Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society

Proceedings of the MakeLearn and TIIM Joint International Conference

27–29 May 2015
Bari • Italy
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Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn & TIIM 2015 Joint International Conference. 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 & TIIM 2015 Joint International Conference is Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society.

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2015 in cooperation with co-organizers University of Bari Aldo Moro, Italy, Kasetsart University, Thailand, and Maria Curie-Skłodowska University, Poland. The conference deals with the intangible assets such as organizational structure with organizational culture, employee’s capacity and management relationships. This creates additional value and helps an enterprise to acquire competitive advantage on the market. One of most challenging processes in this respect is how to manage the intellectual capital. Managing Intellectual Capital includes managing human capital and managing innovation. Human capital consists of various skills and knowledge possessed by employees for the sustainable development of the enterprise, but also the entire economy and society. Strengthening human capital and encouraging innovation then positively relates to the creation of sustainable and inclusive society.

In recent years, knowledge management has been given a lot of attention in companies and other organisations 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 308 papers from 44 countries and would especially like to welcome our keynote speakers: Dr. Bart J. Debiicki (Towson University, USA) and Dr. Angelo Vacca (University of Bari Aldo Moro, Italy). We would also like to thank everyone who helped us organise MakeLearn & TIIM 2015, and wish you all a successful conference and a pleasant stay in Bari.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers
University of Bari Aldo Moro, Italy
Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland
Conference Boards

Honorary Board
The representatives of organizations who organized previous MakeLearn and TIIM conferences.

Dr. Srečko Natek, International School for Social and Business Studies, Slovenia, general chair and organiser of MakeLearn conferences
Dr. Antonio Felice Uricchio, University of Bari Aldo Moro, Italy, conference co-organiser of MakeLearn & TIIM 2015
Dr. Pekka Kess, University of Oulu, Finland, local co-organiser of TIIM 2011
Dr. Dušan Lesjak, EMUNI University, International School for Social and Business Studies, Slovenia and Faculty of Management Koper, University of Primorska, Slovenia, local co-organiser of MakeLearn 2014
Dr. Leonardo Marušič, University of Zadar, Croatia, local co-organiser of MakeLearn 2013
Dr. Ryszard Debicki, Maria Curie-Skłodowska University, Poland, co-organiser of MakeLearn 2011–2014 and TIIM 2012
Dr. Karim Moustaghfiri, Al Akhawayn University in Ifrane, Morocco, co-organiser of MakeLearn 2012 and 2013
Dr. Viorel-Aurel Şerban, Universitatea Politehnica Timisoara, Romania, local co-organiser of MakeLearn 2016
Aleš Štempihar, IIBA Slovenia Chapter, Slovenia, local co-organiser of MakeLearn 2011
Dr. A. Hamid El-Zoheiry, EMUNI University, Slovenia, local co-organiser of MakeLearn 2014

Conference Board

Dr. Binshan Lin, Louisiana State University, USA, conference director
Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia, conference chair
Dr. Augusto Sebastio, University of Bari Aldo Moro, Italy, co-chair
Dr. Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland, co-organiser
Dr. Kongkiti Phusavat, Kasetsart University, Thailand, co-organiser
Dr. Anca Draghici, Universitatea Politehnica Timisoara, Romania, co-organiser of MakeLearn 2016

Programme Board

Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, programme chair
Dr. Pornthep Anussornnitisarn, Kasetsart University, Thailand, programme co-chair
Dr. George Draghici, University Politehnica Timisoara, Romania, programme co-chair
Dr. Giovanni Lagioia, University of Bari Aldo Moro, Italy, programme co-chair
Dr. Anna Rakowska, Maria Curie-Skłodowska University, Poland, programme co-chair
Dr. Aleksander Aristovnik, University of Ljubljana, Slovenia
Dr. Brikend Aziri, South East European University, FRYOM
Dr. Yasemin Bal, Yıldız Technical University, Turkey
Dr. Florian Bauer, MCI Management Center Innsbruck, Austria
Dr. Melanie Bushney, University of South Africa UNISA, South Africa
Dr. Srečko Goić, University of Split, Croatia
Dr. Jose G. Vargas-Hernández, University of Guadalajara, México
Dr. Zsuzsana Horvath, Budapest Business School, Hungary
Dr. Frederick Kohun, Robert Morris University, USA
Edit Komlosi, University of Pannonia, Hungary
Dr. Tzong-Ru (Jiun-Shen) Lee, National Chung Hsing University, Taiwan
Dr. Ru-Jen Lin, Lunghwa University of Science and Technology, Taiwan
Dr. Réka Poláš-Weldon, University of Pannonia, Hungary
Dr. Rita Remeikiene, Kaunas University of Technology, Lithuania
Dr. Steve Kuang-Hsun Shih, Toko University, Taiwan
Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland
Dr. Suparerk Sooksmarn, Kasetsart University, Thailand
Dr. Igor Todorović, University of Banja Luka, Bosnia and Herzegovina
Dr. Ali Türkyilmaz, Fatih University, Turkey
Dr. Richard Yam, City University of Hong Kong, PR China
Dr. Sarah Younie, De Montfort University, United Kingdom
Dr. Natascha Zeitel-Bank, MCI Management Center Innsbruck, Austria
Dr. Arthur Zijlstra, Amsterdam University of Applied Sciences, the Netherlands
Dr. Moti Zwilling, College of Law & Business, Israel

Organizing Team
Goran Đaković, International School for Social and Business Studies, Slovenia, head of organising board
Marko Smrkolj, International School for Social and Business Studies, Slovenia
Dr. Vera Amicarelli, University of Bari Aldo Moro, Italy
Dr. Teodoro Gallucci, University of Bari Aldo Moro, Italy
Dr. Silvana Mariel Sirico, University of Bari Aldo Moro, Italy
Dr. Graziella Todisco, University of Bari Aldo Moro, Italy
Conference Aims

MakeLearn & TIIM 2015 conference theme focuses on Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society. Intellectual Capital integrates intangible assets such as organizational structure with organizational culture, employee’s capacity and management relationships. This creates additional value and helps an enterprise to acquire competitive advantage on the market. One of most challenging processes in this respect is how to manage the intellectual capital. Managing Intellectual Capital includes managing human capital and managing innovation. Human capital consists of various skills and knowledge possessed by employees for the sustainable development of the enterprise, but also the entire economy and society. Strengthening human capital and encouraging innovation then positively relates to the creation of sustainable and inclusive society.

Knowledge Management is therefore in the core of Intellectual Capital management. It is not only about managing knowledge, but also about managing innovation, managing sustainable development and the creation of inclusive society.
**Conference Programme**

**Wednesday, 27 May 2015 • Palace Hotel Bari**

12.00–20.00  Registration • Palace Hotel Bari lobby
13.00  University fair • Palace hotel Bari lobby
(exhibition will be held all day on Wednesday and Thursday)
13.00–14.15  Concurrent sessions
14.00–16.00  City tour (guided tour) – group 1,
meeting point in front of Palace Hotel Bari
14.15–15.30  Concurrent sessions
15.30–15.45  Break
16.00–18.00  City tour (guided tour) – group 2,
meeting point in front of Palace Hotel Bari
15.45–17.00  Concurrent sessions
17.00–18.15  Concurrent sessions
18.30–21.00  Welcome address and welcome reception • Palace Hotel Bari terrace
Dr. Srečko Natek, general chair and organiser of MakeLearn & TIIM 2015 conference, with dr. Antonio Felice Uricchio, conference organiser, University of Bari Aldo Moro, Italy

**Thursday morning, 28 May 2015 • University of Bari Rectorate**

09.00–09.30  Conference opening • Aula Magna and Salone degli Affreschi, University of Bari Rectorate
Dr. Antonio Felice Uricchio, Rector of University of Bari Aldo Moro
Dr. Binshan Lin, College of Business Administration, Louisiana State University, USA, conference director
Mr. Angela D’Onghia, Vice-Minister for Education of Republic of Italy
Mr. Antonio Decaro, Mayor of Bari
Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, programme chair

9.30–10.30  Keynote speaker 1 • dr. Bart J. Debicki, discussion
Keynote speaker 2 • dr. Angelo Vacca (TBC), discussion

10.30–11.15  Photo session and coffee break • Stairs from Aula Magna to Salone degli Affreschi

11.15–12.30  Rectors Forum • Aula Magna and Salone degli Affreschi, University of Bari Rectorate

12.30–12.45  Invitation to MakeLearn and TIIM Joint International Conference 2016, Timisoara, Romania

12.45  Walking to Palace Hotel Bari
Thursday afternoon, 28 May 2015 • Palace Hotel Bari
12.30–13.15  Registration • Palace Hotel Bari lobby
13.15–14.45  Lunch • Restaurant of Palace Hotel Bari
14.45–16.00  Concurrent Sessions
16.00–16.30  Coffee Break with Poster Session • Palace Hotel Bari lobby
16.30–17.45  Concurrent Sessions
17.45–19.00  Concurrent Sessions
19.00–20.15  Concurrent Sessions
20.30–23.00  Dinner and social event with best paper announcement • Restaurant of Palace Hotel Bari

Friday, 29 May 2015 • Palace Hotel Bari
08.00–13.00  Exhibition of Journals • Palace Hotel Bari lobby
08.00–09.15  Concurrent Sessions
09.15–09.45  Pearson – Personalized Learning Solutions (presentation) • Room Festa
09.45–10.00  Break
10.00–11.00  Editors’ Panel • Room Festa
11.00–11.30  Coffee break with networking for publishing opportunities
11.30–12.30  Research-Education-Practice Forum • Room Festa
12.45–13.45  Cocktail Lunch • Palace Hotel Bari lobby
13.45  Meeting point in front of Palace Hotel Bari
13.45–21.00  Academic networking with trip. Conference closing.
Free evening in Bari

Saturday, 30 May 2015 • Palace Hotel Bari
08.00–10.00  Programme Board meeting • Palace Hotel Bari lobby
(invited guests only)

Post-Conference Programme
Sessions Timetable

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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, A3, A4)
- Management, Business and Entrepreneurship (B1, B2, B3, B4, B5, B6, B7, B8, B9, B10, B11, B12, B13, B14)
- Education and Learning, Organizational Learning (C1, C2, C3)
- Human Resources Management, Intergenerational Cooperation (D1, D2, D3, D4, D5, D6)
- Economics, Finance and Accounting (E1, E2, E3, E4)
- E-commerce Management and Marketing (F1, F2, F3, F4)
- Innovations in Public Sector and Business (G1, G2, G3, G4, G5, G6, G7, G8, G9, G10)
- Information Systems Management and Decision Support Systems (H1, H2, H3, H4, H5)
- European Integration and EU Policy (I1, I2)
- Legal Issues, Taxation, Labour and Employment Law (J1, J2)
Family Business Research: An Overview of Topical Areas, Trends and Opportunities

Dr. Bart J. Debicki  
University Professor at Towson University in Maryland, USA

The keynote presentation will address the following:
- foundations and current state of affairs in family business research;
- trends, opportunities and the future of family business research;
- topic areas within family business studies;
- family business research outlets;
- individual and collaborative family business scholarship, as well as research institutions and organizations.

Bart J. Debicki received his PhD in Management from Mississippi State University. His research interests are primarily in family business management, management strategy, international and multicultural management, management history and management education. His research has appeared in journals such as Entrepreneurship: Theory and Practice, Family Business Review and Journal of Management History. He teaches Management, International Business and Multicultural Management courses at Towson University in Maryland, USA and the Quality Leadership University in Panama City, Panama. He is a member of the Academy of Management and the Southern Management Association. He is a member of the Editorial Board of the Family Business Review and the Associate Editor of the International Journal of Management and Enterprise Development.
The Human Capacity Building and the Environmental Sustainability in Higher Education: Green University – University of Bari as an Example

Dr. Angelo Vacca
Full Professor in Internal Medicine at the University of Bari Aldo Moro, and Chief of the Unit of Internal Medicine (Clinica Medica G. Baccelli) of the same University

The keynote presentation will address the following:

- research and innovation: synergism with the European and regional strategic agendas;
- human capacity building: tools for promoting scientific excellence;
- the creativity of young as a tool for social inclusion;
- Green University: University of Bari as an example.

Angelo Vacca is PhD in Clinical Immunology since 1989. His present position is Full Professor in Internal Medicine at the University of Bari Aldo Moro, and Chief of the Unit of Internal Medicine (Clinica Medica G. Baccelli) of the same University. He is President of the National Society of Immunology, Clinical Immunology and Allergology (SIICA). Prof. Vacca has published over 300 papers in international medical journals. Research areas are: (a) angiogenesis in patients with lymphoproliferative diseases, such as multiple myeloma and non-Hodgkin’s lymphomas, (b) angiogenesis by inflammatory cells, and (c) TK inhibitors.

This presentation was prepared in collaboration with Dr. Filomena Corbo and Dr. Annamaria De Marinis Loiotile.

Abstract
Rectors’ Forum

Forum Chair: Dr. Antonio Felice Uricchio
Rector, University of Bari Aldo Moro, Italy

The Rectors Forum aims to bring distinguished Rectors and Presidents around the world to share their ideas about intellectual capital, innovation and technology for sustainable and inclusive society. The event will be followed by Rectors’ Seminar for Internationalization of Higher Education Institutions (from 15:00 to 17:00 on the same day, only with invitation).

Forum Members

Dr. Ryszard Debicki, Vice Rector, Maria Curie-Sklodowska University, Poland
Dr. Zamir Dika, Rector, South East European University, Republic of Macedonia
Dr. Van Son Dinh, President, Vietnam University of Commerce, Vietnam
Dr. A. Hamid El-Zoheiry, President, EMUNI University, Slovenia
Dr. Keng-Boon Ooi, Deputy Vice Chancellor, Linton University College, Malaysia
Dr. Driss Ououicha, President, Al Akhawayn University in Ifrane, Morocco
Dr. Bordin Rassameethes, Vice President, Kasetsart University, Thailand
Dr. Viorel-Aurel Şerban, Rector, Politehnica University of Timisoara, Romania
Insights from Journal Editors

Panel Chair: Dr. Binshan Lin
Editor-in-Chief, *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. Tapie Rohm, Publisher-in-Chief,
*Journal of International Technology and Information Management*,
*Communications of the IIMA*,
*Journal of International Information Management*
California State University – Bernardino, USA

Dr. Haruthai Numprasertchai, Editor-in-Chief,
*International Journal of Business Development and Research*
Kasetsart University, Thailand

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

Dr. Kongkiti Phusavat, Editor-in-Chief,
*International Journal of Innovation and Learning*
Kasetsart University, Thailand

Dr. Pornthep Anussornitisarn, Guest Editor of Special Issue,
*International Journal of Innovation and Learning*
Kasetsart University, Thailand

Dr. Antonio Felice Uricchio, Editor-in-Chief,
*International Journal of Law and Tax*
University of Bari Aldo Moro, Italy

Dr. Dušan Lesjak, Editor-in-Chief,
*International Journal of Management in Education*
International School for Social and Business Studies, Slovenia

Dr. Zbigniew Pastuszak, Editor-in-Chief,
*International Journal of Management & Enterprise Development*
Maria Curie-Skłodowska University, Poland
Dr. Bart J. Debicki, Guest Editor of Special Issue, *International Journal of Management & Enterprise Development*  
Towson University, USA  
Dr. Nada Trunk Širca, Editor-in-Chief, *International Journal of Management, Knowledge and Learning*  
International School for Social and Business Studies, Slovenia  
Dr. Valerij Dermol, Guest Editor of Special Issue *International Journal of Management, Knowledge and Learning*  
International School for Social and Business Studies, Slovenia  
Dr. Keng-Boon Ooi, Editor-in-Chief, *International Journal of Modelling in Operations Management*  
Linton University College, Malaysia  
Dr. Agnieszka Sitko-Lutek, Editor-in-Chief, *International Journal of Synergy and Research*  
Maria Curie-Skolodowska University, Poland  
Dr. Anna Rakowska, Guest Editor of Special Issue, *International Journal of Synergy and Research*  
Maria Curie-Skolodowska University, Poland  
Dr. Radoslaw Mącik, Guest Editor of Special Issue, *International Journal of Synergy and Research*  
Maria Curie-Skolodowska University, Poland  
Dr. Jackie Ming-Lang Tseng, Editor-in-Chief, *Journal of Asia Pacific Business Innovation and Technology Management*  
Lunghwa University of Science & Technology, Taiwan  
Dr. Kuo-Ping Lin, Guest Editor of Special Issue, *Journal of Asia Pacific Business Innovation and Technology Management*  
Lunghwa University of Science & Technology, Taiwan  
Dr. Daryl Nord, Executive Editor, *Journal of Computer Information Systems*  
Oklahoma State University, USA  
Dr. Mateja Brejc, Editor-in-Chief, *Leadership in Education*  
National School for Leadership in Education, Slovenia  
Dr. Josu Takala, Guest Editor of Special Issue, *Management*  
University of Vaasa, Finland  
Dr. Joanna Paliszkiewicz, Deputy Editor-in-Chief  
*Management and Production Engineering Review*  
Warsaw University of Life Sciences, Poland  
Dr. Olesca Sirbu, Editor-in-Chief, *Eastern European Regional Studies*  
Centre for European Integration Studies, Moldova
Leadership Behaviour for Sustainable Organizations

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

Forum Co-Chair: Gabriela Fistis,
Managing Director of Denkstatt Romania,
Project Manager LeadSUS, Romania

Forum Co-Chair: Dr. Valerij Dermol, Project Member iHRM,
International School for Social and Business Studies, Slovenia

The Research-Education-Practice Forum will create the debate context around the following questions:

- How Research can better interact with Education actors in order to develop leaders’ skills and competencies for sustainable organizations?
- How Research and different Education actors’ can support different types of organizations to promote and implement sustainable development strategies through an agile leadership?
- How can inclusive human resource practices support organisations to handle the problems of ageing labour force?

The Forum discussions will undeline the main skills, competencies and expertise of the leadership behavior together with the new business challenges in the contemporary society. Forum participants will be part of a brainstorming session, sharing practical experiences, good practices, and opportunities for defining a strong message for the MakeLearn and TIIM community and also, for next year conference.
Forum Members

Dr. Shu-Kai S. Fan, Associate Dean and Executive Director, National Taipei University of Technology, Taiwan
Dr. Teresa L. Ju, Director, Lunghwa University of Science and Technology, Taiwan
Dr. Pekka Kess, Director, University of Oulu, Finland
Dr. Jerry Koehler, MBA Director, University of South Florida, USA
Dr. Alex Koohang, Dean, Middle Georgia State College, USA
Dr. Tzong-Ru (Jiun-Shen) Lee, Vice Dean, National Chung Hsing University, Taiwan
Dr. Jeretta Horn Nord, Director, Oklahoma State University, USA
Dr. Joanna Paliszkiewicz, Director, Warsaw University of Life Sciences, Poland
Dr. Zbigniew Pastuszak, Dean, Maria Curie-Sklodowska University, Poland
Dr. Marek Pawlak, Vice Dean, The John Paul II Catholic University of Lublin, Poland
Dr. Kongkiti Phusavat, Director, Kasetsart University, Thailand
Dr. Daniela Popescu, Dean, Technical University of Cluj-Napoca, Romania
Dr. Tapie Rohm, Executive Director, California State University – Bernardino, USA
Dr. Ali Türkyilmaz, Chair, Fatih University, Turkey
Dr. Manh Chieh Vu, Director of the Science and Foreign Affairs, Vietnam University of Commerce, Vietnam
Academic Networking with Trip to Sassi di Matera

MakeLearn & TIIM 2015 international conference includes the special opportunity for academic networking with a trip to Sassi di Matera.

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.
A1 Knowledge Based Society and Knowledge Based Economy 1

Session Chair: Anna Mazur

Designing Knowledge Management System in a Social Enterprise
Wasinee Noonpakdee and Acharaphun Phothichai, Thammasat University, Thailand
Keywords: knowledge management system, knowledge management, system design, social enterprise
Full Text

E-Learning and Anti-Human Trafficking/Modern Slavery
Marion Mansberger, FHWN, Austria
Keywords: e-learning, human trafficking/modern slavery, knowledge transfer, attitude change
Abstract

Knowledge Mapping in Thai Weaving Industry
Ayanitha Distanont, College of Innovation, Thammasat University, Thailand
Keywords: knowledge mapping, knowledge capture, weaving industry, social enterprise
Full Text

The Influence of Public Expenditures on Education on Its Quality: The Case of Poland
Karolina Leonarcik, Maria Curie-Skłodowska University, Poland
Keywords: knowledge based society, education, public expenditures, international comparison
Full Text

How Firms Use External Knowledge to Improve Innovation Performance: Evidence from Polish Manufacturing Industry
Tomasz Kijek, University of Life Sciences in Lublin, Poland
Keywords: external knowledge, innovation capital, innovation performance, absorptive capacity, knowledge production function
Abstract

Knowledge Oriented Approach to Portfolio Management Application
Anna Mazur, Warsaw School of Economics, Poland
Jan Chadam, Gaz-System, Poland
Keywords: project portfolio management, knowledge management, project maturity, corporate strategy
Full Text
A2 Knowledge Based Society and Knowledge Based Economy 2

Session Chair: Matti Muhos

A Knowledge Management Framework of the Information Technology-Based Approach for Improving Occupational Safety Training of Young Workers
Irena Hejduk, Warsaw School of Economics, Poland
Waldemar Karwowski, University of Central Florida, USA
Keywords: knowledge workers, safety culture, young workers, know technology
Full Text

Analysis of the Effectiveness Brand Positioning With the Importance of Knowledge Management
Tina Vukasović, International School for Social and Business Studies, Slovenia
Martina Barkovič, Ministry of the Interior, Police, Police Station Brežice, Slovenia
Keywords: marketing, brand, brand positioning, knowledge, knowledge management
Full Text

Knowledge as a Key Factor of IT Migrations
Peter Kazimir and Jozef Hvorecky, School of Management, Slovakia
Keywords: knowledge management, IT migration, sustainability, project execution
Full Text

Inter-Organizational Knowledge Transfer Mechanisms in Taiwanese SMEs
Kuo-Nan (Nick) Hsieh, Yuan Ze University, Taiwan
Keywords: open innovation, knowledge transfer, information richness, small and medium-sized enterprises (SMEs)
Abstract

Review of Business Growth Models: Research Strategies and Empirical Evidence
Matti Muhos, University of Oulu, Finland
Keywords: business mentoring, internationalisation, knowledge management, growth, entrepreneurship, Norway, California
Full Text

Exploring Principles Associated with Mentoring in International Contexts
Matti Muhos, Martti Saarela, Harri Jokela and Ville Isoherranen; University of Oulu, Finland
Keywords: business mentoring, internationalisation, knowledge management, growth, entrepreneurship, Norway, California
Full Text
A3 Knowledge Based Society and Knowledge Based Economy 3

Session Chair: Marcin Soniewicki

The Impact of Knowledge Sources on Knowledge Creation
Khalid Abdul Wahid, Universiti Teknologi Mara (UITM), Malaysia
Haruthai Numprasertchai, Yuraporn Sudharatna, Tipparat Laohavichien, and Somchai Numprasertchai, Kasetsart University, Thailand
Keywords: organizational knowledge, market orientation, knowledge creation, SEM
Full Text

Impact Analysis of Knowledge Sharing Using Knowledge Management System on Effectiveness, Efficiency and Innovation: A Case Study of Bank Indonesia
Putu Wuri Handayani, Rizal Pahlevi, and Ave Adriana Pinem, Universitas Indonesia, Indonesia
Keywords: effectiveness, efficiency, innovation, knowledge management, knowledge management system, knowledge sharing, partial least square
Full Text

A Knowledge Management Approach for Risk Management
Hugo Weinschrott, Alin Gaureanu, Bianca Cirjaliu, and Viorica Baesu, Politehnica University of Timisoara, Romania
Keywords: knowledge, risk, management, knowledge map, heath care
Full Text

A Step towards Incorporation of Rural Area Population of Pakistan to Knowledge Based Society
Zobia Rehman and Claudiu V. Kifor, Lucian Blaga, University of Sibiu, Romania
Keywords: knowledge based society, knowledge management, natural language processing, rural areas of Pakistan
Abstract

Process Maturity of Companies: A Knowledge Perspective
Agnieszka Bitkowska and Elżbieta Weiss, University of Finance and Management in Warsaw, Poland
Keywords: business process maturity, business process management, knowledge, knowledge management
Abstract

Interdependence between Forms of Companies International Activity and Use of External Knowledge Sources
Marcin Soniewicki, Poznan University of Economics, Poland
Keywords: knowledge, internationalization, knowledge management, external knowledge sources
Full Text
A4 Knowledge Based Society and Knowledge Based Economy 4

Session Chair: Joanna Paliszkiewicz

Leadership, Trust and Knowledge Management in Relation to Organizational Performance: Advancing a Framework
Joanna Paliszkiewicz, Warsaw University of Life Sciences, Poland
Jerzy Gołuchowski, University of Economics in Katowice, Poland
Alex Koohang, Middle Georgia State College, USA
Keywords: knowledge management, trust, leadership, organizational performance

Abstract
Perception of Knowledge in a Knowledge-Base Society: A Case Study
Eva Klemenčič, Educational Research Institute (ERI), Slovenia
Valentina Jošt Lešer, International School for Social and Business Studies, Slovenia
Keywords: perception of knowledge, value of knowledge, knowledge-base society, priorities of knowledge, central position of knowledge, knowledge

Efficacy of the Association of South East Asian Nations (ASEAN)
Tuomo Rautakivi and Riththikorn Siriprasertchok, Burapha University, Thailand
Keywords: ASEAN, cultural agency theory, complex system, efficacy, harmony, intelligence

Supporting the Competent Practitioner
Jolan Velencei, Obuda University, Hungary
Zoltán Baracskai, Doctus Consulting Ltd., Hungary
Viktor Dörfler, University of Strathclyde Business School, United Kingdom
Keywords: knowledge engineering, knowledge based expert systems, transdisciplinarity, problem solving

How Organizations Cope with Knowledge Economy?
Alexandru-Ionut Pohontu, Groupe de Recherche Angevin en Économie et Management (GRANEM), France
Keywords: learning by sharing, differentiation, competitive advantage, methodology, individual and organizational benefits

A Servicity View on the EU Projects
Adina Barbulescu and Alexandru Jivan, West University of Timisoara, Romania
Keywords: knowledge-based society, servicity, EU projects
B1  Management, Business and Entrepreneurship 1

Session Chair: Mara Del Baldo

Entrepreneurial and Renewal Capital of Finnish and Italian Firms
Mara Del Baldo and Francesca Maria Cesaroni, University of Urbino Carlo Bo, Italy
Paola Demartini, University of Rome III, Italy
Paola Paoloni, Niccolò Cusano University, Italy
Keywords: entrepreneurial capital, renewal capital, entrepreneurship, innovation, intangible assets, medium and large firms

Abstract

Sustainability Transitions and Financial Constraints
Edgardo Sica, University of Foggia, Italy
Keywords: sustainability, eco-innovations, socio-technical transitions, financial constraints

Full Text

Optimization of 3G WCDMA Base Stations in Bangkok, Thailand
Ailada Treerattrakoon and Patamaporn Soponumpornsenee, Kasetsart University, Thailand
Keywords: base stations management, propagation delay problem, mobile user forecasting, Mentum CellPlanner simulation

Full Text

The Lean-Resources Based Construction Project Planning and Control System
Tzu-An Chiang, National Taipei University of Business, Taiwan
Z. H. Che and Bo-Jing Zeng, National Taipei University of Technology, Taiwan
Keywords: construction project management, construction project process planning, construction project process control, lean resource allocation, efficient frontier

Full Text

The Roles of Stakeholders in an NPD Project: A Case Study
Jukka Majava and Harri Haapasalo, University of Oulu, Finland
Keywords: new product development (NPD), stakeholders, project, product management, research and development (R&D)

Full Text

Comparison of Leadership and Management Styles of Managers in the Czech Republic and Austria
Kamila Dedinova, University of Economics in Prague, Czech Republic
Keywords: leadership style, management, SMEs, organizational design, level of innovation

Full Text
B2  Management, Business and Entrepreneurship 2

Session Chair: Dawid Lahutta

Fixed Charge Unbalanced Transportation Problem in Inventory Pooling with Multiple Retailers
Ramidayu Yousuk, Kasetsart University, Thailand
Huynh Trung Luong, Asian Institute of Technology, Thailand
Keywords: inventory, inventory pooling, transshipment, preventive lateral transshipment, multiple retailers, fixed charge transportation proble
Full Text

Challenges with Industrialization in a Supply Chain Network: A Supplier Perspective
Per Hilletofth, Paraskeva Wlazlak, Glenn Johansson, and Kristina Säfsten, Jönköping University, Sweden
Keywords: industrialization, production ramp-up, supply chain, supplier
Full Text

Federal-Owned Enterprises and Corporate Governance in Federal-Owned Enterprises in United States
Paweł Baltyn, Maria Curie-Skłodowska University, Poland
Keywords: federal-owned enterprises, governmnetal enterprises, corporate governance, United States
Full Text

Customer Profitability Analysis with Time-Driven Activity-Based Costing
Dawid Lahutta and Paweł Wroński, Maria Curie-Skłodowska University, Poland
Keywords: cost accounting, cost management, activity-based management, time-driven activity-based costing, customer profitability analysis, case study
Full Text

Ownership Structure for Sustainable Growth
Elżbieta Wrońska-Bukalska and Mariola Golec, Maria Curie Skłodowska University, Poland
Keywords: ownership concentration, firm performance, agency theory, ownership structure
Full Text

How Asian Entrepreneurs Balance Business and Family Life
Tzong-Ru (Jiun-Shen) Lee and Szu-Yu Liu, National Chung Hsing University, Taiwan
Per Hilletofth, Jönköping University, Sweden
Keywords: entrepreneurship, Eastern culture, Asian, Taiwan, vinegar, fu niang fang
Full Text
B3 Management, Business and Entrepreneurship 3

Session Chair: Oscar F. Bustinza

A Comparative Study of Tastes and Preferences for Local and Foreign Wines in Bulgaria
Petyo Boshnakov, University of Economics Varna, Bulgaria
Keywords: demand for wine, Bulgarian wine, regional varieties of wine
Full Text

Importance and Evaluation of Complexity-Causing and Increasing Factors as a Determining Success Indicator in Outsourcing Operations
Frank Rennung, Caius Luminosu, and Anca Draghici, Universitatea Politehnica Timisoara, Romania
Keywords: complexity trap, complexity management, process management, management model for complexity
Full Text

The Linkage between Product-Service Portfolio and Customer Value
Oscar F. Bustinza, University of Granada, Spain
Vasileios Myrthianos, Universitat Politècnica de Catalunya, Spain
Glenn Parry, University of the West of England, United Kingdom
Keywords: business model, digitalization, music industry, product-service portfolio
Full Text

Modelling the Macro-Environmental Factors of International Distribution
Supachart Iamratanakul, Kasetsart University, Thailand
Keywords: international distribution, macro-environmental factors, interpretive structural modelling, MICMAC analysis, bibliometrics, expert panel, South East Asian, market, Supply Chain Management
Full Text

Operational Drivers of Business Valuations in the E-Commerce Sector
Adelin Trusculescu, Goetzpartners Corporate Finance GmbH, Germany
Claudiu-Tiberiu Albulescu and Anca Draghici, Politehnica University of Timisoara, Romania
Keywords: e-commerce valuation, internet retail valuation, valuation, valuation drivers, e-commerce industry development, revenue valuation vs. EBITDA valuation
Full Text

An Integrated Framework for Superior and Sustainable Business Performance
Binod Timilsina, University of Vaasa, Finland
Keywords: Resource base view, competitive advantage, competitively distinct operations, business performance
Abstract
B4  Management, Business and Entrepreneurship 4

Session Chair: Matej Valach

Assessing the Status of Sustainability Report of Petrochemical and Energy Sectors in Thailand
Chavatip Chindavijak and Kongkiti Phusavat, Kasetsart University, Thailand
Pekka Kess, University of Oulu, Finland
Keywords: Sustainability reporting, social responsibility reporting, sustainability indicators, petrochemical and energy in Thailand

Telecommuting Opportunity to Use the Economic Potential of People with Disabilities in the Polish Economy
Stanisław Żukowski, Maria Curie Skłodowska University, Poland
Keywords: disabilities, telecommuting, employment support programs, employment, job market

Life Cycle Assessment of Canned Sweet Corn in Chiang Mai
Pheeraya Ngarmsa-ard and Punnamee Sachakamol, Kasetsart University, Thailand
Keywords: canned sweet corn, Life Cycle Assessment (LCA), carbon footprint, water footprint

Sector Business Process Offshoring in Poland
Katarzyna Budzyńska, Maria Curie Skłodowska University, Poland
Keywords: offshoring, BPO, SSC, attractiveness

Profit Maximization, Social Welfare and Creating Opportunities for Corporate Social Responsibility in Slovakia
Matej Valach, University of Economics in Bratislava, Slovakia
Keywords: social welfare, social responsibility, sustainable development profit maximizing

A Taxonomy of Service Quality Strategies
Ping-Kuo Chen, Aletheia University, Taiwan
Keywords: service quality, strategic, taxonomy, competitiveness
B5  Management, Business and Entrepreneurship 5

Session Chair: Maria Hermel-Stanescu

**Cracking the Chinese SME Innovation Frontier: Crossing the Imitation Chasm**
Kim Hua Tan, Nottingham University Business School, United Kingdom
Leanne Chung, Cardiff Business School, United Kingdom
Keywords: Chinese innovation, SME, product development, imitation, absorptive capacity
[Full Text](#)

**Exploring the Early Stages of Service-Based Firms**
Matti Muhos, University of Oulu, Finland
Keywords: stages of growth, growth process, growth management, service-based firm, business development, meta-analysis, review
[Full Text](#)

**Effective Coaching**
Maria Hermel-Stanescu, University Politehnica of Bucharest, Romania
Keywords: coaching, efficiency, management, entrepreneurship
[Full Text](#)

**Financial Literacy of SMEs Managers**
Novo Plakalović, Ekonomski fakultet Pale, Bosnia and Herzegovina
Keywords: knowledge, human capital, financial literacy, financial behavior, financial awareness, SME managers, education
[Full Text](#)

**Tourism, Globalisation and Sustainable Development**
Ana Vizjak and Maja Vizjak, Faculty of Tourism and Hospitality Management, Croatia
Keywords: tourism, globalisation, sustainable development, management
[Full Text](#)

**Relationship between Implementation of the Learning Organization Concept and the Business Results in Small Croatian Enterprises**
Srečko Goić and Mimica Lovel, University of Split, Croatia
Keywords: learning organization, small enterprises, business results, Croatia
[Abstract](#)

**Apply the Analytic Hierarchy Process Method for Selecting Supplier in Automotive Business**
Supakit Laksanasiri, Naprud Paisansin, and Pornthep Anussornnitisarn, Kasetsart University, Thailand
Keywords: analytic hierarchy process, evaluation, multi-criteria evaluation
[Full Text](#)
B6  Management, Business and Entrepreneurship 6
Session Chair: Sophia Mirchova

Characterizing Cross-Functional Teams in Service Companies
Eider Arantes de Oliveira and Márcio Lopes Pimenta, Federal University of Uberlândia, Brazil
Per Hilletofth, Jönköping University, Sweden
Keywords: integration, cross-functional teams, services
Full Text

Forecasting the Number of Passengers Serviced at the Bulgarian Railway Stations
Sophia Mirchova and Preslav Dimitrov, SWU Neofit Rilski, Bulgaria
Keywords: railway transport, strategic documents, railway infrastructure policy, double exponential smoothing method forecasting, Holt method, linear trend
Full Text

Risk Consideration and Cost Estimation in Construction Projects Using Monte Carlo Simulation
Claudius Peleskei, Vasile Dorca, Radu A. Munteanu, and Radu Munteanu, Universitatea Tehnica din Cluj-Napoca, Romania
Keywords: risk management, Monte Carlo simulation, construction, probability distribution
Abstract

A Business Model to Operate an Online Business Successfully
Tzong-Ru (Jiun-Shen) Lee and Pei-Ning Huang, National Chung Hsing University, Taiwan, ROC
Pekka Kess, University of Oulu, Finland
Keywords: electronic commerce, entrepreneurship, festivals, creativity, mid-autumn festival, baking industry
Full Text

Business Ecosystem in Built Environment: Stakeholders and Their Classification
Tuomas Lappi, Harri Haapasalo, and Kirsi Aaltonen, University of Oulu, Finland
Keywords: business ecosystem, stakeholder management, salience model, business in built environment, life cycle management
Abstract

The International Orientation of Entrepreneurial Intention of Portuguese Higher Education Students
Sónia Carneiro and Vitor Braga, Porto Polytechnic, CICESI, Portugal
Keywords: international entry, entrepreneurial Intention, start-ups, Portugal, higher education, risk and innovation
Abstract
B7 Management, Business and Entrepreneurship 7

Session Chair: Antonio Bassi

General Management Principles in the Project Management Context
Antonio Bassi, SUPSI, Switzerland
Keywords: project management, project culture, general management, continuous improvement, historical information, knowledge management

Abstract

Virtual Quality Management Elements in Optimized New Product Development Using Genetic Algorithms
Stefan Bodi, Sorin Popescu, Calin Drageanu, and Dorin Popescu, Technical University of Cluj-Napoca, Romania
Keywords: new product development, information technology, genetic algorithms, virtual quality management

Full Text

The World’s Biggest Airlines
Michał Ratajczak, Maria Curie Sklodowska University, Poland
Keywords: management, economy, aviation, airline, cargo

Full Text

A Cross-National Comparison of the Relationship between Human Values and Reaction to CSR Announcements
Sathiadev Mahesh, University of New Orleans, USA
Marek Pawlak, The John Paul II Catholic University of Lublin, Poland
Keywords: human values, CSR announcement, reaction to CSR announcement, Shalom-Schwartz theory

Abstract

Sustainable Packaging in an Environmental Marketing Strategy: The Case of Apple
Fabrizio Baldassarre and Raffaele Campo, University of Bari Aldo Moro, Italy
Keywords: environmental marketing, sustainable packaging, green strategy, Apple

Abstract

Production Planning Challenges in the Steel Production: Case SSAB
Ville Isoherranen and Pekka Kess, University of Oulu, Finland
Keywords: production planning, steel production, continuous improvement, operations management, SSAB

Abstract
B8 Management, Business and Entrepreneurship 8

Session Chair: Katarzyna Andrzejczak

Inflaming Users’ Intention to Embrace Mobile E-Books
Jun-Jie Hew, Voon-Hsien Lee, Garry Wei-Han Tan, and Keng-Boon Ooi, Linton University College, Malaysia
Keywords: UTAU2, technology readiness, moderating effects, gender, mobile e-books, Malaysia
Full Text

How Do Suppliers Contribute to Market Competitiveness of Buyers?
Yu-Xiang Yen, Yuan Ze University, Taiwan
Shiu-Wan Hung, National Central University, Taiwan
Keywords: asset specificity, alternative attractiveness, commitment, opportunism, market competitiveness
Abstract

The Challenge of Marketing Interventions in Global Markets
Bistra Vassileva, University of Economics Varna, Bulgaria
Keywords: marketing interventions, global markets, complexity, power laws, Sheppard’s index
Full Text

Technical and Economic Considerations on Energy Efficiency of Existing Buildings through Refurbishment
Diana Rusu, Dorin Popescu, and Daniela Popescu, Technical University of Cluj-Napoca, Romania
Keywords: sustainability, energy efficiency, building refurbishment, optimization, decision maker
Full Text

Ontology Based Innovative Support in Industrial Product Development
Adrian Petrovan and Mircea Lobonţiu, North University Center of Baia Mare, Romania
Keywords: custom-made product, industrial product development, ontology engineering, innovative support tool, protégé
Full Text

Agricultural Biotechnology Research in Sub-Saharan Africa
Katarzyna Andrzejczak, Poznan University of Economics, Poland
Łucja Przysiecka, NanoBioMedical Centre AMU, Poland
Keywords: technology development, biotechnology, research and development, Sub-Saharan Africa, GMO, Cartagena Protocol, technology transfer
Abstract
B9  Management, Business and Entrepreneurship 9

Session Chair: Roxana Sirbu

**Life Cycle Assessment of Seedless Salak in Syrup in Chanthaburi**
Punnamee Sachakamol and Patama Pirotesak, Kasetsart University, Thailand
Keywords: Salak, LCA, greenhouse gas, water footprint, carbon footprint, ecological footprint, productivity
[Full Text](#)

**Product Life Cycle, Technology Life Cycle and Market Life Cycle**
Marzieh Shahmarichatghieh, Arto Tolonen, and Harri Haapasalo, University of Oulu, Finland
Keywords: product life cycle, technology life cycle, market life cycle, product development
[Full Text](#)

**Corporate Sustainability Perspective in the Context of a Multi-Level Stakeholder Management**
Cristina Borca, Luminita Maria Gogon, Roxana Sirbu, and Gabriela Fistis, Politehnica University of Timisoara, Romania
Keywords: corporate sustainability, human talent management, stakeholder management, system values
[Full Text](#)

**Impact of Discovering the Monumental Tomb in Amphipolis Greece in Tourism Development of the Region**
Rouska Krasteva, SWU Neofti Rilski, Bulgaria
Keywords: tourism economy, regional development, tourism development, Amphipolis, anthropogenic resources, Alexander the Great, North Greece
[Full Text](#)

**Assumptions for the Effective Promotion of Cooperation between Science and Business**
Monika Nalewajek, Maria Curie-Sklodowska University, Poland
Keywords: cooperation model, science, business, education, barriers of cooperation, qualitative research
[Full Text](#)

**Consideration on Project Management Specificity for Sustainable Investments**
Roxana Sirbu, Claudiu-Tiberiu Albulescu, Luminita Maria Gogon, and Anca Draghici, Politehnica University of Timisoara, Romania
Keywords: management, sustainability, investments, projects, model
[Full Text](#)
B10  Management, Business and Entrepreneurship 10

Session Chair: Agnieszka Puto

**Motorcycle Parts Inventory Management System**
Ailada Treerattrakoon and Tanaporn Lersbuasin, Kasetsart University, Thailand
Keywords: motorcycle parts inventory, inventory management, inventory system, production planning
**Full Text**

**Management and Optimization of Materials for the Furniture Industry**
Óscar Oliveira and Dorabela Gamboa, CIICIESI-ESTGF, Instituto Politécnico do Porto, Portugal
Pedro Fernandes, Bullet Solutions, Portugal
Keywords: cutting stock problem, heuristics, information technology, production technology
**Full Text**

**Opportunities of Base of the Pyramid from the Perspective of Resources and Capabilities**
José G. Vargas-Hernández and Yozimar Abe García González, Universidad de Guadalajara, Mexico
Keywords: base of the pyramid, strategy, resources and capabilities
**Full Text**

**Specialized Business Strategies Versus the Supermarkets: The Case of ‘Carne Y Punto’**
José G. Vargas-Hernández, Universidad de Guadalajara, Mexico
Keywords: strategy, supermarkets, specialty stores, resource-based view
**Full Text**

**Manage Relationships with Stakeholders as a Major Area of Corporate Social Responsibility**
Joanna Gajda and Agnieszka Puto, Technical University of Czestochowa, Poland
Keywords: stakeholders, corporate social responsibility, stakeholder relationship management
**Full Text**

**Communication Management in Project Teams: Practices and Patterns**
Karolina Muszynska, University of Szczecin, Poland
Keywords: project communication management, communication management practices, project success, project communication management patterns, project management
**Full Text**
Supply Chain Competitiveness with the Perspective of Service Performance between Supply Chain Actors: A Theoretical Model
Umer Mukhtar, University of Management and Technology, GIFT University, Pakistan
Keywords: supply chain competitiveness, service performance in supply chain, service quality in supply chain, competitive advantage by supply chain, networks and supply chain, customer value, value supply chain, value chain
Full Text

The Reality Gap: A Case Study on the Perception of Enterprises Regarding Intercultural Management
Gabriele Abermann, Salzburg University of Applied Sciences, Austria
Keywords: human capital, globalization, intercultural competence, mentoring, sustainability, higher education
Full Text

Perspectives of Hospitality Industry Employees on Serving Travelers with Disabilities
Nancy Nisbett, California State University, USA
Keywords: disability, hospitality, human capital, training, inclusive society
Abstract

Intangible Assets in the Competitive Processes of the Cultural Touristic Destinations: An Empirical Evidence from Taranto’s Destination
Nicolaia Iaffaldano and Pasquale Recchia, University of Bari Aldo Moro, Italy
Keywords: destination management, cultural touristic destination competitiveness, intangible assets, destination sustainability, quality of life, society, ‘widespread museum’
Full Text

State-Owned Enterprises in the Global Economy
Grzegorz Kwiatkowski and Paweł Augustynowicz, Maria Curie Sklodowska-University, Poland
Keywords: state-owned enterprises, ownership, Fortune Global 500, global economy, state capitalism, China
Full Text

Latent Classes of Corporate Social Responsibility within a Supply Chain
Jouni Juntunen, Mari Juntunen, Mikko Paananen, and Pekka Kess, University of Oulu, Finland
Keywords: corporate social responsibility, brand image, loyalty, brewing industry, mixture analysis, finite mixture structural equation modeling
Full Text
B12  Management, Business and Entrepreneurship 12

Session Chair: Jacek Jakubczak

Green Factors for Success of the Cultural Events in Bulgaria
Vesselina Dimitrova and Mariana Kaneva, University of Economics, Italy
Giovanni Lagioia and Teodoro Gallucci, University of Bari Aldo Moro, Italy
Keywords: green cultural events, event management, environment, ecological certification
Full Text

Youth Entrepreneurship Barriers and Role of Education in Their Overcoming: A Pilot Study
Jacek Jakubczak, Maria Curie-Skłodowska University, Poland
Keywords: entrepreneurship, education, youth entrepreneurship, entrepreneurship barriers
Full Text

Unfair Distribution of Value Generated in Business Relationships
Boguslaw Gulski, Maria Curie-Skłodowska University, Poland
Keywords: value distribution, value generation, value appropriation, unfair behavior, relations
Full Text

Eco-Efficiency and Human Capital in Europe: Quantitative Assessment
Eduard Nežinský, Ekonomicka univerzita v Bratislave, Slovakia
Keywords: eco-efficiency, human capital, data envelopment analysis, SBM model
Full Text

True Benefits from Winning the Polish Quality Award
Adam Skrzypek, Maria Curie Skłodowska University, Poland
Keywords: quality, quality management, total quality management, knowledge management the Polish Quality Award, Polish Quality Award laureates, benefits and effects
Full Text

An Assessment of the Organization of Demand Supply Chains in the Fashion Industry
Shahriare Mahmood and Pekka Kess, University of Oulu, Finland
Keywords: demand supply chain, fashion industry, retail brand, fast fashion, fashion sensitivity, apparel industry
Full Text
Management, Business and Entrepreneurship 13

Session Chair: Teresa Barros

Sustainable Development of Oil Sands and Host Communities: Preliminary System Dynamics Assessment
O. A. Falebita and Saroj Koul, Jindal Global Business School, India
Keywords: host community, sustainable development, system dynamics, oil sands, local environmental governance, Nigeria
Full Text

Grain Segmentation of Solar Cell Wafers Using Region Growing
Shu-Kai S. Fan, Wei-Che Chuang, and Pei-Hua Sung, Taipei Tech, Taiwan
Keywords: solar cell wafer, grain analysis, image processing, quality control
Full Text

The Strategy Implementation and Certification of Management Systems of Research, Development and Innovation (NP 4457) in Portuguese Firms
Sérgio Gomes, Porto Polytechnic, CIICESI, Portugal
Vitor Braga and Alexandra Braga, Porto Polytechnic, CIICESI, CETRAD, Portugal
Keywords: RD&I, implementation and certification of management systems, innovation, strategic implementation, Portugal, quality management
Abstract

Corporate Brand Identity Measurement: An Internal and External Perspective
Teresa Barros, Vitorino Martins, and Hortensia Gouveia Barandas, Porto Polytechnic – CIICESI, ESTGF, Portugal
Keywords: corporate brands, brand identity, higher education, scale development
Abstract

The Influence of Innovation on the Internationalization of Portuguese SMEs
Luís Branco Barros, Teresa Barros, and Alexandra Braga, Porto Polytechnic – CIICESI, ESTGF, Portugal
Keywords: innovation, internationalization, Portugal, SMEs
Abstract

Solving the Oil Delivery Trucks Routing Problem with Modify Multi-Traveling Salesman Problem Approach
Chatpun Khamyat, Kasetsart University, Bangkok, Thailand
Keywords: oil logistic problem, oil delivery truck, traveling salesman problem, logistic routing problem
Full Text
B14 Management, Business and Entrepreneurship 14

Session Chair: Grzegorz Grela

Studying for Safe Management Regulations Influence People Evacuating Behaviors
Bang-Lee Chang, Ying-Yueh Su, and Yen-Ku Kuo,
Chinese Culture University, Taiwan
I-Yun Hsia, Hsing Wu University, Taiwan
Keywords: management, fire, evacuation, behaviours
Full Text

The Corporate Innovation in Strategic Management: Business Model in Air Transport
Pierluigi Passaro, University of Bari Aldo Moro, Italy
Keywords: business model, strategic management, innovation, competitive advantage
Abstract

Biotechnology Clusters in Poland
Miroslaw Loboda, Maria Curie-Skłodowska University, Poland
Keywords: management, cluster organization, biotechnology, regional cluster
Full Text

The Framework of Quality Measurement
Grzegorz Grela, Maria Curie Skłodowska University, Poland
Keywords: quality measurement, quality management, TQM
Abstract

Green Growth Indicators in Bulgaria
Mariana Kaneva, University of Economics, Bulgaria
Teodoro Gallucci and Vera Amicarelli, University of Bari Aldo Moro, Italy
Vesselina Dimitrova, University of Economics, Bulgaria
Keywords: green growth, Granger causality test, ICT indicators, environmental indicators
Abstract
C1  Education and Learning, Organizational Learning 1

Session Chair: Monika Jakubiak

Academic Entrepreneurship's Growth Perspectives in the Opinion of Researchers and Students
Monika Jakubiak and Dorota Chmielewska-Muciek, Maria Curie-Sklodowska University, Poland
Keywords: education, globalization, entrepreneurship, innovation, students, graduates
Full Text

The Inno-Broker as an Example of an Innovative Project
Dorota Chmielewska Muciek and Monika Jakubiak, Maria Curie Skłodowska University, Poland
Keywords: innovation, entrepreneurship, education, globalization
Full Text

A Study on Innovativeness among Engineering and Non-Engineering Students
Kris M. Y. Law, The Hong Kong Polytechnic University, China
Kristijan Breznik, International School for Social and Business Studies, Slovenia
Shing-Chung Ngan, City University of Hong Kong, China
Keywords: innovativeness, engineering students, engineering education
Abstract

Managerial Implications of Accountabilities for Learning in Education
Andrej Koren, International School for Social and Business Studies, Slovenia
Mateja Brejc, National School for Leadership in Education, Slovenia
Keywords: education, accountability, management, learning, knowledge, equity
Full Text

Framework of Strategic Learning – PDCA Cycle
Michał Pietrzak and Joanna Paliszkiewicz, Warsaw University of Life Sciences, Poland
Keywords: PDCA cycle, organizational learning, knowledge, strategic management
Abstract

Compliance in Educational Institutions Based on Students Experience Survey
Adasa Nkrumah Kofi Frimpong, Christ Apostolic University College, Ghana
Petra Maria Asprion, University of Applied Sciences Northwestern Switzerland
Keywords: compliance, management, quality, learning, education
Full Text

Understanding the Value of Organizational Learning: The Unutilized Internal Resource
Tihomira Trifonova and Yavor Markov, Strategma Agency, Bulgaria
Keywords: organisational learning, SME, OD, knowledge management
Full Text
C2 Education and Learning, Organizational Learning 2

Session Chair: Monika Wawrzenczyk-Kulik

Impact of Incentive Orientated Blended Learning on Students’ Learning Behavior and Outcomes
Yvonne Maria Marzok, University of Duisburg-Essen, Germany
Marcel Hendrik Braukhoff and Erwin Amann, University of Duisburg-Essen, Germany
Keywords: blended learning, e-learning, incentives, learning by doing, student engagement, student outcome
Full Text

State-of-the-Art Training Methods for Accounting Professionals
Kai-Tang Fan, Lunghwa University of Science & Technology, Taiwan
Yu-Cheng Lin, National Chi Nan University, Taiwan
Keywords: communication apprehension, accounting, creative problem solving case teaching, TeamSpirit, experiment
Full Text

Transversal Managerial Competence: In Search Of New Methods of Education
Monika Wawrzenczyk-Kulik, University of Economy and Innovation in Lublin, Poland
Keywords: analogy, competence, education, learning, method
Full Text

Entrepreneurship Education at Politehnica University of Timisoara, Romania
Matei Tamasila, Ilie Taucean and Claudiu-Tiberiu Albulescu, Politehnica University of Timisoara, Romania
Keywords: entrepreneurship, management, university, education, competencies
Full Text

What Kinds of ESD and GE Competencies Will Our Graduates Need?
Majda Naji, International School for Social and Business Studies, Slovenia
Keywords: ESD, GE, competencies, students, higher education
Abstract

Managing Innovative Approaches to Education in Natural Sciences
Ivan Dvorak, Katerina Ciharova, and Jiri Valach, Charles University in Prague, Czech Republic
Keywords: education in sciences, innovation, new technologies
Abstract
C3  Education and Learning, Organizational Learning 3

Session Chair: Kristijan Breznik

New Approaches to an Integrative Management System for Improved University Efforts towards Sustainability
Rodica Stăfănescu, Stefanescu Rodica PFA, Romania
Keywords: university sustainability, university integrative management, university social responsibility, intellectual capital for global development
Full Text

The Role of Theory of Planned Behavior on Entrepreneurial Intention of Greek Business Students
Charitomeni Tsordia and Dimitra Papadimitriou, University of Patras, Greece
Keywords: entrepreneurial intention, theory of planned behavior, attitudes, entrepreneurial curriculum and content, business students, Greece
Abstract

Public Funds for Student Support during Economic Crisis
Vesna Skrbinjek, International School for Social and Business Studies, Slovenia
Dušan Lesjak, University of Primorska, Slovenia
Janez Šušteršič, International School for Social and Business Studies, Slovenia
Keywords: tertiary education, student support, economic crisis, public funds
Full Text

Can Curricular Entrepreneurship Education Develop Entrepreneurial Success For Graduates? A Ten-Year Longitudinal Study
David Gibson, Liverpool John Moores University, United Kingdom
Keywords: competencies, entrepreneurship education, pedagogy
Full Text

Erasmus Student Mobility Flows: The Case of Slovenia
Kristijan Breznik and Goran Đaković, International School for Social and Business Studies, Slovenia
Keywords: Erasmus Mobility Programme, student mobility for studies, Slovenia, network analysis, egocentric network
Abstract

Stakeholder's Perception of University's Role for a Sustainable Development
Maria Bonaventura Forleo, University of Molise, Italy
Keywords: environmental values, use value, non-use value, WTP, pro-environmental behaviour, university students, urban green area, sustainability, management, Logit
Abstract
Human Resources Management, Intergenerational Cooperation 1

Session Chair: Anna Gagat-Matuła

Social Media and Human Capital: How Facebook Creates Social Capital?
Anna Gagat-Matula and Olga Smalej, Maria Curie Skłodowska University, Poland
Keywords: social media, social networking, human capital, social capital, society, Facebook
Full Text

Governance and Human Capital in Italian Co-Operative and Popular Banks: Managing the Complexity
Candida Bussoli and Claudio Giannotti, LUM Jean Monnet University, Italy
Keywords: corporate governance, co-operative banks, popular banks, human capital, management
Abstract

Research on Training Needs Identification: Leadership in Sustainability
Anca Draghici, Gabriela Fistis, Claudiu-Tiberiu Albulescu, and George Draghici, Politehnica University of Timisoara, Romania
Keywords: management, leadership, sustainability, training needs, matrix
Full Text

Gender Differences in Perceived Goal Conflict and Overconfidence: Evidence from a Real-Effort Experiment
Sven Asmus, Daniel Dietrich, Saskia Hausler, and Alwine Mohnen, Technical University Munich, Germany
Keywords: goal conflict, overconfidence, gender differences, real-effort experiment, production
Full Text

Rethinking Performance Management: A Behavior-Based Perspective
Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco
Keywords: attitude, behavior, intention, performance management, personality
Abstract

What Qualifications and Skills are Important for Civil Engineers?
A Job Advertisement Analysis
Ibrahim Halil Gerek and Ibrahim Efe Efeoglu, Adana Science and Technology University, Turkey
Keywords: civil engineers, knowledge and skills, job advertisements, qualifications
Full Text
D2  Human Resources Management, Intergenerational Cooperation 2

Session Chair: Anna Rakowska

Determinants of Organizational Commitment for Public Administration Employees: A Theoretical Model with an International Perspective
Anna Rakowska, Maria Curie Skłodowska University, Poland
Susana de Juana-Espinosa and Jorge Valdés-Conca, University of Alicante, Spain
Keywords: public employees, organisational commitment, job engagement, job satisfaction, cultural values
Full Text

The Impact of Organizational Justice on Organizational Loyalty Considering the Role of Spirituality Trust Variables
Sima Radmanesh, South Pars Gas Complex, Iran
Keywords: organizational loyalty, organizational trust, organizational justice, organizational spirit, oil and gas company, knowledge, management
Full Text

Methods of Human Capital Measurement
Andrzej Borowski, Maria Curie-Skłodowska-University, Poland
Keywords: intellectual capital, human capital, measurement methods
Full Text

Impact of Intellectual Capital on Corporate Performance
Deepa Venugopal, SNT Global Academy of Management Studies, India
M. V. Subha, Anna University of Technology, India
Keywords: intellectual capital, human capital, VAIC™, SEM, corporate performance
Full Text

The Impact of Consumer Attitudes towards Chocolate Products with Sustainability Labels on Buying Process
Svit Koren, International School for Social and Business Studies, Slovenia
Keywords: consumer, attitude, chocolate product, sustainability, label, impact, buying process
Full Text
Human Resources Management, Intergenerational Cooperation 3

Session Chair: Edit Komlósi

Disability Management and ‘Glocalization’ for an Inclusive Society
Guido Migliaccio, University of Sannio, Italy
Keywords: disability management, glocalization, inclusive society, glocal society, globalization
Full Text

Knowledge Sharing Trait Emotional Intelligence Enablers: An Empirical Study
Nóra Obermayer-Kovács, Edit Komlósi, Cintia Szenteleki, and Viktória Tóth, Faculty of Business and Economics, University of Pannonia, Hungary
Keywords: knowledge sharing, trait emotional intelligence, generation difference, Hungarian organisations
Abstract

The Intergenerational Dimension of Sustainability: Willingness to Pay for an Urban Green Area
Maria Bonaventura Forleo, Luca Romagnoli, and Nicola Gagliardi, University of Molise, Italy
Keywords: environmental values, WTP, university students, urban green area, logit
Abstract

Prenuptial Agreement, Promotion of Gender Equality, Towards Spouses Independence
Blerina Dodaj and Emiljana Kane, European University of Tirana, Albania
Keywords: marriage, partners, property, prenuptial, gender equality
Full Text

The Study of Realistic Job Previews for the Position of Recruiter in Poland: Qualitative Research Results
Tomasz Ingram and Alicja Siga, University of Economics in Katowice, Poland
Keywords: realistic job previews, recruitment, qualitative research results
Abstract

Home ‘Smartness:’ Helping People with Special Needs Live Independently
Dorin Popescu, Sorin Popescu, Laura Bacali, and Mihai Dragomir, Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania
Keywords: ambient intelligence, ambient assisted living, people with special needs, independent living, decision support systems
Full Text
D4  Human Resources Management, Intergenerational Cooperation 4

Session Chair: Frank Rennung

The Manager's Role in Polish and Libyan Companies
Usama Daya, Maria Curie Skłodowska University, Poland
Keywords: company management, management styles, types of managers, multiculturalism
Full Text

Application of Occupational Risk Assessment Methods in the Organization
Bianca Cirjaliu, Elena Maria Boatca, Alin Gaureanu, and Hugo Weinschrott, Politehnica University of Timisoara, Romania
Keywords: occupational risk assessment, method, occupational health and safety, human resource, organisation, well-being
Full Text

Theoretical and Some Practical Perspective on Age Diversity and Comparative Age Management
Suzana Košir and Vilma Alina Šoba, International School for Social and business Studies, Slovenia
Keywords: aging, generation, age management, human resource management, age diversity
Abstract

Intellectual Capital Management: A Possible Approach
Luminita Maria Gogan, Cristina Borca, Frank Rennung, and Roxana Sirbu, Politehnica University of Timisoara, Romania
Keywords: intellectual capital, sustainable competitive advantage, intellectual capital management, model
Full Text

Unfolding the Contents of Social Inclusion in the European Union
Anita Pelle and Renáta Laczi, University of Szeged, Hungary
Keywords: society, inclusion, education, economy, knowledge
Abstract
D5  Human Resources Management, Intergenerational Cooperation 5
Session Chair: Joanna Szafran

The Role of Intellectual Capital in the Development of the Lubelskie Region
Joanna Szafran, Maria Curie-Skłodowska University in Lublin, Poland
Keywords: intellectual capital, human capital, social capital, structural capital, relational capital, regional development, cohesion policy
Full Text

Human Resource Performance Appraisal: Ranking the Importance of Derived Information
Gabriela Lobonţiu, Vasile Birle, and Adrian Petrovan,
Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania
Keywords: performance appraisal, feed-back, human resource management, organizational performance
Full Text

Intergenerational Cooperation in Organisational Settings: A Review of Research
Katarina Babnik, and Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Faculty of Management, Slovenia
Valerij Dermol, International School for Social and Business Studies, Slovenia
Keywords: intergenerational programming, HRM diversity, organisational context, effectiveness
Abstract

Utilization of IT in Human Resources Management
Aneta Karasek, Maria Curie-Sklodowska University, Poland
Keywords: human resources management, information technology, e-HR, HRM practices
Full Text

Generation Y: Evaluation of Competencies’ Potential: Study of Employees in Poland
Iwona Mendryk, Maria Curie Skłodowska University, Poland
Keywords: competencies, competencies’ potential, generation Y, employees in Poland
Full Text
D6 Human Resources Management, Intergenerational Cooperation 6

Session Chair: Andrea Vondrová

**Measurement of Socio-Economic Development Using the Human Development Index Extended by an Indicator of Economic Freedom**
Andrea Vondrová and Elena Fifeková, University of Economics in Bratislava, Slovakia

Keywords: socio-economic development, human development index, economic freedom, measurement of development

*Full Text*

**Unethical Behaviours towards Women in Institutions in Lubelskie Voivodeship**
Marzena Cichorzewska and Grażyna Jabłczyńska, Lublin University of Technology, Poland
Bartłomiej Życzek, Maria Curie Skłodowska University, Poland

Keywords: unethical behaviours, behaviour in organization, discrimination against women, organizational pathologies, women in the organizations, diversity management

*Full Text*

**The Study on Relationships of Perceived Organizational Support and Job Satisfaction in Taiwan Hospitality Service Industry**
Yen-Ku Kuo, National Taiwan Normal University, Taiwan
Ying-Yueh Su and Bang-Lee Chang, Chinese Culture University, Taiwan

Keywords: perceived organizational support, job satisfaction, hospitality service industry

*Full Text*

**HRM Practices Influence Organizational Citizenship Behavior: Mediating the Role of Person-Organizational Fit**
Dariusz Turek and Agnieszka Wojtczuk-Turek, Warsaw School of Economics, Poland

Keywords: organizational citizenship behaviors (OCB), HRM practices, person-organization fit, mediation analysis

*Full Text*

**Workplace Bullying: Moderating Role of Interpersonal Sensitivity**
Inam Ul Haq, University of Central Punjab, Pakistan

Keywords: organizational behavior, workplace bullying, interpersonal sensitivity, job stress, job performance

*Abstract*
E1 Economics, Finance and Accounting 1

Session Chair: Malgorzata Rochon

Gold as Part of an Investment Portfolio
Katarzyna Mamcarz, Maria Curie Sklodowska University, Poland
Keywords: finance, diversification, gold portfolio, minimum variance portfolio, optimal portfolio, correlation coefficient, Sharpe ratio
Full Text

Financial Literacy of Young Generation in Changing European Environment: Evidence from Germany and Latvia
Inese Mavlutova and Andris Sarnovics, BA School of Business and Finance, Latvia Christian Armbruster, Fachhochule Kaiserlautern, Germany
Keywords: financial education, financial literacy, secondary school, economics, financial knowledge
Full Text

Changes in Obligatory Financial Reporting of Small and Micro Companies in the European Union in the Opinion of Stakeholders
Malgorzata Kamieniecka, Maria Curie-Sklodowska University, Poland
Keywords: financial statements, small and medium-sized companies, the accounting law, the new EU directive on accounting, disclosure in the financial statements, administrative burden on companies
Full Text

Hospital Management Support through the Use of Management Accounting
Agnieszka Kister, Maria Curie-Skłodowska University, Poland
Keywords: costs in hospitals, management accounting, cost accounting, management decisions, activity based costing
Full Text

The Interdependence of Stock Quotations on the Biggest European MTFs and Regulated Markets
Roman Asyngier, Maria Curie-Sklodowska University, Poland
Keywords: multilateral trading facilities, regulated markets, interdependence of stock quotations, correlation, relative strength, capital market
Full Text

Trading Stock on Inside Information
Kamil Mazurkiewicz and Elżbieta Wrońska-Bukalska, Maria Curie Skłodowska University, Poland
Keywords: insider trading, agency theory, market efficiency, knowledge, information, intelectual capital
Full Text
E2  Economics, Finance and Accounting 2

Session Chair: Małgorzata Twarowska

**Goodwill Disclosures and Governance: Evidence from Belgian Companies**
Karin Comble, University of Mons, Belgium
Keywords: IAS 36, reliability, goodwill, impairment test, corporate governance, finance
[Full Text]

**Economic Quality of Human Capital in Companies Listed on the Stock Exchange: Verification of Kl-Ark Model**
Anna Karmanska and Katarzyna Bareja, Warsaw School of Economics, Poland
Keywords: human capital, economic quality, financial statements, stock exchange, accounting, model
[Full Text]

**The Intellectual Capital Effectiveness and Enterprises’ Performance**
Łukasz Bryl and Szymon Truskolaski, Poznan University of Economics, Poland
Keywords: intellectual capital effectiveness, human capital, VAIC method, enterprises’ performance, polish stock exchange
[Full Text]

**Suitability Profit Social Development Requirements**
Vasile Birle and Gabriela Lobonțiu, Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania
Keywords: production cost, profit, social integration
[Full Text]

**Evaluation of the Financial Transaction Tax in the Light of the Optimal Taxation Theory**
Małgorzata Twarowska and Jolanta Szołno-Koguc, Maria Curie Skłodowska University, Poland
Keywords: finance, economy, optimal taxation, financial transaction tax
[Full Text]

**The Impact of Exchange Rate on Poland’s Trade Flows**
Katarzyna Twarowska, Maria Curie-Sklodovska University, Poland
Keywords: economy, international finance, exchange rate, foreign trade, trade competitiveness
[Abstract]

**Replacement of International Standard Financial Instruments with IFRS 9**
Mojca Gornjak, International School for Social and Business Studies, Slovenia
Keywords: IAS 39, IFRS 9, management accounting
[Abstract]
E3 Economics, Finance and Accounting 3

Session Chair: Łukasz Grzegorczyk

Supply Chains in the Apparel Industry: Do Transnational Initiatives for Social Sustainability Improve Workers’ Situation?
Claude Meier, HWZ University of Applied Sciences in Business Administration Zurich, Switzerland
Keywords: transnational initiatives, globalization, social sustainability, apparel industry, stakeholder, labour rights

Abstract

Intangible Assets Index
Zeming Yuan, Yu Jin, and Tianpei Wang, Tianjin University of Finance and Economics, China
Keywords: intangible assets index, AHP, entropy method, innovation

Full Text

Economic Design of Statistical Process Control Using Principal Components Analysis and the Simplicial Depth Rank Control Chart
Vadhana Jayathavaj, Rangsit University, Thailand
Adisak Pongpullponsak, King Mongkut’s University of Technology Thonburi, Thailand
Keywords: variable parameters, simplicial depth rank, quality control, principal components analysis, economic design

Full Text

The Impact of International Trade and Competition Market on Developing Countries
Jonida Lamaj, Marin Barleti University, Albania
Keywords: international trade, competition market, capitalist economy, open borders, monopoly

Full Text

The Rate of Corporate Income Tax and the Investment Attractiveness of the Visegrad Group Countries
Łukasz Grzegorczyk and Tomasz Budzyński, Maria Curie-Skłodowska University, Poland
Keywords: corporate income tax, Visegrad group, investment attractiveness, rates

Full Text

Corruption, EU Aid Inflows and Economic Growth in Ghana
Joseph Forson, National Institute of Development Administration, Thailand
Keywords: Ghana, corruption, EU aid inflows, economic growth, co-integration

Abstract
E4 Economics, Finance and Accounting 4

Session Chair: Ionela Adriana Tisca

Expected and Actual Proceeds from Share Issue on the Warsaw Stock Exchange
Anna Wawryszuk-Misztal, Maria Curie Skłodowska University, Poland
Keywords: IPO, raising capital, equity issue, financial crisis, Warsaw Stock Exchange
Full Text

Aspects Estimating the Level of the Informal Economy
Ionela Adriana Tisca, Georgica Cornu, and Dan Dumitrescu, Politehnica University Timisoara, Romania
Keywords: official income, informal income, tax evasion, informal economy estimation-model
Full Text

The Complexity of Tax Simplification: Experiences from Thailand
Thamrongsak Svetalekth, Kasetsart University, Thailand
Keywords: tax complexity, tax simplification, taxpayer satisfaction, tax system
Abstract

From a Developing to a Sustainable Economy:
A Comparative Policy Assessment
O. A. Falebita and Saroj Koul, Jindal Global Business School, India
Keywords: developing and sustainable economy, development planning, policy assessment, policy formulation, governance, India, Nigeria
Abstract

Accounting Scandal: A Case Study of ABC University;
A Public University in Thailand
Sasivimol Meeampol, Phanthipa Srinammuang, Vimol Rodpetch, and Ausa Wongsoontham, Kasetsart University, Thailand
Keywords: accounting fraud, accounting scandal, AMLO, fraud
Full Text

How to Make Young Poles Save More for Retirement:
The Behavioral Finance Perspective
Mariusz Kicia, Maria Curie-Sklodowska University, Poland
Keywords: personal finance, pension savings, behavioral finance, experimental economics
Abstract
F1  E-Commerce Management and Marketing 1

Session Chair: Gregor Jagodič

The Role of Social Media in the Process of Marketing Communication on the Basis of Fashion Brands
Barbara Mróz-Gorgoń and Aleksandra Całka, Wrocław University of Economics, Poland
Keywords: fashion, exploratory studies, marketing communication, social media
Full Text

Factors of Green Purchasing Behaviour
Silva Roncelli Vaupot, Polymer Technology College, Slovenia
Keywords: green high technology, green purchase behaviour, green marketing, buying decision process
Abstract

Does ‘Doing Good’ Always Lead to ‘Doing Better’?
Consumer Purchase Intentions to Corporate Social Responsibility
Ying-Yueh Su, Yen-Ku Kuo, and Bang-Lee Chang, Chinese Culture University, Taiwan
Keywords: corporate social responsibility, food sector, Taiwan, consumer purchase intentions
Full Text

The Aspect of Branding in Pharmaceutical Industry: Management Approach
Veselin Dickov, Institute for the Health Protection of Students, Serbia
Keywords: branding in pharmaceutical industry, pharmaceutical market, pharmaceuticals management-market mix
Full Text

Determinants of Bundled Service Users’ Retention
Ilona Bondos and Marcin Lipowski, Maria Curie Skłodowska University, Poland
Keywords: service bundling, customer retention, service package, customer satisfaction
Full Text

Private Labels Branding in Hungary
Ildikó Csák, Szent István University, Hungary
Keywords: private label brand, FMCG sector, innovation, management, Hungary
Abstract
F2  E-Commerce Management and Marketing 2

Session Chair: Marcin Lipowski

The Role of Associative and Relational Moderators on Experiential Branding
Wann-Yih Wu, Nanhua University, Taiwan
Nadia Anridho, Chinese Culture University, Taiwan
Ying-Kai Liao, Nanhua University, Taiwan
Keywords: brand management, experiential values, associative moderators, relational moderators, behavioral intentions
Full Text

The Role of Trust on Brand Loyalty and Brand Equity
Ying-Kai Liao, Nanhua University, Taiwan
Keywords: brand trust, experiential factors, cognitive factors, marketing factor, brand loyalty, brand equity
Full Text

A Bass Diffusion Model Analysis in a Marketing Approach on the Mobile Phone Market
Nadia Barkoci, Mircea Lobonţiu, and Laura Bacali, Technical University of Cluj-Napoca, Romania
Keywords: technology diffusion, adopters, Bass diffusion model, innovators, imitators, marketing strategies
Full Text

How We Buy Services? Preliminary Observation Results
Marcin Lipowski, Maria Curie Skłodowska University, Poland
Keywords: marketing channels, multi-channel distribution, service channel choice, customer behaviour
Full Text

Tina Vukasović, International School for Social and Business Studies, Slovenia
Keywords: consumer behaviour, country-of-origin (COO), knowledge, marketing, market research, experiment, meat product, Slovenia
Full Text

The Status of Social Technologies as a Platform for Empowering Women in Poland
Jeretta Horn Nord, Oklahoma State University, USA
Joanna Paliszkiewicz, Warsaw University of Life Sciences, Poland
Keywords: information technology, social technologies, social media, social networking, women’s empowerment, Poland
Abstract
User Experience Design: Aesthetics or Functionality?
Ali Türkyilmaz, Simge Kantar, M. Enis Bulak, and Ozgur Uysal, Fatih University, Turkey
Keywords: user experience, aesthetics, functionality, usability
Full Text

Consumption Habits Regarding Movies
Ádám Horváth and Balázs Gyenge, Szent István University, Hungary
Keywords: marketing, society, consumer behavior, culture, movie consumption, download
Abstract

Societal Decision-Making in Place Marketing
Ágnes Urbánné Treutz and Zoltán Szabó, Szent István University, Hungary
Keywords: place marketing, tourism, decision-making process, attitude, society
Abstract

Apply QR Code to Application for Correct Medication
Chia-Li Chen, Teresa L. Ju, Der-Feng Huang, Lunghwa University of Science and Technology, Taiwan
Keywords: correct medication usage, QR-code, mobile application, elderly
Abstract

Trust and Product/Sellers Reviews as Factors Influencing Online Product Comparison Sites Usage by Young Consumers
Radosław Mačik, Maria Curie-Sklodowska University, Poland
Dorota Mačik, The John Paul II Catholic University of Lublin, Poland
Keywords: information technology, market, online product comparison sites usage, trust, products/sellers reviews, purchase intention
Abstract
F4  E-Commerce Management and Marketing 4

Session Chair: Jarosław Banaś

Determinants of Online Shopping Behavior
Jarosław Banaś, Maria Curie Skłodowska University, Poland
Keywords: online shopping, e-commerce, technology acceptance model, task-technology fit model
Full Text

Managing Groups on a Facebook as a Marketing Tool in Advertising
Viktoriia Pogrebniak, Maria Curie-Sklodowska University, Poland
Keywords: Facebook, internet-market, digital advertisement, social networks media, marketing, B2B, B2C
Full Text

Management by Email Reinterpreted with a Process-Based Approach
Jakub Swacha, University of Szczecin, Poland
Keywords: management by email, workflow management, communication management, email clients
Full Text

Customers’ Responses to an Exceptionally New Product: A Study of the Smartphone Innovation
Rituparna Mukherjee and Yi-Nung Peng, Yuan Ze University, Taiwan
Keywords: innovation, CADOW, innovation adoption, really new innovation
Full Text

Collaborative Branding
Carla Rossi, University of Basilicata, Italy
Keywords: co-creation, consumer-generated content, collaborative branding, Moleskine
Full Text

The Influence of Electronic Word of Mouth in Social Media on Consumers’ Purchase Intentions
Chris Evans and Ismail Erkan, Brunel University, United Kingdom
Keywords: electronic word of mouth (eWOM), eWOM behaviour, social media, purchase intention
Abstract
G1 Innovations in Public Sector and Business 1

Session Chair: Natascha Zeitel-Bank

Balanced Scorecard as a Tool of Intellectual Capital Management at University
Agnieszka Piasecka, Maria Curie Skłodowska University, Poland
Keywords: management, intellectual capital, balanced scorecard, higher education
Full Text

Strategic Communication as a Key Factor for Increasing Organ Transplantation
Natascha Zeitel-Bank and Anja Pickel, Management Center Innsbruck, Austria
Keywords: organ transplantation, organ donations, strategic communication, consent system, spanish model
Full Text

Albania and Challenges for Depoliticized Public Administration
Ornela Shqarri, University of Tirana, Faculty of economy, Albania
Keywords: public administration, human resources, management, civil employee
Full Text

The Impact of Impromptu User Story Modifications on the Project, Customers and Team Members during a Sprint
Maureen Tanner and Martin Lee Pan, University of Cape Town, South Africa
Keywords: user-story modification, Agile, Scrum, Sprint, teams, information technology, management, innovation
Full Text

The Role of Organizational Culture in Innovative Changes of Public Administration
Slobodanka Krivokapic and Andrea Kavaric
University Mediterranean, Montenegro
Keywords: organizational culture, innovation, e-learning, public administration, local communities
Full Text
G2  Innovations in Public Sector and Business 2

Session Chair: Kinga Bednarzewska

Social Media Adoption for Social CRM in Higher Education
Meyliana, Achmad Nizar Hidayanto, and Eko K. Budiardjo,
University of Indonesia, Indonesia
Keywords: social media, Web 2.0, social CRM, non-exhaustive sophistication index (SI), shannon entropy, importance-performance analysis (IPA), education

Abstract

Healthcare System in the Model of a Liberal Country
Lukasz Jasinski, Maria Curie Sklodowska University, Poland
Keywords: Swiss healthcare system, European healthcare systems, health insurance, health, market

Full Text

Lublin IT Upland: The Case of a Smart City
Kinga Bednarzewska and Zbigniew Pastuszak,
Maria Curie-Sklodowska University, Poland
Keywords: IT, smart city, business processes, synergy, triple helix, implementation, competitiveness

Full Text

From Fordism to Lean Management: Main Shifts in Automotive Industry Evolution within the Last Century
Attila Turi, Marian Mocan, and Larisa Ivascu,
Politehnica University Timisoara, Romania
Gilles Goncalves, University Lille Nord de France, France
Sorin Maistor, Politehnica University Timisoara, Romania
Keywords: production technology, innovation, management, globalization, sustainability

Full Text

The Study of Low-Income Housing Residents’ Satisfaction
Ali Karimzadeh, Department of Architecture, Beyza Branch,
Islamic Azad University, Beyza, Iran
Shahrzad Shahriari, Department of Architecture, Marvdasht Branch,
Islamic Azad University, Marvdasht, Iran
Parinaz Keshtkaran, Department of Architecture, Beyza Branch,
Islamic Azad University, Beyza, Iran
Keywords: low-income communities, satisfaction rate, mehr housing

Full Text
G3 Innovations in Public Sector and Business 3

Session Chair: Aleksandra Wróblewska

The Transfer of RFID Technology for Strengthening Competitiveness of the Companies of an Industrial Cluster
Boguslaw Bembenek, Rzeszow University of Technology, Poland
Keywords: cluster, management, decision, transfer, technology, innovation, competitiveness
Full Text

Unfolding New Horizons: Predictive Analytics as a Facilitator of Open Innovation
Diana Chernetska and Jörg Freiling, University of Bremen, Germany
Keywords: predictive analytics, open innovation, networks, B-to-C, customer involvement
Full Text

Local Government Offices Communication with Respect to Residents of New Concept of Management
Agnieszka Smalec, Szczecin University, Poland
Keywords: communication, authority, local government, management concepts
Full Text

Online Platforms for Cooperation between Science and Business Spheres
Aleksandra Wróblewska and Bartłomiej Twarowski, Maria Curie Skłodowska University, Poland
Keywords: collaboration, cooperation, science, business, online platforms, competitiveness, innovation
Full Text

Connect Organisation and Trust in San Diego’s Health and Life Sciences Business Ecosystem
Jukka Majava, Pekka Kess, Tuomo Kinnunen, and Matti Muhos, University of Oulu, Finland
Keywords: business ecosystem, CONNECT, trust, health and life sciences, innovation, intermediary organisation
Full Text

Calculating the Dependency of Components of Observable Nonlinear Systems Using Artificial Neural Networks
Wolfram Rinke, University of Applied Science Burgenland, Austria
Keywords: innovation, dependency factors, sensitivity analysis, Jacobian matrix, artificial neural networks, artificial intelligence, information technology
Full Text
G4  Innovations in Public Sector and Business 4

Session Chair: Anca Draghici

The Lean Agile Technology Transfer Model: Revisiting University-Industry Collaboration through the Gate of Innovation Process
Stelian Brad, Technical University of Cluj-Napoca, Romania
Anca Draghici, University ‘Politehnica’ of Timisoara, Romania
Keywords: technology transfer, innovation, university-industry collaboration, lean, agile

Abstract

Development of Properties in Local Government: Empirical Analysis
Anna Maria Pascale, University of Sannio, Italy
Keywords: development, value property, local authority, profitability, strategy

Full Text

Diffusion of Technology in SMEs
Raul Florentin Drenţa, Mircea Lobonţiu, and Gabriela Lobonţiu,
Technical University of Cluj-Napoca, Romania
Keywords: technological diffusion, innovation, technology, technology management

Full Text

Locality in Public-Private Partnership in Social and Health Care Sector: Case Study
Martti Saarela, Eija-Riitta Niinikoski, and Matti Muhos,
University of Oulu, Finland
Keywords: public-private partnership, public procurement, SME, locality, entrepreneurship, health and social care

Full Text

Role of Information in the Process of Effective Management of the University
Seweryn Cichoń and Dagmara Bubel,
Czestochowa University of Technology, Poland
Keywords: information, effective university management, information technology, management process, the structure of the flow of information

Abstract

Strategic Plan of Local Authorities as a Tool to Promote Sustainable and Inclusive Growth
Maria Carmela Serluca, University of Sannio, Italy
Keywords: strategic plan, sustainable growth, inclusive growth, welfare

Full Text
G5  Innovations in Public Sector and Business 5

Session Chair: Ralf Isenmann

Mission Driven Enterprises in Ecosystems as Drivers for Sustainable System Change
Monique de Ritter, Nyenrode Business Universiteit, The Netherlands
Keywords: sustainability, entrepreneurship, innovation, ecosystem, business models
Full Text

Innovation Management of Conglomerates in Thailand
Janjira Janchome and Natcha Thawesaengskulthai, Chulalongkorn University, Thailand
Keywords: Innovation, Innovation Management, Conglomerates, Thailand
Full Text

Morphological Box for Education on Sustainable Development Approach and Examples at Munich University of Applied Sciences
Ralf Isenmann and Sascha Zinn, Munich University of Applied Sciences, Germany
Keywords: Education for sustainable development (ESD), morphological box, Munich University of Applied Sciences
Abstract

Roadmapping for Sustainable Innovation: Charting the Route towards Sustainable Development
Ralf Isenmann, Munich University of Applied Sciences, Germany
Keywords: roadmapping, sustainable innovations, corporate social responsibility (CSR), sustainability management, technologies
Abstract

Advanced E-Learning Quality Improvement Methods in Government Organizations
Shu-Ping Lin, Chen-Lung Yang, and Thao-Minh Ho, Chung Hua University, Taiwan
Keywords: e-learning quality improvement, Quality Function Deployment, recovery capability ranking, government organizations
Full Text

Measuring the User Satisfaction of E-Government Services Offered through an Innovative Cloud Platform
Habin Lee and Sankar Sivarajah, Brunel University London, United Kingdom
Bruno Thuillier, Pole Numerique, France
Keywords: cloud computing, e-Government, user satisfaction, evaluation, ICT
Abstract
Innovations in Public Sector and Business 6

Session Chair: Grzegorz Głód

Loredana Picciotto, University of Palermo, Italy
Keywords: innovation of social cooperatives, social innovation, inclusive society, social entrepreneurship, legality, sustainability
Full Text

Measurement of Public Entrepreneurship in the Polish Health Sector
Grzegorz Głód, University of Economics Katowice, Poland
Keywords: innovation, entrepreneurship, public entrepreneurship, entrepreneurial orientation, health sector
Full Text

The Relationships between Organisational Culture and Management Innovation in Polish Enterprises
Wojciech Głód and Martyna Wronka-Pośpiech, University of Economics Katowice, Poland
Keywords: management innovation, innovation, organisational culture, innovation culture, Poland
Full Text

The Innovation from Culture Creation Issues within Automobiles Industry
Ya Ling Tsai, Southern Taiwan University of Science and Technology, Taiwan
Keywords: innovation, culture creation, automobiles industry, the innovation of culture creation
Full Text

Exploration of a Lab Studio Model to Enhance Entrepreneurship Skills in Higher Education
Kari-Pekka Heikkinen and Blair Stevenson, Oulu University of Applied Sciences, Finland
Keywords: studio model, entrepreneurship education, higher education, multidisciplinary, work-life experience, PBL – problem based learning
Abstract

Current Trends in Journal Publishing
Alen Ježovnik, University of Primorska, Slovenia
Keywords: open access, academic journals, peer-review, publishing, quality
Abstract
G7 Innovations in Public Sector and Business 7

Session Chair: Vesna Skrbinjek

Impact of Economic Crisis on Student Demand for Tertiary Education
Vesna Skrbinjek, Dušan Lesjak, Janez Šušteršič,
International School for Social and Business Studies, Slovenia
Keywords: tertiary education, economic crisis, demographics, enrollment
Full Text

Re-Municipalisation of Services in Europe: Does the New Paradigm of Municipal Services Provision Appear?
Joanna Czapłak, Maria Curie Skłodowska University, Poland
Keywords: re-municipalisation, municipal services, municipal economy, public sector
Full Text

The Possibilities of Using Cooperation between Employees and Students in the University’s Development
Bartłomiej Zinczuk and Inga Kaszycka Maria, Curie Skłodowska University, Poland
Keywords: cooperation, academic development, education, partnership
Full Text

Debate on the Decision Making Process for Green Investments in Sustainable Development Context
Roxana Mihaela Sirbu, Anca Draghiici, Oana Ramona Lobont, and Alin Sirbu,
Politehnica University of Timisoara, Romania
Keywords: decision making process, green investments, management, sustainable development, prioritization of investment projects
Full Text

Integration of IT Tools Focused on Planning and Control of Operations on the Shop Floor
Walther Azzolini Junior, University of Sao Paulo, Brazil
Antônio Marcos Vitorelli, Rubens Parada Neto, and José Luís García Hermosilla,
University of Araraquara, Brazil
Keywords: advanced planning system, operations management, sales and operations planning, shop floor control, supply chain planning
Full Text

Specifics of Open Innovation in SMEs
Calin Drageanu, Cristina Feniser, and Florin Lungu,
Technical University of Cluj-Napoca, Romania
Keywords: open innovation, management, SMEs
Full Text
Innovations in Public Sector and Business 8

Session Chair: Adam Śliwiński

Insurance Innovation Assessment Model: Process Based Approach
Adam Śliwiński, Anna Karmanska, and Tomasz Michalski, Warsaw School of Economics, Poland
Keywords: innovativeness, innovation, insurance, insurance process, mapping
Full Text

Practices of Technology Parks Supporting Innovative Activities: Evidence from Poland
Anna Wójcik-Karpacz, Jan Kochanowski University in Kielce, Poland
Szymon Mazurkiewicz, Technopark Kielce, Poland
Keywords: innovation, technology park, entrepreneurship
Abstract

The Relationship between Innovation Strategy and Organizational Performance: Mediating Role of Organizational Innovativeness Level
Jarosław Karpacz and Monika Ingram, Jan Kochanowski University in Kielce, Poland
Keywords: Innovation, strategy, performance, innovativeness
Abstract

Supply Chain Agility and Innovativeness: The Relationships among IT Integration, Trust, and Competitive Advantage
Chih-Jou Chen and Ju-Chuan Wu, Feng Chia University, Taiwan
Keywords: IT integration, trust, supply chain agility, innovativeness, competitive advantage
Abstract

University: Strategic Asset for the Training of a Global Citizen
Antonio Felice Uricchio, University of Bari Aldo Moro, Italy
Keywords: globalization, learning, education sustainability, society, management, human capital
Abstract

The Scientific-Technological Hub Magna Grecia: A Strategic Role to Re-Launch and Reconfigure The Ionian Territory; Case Study
Antonio Felice Uricchio, University of Bari Aldo Moro, Italy
Keywords: university, role, reconfigure, territory, case-study
Abstract
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Session Chair: Agnieszka Sitko-Lutek

Innovative Companies Organizational Culture Values
Agnieszka Sitko-Lutek and Jacek Jakubczak,
Maria Curie Skłodowska University, Poland
Keywords: innovation, organizational culture, management, organizational
behaviour, comparative study, international cultural comparison, society
Full Text

What to Measure and How to Measure the Internationalization in Higher Education
Valentina Jošt Lešer and Nada Trunk Širca, ISSBS, Slovenia
Keywords: internationalization of higher education, higher education, indicators
of internationalization, measuring and assessing Internationalization
Abstract

Creative Industries as a Growth Driver: An Overview
Adriana Bujor and Silvia Avasilcai,
Gheorghe Asachi Technical University of Iasi, Romania
Keywords: creative entrepreneurs, creative industries, entrepreneurship, innovation
Full Text

Barriers for Integration between Hospitals and the Ministry of Health in Indonesia
Ave Adriana Pinem, Haya Rizqi, Puspa Indahat Shandyaduhita, Putu Wuri Handayani,
and Achmad Nizar Hidayanto, Universitas Indonesia, Indonesia
Keywords: barriers, integration, hospital information system, hospital reporting
system, hospital, healthcare, Indonesia
Full Text

Internationalisation in Mediterranean Countries: Student Mobility
Nada Trunk Širca and Valentina Jošt Lešer, ISSBS, Slovenia
Anica Novak, Association for Education and Sustainable Development, Slovenia
Keywords: student mobility, indicator of internationalization, higher education,
Mediterranean countries
Abstract

Water Security and Reverse Osmosis (RO) Desalination Opportunity
Vera Amicarelli, Giovanni Lagioia, and Teodoro Gallucci,
University of Bari Aldo Moro, Italy
Keywords: water security, RO process, desalination costs, water costs, integrated
water resources management
Abstract
Innovations in Public Sector and Business 10

Session Chair: Piotr Rogala

Organisational Competencies of Innovative Enterprises in Different Countries
Urszula Skurzynska-Sikora, Maria Curie-Sklodowska University, Poland
Keywords: organizational competences, core competences, innovative enterprise, competitive advantage
Full Text

Smart Cards in Public Transportation: Global Diffusion, Local Platforms
Tuomo Kinnunen, Pekka Kess, and Jukka Majava, University of Oulu, Finland
Keywords: intermediary platform, smart card, public transportation, diffusion, technology management, operations management
Abstract

A New Method for Finding Similar Patterns in Moving Bodies
Prateek Kulkarni, Goa College of Engineering, India
Keywords: shape-based, sub-trajectory matching, T-BLAST
Full Text

Quality Audits in Municipality Offices: Evidence from Poland
Piotr Rogala, Wroclaw University of Economics, Poland
Keywords: quality, quality management system, ISO 9001, internal audit, municipality office
Full Text

A Model of Technological Innovation Process
Cosmin-Mihai Nacu and Silvia Avasilcai, Gheorghe Asachi Technical University of Iasi, Romania
Keywords: entrepreneurship, innovation, technological firm, business venture
Full Text

ICT for Higher Education: An Outlook on the Cost Saving IT Projects and Information Systems
Blerta Abazi Chaushi, Agron Chaushi, and Zamir Dika, South East European University, Republic of Macedonia
Keywords: information systems, information technology, higher education, ERP, IT projects
Full Text
H1 Information Systems Management and Decision Support Systems 1

Session Chair: Łukasz Wiechetek

**Green Computing: Latest Practices and Technologies for ICT Sustainability**
Piotr Pazowski, Maria Curie-Skłodowska University, Poland
Keywords: green computing, power management, sustainability, eco-friendly technology, green cloud
Full Text

**ICT Tools for Development of Entrepreneurial Competencies**
Gregor Jagodič and Valerij Dermol,
International School for Social and Business Studies, Slovenia
Keywords: ICT tools, teaching entrepreneurial skills, developing entrepreneurial skills, startup
Full Text

**Find the Right Balance between Business and Information Security Priorities in Online Companies**
Vasile Dorca, Radu Munteanu Jr., Claudius Peleskei, and Sorin Popescu,
Technical University of Cluj-Napoca, Romania
Keywords: customer data, information technology and security, sustainability, management
Full Text

**Risk Management for Software Projects in an Agile Environment**
Oana Iamandi Marius Dan, and Sorin Popescu,
Technical University of Cluj-Napoca, Romania
Keywords: risk management, project management, agile environment, stage-gate model, APQP model, information technology
Full Text

**Success Factors and Barriers for Implementation of IT Systems: The Case of Polish SMEs**
Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland
Keywords: IT implementation, CSF, ICT success factors, ICT barriers, SMEs
Full Text

**Understanding China’s Elderly Care**
Tapie Rohm, California State University San Bernardino, USA
Hailong Zhu, Hunan Normal University, China
Jake Zhu and Frank Lin, California State University San Bernardino, USA
Keywords: integration, technology, China, paradigm shift, culture, knowledge and information management, government
Full Text
H2 Information Systems Management and Decision Support Systems 2

Session Chair: Monika Zybala

The Internet Trends and Experience: The Case of Ghana
Adasa Nkrumah Kofi Frimpong, Christ Apostolic University College, Ghana
Carlo Vaccari, University of Camerino, Italy
Keywords: internet, Ghana, social media, innovation, information technology
Full Text

Lean Six Sigma in Management of Sales Process
Monika Zybala, Maria Curie-Sklodovska University, Poland
Grzegorz Oszast, PKO BP, Poland
Keywords: Lean Six Sigma, LSS, DMAIC, optimization, direct selling
Full Text

Application of Business Intelligence as a Decision Support System to the Editorial Sector of Distance Education (DE)
Walther Azzolini Junior, University of Sao Paulo, Brazil
Luciano Bérgamo, Lucas Lima, University of Araraquara, Brazil
Keywords: business intelligence, data warehouse, distance education (DE), free software and open source software, open source, Pentaho
Full Text

Decision Support for Facility Location: A Ramp Approach
José Veloso and Dorabela Gamboa, Instituto Politécnico do Porto, Portugal
César Rego, University of Mississippi, USA
Keywords: location problems, RAMP, p-median, metaheuristics, IT
Abstract

A Novel Decision Approach
Kuo-Chen Hung, Hungkuang University, Taiwan
Keywords: intuitionistic fuzzy sets, importance performance analysis, analytical network process, decision analysis
Full Text

An ICT Innovative Service Model for Culture to Creative Industry
Ju-Chuan Wu, Feng Chia University, Taiwan
Chih-Jou Chen, National Penghu University of Science and Technology, Taiwan
Chinho Lin, National Cheng Kung University, Taiwan
Keywords: culture to creative industries, information and communication technology (ICT), innovation and entrepreneurship management, micropreneurs, service innovation, service oriented architecture (SOA), software as a service (SaaS)
Abstract
H3  Information Systems Management and Decision Support Systems 3

Session Chair: Michał Szafranek

Prediction of Users’ Behavior on the Web 2.0
Mohammed Abdellah Alimam, Mohammed Amine Alimam, Hamid Seghiouer, Faculté des Sciences de Tétouan, Morocco
Keywords: social networks, social networks analyze, prediction, machine learning, society, decision support systems

Abstract

A Innovative Approach to Sequence the Crane Service Requests in Construction Projects
Shahryar Monghasemi, Arman Shams Molavi, and Golnar Nazhand, Eastern Mediterranean University, Turkey
Keywords: innovation, decision support system, Crane, multi-objective optimization, construction projects, resource management

Abstract

Students’ Personal Life Goals Assessed Using Settings Weighting Method
Stanislav Dadelo, Vilnius Gediminas Technical University, Lithuania
Keywords: university, management, support solution, multi-criteria decision-making

Full Text

Student Performance and Time-to-Degree Analysis Using J48 Decision Tree Algorithm
Subhashini Bhaskaran and Kevin Lu, Brunel University, United Kingdom
Mansoor Al Aali, Ahlia University, Bahrain
Keywords: performance management, data mining, prediction, analysis

Full Text

Key Factors and Benefits of Choosing Specific IT Systems by Polish Enterprises
Michał Szafranek, Maria Curie Skłodowska University, Poland
Keywords: information system, factors of choosing IT system, ERP, benefits of implementing IT system

Full Text

Modelling and Simulation Study to Determine the Suitable Number of Direct Labours and Balance the Assembly Line
Suwitchaporn Witchakul and Thawinee Chaopatipan, Kasetsart University, Thailand
Keywords: simulation, line balancing, arena, direct labour

Full Text
H4 Information Systems Management and Decision Support Systems 4

Session Chair: Otilia Dimitriu

Accounting in the Cloud
Otilia Dimitriu and Marian Matei, Alexandru Ioan Cuza University of Iasi, Romania
Keywords: cloud accounting, cloud computing, information technology, innovation
Full Text

The Evaluation of Effective Elements in Information Technology Service Operation Based on ITIL Framework
Sima Radmanesh, Shahrok Nakhai, and Payam Nabhani, South Pars Gas Complex, Iran
Keywords: ITSM (Information Technology Service Management), ITIL framework, organizational maturity, business strategy, IT dominance, information technology
Full Text

Application of Intellectual DSS to Medium-Term Forecasting of the Sea Ice Area
Oleg Bukharov, Dmitry Bogolyubov, Valery Fedorov, and Pavel Grebennikov, Moscow State University, Russia
Keywords: decision support system, DSS, sea ice, solar radiation, neural network, genetic algorithm
Full Text

Enhancing Value-Added Processes for Packaging Related Printing Industries
Punnamee Sachakamol and Chih-Hung Lee, Kasetsart University, Thailand
Keywords: printing industries, quality enhancement, Six Sigma, QFD, customer satisfaction, correlation statistic
Full Text

Construct the Monitoring System of Reflow Process Using a Bootstrap Concept
Chih-Hung Jen, Lunghwa University of Science and Technology, Taiwan
Shu-Kai S. Fan and Geng-Chen Chen, National Taipei University of Technology, Taiwan
Keywords: nonlinear profile, bootstrap, polynomial regression formula, sum of sine formula, b-spline formula, hotelling’s T2, average run length (ARLout)
Abstract

A New Variables Selection and Dimensionality Reduction Technique Coupled with SIMCA Method for Classification of Text Documents
Ahmed Abdelfattah Saleh and Li Weigang, TransLab – University of Brasilia, Brazil
Keywords: VSC, SIMCA, text classification, variables selection, supervised learning
Full Text
H5 Information Systems Management and Decision Support Systems 5

Session Chair: Supranee Lisawadi

Intuitionistic Fuzzy C-Least Squares Support Vector Regression with Sammon Mapping Clustering Algorithm
Kuo-Ping Lin, Teresa L. Ju, Ping-Feng Pai, and Chih-Hung Kuo, Lunghwa University of Science and Technology, Taiwan
Keywords: intuitionistic fuzzy sets, least squares support vector regression, sammon mapping, web-based adaptive learning environments
Full Text

The Relationship between the Consistency Index and the Goodness-of-Fit of Weight to Human Perception
Yuji Sato, Graduate School of Management, Chukyo University, Japan
Keywords: decision support systems, consistency index, goodness-of-fit, pairwise comparison, Analytic Hierarchy Process
Abstract

Applications of Rule Based Classification Techniques for Thoracic Surgery
Murat Koklu, Humar Kahramanli, and Novruz Allahverdi, Selçuk University, Turkey
Keywords: rule based classification, data mining technique, classification techniques, classifier, thoracic surgery
Full Text

Determination of Whether Skin or Non Skin from the Color Pixels Using Neural Network
Ali Yasar and Ismail Saritas, Selcuk University, Turkey
Keywords: ANN, classification, artificial neural network, skin, non skin, machine learning database, RGB
Full Text

Comparison of the Efficiency of S-Control Chart and Ewma-\( S^2 \) Control Chart for the Changes in a Process
Supranee Lisawadi, Thammasat University, Thailand
Punnamee Sachakamol, Kasetsart University, Thailand
Keywords: control chart, quality control, production, statistical process control, random sampling, standard deviation
Full Text
I1 European Integration and EU Policy 1

Session Chair: Anna Jańska

The Optimal Taxation of Individual Income
Jolanta Szolno-Koguc and Magdalena Lech, Maria Curie Skłodowska University, Poland
Keywords: tax, tax system, optimal taxation, personal income tax
Full Text

Efficiency of the Healthcare Sector in the EU-28 at the Regional Level
Aleksander Aristovnik, University of Ljubljana, Slovenia
Keywords: healthcare systems, performance, efficiency, DEA, NUTS 2 regions, EU-28
Full Text

Competitiveness of Suburban Regions
Sylwester Bodys, Maria Curie Skłodowska University, Poland
Keywords: peripheral region, border region, competitiveness, growth, European Union
Full Text

Areas of Knowledge in the EU Management Projects
Elżbieta Weiss and Agnieszka Bitkowska, University of Finance and Management in Warsaw, Poland
Keywords: knowledge, EU project, project management, evaluating
Abstract

The Economic Competitiveness of Post-Socialist States Accepted Into the European Union in 2004
Paweł Wójcik, Maria Curie Skłodowska University, Poland
Keywords: enlargement of the European Union, European Union membership, economic competitiveness, post-socialist states, European Union
Full Text

Central and Eastern Europe’s 25 Years of Transition
Elena Fifeková and Andrea Vondrová, University of Economics in Bratislava, Slovakia
Keywords: socio-economic development, transformation process, globalization, long-term development
Full Text

Innovation Rankings
Anna Jańska and Teresa Bednarczyk, Maria Curie-Skłodowska University, Poland
Keywords: innovation, rankings, Poland, transformation, economy, development
Full Text
European Integration and EU Policy 2

Session Chair: Aleš Trunk

Comparative Analysis on the Influence of the Economic Crisis on Education in some European Countries
Marian Zaharia and Cătălin Popescu, University of Oil-Gas from Ploiesti, Romania
Keywords: economic crisis, first and second stage of tertiary education, USM education level, public expenditure on education, Lisbon objectives in education, ISCED 1_6

Abstract

The Feminization of Labor Migration in the European Union in the 21st Century
Marta Dolecka and Karolina Lewczuk, Maria Curie Skłodowska University, Poland
Keywords: feminization of migration, labor migration, employment, European Union, labor market

Readiness of Administrative Units for Implementation of European Union Directives Governing Solid Waste Management
Wojciech Lutek and Jarosław Banaś, Maria Curie-Skłodowska University, Poland
Keywords: solid waste management, ecology, ecologistics, implementation of the European Union directives

EU Integration through Financial Literacy and Entrepreneurship
Aleš Trunk and Valerij Dermol, International School for Social and Business Studies, Slovenia
Keywords: financial literacy, entrepreneurial intention, EU integration, globalization, society, knowledge, education

The Development of Economies of the European Union Member States in the Period of 2003–2014
Mariusz Rogalski, Maria Curie-Sklodowska University, Poland
Keywords: the European Union, member states, GDP, GDP per capita, areas of activity of the European Union, inflation, employment

PPP and Using EU Funds in Its Financing in Terms of Crisis and Budgetary Restrictions
Joanna Śmiechowicz, Maria Curie Skłodowska University, Poland
Keywords: public-private partnership, financial crisis, public debt, public investments, hybrid projects
J1  Legal Issues, Tax, Labour and Employment Law 1

Session Chair: Augusto Sebastio

Taxation and the Educational Organization in the Republic of Kazakhstan
Oxana Stepanitskaya, University of Ferrara, Italy
Keywords: education, legal regulation, educational organizations, autonomous educational organizations, Nazarbayev University, Nazarbayev Intellectual Schools, Kazakhstan, taxation, tax benefits
Full Text

Law 38/2010: The Right Not to Suffer: A Law to Know and to Apply
Fabio Amatucci, Anna Maria Pascale and Carmela Serluca, University of Sannio, Italy
Keywords: palliative care, pain therapy, law, suffering
Full Text

Online Right to Be Forgotten in the European Justice Evolution
Augusto Sebastio, University of Bari Aldo Moro, Italy
Keywords: right to be forgotten, human right, censorship, cancellation, inclusive society
Abstract

Legal and Managerial Implications of the Italian Contratto Di Rete: Network Contract
Francesco Saverio Massari, Maria Teresa Riggio, and Donato Calace, LUM Jean Monnet University, Italy
Keywords: contracts, Contratto di Rete, networking, SMEs, interfirm aggregations, competitiveness, innovation
Abstract

Decentralizing Value Added Taxes: Appearance or Reality?
Katarzyna Wójtowicz, Maria Curie Skłodowska University, Poland
Keywords: subnational governments, fiscal decentralization, value-added tax, European Union
Full Text

Legislation in Education: An Analysis of the Slovenian Legislation Based on the Guidelines for Better Regulation
Sebastjan Čagran, National School for Leadership in Education, Slovenia
Keywords: legislation, quality, education, schools, legal matters
Abstract
J2 Legal Issues, Tax, Labour and Employment Law 2

Session Chair: Alessio Caracciolo

The Restriction of the Right of Ownership under the Italian and Albanian Constitution
Valbona Alikaj, Marin Barleti University, Albania
Keywords: article 41 of Albanian Constitution, social function of the right of ownership, restriction of the right

Abstract

Silent Partnerships as a Means of Income Tax Optimisation
Grzegorz Matysek, Maria Curie-Sklodowska University, Poland
Keywords: silent partnership, income taxation, law, optimization

Abstract

Right to Dignity in Contemporary New Humanism
Alessio Caracciolo, University of Bari Aldo Moro, Italy
Keywords: human rights, quality of life, law, democracy, social inclusion, global sustainability, new business processes

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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, 29 May 2015
08.00–13.00 Exhibition of Journals • Palace Hotel Bari lobby
08.30–09.45 Workshop on academic writing (Dr. Binshan Lin) • Room Ausonia
10.00–11.00 Editors’ Panel • Room Festa
11.00–11.30 Coffee break with networking for publishing opportunities
11.30–12.45 Workshop on academic writing (Matija Vodopivec)
Group Discussion
12.45–13.45 Cocktail lunch • Palace Hotel Bari lobby
13.45 Meeting point in front of Palace Hotel Bari
13.45–21.00 Academic networking with trip.
Free evening in Bari

Saturday, 30 May 2015
08.30–10.00 One-on-one coaching with Matija Vodopivec (optional)
10.00–11.30 Workshop on academic writing (Matija Vodopivec)
Group discussion
11.30–12.00 Coffee break
12.00–13.30 Workshop on academic writing (Matija Vodopivec)
Group discussion
Closing remarks
13.30–14.30 Lunch
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