Business Models Portfolios in International Environment: The Case of Polish Enterprises**
Mariusz Sagan, Szkoła Główna Handlowa, Poland
Keywords: business models, business model portfolios, management strategy
[Full Text]

**Identifying Lead Indicator for Strategy Development: A Case Study in Utility Equipment Manufacturer**
Apiwat Poonyarit, Kasetsart University, Thailand
Pornthep Anusornnitisarn, Kasetsart University, Thailand
Keywords: lead indicators, strategy development, demand forecasting
[Full Text]
**B6 Management, Business and Entrepreneurship 6**

Session Chair: Daniel Robert Szabo

**Similarities and Differences of National Business Culture and Customs in the Nordic Countries and Serbia**
Jasna Markovic, Jelena Toskovic, and Jovana Adzic, Educons University, Serbia
Keywords: business customs, business culture, Nordic countries, Serbia
[Full Text](#)

**Good Leadership is Essential for Any Business, Even for the Small Ones**
Eszter Bogdány, Ágnes Balogh, and Tibor Csizmadia, University of Pannonia, Hungary
Keywords: management, leadership, succession, SME, professionalization
[Full Text](#)

**Intellectual Capital as One of the Factors Determining the Competitive Position of Dairy Enterprises in Lublin Voivodeship (Poland)**
Katarzyna Domańska, University of Life Sciences in Lublin, Poland
Keywords: competitiveness, intellectual capital, dairy sector
[Full Text](#)

**Application of Value Chain and CRM to Dental Clinic in Business Areas**
Tzong-Ru Lee, Min-Chun Huang, and Men-Hua Hsieh, National Chung Hsing University, Taiwan
Keywords: value chain, CRM, dental clinic
[Full Text](#)

**Offshoring Exemplified by the Indian Company Tata Consultancy Services (TCS)**
Katarzyna Budzyńska, University of Life Sciences in Lublin, Poland
Keywords: offshoring, offshore outsourcing, externalization, BPO
[Full Text](#)

**Risks in the Hungarian Construction Industry: Interpretations, Evaluations, and Patterns**
Norbert Kovács, Daniel Robert Szabo, Ádám Páthy, and Péter Tóth, Széchenyi István University, Hungary
Keywords: construction industry, risk management, risk assessment, risk typology
[Full Text](#)
C1  Education and Learning, Organizational Learning 1

Session Chair: Valentina Jošt Lešer

Ethics vs. Morality: Political Economics of Education
Bulent Temel, Atilim University, Turkey
Keywords: academic freedom, philosophy, political economy, morality, progress
Full Text

Research on Nurses’ Technical Skills Developement
Ioana Harpan, Zoltan-Bela Farkas, and Anca Draghici, Politehnica University Timisoara, Romania
Keywords: learning, technical competencies/skills, nursing, education
Full Text

Global Education (GE) Model of Effective Initiative and School Praxis in Education System
Majda Naji, International School for Social and Business Studies, Slovenia
Keywords: global education, model education system, school
Full Text

Assessing Student Workload: Tough Nut To Crack
Laura Rožman, Valentina Jošt Lešer, Nada Trunk Širca, Valerij Dermol, and Vesna Skrbinjek, International School for Social and Business Studies, Slovenia
Keywords: students’ workload, higher education, focus group, questionnaire, quality
Full Text

Positive Orientation and Training Motivation
Małgorzata Krysa, Maria Curie Skłodowska University, Poland
Mariola Łaguna, The John Paul II Catholic University of Lublin, Poland
Helena Kistelska, The John Paul II Catholic University of Lublin, Poland
Keywords: positive orientation, training motivation, learning
Full Text

The Model of Education Process that Mets the Needs of Business: The Case of Spain
Pérez Manuel, Maria Curie Skłodowska University, Poland
Rodriguez Marta, Maria Curie Skłodowska University, Poland
Keywords: knowledge, management, education
Full Text
C2  Education and Learning, Organizational Learning 2

Session Chair: Antonio Bassi

**Project Management: Human and Organizational Learning**

Antonio Bassi, SUPSI, Switzerland

Keywords: project management, project culture, lessons learned, personal and organizational knowledge

[Full Text](#)

**How to Support Self-Initiative and Entrepreneurship Learning Competences in Secondary Technical and Professional High Schools**

Leon Lešnik, International School for Social and Business Studies, Slovenia

Keywords: learning, self-initiative and entrepreneurship competences, support of social partners, final year high school pupils, Savinja region

[Full Text](#)

**Lifelong Learning as a Method of a Modern Labour Market’s Balancing: The Case of Poland**

Paweł Pasierbiak, Maria Curie Skłodowska University, Poland

Bozena Oleszko-Kurzyna, Maria Curie Skłodowska University, Poland

Keywords: labor market, lifelong learning, education, Poland

[Full Text](#)

**Measuring Service Quality in Higher Education: The Case of Serbia**

Ljiljana Kontic, Faculty of Legal and Business Studies, Serbia

Keywords: service performance, higher education, management, Serbia

[Full Text](#)

**ICT and Educational Outputs/Outcomes in Selected EU (NUTS 2) Regions: An Assessment of Relative Efficiency**

Aleksander Aristovnik, University of Ljubljana, Faculty of Administration, Slovenia

Keywords: Keywords: ICT, education, efficiency, DEA, NUTS-2 regions

[Full Text](#)

**Open Access Journals in Slovenia: An Exploratory Study**

Alen Ježovnik, University of Primorska, Faculty of Management, Slovenia

Keywords: open access, academic journals, publishing practices, Slovenia

[Full Text](#)
C3 Education and Learning, Organizational Learning 3

Session Chair: Augusto Sebastio

Knowledge and Learning in the Age of Globalization: What Role Does the University Play?
Antonio Uricchio, University of Bari Aldo Moro, Italy
Keywords: democracy, education, information technology, European Union, globalization
Full Text

Social Media and Its Effects on Individuals and Social Systems
Natascha Zeitel-Bank, Management Center Innsbruck, Austria
Ute Tat, Management Center Innsbruck, Austria
Keywords: social media, communication, human brain, learning, quality of life
Full Text

Right to be Forgotten: Online Liability, Online Memory
Augusto Sebastio, University of Bari, Italy
Michele Corleto, Pegaso Telematic University, Italy
Keywords: right to be forgotten, data deletion, social relationship, Internet memory
Full Text

Changes in Higher Education Public Funding during Economic and Financial Crisis
Vesna Skrbinjek, International School for Social and Business Studies, Slovenia
Dušan Lesjak, International School for Social and Business Studies, Slovenia
Keywords: higher education funding, higher education budget, economic crisis, financial crisis, higher education benefits
Full Text

Knowledge Management in the Field of Education
Sebastjan Čagran, International School for Social and Business Studies, Slovenia
Keywords: knowledge management, education, principals, legal matters
Full Text
D1 Human Resources Management 1

Session Chair: Aneta Karasek

**Relationship between Tourism and Quality Of Life: Researches at Lake Balaton**
Borbála Gondos, Edutus Colleges, Hungary
Keywords: tourism, quality of life, Lake Balaton, research, satisfaction
[Full Text]

**Motivation of Health Care Employees in the Republic of Macedonia**
Nexhbi Veseli, South East European University, FYROM
Brikend Aziri, South East European University, FYROM
Teuta Veseli, South East European University, FYROM
Keywords: human resource management, employee motivation, health care institutions
[Full Text]

**Leadership in Sustainability: An Opportunity for Green Skills Development in Romania**
Anca Draghici, Politehnica University Timisoara, Romania
Gabriela Fistis, Politehnica University Timisoara, Romania
Roxana Sirbu, Politehnica University Timisoara, Romania
George Draghici, Politehnica University Timisoara, Romania
Keywords: management, leadership, sustainability, green skills, training, learning
[Full Text]

**Perception of the Role of the Human Factor by the Management in Innovative Enterprises**
Aneta Karasek, Maria Curie-Sklodowska University, Poland
Keywords: management, innovation, human factor
[Full Text]

**Impact of Big Five Personality Traits on Job Performance**
Jawwad Ahmad, Pir Mehar Ali Shah Arid Agriculture University, Pakistan
Muhammad Razzaq Ather, Pir Mehar Ali Shah Arid Agriculture University, Pakistan
Mazhar Hussain International Islamic University, Pakistan
Keywords: big five personality traits, organizational commitment, job performance
[Full Text]

**Impact of Employee Behavior and Organizational Support on Training Transfer Process**
Hafiz Muhammad Ishaq and Tabassum Mumtaz, Federal Urdu University of Arts, Science and Technology, Pakistan
Keywords: training transfer, motivation, organizational support, employee behavior, teachers
[Full Text]
D2 Human Resources Management 2

Session Chair: Andrzej Borowski

Employee Motivation Tools
Andrzej Borowski, Maria Curie Skłodowska University, Poland
Usama Daya, Maria Curie Skłodowska University, Poland
Keywords: motivation, human capital, employees
Full Text

Workplace Ostracism and Job Outcomes: Moderating Effects of Psychological Capital
Inam Ul Haq, University of Central Punjab, Pakistan
Keywords: workplace ostracism, psychological capital, job stress
Full Text

IPA as a Theoretical Concept of Evaluating Various Elements in HRM
Staša Razpotnik, International School for Social and Business Studies, Slovenia
Rok Švab, International School for Social and Business Studies, Slovenia
Keywords: importance-performance analysis, human resource management, employee satisfaction
Full Text

Human Capital Mobility of a Skilled Labour Force
Teodora Viorica, Babes-Bolyai University, Romania
Adriana Tiron-Tudor, Babes-Bolyai University, Romania
Keywords: vocational trainings, workforce mobility, ECVET system
Full Text

Investments in Employees: Attitudes and Practices in Croatian Enterprises
Srečko Goić, University of Split, Faculty of Economics, Croatia
Maja Planinić, HEP – operator distribucijskog sustava, d.o.o.
Keywords: investment in people, competitive position, organizational performance
Full Text

New Member States: Efficiency Measurement within the EU and Human Capital
Eduard Nežinský, University of Economics in Bratislava, Slovakia
Elena Fifeková, University of Economics in Bratislava, Slovakia
Keywords: data envelopment analysis, human capital, new EU member states
Full Text
Human Resources Management 3

Session Chair: Mitja Gorenak

Human Resources Integration Methods Used in Big Organizational Change Projects
Frank Rennung, Universitatea Politehnică Timisoara, Romania
Caius Luminosu, Universitatea Politehnică Timisoara, Romania
Anca Draghici, Universitatea Politehnică Timisoara, Romania
Keywords: complexity management, merger and acquisition (M&A), change management, human resources integration
Full Text

Leadership and Power, an Incompatible Mix?
David Lees, University of Derby, United Kingdom
Keywords: new leadership definition, leadership, power, management
Full Text

Quality of Work-Life Balance and Workplace Violence
Mitja Gorenak, International School for Social and Business Studies, Slovenia
Anja Popovič, University of Ljubljana, Faculty of Mechanical Engineering, Slovenia
Keywords: workplace violence, work-life balance, quality of life, bullying
Full Text

Estimation of Labor Work Activity Based Defect Rate in Part per Million Process
Nantawan Chairatanathrongporn, Kasetsart University, Thailand
Pornthep Anussornnisarn, Kasetsart University, Thailand
Bordin Rassameethes, Kasetsart University, Thailand
Suparerk Sooksmarn, Kasetsart University, Thailand
Keywords: work estimation, continuous process monitoring, defect distribution
Full Text

The Practical Model of Employee Performance Evaluation
Milan Fekete, Comenius University Bratislava, Faculty of Management, Slovakia
Igor Rozenberg, City University of Seattle, Slovakia
Keywords: employee performance evaluation model, performance measurement, performance distribution checking, performance and compensation policy
Full Text
D4  Human Resources Management 4

Session Chair: Michal Szafranek

Effects of Employee Tenure on Workplace Deception
Jerry Koehler, University of South Florida, USA
Thomas W. Philippe, St. Petersburg College, USA
Keywords: employee tenure, workplace deception

Abstract

Employment Expectations and Job Opportunities of Generation Y
Michal Szafranek, Maria Curie Skłodowska University, Poland
Iryna Voloshyn, Maria Curie Skłodowska University, Poland
Keywords: first job, organisation development, employees’ expectations, Generation Y

Full Text

Determining the Influence of HRM Practices on Increasing Organizational Commitment: An Empirical Research from Turkey
Yasemin Bal, Yildiz Technical University, Turkey
Serdar Bozkurt, Yildiz Technical University, Turkey
Esin Ertemsir, Yildiz Technical University, Turkey
Keywords: human resource management, organizational commitment, normative commitment, affective commitment, continuance commitment

Full Text

Deploying Human Resource Capability for Sustainable Performance: A Dynamic Capabilities Framework
Lidija Breznik, Faculty of Economics, University of Ljubljana, Slovenia
Keywords: human resource capability, dynamic capabilities, firm performance, information technology (IT) industry, case study

Full Text

Human Capital in the Polish Agricultural Sector Post Accession to the European Union
Anna Nowak, University of Life Sciences in Lublin, Poland
Keywords: human capital, knowledge, agriculture, Poland

Full Text
Economics, Finance and Accounting

Session Chair: Maciej Kozłowski

Decision Making and Quality of Life
Andrea Vondrová, University of Economics in Bratislava, Slovakia
Matej Valach, University of Economics in Bratislava, Slovakia
Keywords: decision making, economic growth, quality of life
Full Text

Financial Participation Programs in Polish Public Companies
Maciej Kozłowski, University of Lodz, Poland
Keywords: workers' attitude, workers' ownership, financial participation, profit sharing, stock option
Full Text

Information and Economic Security of the Country in the Context of Globalization
Mykola Talavyria, NULES of Ukraine, Ukraine
Oleksandr Talavyria, National University of Life and Environmental Sciences of Ukraine, Ukraine
Keywords: food safety, information security, internal market, foreign market, open economy
Full Text

Applying Emerging Market Z-Score Model to Predict Bankruptcy
Sasivimol Meeampol, Polwat Lerskullawat, Ausa Wongsorntham, Phanthipa Srinammuang, Vimol Rodpetch, and Rungsimaporn Noonoi, Kasetsart University, Thailand
Keywords: bankruptcy, Altman's Z-Score model, EM-Score Model, the Emerging Market and SET Thailand
Full Text

Valuation of Tangible Fixed Assets at the Moment of Transition to the IFRS/IAS (Based on KGHM JSC)
Magdalena Lech, Maria Curie Skłodowska University, Poland
Małgorzata Kamieniecka, Maria Curie Skłodowska University, Poland
Keywords: fixed assets, valuation of fixed assets, International Accounting Standards, financial statement
Full Text
Economics, Finance and accounting 2

Session Chair: Katarzyna Twarowska

Analysis of Factors Affecting Fluctuations in the Exchange Rate of Polish Zloty Against Euro
Katarzyna Twarowska, Maria Curie Skłodowska University, Poland
Magdalena Kąkol, Maria Curie Skłodowska University, Poland
Keywords: exchange rate, knowledge on factors affecting fluctuations in exchange rate levels, impact of the main economic indicators, cross-border cooperation and convergence process of the Polish economy with the euro area on the exchange rate of Polish zloty against euro
Full Text

Housing Subsidies in Slovenia in the Light of Austerity Measures
Špelca Mežnar, International School for Social and Business Studies, Slovenia
Tamara Petrović, International School for Social and Business Studies, Slovenia
Keywords: subsidies, non-profit, housing
Full Text

Economic Prospects and Conditions of Crowdfunding
Piotr Pazowski, Maria Curie Skłodowska University, Poland
Witold Czudec, Maria Curie Skłodowska University, Poland
Keywords: crowdfunding, wisdom of crowds, start-ups
Full Text

Success Factors Increasing Sales in the Financial Sector
Heiko Seitz, Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia
Keywords: success factors, intermediary distribution, bound agent, agent with permission, broker
Full Text
E3  Economics, Finance and Accounting 3

Session Chair: Małgorzata Twarowska

The Application of Build-Up Approach in Cost of Equity Calculation of Mining Enterprises
Aneta Michalak, Silesian University of Technology, Poland
Keywords: cost of equity, build-up approach, mining
Full Text

Evaluation of Human Capital Economic Quality on the Basis of Financial Categories: The KI-Ark Model
Anna Karmańska, Warsaw School of Economics, Poland
Keywords: human capital, value, accounting, financial reporting, model of economic evaluation of human capital quality
Full Text

The Impact of Financial Sector Taxation on Financial Market Stability
Małgorzata Twarowska, Maria Curie Skłodowska University, Poland
Jolanta Szolno-Koguc, Maria Curie Skłodowska University, Poland
Keywords: financial transaction tax, financial crisis, financial markets
Full Text

Education as a Determinant of Development in World Economic Crisis
Milos Lutovac, Belgrade Business School, Serbia
Vladimir Todorovic, Belgrade Business School, Serbia
Mile Rajkovic, Belgrade Business School, Serbia
Keywords: human capital, education, knowledge economy, economic development, economic growth
Full Text
F1  E-Commerce Management and Marketing 1

Session Chair: Jarosław Banaś

A Comparative Study of Important Knowledge and Skills of Marketing Professionals
Tina Vukasovič, International School for Social and Business Studies, Slovenia
Keywords: knowledge management, marketing knowledge and skills, education, marketing management
Full Text

An Analysis of Selected Aspects of E-commerce Based on Technology Acceptance Model
Jarosław Banaś, Maria Curie Skłodowska University, Poland
Keywords: e-commerce, online shopping, Technology Acceptance Model, Structural Equation Modelling
Full Text

Marketing Aspects of Using Social Media by Fashion Brands in Poland
Barbara Mróz-Gorgoń, Wroclaw University of Economics, Poland
Keywords: social media, brand image, fashion industry
Full Text

Sport as a Quality of Life Factor on Example of Poland
Agnieszka Rak, Wroclaw University of Economics, Poland
Keywords: sport, quality of life, recreation, marketing
Full Text
F2  E-Commerce Management and Marketing 2

Session Chair: Radosław Macik

The Holistic Vision of Customer Relationship Management
Pierluigi Passaro, University of Bari, Italy
Keywords: customer relationship management, holistic
Full Text

Consumer Perfectionism Measurement Scale: Preliminary Research Results
Radosław Macik, Maria Curie Skłodowska University, Poland
Keywords: consumer perfectionism, perfectionism dimensions, multidimensional measurement scale, scale development, consumer decision-making styles
Full Text

Destination Branding through the Perception of the Tourist: Case from Croatia
Peter Meža, College of Industrial Engineering, Slovenia
Neven Šerić, Faculty of Economics, University of Split, Croatia
Keywords: tourism, branding, perception, destination
Full Text

Heuristic Evaluation and User Experience Assessment of Online Shopping Portals Using Cognitive Walkthrough and Expert Method
Małgorzata Plechawska-Wojcik, Lublin University of Technology, Poland
Keywords: GUI usability, user experience, expert analysis, cognitive walkthrough
Full Text

Eye Tracking in Marketing Research: A Review of Recent Available Literature
Magdalena Borys, Lublin University of Technology, Poland
Keywords: Eye tracking, marketing research
Abstract
Innovations in Public Sector and Business

Session Chair: Oscar F. Bustinza

Measuring Innovation Excellence
Tina Škerlj, Slovenia
Keywords: innovation management, innovation measurement, management, competitive advantage, key performance indicators

Full Text

Theoretical and Methodological Approaches Applied to Study Creative Industries
Glenn Parry, University of the West of England, United Kingdom
Oscar F. Bustinza, University of Granada, Spain
Ferran Vendrell-Herrero, University of Birmingham, United Kingdom
Keywords: management, data analysis, decision making, creative industries

Full Text

Improving Knowledge, Technology and Food Safety in School Catering System in Hungary
András Tóth, InDeRe Analytical and Economic Research Institute, Hungary
András Bittsánszky, InDeRe Analytical and Economic Research Institute, Hungary
Csaba Bálint Illés, Szent István University, Hungary
Anna Dunay, Szent István University, Hungary
Keywords: school catering, food safety, improving knowledge, process oriented analysis

Full Text

New Public Management in Education: From School Governance to School Management
Piotr Kowalczyk, Maria Curie Skłodowska University, Poland
Jacek Jakubczak, Maria Curie Skłodowska University, Poland
Keywords: school management, New Public Management, education, decentralization

Full Text

Self-Service Business Intelligence for Higher Education Management
Dejan Zilli, International School for Social and Business Studies, Slovenia
Keywords: information technology, business intelligence, higher education management, key performance indicators

Full Text
G2  Innovations in Public Sector and Business 2

Session Chair: Marcin Badurowicz

Elements of Internal Quality Assurance at Polish Universities
Agnieszka Piasecka, Maria Curie Skłodowska University, Poland
Keywords: internal quality assurance, higher education, European standards for quality assurance
Full Text

The Lubelskie Vocational Qualifications Framework – an Innovative Approach to Effective Teaching of Professionals
Mariusz Kicia, Maria Curie Skłodowska University, Poland
Keywords: vocational qualifications, youth unemployment, innovation in education
Full Text

Increasing Energy Effectiveness by Management Methods in Taiwan Regional Hospital
Wen-Diing Lee, E-Da Hospital and I-Shou University, Taiwan
Jung-Nan Wu, National Kaohsiung University of Applied Sciences and E-Da Hospital, Taiwan
Te-Tsun Shen, E-Da Hospital and I-Shou University, Taiwan
Chin-Cheng Ou, E-Da Hospital, Taiwan
Jen-Der Day, National Kaohsiung University of Applied Sciences, Taiwan
Keywords: contracted demand, power factor, time rate
Full Text

Gamification in Higher Education: A Case Study
Maciej Laskowski, Lublin University of Technology, Poland
Marcin Badurowicz, Lublin University of Technology, Poland
Keywords: gamification, higher education, didactics methods, didactics
Full Text

Student as Consumer – Benefits of Being Academic City
Marcin Lipowski, Maria Curie Skłodowska University, Poland
Keywords: academic city, student consumer, city development
Full Text

A Dynamic Study on Municipal Website Expected Benefits
Susana de Juana-Espinosa, Universidad de Alicante, Spain
Enrique Claver-Cortés, Universidad de Alicante, Spain
Jorge Valdés-Conca, Universidad de Alicante, Spain
Keywords: website, municipalities, e-Government, longitudinal study, Spain
Full Text
G3  Innovations in Public Sector and Business 3

Session Chair: Monika Jakubiak

**Academic Entrepreneurship without Borders**
Monika Jakubiak, Maria Curie Skłodowska University, Poland
Agnieszka Sitko-Lutek, Maria Curie Skłodowska University, Poland
Keywords: academic entrepreneurship, students, graduates, innovation
[Full Text]

**Towards Virtual Universities**
Vladimir Burčik, iLearn – Online Learning Centre, Slovakia
Jozef Hvorecký, College of Management, Slovakia
Keywords: e-learning, virtual class, online course, LMS, virtual university
[Full Text]

**Language Skills and Affective Barriers as Factors Influencing Research Productivity of Scholars in Business Discipline in Poland**
Anna Ligia Wieczorek, University of Silesia in Katowice, Poland
Maciej Mitrega, University of Economics in Katowice, Poland
Keywords: research productivity, business scholars, language skills, affective, academic networking
[Full Text]

**Interaction Between University and Vehicle Factory in the Field of Quality Industry**
Veronika Poreisz, Széchenyi István University, Hungary
Balint Filep, Széchenyi István University, Hungary
David Nagy, Széchenyi István University, Hungary
Szabolcs Ramhap, Széchenyi István University, Hungary
Keywords: high education, collaborations between industry and university, quality management in education
[Full Text]

**Environmental Education from Food: Research on Food Knowledge and Eating Behavior**
Hsiang-Yung Feng, National United University, Taiwan
Ming-Chun Lai, WuFeng University, Taiwan
Keywords: environmental education, food education, food knowledge, eating behaviour
[Full Text]
H1 Information Systems Management and Decision Support Systems 1

Session Chair: Moti Zwilling

Changes in Management Support/Information Systems and Barriers in Implementing these Methods: The Case of Poland and India
Dawid Lahutta, Maria Curie-Skłodowska University, Poland
Paweł Wrocławski, Maria Curie-Skłodowska University, Poland
Keywords: management support systems, management information systems, barriers in implementation, case study
Full Text

An Improved Multi-objective Evolution Algorithm Based on Shuffled Frog Leaping
Jianping Luo, Shenzhen University, China
Xia Li, Shenzhen University, China
Min-Rong Chen, Shenzhen University, China
Hongwei Liu, Shenzhen University, China
Keywords: multi-objective problem, evolution algorithm, Pareto optimal solutions
Full Text

Matching Self Presentation in Internet Dating Sites to Consumer Preferences
Moti Zwilling, Academic College of Law and Business, Israel
Srečko Natek, International School for Social and Business Studies, Slovenia
Keywords: social networks, dating sites, self presentation, consumer preferences, data mining
Full Text

A Game-based Simulation System for ERP Learning
Ju-Chuan Wu, Feng Chia University, Taiwan
Sung-Chiang Lin, National Penghu University of Science and Technology, Taiwan
Chih-Jou Chen, National Penghu University of Science and Technology, Taiwan
Chinho Lin, National Cheng Kung University, Taiwan
Keywords: enterprise resource planning (ERP), business simulation, game-based learning, situated learning, computer-based testing (CBT)
Full Text

A Novel Portfolio Selection Model with Preemptive Fuzzy Goal Programming
Ozan Kocadağlı, Mimar Sinan Fine Arts University, Turkey
Keywords: multiple objective programming, preemptive fuzzy goal programming, portfolio selection model, capital asset pricing model, portfolio management
Full Text
H2 Information Systems Management and Decision Support 2

Session Chair: Kristijan Breznik

Erasmus Mobility on the Institutional Level
Kristijan Breznik, International School for Social and Business Studies, Slovenia
Gaja Gologranc, International School for Social and Business Studies, Slovenia
Keywords: network analysis, student mobility, Erasmus, island approach
Full Text

Posture Activity Categorization and Feature Analysis Using an Artificial Neuromolecular System
Jong-Chen Chen, National Yunlin University of Science and Technology, Taiwan
Keywords: artificial neural network, evolutionary learning, data mining
Full Text

Cloud Computing in Business Processes: A Car Parts Supplying Company Case
Kinga Bednarzewska, Maria Curie Skłodowska University, Poland
Zbigniew Pastuszak, Maria Curie Skłodowska University, Poland
Keywords: business processes, distribution, clouds computing, implementation
Full Text

The Meaning of Internet Service Exchange Platforms for Improving the Quality of Life on a Global Scale
Aleksandra Wróblewka, Maria Curie Skłodowska University, Poland
Bartłomiej Twarowski, Maria Curie Skłodowska University, Poland
Keywords: learning, quality of life, information technology, globalization
Full Text

IT Balanced Scorecard as a Significant Component of Competitive and Modern Company
Joanna Swierk, Maria Curie Skłodowska University, Poland
Magdalena Mulawa, Maria Curie Skłodowska University, Poland
Keywords: balanced scorecard, IT, company
Full Text

Toward Automatic User Profiling for Personalized Access to Information within Collaborative Learning System
Mohammed Amine Alimam, Yasyn Elyusufi, and Hamid Seghiouer, University Abdelmalek Saadi, Morocco
Keywords: information technology, collaborative learning, ontology, information research, user profile
Full Text
H3 Information Systems Management and Decision Support Systems 3

Session Chair: Benjamin Lesjak

Integrated Dimensionality Reduction Technique for Mixed Data Involving Categorical Values
Chung-Chian Hsu, National Yunlin University of Science and Technology, Taiwan
Wei-Hao Huang, National Yunlin University of Science and Technology, Taiwan
Keywords: information technology, dimensionality reduction, categorical data, mixed-type data, distance hierarchy
Full Text

Applying Multimedia Data Mining to an Associative Classification-Based Recommendation System in E-commerce
Ling-Yi Chou, National Chung Cheng University, Taiwan
Shi-Ming Huang, National Chung Cheng University, Taiwan
I-Heng Wu, Asus, Taiwan
Keywords: data mining, image processing, color semantics, recommendation system, web crawler
Full Text

Evaluation of MOOC: Hands-On Project or Creative Use of ICT in Teaching
Viktorija Florjančič, University of Primorska, Faculty of Management, Slovenia
Benjamin Lesjak, International School for Social and Business Studies, Slovenia
Keywords: MOOC, evaluation, e-learning, ICT
Full Text

When the Funding Ends: Using the Hands-on ICT MOOC as a Key Element in Research and Development Projects Funded by the EU ICT Industry
Christina Preston, MirandaNet Fellowship, University of Bedfordshire, United Kingdom
Sarah Younie, MirandaNet Fellowship, University of De Montford, United Kingdom
Keywords: education research and development, professional development in ICT, community of practice, collaboration, sustainability
Full Text

From a Community of Practice Perspective Learning in a MOOC Can Be a Lonely Process
Christina Preston, MirandaNet Fellowship, University of Bedfordshire, United Kingdom
Sarah Younie, MirandaNet Fellowship, University of De Montford, United Kingdom
Keywords: MOOCs, COOCs, professional development, elearning
Full Text
I1  Knowledge Management Practices 1

Session Chair: Kris M. Y. Law

Engaging with Industry: Collaborative Action Research as a Useful Tool in Facility Management, Knowledge and Learning
Michael Mahoney, California State University, USA
Keywords: facility management, knowledge and learning, action research
Full Text

A Hybrid Intelligent System for the Disease Risk Evaluation
Ruey Kei Chiu, Fu Jen Catholic University, Taiwan
Sheng Jen Jian, Fu Jen Catholic University, Taiwan
Kang-Hong Liou, Fu Jen Catholic University, Taiwan
Keywords: knowledge, machine learning, hybrid intelligent system, fuzzy expert system, coronary heart disease, risk evaluation
Full Text

Selecting Criteria and Assessing of Sustainable Forest Management on the Case of Poland
Agnieszka Leszczyńska, Maria Curie-Skłodowska University, Poland
Keywords: sustainable development, forest management
Full Text

Knowledge and Use of Quality Management Tools in Czech Municipalities
Vlasta Doležalová, University of South Bohemia in České Budějovice, Czech Republic
Petr Řehoř, University of South Bohemia in České Budějovice, Czech Republic
Darja Holáfová, University of South Bohemia in České Budějovice, Czech Republic
Keywords: quality management, balanced scorecard, benchmarking, CAF model, ISO standards
Full Text

A Design Blueprint for Virtual Knowledge Organizations
Wajeeha Khalil, University of Engineering and Technology, Pakistan
Erich Schikuta, University of Vienna, Austria
Keywords: computers and society, virtual knowledge organization, reference architecture, computational intelligence, neural networks
Full Text
I2 Knowledge Management Practices 2

Session Chair: Suzana Košir

Institutions and Knowledge for Efficient External Trade Policy Management
Sabina Kolesa, Ministry of Economic Development and Technology, Slovenia
Keywords: external trade policy, process management, knowledge, institutions, alliances
Full Text

Integrating Gamification with Knowledge Management
Sergej Rinc, International School for Social and Business Studies, Slovenia
Keywords: gamification, knowledge management, research, literature
Full Text

Critical Success Factors for Knowledge Management Implementation in Hotel Enterprises
Kristina Ćrnjar, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia
Jasmina Dlačić, University of Rijeka, Faculty of Economics, Croatia
Keywords: knowledge management, hotel enterprises, drivers and barriers, Croatia
Full Text

Role of Regular Annual Interviews in the Process of Knowledge Management in a Public Institution
Suzana Košir, International School for Social and Business Studies, Slovenia
Bojana Jecel, International School for Social and Business Studies, Slovenia
Keywords: regular annual interviews, knowledge management, public institution, communication
Full Text

Processes of Quality Assurance and Knowledge Management in an Educational Institute – Kindergarten
Suzana Košir, International School for Social and Business Studies, Slovenia
Metka Jezovšek, International School for Social and Business Studies, Slovenia
Keywords: quality, evaluation, self-evaluation, processes for knowledge management, kindergarten
Full Text
I3  Knowledge Management Practices 3

Session Chair: Mojca Gornjak

Project Knowledge Management
Anna Mazur, Warsaw School of Economics, Poland
Jan Chadam, Gaz-System, Poland
Keywords: project management, HR, knowledge management, strategy
Full Text

The Knowledge Engineers Preparation
Ladislav Burita, University of Defence and Tomas Bata University, Czech Republic
Keywords: knowledge management system, knowledge engineer, education, methodology, ATOM
Full Text

Knowledge Management and Management Accounting
Mojca Gornjak, International School for Social and Business Studies, Slovenia
Keywords: knowledge management, management accounting, sustained competitive advantage
Full Text

Knowledge Transfusion from External Sources to Small and Medium-Sized Companies
Pekka Kess, University of Oulu, Finland
Keywords: knowledge management, external knowledge, company life cycle
Full Text

A Case Study for Small Manufacturing in the Globalized Economy Using the Principles of Bolman and Deal
Justin Fruehauf, Robert Morris University, USA
Keywords: management, knowledge, learning, globalization, case study
Full Text
**I4 Knowledge Management Practices 4**

Session Chair: Edit Komlósi

**What Emotional Intelligent Traits Enable Employees to Share Knowledge for Work-Related Quality of Life?**

Edit Komlósi, University of Pannonia, Hungary

 Nóra Obermayer-Kovács, University of Pannonia, Hungary

Keywords: knowledge sharing, emotional intelligence, work-related quality of life

[Full Text]

**Contemporary Trade Shows as a Place of Knowledge Sharing about Tourism Products**

Marcin Gębarowski, Rzeszow University of Technology, Poland

Joanna Wiażewicz, Rzeszow University of Technology, Poland

Keywords: trade shows, knowledge, information, tourism, marketing

[Full Text]

**The Perception of Knowledge Management by Managers and Specialists of IT Companies in Poland**

Dorota Chmielewska-Muciełk, Maria Curie Skłodowska University, Poland

Bartłomiej Zinczuk, Maria Curie Skłodowska University, Poland

Keywords: knowledge management, IT sector, managers, professionals

[Full Text]

**The Knowledge Management in IT Companies in Poland**

Bartłomiej Zinczuk, Maria Curie Skłodowska University, Poland

Dorota Chmielewska-Muciełk, Maria Curie Skłodowska University, Poland

Keywords: knowledge management, IT sector, small and medium enterprises

[Full Text]
P1 Poster Session

Evaluation Capacity Building in Slovenian Schools
Mateja Brejc, National School for Leadership in Education Kranj, Slovenia
Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Slovenia
Keywords: self-evaluation, capacity building, training, schools
Abstract

Financial Education and Financial Literacy
Aleš Trunk, International School for Social and Business Studies, Slovenia
Simon Starček, Tax Administration of the Republic of Slovenia, Slovenia
Mojca Širceľj, IMOBILIA-GBK, d.o.o., Slovenia
Anica Novak, Elementary school Ciril Kosmač Piran, Slovenia
Jure Trunk, ISA Information Technologies, Slovenia
Keywords: financial education, financial literacy, society, economy
Abstract

Internationalization of Higher Education
Valentina Jošt Lešer, International School for Social and Business Studies, Slovenia
Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Slovenia
Keywords: internationalization, international students, student mobility, study Intentions
Abstract

Linking Learning and Leading in School
Laura Rožman, International School for Social and Business Studies, Slovenia
Andrej Koren, International School for Social and Business Studies and National School for Leadership in Education, Slovenia
Keywords: learning, leading, school
Abstract

Lifelong Learning and the Recognition of Knowledge and Skills Acquired: MOOC as a New Challenge for Higher Education
Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Slovenia
Viktorija Florjančič, University of Primorska, Slovenia
Keywords: lifelong learning, recognition of knowledge and skills, MOOC
Abstract

Knowledge Management and Management Accounting
Mojca Gornjak, International School for Social and Business Studies, Slovenia
Keywords: knowledge management, management accounting, sustained competitive advantage
Abstract
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Pre-Conference Programme • 25 June 2014, 9.00–17.00 • ISSBS, Celje

Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia

09.00–09.45 Dean’s Welcome – Dr. Srečko Natek, International School for Social and Business Studies, Slovenia.
Presentation of the ISSBS’ Jean Monnet project EU+PIK@ (aims, activities, achievements) – Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia.

09.45–10.30 Lecture: Embedding Entrepreneurial Learning within the Curriculum: The Way forward for the EEC – Dr. David Gibson, Queen’s University Management School, United Kingdom. Professor Gibson will present his model of embedding entrepreneurship into the curriculum for all disciplines within any institution based on his ten year longitudinal study at Queens University Belfast. He will focus on the way forward for educators and their developmental needs.

11.00–12.30 Lecture: Entrepreneurial Education Needs Entrepreneurial Educators – Dr. David Gibson, Queen’s University Management School, United Kingdom. Professor Gibson will facilitate a workshop where educators will develop creative and entrepreneurial skills to apply in developing their own education intervention. Educators will be given strategies and the chance to use them to become entrepreneurial educators. The session is interactive and allows educators to experience the learning strategies they must use for maximum educational and economic impact.

12.30–13.30 Lunch

Discussion: How to Incorporate Innovative Ideas into Business? Dr. Kris M. Y. Law, Hong Kong Polytechnic University, Hong Kong.

15.15–16.45 Workshop: Technological Entrepreneurship – Brainstorming of Entrepreneurship Ideas and Justifications – Dr. Kris M. Y. Law, Hong Kong Polytechnic University, Hong Kong.

17.00–18.00 Round table: EU+PIK@ (EU - Enterprising, Innovaitve, Creative) – what we learned from the project.

18.00 Closing.

The programme is free of charge for all MakeLearn and Doctoral Students’ Workshop 2014 participants.
Academic Writing for Publishing Scientific Papers in International Journals

Post-Conference Programme • 27–28 June 2014 • Robert Scott

**dr. Binshan Lin**, College of Business Administration, Louisiana State University, USA

**Matija Vodopivec**, International School for Social and Business Studies, Slovenia

The workshop provides a great opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals. Internationally recognized scholar, Prof. Dr. Binshan Lin will present scientific research process and strategy, structural equation modelling, enhance relevance, quality, and impact of scientific research, offer one-to-one coaching, answer participants’ questions and more.

Professor Dr. Binshan Lin is the BellSouth Corporation Professor at Louisiana State University in Shreveport. Dr. Lin is a nine-time recipient of the Outstanding Faculty Award at LSUS. Professor Lin has received numerous international awards. He has published over 240 articles in refereed journals. He is editor-in-chief of *Expert Systems with Applications* (ESWA) journal – the Impact Factor of ESWA is 1.854.

Mitja Vodopivec graduated from Macalester College in the US in the field of Mathematics and Economics. He is currently enrolled in a doctoral programme at the Faculty of Economics, University of Ljubljana, Slovenia. His scientific work is published in the journals *Labour Economics* and *Eastern European Economics*.

**Friday, 27 June 2014**

08.00–09.00  Registration • Congress Centre Portus
09.00–13.00  Exhibition of Journals • Congress Centre Portus
09.00–10.15  Scientific Research Process and Strategy – Dr. Binshan Lin
10.30–11.30  Editors’ panel • Cristoforo Colombo
11.30–11.45  Invitation to MakeLearn and TIIM Joint International Conference 2015, Bari, Italy
11.45–12.15  Coffee break with networking for publishing opportunities • Foyer
12.15–13.15  Scientific research process and strategy – Dr. Binshan Lin
13.30  Meeting point in front of Hotel Slovenija – bus departure
13.30–21.30  Academic networking with editors and conference participants on a trip to Škocjanske caves (lunch/snack and dinner included)

**Saturday, 28 June 2014**

09.30–11.00  Workshop on academic writing – Matija Vodopivec
11.00–11.30  Coffee break • Congress Centre Portus
11.30–13.00  Workshop on academic writing – Matija Vodopivec
13.00–14.00  Lunch • Restaurant of Hotel Slovenija
14.00–15.30  Workshop on academic writing – Matija Vodopivec
15.30–17.00  One-on-one coaching with Matija Vodopivec (optional)
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Achouch, Yuval, 24
Adzic, Jovana, 26
Ahmad, Jawwad, 30
Alimam, Mohammed Amine, 43
Anussornitisarn, Pornthep, 5, 25, 32, 54
Aristovnik, Aleksander, 28
Avasilcai, Silvia, 23
Aziri, Brikend, 30
Babnik, Katarina, 17
Badurowicz, Marcin, 40
Bal, Yasemin, 33
Balogh, Ágnes, 23, 26
Banaś, Jarosław, 37
Barbulescu, Adina, 23
Bassi, Antonio, 28
Bauer, Florian, 21
Bántíllés, Csaba, 22, 39
Bednarzewska, Kinga, 43
Bittsánszky, András, 39
Bogdány, Eszter, 23, 26
Bojnec, Stefan, 14
Bondos, Ilona, 21
Borowski, Andrzzej, 31
Borys, Magdalena, 38
Bozkurt, Serdar, 33
Brejc, Mateja, 49
Breznik, Kristijan, 43
Breznik, Lidija, 33
Brix, Ágnes, 25
Budzyńska, Katarzyna, 26
Bukvič, Vladimír, 21
Burčik, Vladimír, 5, 19, 41
Burrta, Ladislav, 47
Bustinza, Oscar F., 5, 17, 39
Chadam, Jan, 47
Chairatanathrongporn, Nantawan, 32
Chen, Chih-Jou, 42
Chen, Jong-Chen, 43
Chen, Min-Rong, 42
Chiu, Ruey Kei, 45
Chmielewska-Muciek, Dorota, 48
Chou, Ling-Yi, 44
Claver-Cortés, Enrique, 40
Csibi, Erzsebet, 50
Csizmadia, Tibor, 23, 26
Czudec, Witold, 35
Čagran, Sebastjan, 29
Čepar, Žiga, 19
Črnjar, Kristina, 46
Day, Jen-Der, 40
Daya, Usama, 31
de Juana-Espinosa, Susana, 40
Debicki, Ryszard, 13
Degischer, Daniel, 21
DeLorenzo, Gary, 19
Dermol, Valerij, 5, 8, 16, 20, 27, 51, 54
Dimić Surla, Bojana, 20
Dlačič, Jasmina, 46
Doležalová, Vlasta, 45
Domanska, Katarzyna, 26
Draghici, Anca, 5, 17, 27, 30, 32
Draghici, George, 30
Dubrovski, Drago, 25
Dunay, Anna, 22, 39
Dylon, Dorota, 21
Đaković, Goran, 6
El-Zoheiry, Abdelhamid, 5, 8, 13
Elyusufi, Yasn, 43
Ertemsir, Esin, 33
Farkas, Zoltan-Bela, 27
Fehérvölgyi, Beáta, 20
Fekete, Milan, 32
Feng, Hsiang-Yung, 41
Fifková, Elena, 31
Filep, Balint, 41
Fistis, Gabriela, 30
Florjančič, Viktorija, 44, 49
Fruehauft, Justin, 47
Galateanu (Avram), Elena, 23
Gebarowski, Marcin, 48
Gibson, David, 8, 11, 51
Index

Marinšek, Robert, 8, 16
Markovic, Jasna, 26
Marta, Rodriguez, 27
Mazur, Anna, 47
Maćk, Dorota, 20
Maćk, Radosław, 23, 38
Meža, Peter, 38
Mežnar, Špelca, 35
Meeampol, Sasivimol, 14, 34
Mendryk, Iwona, 21
Michalak, Aneta, 36
Mirchova, Sophia, 22
Mitrega, Maciej, 41
Moskovich, Yaffa, 24
Moustaghfir, Karim, 5
Mróz-Gorgoń, Barbara, 37
Mulawa, Magdalena, 43
Mumtaz, Tabassum, 30
Nagy, David, 41
Naji, Majda, 27
Nalewajek, Monika, 23
Natek, Srečko, 4, 5, 42, 51
Ndou, Valentina, 5
Nežinský, Eduard, 31
Noonoi, Rungsimaporn, 34
Novak, Anica, 19, 49
Nowak, Anna, 33
Numprasertchai, Haruthai, 5, 53
Obermayer-Kovács, Nóra, 48
Oleszko-Kurzyńska, Bozena, 28
Ou, Chin-Cheng, 40
Paliszkiewicz, Joanna, 15
Parry, Glenn, 39
Pasierbiak, Pawel, 28
Pasnicu, Daniela, 5
Passaro, Pierluigi, 38
Pastuszak, Zbigniew, 5, 15, 16, 43, 54
Pazowski, Piotr, 35
Páthy, Ádám, 26
Perez Garrido, Betsabé, 24
Petrović, Tamara, 35
Philippe, Thomas W., 33
Phusavat, Kongkita, 5, 15, 53, 54
Piasecka, Agnieszka, 40
Planinić, Maja, 31
Plechawska-Woćik, Małgorzata, 38
Pofuk, Tin, 19
Polák-Weldon, Réka, 23
Poonyarit, Apiwat, 25
Popović, Anja, 32
Poreisz, Veronika, 41
Pornrattanaseekul, Saksit, 20
Preston, Christina, 44
Rajkovic, Mile, 36
Rak, Agnieszka, 37
Rakowska, Anna, 6, 24, 25, 54
Ramhap, Szabolcs, 41
Rassameethes, Bordin, 13, 32, 54
Razzaq Ather, Muhammad, 30
Rennung, Frank, 32
Rexhepi, Gadaf, 21
Rinc, Sergej, 46
Robert Szabo, Daniel, 26
Rodpetch, Vimol, 34
Rozenberg, Igor, 32
Rożman, Laura, 20, 27, 49
Řehoř, Petr, 45
Sachakamol, Punnamee, 54
Sagan, Mariusz, 25
Schikuta, Erich, 45
Sebastio, Augusto, 6, 29
Seghiouer, Hamid, 43
Seitz, Heiko, 35
Shen, Te-Tsun, 40
Shih, Steve Kuang-Hsun, 13, 15, 53
Sirbu, Roxana, 30
Sítko-Lutek, Agnieszka, 6, 41, 53, 54
Skovira, Robert, 19
Skribinjek, Vesna, 6, 27, 29
Skurzynska-Sikora, Urszula, 25
Smrkolj, Marko, 6
Sooksmarn, Suparerk, 15, 32
Spalek, Seweryn, 6
Srinammuang, Phanthipa, 34
Starček, Simon, 49
Strangmann, Mareike, 19
Swierk, Joanna, 43
Szabo, Daniel Robert, 26
Szafranek, Michal, 33
Szilard Sebek, Szabolcs, 24
Szołno-Koguc, Jolanta, 36
Szopa, Kinga Olga, 19
Śerić, Neven, 38
Šircelj, Mojca, 49
Švab, Rok, 31
Tóth, András, 39
Tóth, Péter, 26
Talavyria, Mykola, 34
Talavyria, Oleksandr, 34
Tanner, Maureen, 24
Tat, Ute, 29
Temel, Bulent, 27
Tiron-Tudor, Adriana, 31
Todorović, Igor, 15
Todorovic, Vladimir, 36
Toskovic, Jelena, 26
Trunk Širca, Nada, 5, 15, 27, 49, 53, 54
Trunk, Aleš, 19, 49
Trunk, Jure, 49
Twarowska, Katarzyna, 35
Twarowska, Małgorzata, 36
Twarowski, Bartłomiej, 43
Ul Haq, Inam, 31
Urh, Jože, 8, 12
Uricchio, Antonio, 5, 13, 15, 29
Uusitalo, Terho, 22
Valach, Matej, 34
Valdés-Conca, Jorge, 40
van Rijn, Stella, 6
Vendrell-Herrero, Ferran, 39
Veseli, Nexhibi, 30
Veseli, Teuta, 30
Viorica, Teodora, 31
Vodopivec, Matija, 52
Voloshyn, Iryna, 33
von Willingh, Ulrich, 24
Vondrová, Andrea, 34
Vukasović, Tina, 37
Wawrysuk-Misztal, Anna, 21
Werda, Wioletta, 6
Wiażewicz, Joanna, 48
Wiechetek, Łukasz, 22
Wieczorek, Anna Ligia, 41
Wolińska, Jagoda, 24
Wongsorntham, Ausa, 34
Wróblewka, Aleksandra, 43
Wrońska-Bukalska, Elżbieta, 21
Wroński, Paweł, 19, 42
Wu, I-Heng, 44
Wu, Ju-Chuan, 42
Wu, Jung-Nan, 40
Younie, Sarah, 15, 44
Zeitel-Bank, Natascha, 6, 29
Zilli, Dejan, 39
Zinczuk, Bartłomiej, 48
Zwilling, Moti, 42
Žižmond, Egon, 15
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