Managing Innovation and Diversity in Knowledge Society Through Turbulent Time

Proceedings of the MakeLearn and TIIM Joint International Conference

25–27 May 2016
Timisoara • Romania

International School for Social and Business Studies, Slovenia
Politehnica University of Timisoara, Romania
Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland

http://makelearn.issbs.si

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Knowledge and Learning
Joint International Conference 2016
Technology, Innovation
and Industrial Management
MakeLearn 2016: Managing Innovation and Diversity in Knowledge Society Through Turbulent Time
Proceedings of the MakeLearn and TIIM Joint International Conference
25–27 May 2016, Timisoara, Romania

Organized by
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Politehnica University of Timisoara, Romania
Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland

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Valerij Dermol, Aleš Trunk, and Marko Smrkolj

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Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn & TIIM 2016 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 2016 Joint International Conference is Managing Innovation and Diversity in Knowledge Society through Turbulent Time.

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2016 in cooperation with co-organizers Politehnica University of Timisoara, Romania, Kasetsart University, Thailand, and Maria Curie-Sklodowska University, Poland. The conference deals with innovation as management’s new imperative in finding novel solutions to important problems. Furthermore, contemporary workplace and markets are becoming more and more diverse. In order to survive, companies need to be able to manage and utilize its diverse workplace effectively. Managing diversity in the workplace should be a part of the culture of the entire organization. With this in mind, knowledge management can be the foundation in the search for the right answers and future directions in managing innovation and diversity in knowledge-based 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 178 papers from 28 countries (61% paper acceptance rate). We would especially like to welcome our keynote speaker: Dr. Serge Tichkiewitch (EMIRAcle Association, France). We would also like to thank everyone who helped us organise MakeLearn & TIIM 2016, and wish you all a successful conference and a pleasant stay in Timisoara.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers

Politehnica University of Timisoara, Romania
Kasetsart University, Thailand
Maria Curie-Sklodowska 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. Viorel-Aurel Serban, Universitatea Politehnica Timisoara, Romania, local co-organiser of MakeLearn 2016
Dr. Ryszard Debicki, Maria Curie-Skłodowska University, Poland, co-organiser of MakeLearn 2011–2014, TIIM 2012 and co-organiser of MakeLearn & TIIM 2017
Dr. Pekka Kess, Universidade of Oulu, Finland, local co-organiser of TIIM 2011
Dr. Dušan Lesjak, 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 Marušić, University of Zadar, Croatia, local co-organiser of MakeLearn 2013
Dr. Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco, co-organiser of MakeLearn 2012 and 2013
Aleš Štempihar, IIBA Slovenia Chapter, Slovenia, local co-organiser of MakeLearn 2011
Dr. Antonio Felice Uricchio, University of Bari Aldo Moro, Italy, conference co-organiser of MakeLearn & TIIM 2015
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
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Dr. Kongkiti Phusavat, Kasetsart University, Thailand, co-organiser
Dr. Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland, co-organiser

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, Universitatea Politehnica Timisoara, Romania, programme co-chair
Dr. Anna Rakowska, Maria Curie-Skłodowska University, Poland, programme co-chair
Dr. Susana de Juana-Espinosa, Universidad de Alicante, Spain, programme co-chair
Dr. Augusto Sebastio, University of Bari Aldo Moro, Italy, programme co-chair
Dr. Aleksander Aristovnik, University of Ljubljana, Slovenia
Dr. Brikend Aziri, South East European University, FRYOM
Dr. Yasemin Bal, Yildiz Technical University, Turkey
Dr. Florian Bauer, MCI Management Center Innsbruck, Austria
Mr. Alejtin Berisha, Universum College, Kosovo
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. Ralf Isenmann, Munich University of Applied Sciences, Germany
Dr. Frederick Kohun, Robert Morris University, USA
Edit Komlosi, University of Pannonia, Hungary
Dr. Tzung-Ru (Jiun-Shen) Lee, National Chung Hsing University, Taiwan
Dr. Ru-Jen Lin, Lunghwa University of Science and Technology, Taiwan
Dr. Haruthai Numprasertchaisri, Kasetsart University, Thailand
Dr. Réka Polák-Weldon, University of Pannonia, Hungary
Dr. Rita Remeikiene, Kaunas University of Technology, Lithuania
Dr. Punnamee Sachakamol, Kasetsart University, Thailand
Dr. Olesia Sirbu, Academy of Economic Studies of Moldova, Moldova
Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland
Dr. Suparerk Sooksma, 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
Marko Smrkolj, International School for Social and Business Studies, Slovenia
Aleš Trunk, International School for Social and Business Studies, Slovenia
Ana Brežnik, International School for Social and Business Studies, Slovenia
Conference Aims

MakeLearn & TIIM 2016 conference theme focuses on Managing Innovation and Diversity in Knowledge Society through Turbulent Time. Innovation has become management’s new imperative and finding novel solutions to important problems is not only hard, but complex. At any moment, there are many important issues and countless potential approaches to each one of them. Innovation management can be broken down into three areas of activity: competency, strategy and management. Furthermore, contemporary workplace and markets are becoming more and more diverse. In order to survive, a company needs to be able to manage and utilize its diverse workplace effectively. Managing diversity in the workplace should be a part of the culture of the entire organization.

Knowledge management can be the foundation in the search for the right answers and future directions in managing innovation and diversity in knowledge-based society.
Conference Programme

Wednesday, 25 May 2016 • Hotel Timisoara

12.00–20.00 Registration (possible throughout the whole day)
13.00–20.00 University fair with the notice board (write & share your cooperation ideas); Project dissemination opportunities (exhibition will take place all day on Wednesday and Thursday)
12.30–13.45 Concurrent sessions
13.45–15.15 City tour (guided walking tour) • meeting point in front of Hotel Timisoara
15.00–15.30 Coffee Break
15.15–16.45 City tour (guided walking tour) • meeting point in front of Hotel Timisoara
15.30–16.45 Concurrent sessions
16.45–18.00 Concurrent sessions
18.30–20.30 Welcome address and welcome reception • Room Vienna
Dr. Srečko Natek, general chair and organiser of MakeLearn & TIIM 2016 conference, with Dr. Viorel-Aurel Serban, conference organiser, Politehnica University of Timisoara

Thursday, 26 May 2016 • Faculty of Electronics and Telecommunications Engineering (9.30–12.45) • Faculty of Management (13.00–16.45) • Restaurant Cantina (20.30–23.00)

9.00–12.00 Registration
9.30–10.00 Conference opening
Dr. Viorel-Aurel Serban, Rector of Politehnica University of Timisoara
Dr. Binshan Lin, College of Business Administration, Louisiana State University, USA, Conference Director
Dr. Nicolae Robu, Mayor of Timisoara
Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, Programme Chair
10.00–10.45 Keynote speaker • Dr. Serge Tichkiewitch Discussion
10.45–11.30 Photo session and coffee break
11.30–12.30 Rectors Forum
12.30–12.45 Invitation to MakeLearn and TIIM Joint International Conference 2017
13.00–14.00 Lunch
14.00–15.15 Concurrent sessions
15.15–16.45 Concurrent sessions
19.30–20.00 Bus departure to restaurant • meeting point in front of Hotel Timisoara
20.30–23.00 Dinner and social event with best paper announcement • Restaurant Cantina
Friday, 27 May 2016 • Rectorate building, Politehnica University of Timisoara

08.00–13.00 Exhibition of Journals
09.30–10.00 Pearson – Personalized Learning Solutions (presentation)
10.00–11.15 Editors’ panel
11.15–12.00 Coffee break and snack with networking for publishing opportunities
12.00–13.00 Research-Education-Practice Forum
13.00–15.00 Programme Board meeting with lunch (invited guests only)

Free afternoon in Timisoara • tours/visits are suggested
18.30 Meeting point in front of Hotel Timisoara – walk to the brewery
18.30–21.00 Academic networking with dinner in old Timisoara brewery

Conference closing

Saturday, 28 May 2016

08.15–20.30 Excursion to Corvin castle and Sarmizegetusa (see p. 18).
Sessions Timetable

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<tr>
<th>Date/venue</th>
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<th>Dublin</th>
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The distribution of papers by session is of informative nature and is subject to change. The final information will be available on-site.

Sessions

- Knowledge Management and Information Technologies (A1, A2, A3, A4, A5, A6, A7, A8)
- Human Resource Management (B1, B2, B3)
- Innovation (C1, C2, C3, C4)
- Economics (D1, D2, D3, D4, D5)
- Business and Entrepreneurship (E1, E2, E3)
- Marketing (F1, F2, F3, F4)
- Production Technologies (G1, G2)
- Education and Training (H1, H2, H3, H4)
- European Integration and EU Policies (I1)
- Labour Law, Human Rights, Democracy (J1)
- Inspiration Economy (K1)

Post-Conference Programme

Building a Knowledge Bridge between Europe and Asia

Dr. Serge Tichkiewitch
Emeritus Professor at Grenoble-Alpes University, France, and President of the EMIRAcle Association

Integrated design, promoting the interaction of all the actors being involved in the life cycle of a product, service or system, in order to share decisions and to propose non-complex solutions, is based on a multicultural understanding. Each actor has to accept and share the constraints brought by the others, even if these constraints are issued from different worlds, with different views, different interests and different scales of values. Such acceptance does not just happen naturally, but has to be facilitated by education and training. We are convinced that an important first step in such a training is to enable our students to integrate in a multi-cultural environment thanks to a delocalized internship in another country or continent. This is why, at Grenoble INP, we push all our students to stay abroad for a minimum of 6 months during their curricula. In many respects, European and Asian cultures are very different and diverse which creates a lot of very interesting challenges and opportunities for creating new knowledge together. This keynote will highlight some of those, taken from real experiences within the international EMIRAcle Association.

Prof Serge Tichkiewitch is the founder of the Integrated Design Research Group in Grenoble in 1990 and the creator of numerous networks: the French PRIMECA network in 1991, the European Network of Excellence VRL-KCiP (Virtual Research Lab for a Knowledge Community in Production), in 2004 and in 2007 the international association EMIRAcle. He was also instrumental in the creation of the ‘Design Manufacturing Innovation’ network of Thai Universities in 2011. In 1998, he has been involved in the launching of SROMECA, the Romanian Society of Mechatronics. From 1997 to 2002, Prof. Tichkiewitch has been the Director of the Industrial Engineering and Management School belonging to the Grenoble Polytechnic Institute. Prof. Tichkiewitch has conducted 18 PhD theses, has been the investigator of more than 140 defenses of PhD theses and is the author of more than 200 papers in international journals, invited lectures in international conferences, chapters of books and proceedings.
Rectors’ Forum

Forum Chair: Dr. Viorel-Aurel Serban
Rector, Politehnica University of Timisoara, Romania

Forum Moderator: Dr. Dušan Lesjak
International School for Social and Business Studies, Slovenia

The Rectors Forum aims to bring distinguished Rectors and Presidents around the world to share their ideas about knowledge management, innovation and diversity in current turbulent time.

Forum Members
Dr. Ryszard Debicki, Vice Rector, Maria Curie-Sklodowska University, Poland
Dr. Bordin Rassameethes, Vice President, Kasetsart University, Thailand
Dr. Mixhait Reçi, President, Iliria College, Republic of Kosovo
Dr. Antonio Felice Uricchio, Rector, University of Bari Aldo Moro, Italy
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. Olesia Sirbu, Editor-in-Chief,
Eastern European Regional Studies,
Centre for European Integration Studies, Moldova
Dr. Igor Todorović, Editor-in-Chief,
European Journal of Economics and Management,
University of Banja Luka, Bosnia and Herzegovina
Dr. Mixhait Reçi, Chief Editor,
iliria International Review,
ILIRIA College, Republic of Kosovo
Dr. Haruthai Numprasertchai, Editor-in-Chief,
International Journal of Business Development and Research,
Kasetsart University, Thailand
Dr. Kongkiti Phusavat, Editor-in-Chief,
International Journal of Innovation and Learning,
Kasetsart University, Thailand
Dr. Punnamee Sachakamol, Guest Editor,
International Journal of Innovation and Learning,
Kasetsart University, Thailand
Dr. Augusto Sebastio, Associate Editor,
International Journal of Law and Tax,
University of Bari Aldo Moro, Italy
Dr. Dusan 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
Editors’ Panel with Exhibition of Journals

Dr. Radoslaw Mącik, Guest Editor of Special Issue, *International Journal of Management & Enterprise Development*, Maria Curie-Sklodowska University, Poland


Dr. Kris M. Y. Law, Guest Editor of Special Issue, *International Journal of Management, Knowledge and Learning*, The Hong Kong Polytechnic University, Hong Kong

Dr. Suparerk Sooksmarn, Editor-in-Chief, *International Journal of Sustainable Strategy and Research*, Kasetsart University, Thailand

Dr. Agnieszka Sitko-Lutek, Editor-in-Chief, *International Journal of Synergy and Research*, Maria Curie-Skolodowska University, Poland

Dr. Malgorzata Porada-Rochon, Guest Editor, *International Journal of Synergy and Research*, University of Szczecin, Poland


Dr. Mohamed Buheji, Founding Editor, *Journal of Inspiration Economy*, University of Bahrain, Kingdom of Bahrain

Mr. Alen Ježovnik, Managing and Production Editor, *Management*, University of Primorska, Slovenia

Dr. Joanna Paliszkiewicz, Deputy Editor-in-Chief, *Management and Production Engineering Review*, Warsaw University of Life Sciences, Poland

Dr. Anca Draghici, Editor-in-Chief, *Scientific Bulletin of the Politehnica University of Timisoara, Transactions on Engineering and Management*, Politehnica University of Timisoara, Romania

Dr. Nada Trunk Širca, Editor-in-Chief, *ToKnowPress – International Academic Publisher*, International School for Social and Business Studies, Slovenia

Dr. Dragoljub Acković, Editor-in-Chief, *Romološke studije*, Office for Human and Minority Rights, Serbia
Social Scientists Are as Vital as Engineers

History shows us that social scientists are essential if we are to get the most out of our engineering and technological innovations. Governments across the world tend – perhaps increasingly – to point to the importance of the so-called ‘Stem’ subjects of science, technology, engineering and maths. Global economic competitiveness is the aim, with innovation being seen as one of the drivers. But are these assumptions and conclusions correct and justified? And could the social sciences play a greater role in enabling us to reach our economic and societal potential?

Forum Chair: Dr. Nada Trunk Širca
International School for Social and Business Studies, Slovenia

Forum Members
Dr. Dunya Ahmed, University of Bahrain, Bahrain
Eng. Ionel Barbu, ADA Computers, SRL
Dr. Kwai-Sang Chin, City University of Hong Kong, China
Dr. Anca Draghici, Politehnica University of Timisoara, Romania
Dr. Susana de Juana-Espinosa, Universidad de Alicante, Spain
Dr. Bashkim Greicevci, Centre for Educational Research and Development, Kosovo
Dr. Joanna Paliszkiewicz, Warsaw University of Life Sciences, Poland
Dr. Zbigniew Pastuszak, Maria Curie-Sklodowska University, Poland
Dr. Kongkiti Phusavat, Kasetsart University, Thailand
Dr. Serge Tichkiewitch, EMIRacle Association, France
Dr. Bistra Vassileva, University of Economics Varna, Bulgaria
Academic Networking with Dinner in Old Timisoara Brewery

MakeLearn & TIIM 2016 international conference includes the special opportunity for academic networking with a dinner in old Timisoara brewery – Curtea Berarilor. 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.
Excursion: Corvin Castle and Sarmizegetusa – Immersion in the Medieval and Ancient time

Saturday, 28 May 2016

08.15–08.30  Meeting the group and the guide; Starting the journey from the Rectorate building (Pta Victoriei 2), 10 m from Hotel Timisoara
08.30–09.45  Travel from Timisoara to Hunedoara
09.45–10.15  Stop for a morning stretch and snacks
10.15–12.30  Travel to Hunedoara (continue)
12.30–13.30  Visit the Corvin Castle in Hunedoara
13.45–14.30  Lunch at the Restaurant of the Engineering Faculty in Hunedoara
14.30–15.30  Travel from Hunedoara to Sarmizegetusa
15.30–17.00  Sarmizegetusa – visit of the archeological museum and open air site (with afternoon snacks)
18.30–18.45  Stop for an afternoon gymnastics exercise
18.45–20.30  Travel and arrive in Timisoara, Rectorate building (Pta Victoriei 2)

Contact person (guide): Mr. Alin Jitarel, register at tcciacova@yahoo.com.

Excursion is organized and co-financed by the Politehnica University of Timisoara.

Price: 30 Euro/person (35 USD/person or 130 lei/person).

Price of the excursion includes:

• Transport (2 big buses available, 100 places)
• Museum entrances (together with photo taxes and guide)
• All day touristic assistance in English
• 2 snacks and 1 lunch
A1 Knowledge Management and Information Technologies 1

Session Chair: Michał Szafranek

The Knowledge Sharing in CEFME Portal
Ladislav Burita and Kamil Halouzka, University of Defence in Brno, Czech Republic
Keywords: knowledge management system, portal, military university, CEFME, cooperation
Full Text

Information Systems for Supporting Production Processes in a Company Manufacturing Roof Metal Sheets
Michał Szafranek, Rafał Michalski, and Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland
Keywords: ERP, ERP implementation, SME, production, IT for manufacturing
Full Text

Professional Competency for IT Outsourcing: Thai Banking Experience
Orapan Khongmalai, Thammasat University, Thailand
Bordin Rassameethes, Kasetsart University, Thailand
Anyanitha Distanont, Thammasat University, Thailand
Natratanon Kanraweekultana, Suan Dusit University, Thailand
Keywords: IT professional competency, IT staff competency, IT consultant competency, IT outsourcing, Thai banking
Full Text

Making Sense of Managing Data in Higher Education
Andrej Koren, International School for Social and Business Studies, Slovenia
Keywords: higher education, managing data, decision making, quality
Abstract
A2  Knowledge Management and Information Technologies 2

Session Chair: Roxana Mihaela Sirbu

What We Understand By Financial Stability: Text Analysis with Network Approach
Claudiu Albulescu, Politehnica University of Timisoara, Romania
Kristijan Breznik and Valerij Dermol, International School for Social and Business Studies, Slovenia
Keywords: financial stability, clustering, networking, Pathfinder algorithm

A Propose Approach for Sustainable Development Diagnosis: A Case Study Using the Sustainability Dashboard Software
Roxana Mihaela Sirbu and Claudiu Albulescu, Politehnica University of Timisoara, Romania
Nada Trunk Širca and Valerij Dermol, International School for Social and Business Studies, Slovenia
Keywords: sustainability dashboard software, sustainable development diagnosis, regional development, assessment, management, strategy

Abstract

Fast Response on Layers at Quality Issues as Part of Quality Management System in Automotive Manufacturing
Ion Cristian Braga, Transilvania University of Brasov, Romania
Diana Rusu, Technical University of Cluj-Napoca, Romania
Razvan Udroiu, Transilvania University of Brasov, Romania
Anisor Nedelcu, Transilvania University of Brasov, Romania
Keywords: quality management, fast response, operational management, problem-solving, coaching, improvements

A The Role of Attitude to Knowledge and Innovation in Creating Competitive Advantage of Manufacturing Companies Operating Internationally
Marcin Soniewicki, Poznan University of Economics and Business, Poland
Keywords: knowledge, knowledge management, innovation, manufacturing, internationalization, competitive advantage, competitiveness

Abstract

Digital Natives and New Social Relationships Mediated by Technology
Augusto Sebastio, University of Bari Aldo Moro, Italy
Michele Corleto, Pegaso Telematic University, Italy
Keywords: digital natives, innovation, information technologies, digital legal issues

Full Text
A3 Knowledge Management and Information Technologies 3

Session Chair: Michał Ratajczak

Application of the Multi-Method Analysis in Research on Occupational Safety of Young Workers
Irena Hejduk and Piotr Maicki, Warsaw School of Economics, Poland
Keywords: occupational safety, safety culture, young workers, multi-method analysis
Full Text

The Factors of Demand for the Air Transport Services
Michał Ratajczak, Maria Curie-Sklodowska University in Lublin, Poland
Keywords: air transport, air transport services, air transport market
Full Text

‘Drive-in’ as E-Commerce Strategy in Ghana
Adasa Nkrumah Kofi Frimpong, Christ Apostolic University College, Ghana
Samuel Adu Gyamfi, University of Education, Ghana
Keywords: drive-in, e-commerce, Ghana, online shopping, information technology
Full Text

A Case of Knowledge Transfer between Research and Industrial Organizations in the Romania-Serbia Border Region
Adrian Mateescu, Politehnica University of Timisoara, Romania
Aurel-Valentin Bîrdeanu, INCDISIM Timisoara, Romania
Ilie Tăucean, Politehnica University of Timisoara, Romania
Keywords: knowhow, transfer, strategy, cross-border, EU integration, standards
Full Text

Model of Handling Big Data and Knowledge Management in Automotive Industry
Horatiu Constantin Palade, Sergiu Stefan Nicolaescu, and Claudiu Vasile Kifor, Lucian Blaga University of Sibiu, Romania
Keywords: big data, knowledge management, DKIW, automotive industry
Full Text

Knowledge Management Impact on the Occupational Safety and Health Culture in Enterprise
Alin Gaureanu, Hugo Weinschrott, Anca Draghici, and Alin Jitarel, Politechnica University of Timisoara, Romania
Keywords: Occupational Safety and Health (OHS), knowledge management, training, safety culture
Full Text
A4  Knowledge Management and Information Technologies 4

Session Chair: Dawid Lahutta

**Polish Graduate Students Financial Expectations Analysis with Human Capital Model: Comparative Analysis with Other Countries**
Dawid Lahutta, Maria Curie-Skłodowska University, Poland
Keywords: graduates financial expectations, intellectual capital, university graduates on the labour market, graduates salaries, human capital model, survey, comparative analysis

*Full Text*

**How Do Multi-Sided Business Platforms Affect Traditional Innovation Systems?**
Boglárka Fekete, Éva Kuruczleki, Renáta Laczi, and Anita Pelle, University of Szeged, Hungary
Keywords: business platforms, innovation systems

*Abstract*

**Network Structures in Knowledge-Based Economy**
Adam Skrzypek, Maria Curie-Skłodowska University, Poland
Keywords: knowledge, innovation, network structure, knowledge based economy, organizational structure

*Full Text*

**Knowledge Triangle in Community Water Resource Management**
Anyanitha Distanont, Orapan Khongmalai, and Wasinee Noonpakdee, Thammasat University, Thailand
Bordin Rassameethes, Kasetsart University, Thailand
Keywords: knowledge transfer, knowledge triangle, community water resource management

*Full Text*
A5 Knowledge Management and Information Technologies 5

Session Chair: Agnieszka Piasecka

Internal Auditing as a Tool for Reducing Risk in a Turbulent Environment
Agnieszka Piasecka, Maria Curie-Skłodowska University, Poland
Keywords: internal audit, risk management, Polish law, public organization
Full Text

Usage of Scrum Methodology for Implementing Software Projects
Bernard Ciurariu and Costache Rusu,
Technical University Gheorghe Asachi from Iasi, Romania
Keywords: scrum, agile, software, management, development
Full Text

The Use of Clustering Methods and Machine Learning Algorithms in the Trading Enterprise for Customer Segmentation
Mieczysław Pawłowski, Onnin sp. z.o.o., Poland
Jarosław Banaś, Maria Curie-Skłodowska University, Poland
Keywords: clusters, clustering methods, customer segmentation, customized offer, enterprise
Full Text

Knowledge Management Systems Support SECI Model of Knowledge-Creating Process
Srečko Natek, International School for Social and Business Studies, Slovenia
Moti Zwilling, Ariel University, Israel
Keywords: knowledge management, knowledge management system, knowledge-creating process, SECI model
Full Text
A6 Knowledge Management and Information Technologies 6

Session Chair: Anca Draghici

The Internet of Things – Synergy between Virtual and Real Word
Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland
Keywords: IoT, internet of things, synergy, internet of everything, IoE, machine to machine, M2M
Full Text

The Development of an Evaluation Model for Universities and Industry Collaboration in Open Innovation
Anca Draghici, Politehnica University of Timisoara, Romania
Calin Florin Baban, University of Oradea, Romania
George Draghici, Politehnica University of Timisoara, Romania
Larisa Victoria Ivascu, Politehnica University of Timisoara, Romania
Keywords: university, industry, collaboration, knowledge management, ontology, open innovation
Full Text

The Use of Mobile Applications in the Group of Generation Y
Piotr Nieradka, Maria Curie-Skłodowska University, Poland
Keywords: mobile applications, generation Y, preferences, use of mobile applications
Full Text

Multi-Dimention Method for Systemic Projects Evaluations
Virgil Rotaru, Victor Babes University of Medicine and Pharmacy Timisoara, Romania
Nicolae Aurelian Bibu, FEEA-Vest University of Timisoara
Stefan Holban, Politehnica University of Timisoara, Romania
Marius Raica, UMFVBTimisoara, Romania
Keywords: systemic complexity, management efficiency, causal relationship, project evaluation
Abstract

Review of the Role of Consistency Index of Pairwise Comparisons
Yuji Sato, Graduate School of Management, Chukyo University, Japan
Keywords: consistency index, transitivity of judgment, pairwise comparison, analytic hierarchy process
Abstract
A7  Knowledge Management and Information Technologies 7

Session Chair: Magdalena Wisniewska

Analysis of Road Traffic Accidents and Their Impact on Traffic Safety
Ionela Adriana Tisca, Nicolae Istrat, Constantin Dan Dumitrescu, and Georgica Cornu, Politehnica University of Timisoara
Keywords: management, accidents, traffic safety, Romanian Police, Timis county
Full Text

Strategic Knowledge Management in Small- and Medium-Sized Enterprises in Transition Economies: Case of Albania
Narasimha Rao Vajjhala and Jelena Vucetic, University of Phoenix, USA
Keywords: strategic, knowledge, transition, SMEs, innovation, management, qualitative
Abstract

Innovative Methods of Management in Public Sector
Magdalena Wisniewska and Danuta Stawasz, University of Lodz, Poland
Keywords: public management, public affairs management methods, innovative management methods, participatory management methods
Full Text

Standardization with IOT (Internet-of-Things)
Pekka Kess and Hanna Kropsu-Vehkaperä, University of Oulu, Finland
Keywords: digitalization, standardisation, de jure, de facto, industrial internet, industry 4.0
Full Text

Importance of Knowledge Management Systems in Online Retail Compared to Traditional Retail
Adelin Trusculescu, Anca Draghici, and Larisa Victoria Ivascu, Politehnica University of Timisoara, Romania
Keywords: knowledge management systems, customer knowledge management systems, online retail, retail, importance of knowledge management systems
Full Text
A8 Knowledge Management and Information Technologies 8

Session Chair: Lukasz Wiechetek

Business Process Optimization in Higher Education ERPS: Case Study on Academic Planning Module at SEEU
Blerta Abazi Chaushi, Agron Chaushi, Zamir Dika, and Adrian Besimi, South East European University, Macedonia
Keywords: ERP, higher education, process optimization, BPM, academic planning, workflow
Abstract

Discovering and Optimizing Processes from Event Logs of Document Management Systems
Marek Medrek and Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland
Keywords: workflow, process mapping, process discovering, BPD, BPMN, ETL
Abstract

Knowledge Management with WoS Network of Citations
Kristijan Breznik, International School for Social and Business Studies, Slovenia
Keywords: knowledge management, networking, citation, k-core
Full Text

Application of Data Mining Techniques in Managing Inventory Policy in Mass Customized Product Market
Manassara Tanasamrit Nawin Meenakan, Sasivimol Meeampol, and Pornthep Anussornnitisarn, Kasetsart University, Thailand
Keywords: data mining, managing inventory, policy, mass customized product market
Abstract

Distribution Center Location Analysis using Central of Gravity Method and Neighborhood Search
Chanin Surin Issara Thueng-In, Suparerk Sooksmarn, and Pornthep Anussornnitisarn, Kasetsart University, Thailand
Keywords: distribution center, location analysis, gravity method, neighborhood search
Abstract
B1  Human Resource Management 1

Session Chair: Andrzej Borowski

Stakeholder Management for Organizational Learning: Establishing Networks for Knowledge Exchange
Claude Meier and Sybille Sachs,
HWZ University of Applied Sciences Zurich, Switzerland
Keywords: stakeholder management, organizational learning, knowledge exchange network, case study
Full Text

Factors Affecting the Engagement of Employees in the Public Sector
Andrzej Borowski, Maria Curie-Skłodowska University, Poland
Keywords: employee satisfaction, engagement, organizational commitment, public sector
Full Text

An Implementation of an Innovative Human Capital Tool to the Polish Legal System: Exploration of Possibilities
Anna Karmańska, Katarzyna Bareja, and Małgorzata Mierzejewska, Warsaw School of Economics, Poland
Keywords: human capital, innovating product, expertise, accounting and other law
Full Text

Reform and Strategy in Romanian Schools
Laura-Mirela Pintilie, Alexandru Ioan Cuza University, Romania
Keywords: education, strategy, strategic management, legislation, public policies
Full Text

Age Diversity and Inclusive HRM
Katarina Babnik, University of Primorska, Slovenia
Valerij Dermol, Nada Trunk Širca, and Kristijan Breznik, International School for Social and Business Studies, Slovenia
Keywords: age diversity, older workers, inclusive HRM practices, iHRM project
Abstract
B2  Human Resource Management 2

Session Chair: Susana de Juana-Espinosa

Confirming the Validity of OCB Scales in the Context of Public Employees Not in Direct Contact with Citizens
Susana de Juana-Espinosa, University of Alicante, Spain
Anna Rakowska, and Piotr Kowalczyk, Maria Curie-Skłodowska University, Poland
Keywords: organizational citizenship behavior, public employees, job satisfaction, public sector motivation, validity of a scale

Abstract

A Proposal Approach for Stress Management
Bianca Cirjaliu, Anca Draghi, and Alin Jitarel, Politechnica University of Timisoara, Romania
Keywords: efficiency, employees, stressful factors, stress management

Full Text

Competences Needed on the Future Labour Market: Results from Delphi Method
Anna Rakowska, Maria Curie-Skłodowska University, Poland
Marzena Cichorzewska, Lublin Polytechnic, Poland
Keywords: competences, future skills, development, human resources, strategy

Abstract

Leadership Style in a Slovene Logistic Company
Svit Koren, International School for Social and Business Studies, Slovenia
Keywords: leadership, leadership style, manager, logistic company, task-oriented style, people-oriented style

Full Text
**Human Resource Management 3**

Session Chair: Agnieszka Sitko-Lutek

**Managerial Skills and Learning Styles in the Diversity Management Context of Innovative Companies**
Agnieszka Sitko-Lutek and Monika Jakubiak,
Maria Curie-Skłodowska University, Poland
Keywords: managerial skills, learning styles, innovative company, diversity management

**Abstract**

An Exploratory Analysis of the Impact of Chinese Culture in Six Sigma Implementation in Hong Kong
Ivan C. Ng, Capstone Enterprises Ltd., Hong Kong
Kwai Sang Chin, City University, Hong Kong, and Wuhan University of Technology, China
Keywords: six sigma, culture, Chinese culture, and quality management

**Full Text**

The Role of HR Department in Innovative Enterprises
Aneta Karasek, Maria Curie-Skłodowska University, Poland
Keywords: innovation, human resources, strategic human resources management, HR department

**Full Text**

Talent Management as a Key Aspect of Human Resources Management Strategy in Contemporary Enterprise
Katarzyna Niedźwiecka, Maria Curie-Skłodowska University, Poland
Keywords: talent management, talent management model, talent, human resources

**Full Text**
C1 Innovation 1

Session Chair: Stelian Brad

European Funds Allocated for Innovations in a Context of Polish Economy Position in the Innovation Rankings
Michal Koralewski, Maria Curie-Skłodowska University, Poland
Keywords: innovation, European funds, European Regional Development Fund, smart growth operational programme, global innovation index, european innovation scoreboard
Full Text

Development of a Usability Model for Smart Phones (UMSP)
Muhammet Enis Bulak and Ali Türkyılmaz, Fatih University, Turkey
Keywords: usability, smart phones, usability measurement model, structural equation modeling
Abstract

Directed Innovation of Business Models
Stelian Brad and Emilia Brad, Technical University of Cluj-Napoca, Romania
Keywords: business model, directed innovation, blue ocean space, directed evolution, innovation determinants, university
Abstract
Innovation 2

Session Chair: Wolfram C. Rinke

University-Business-Government the Triple Helix Model of Innovation
Kinga Bednarzewska, Maria Curie-Skłodowska University, Poland
Keywords: the triple helix model of innovation, university, business, government

Abstract

Ecosystem Stakeholder Analysis: an Innovation-Driven Enterprise's Perspective
Jukka Majava, University of Oulu, Finland
Keywords: innovation, business ecosystem, stakeholder, innovation-driven enterprise (IDE), new product development (NPD)

Full Text

Innovation Management and Agile Strategies for Change
Bistra Vassileva, University of Economics Varna, Bulgaria
Keywords: innovation management, agile strategies, innovation models, change determinants
Full Text

Product-Service Systems Development and Management: New Trend in Servicization
Anca Draghici, Adrian Mateescu, Hugo Weinschrott, and Ioana Gabriela Sarca, Politehnica University of Timisoara, Romania
Keywords: Product Service System (PSS) development, PSS design and management, innovation, business model, strategy
Full Text

Knowledge Extraction and Advanced Analyses through Inverse Modelling Using Artificial Neural Networks
Wolfram C. Rinke, Fachhochschule Burgenland GmbH, Austria
Albert F. Stöckl, Fachhochschule Krems, Austria
Andreas B. Eisingerich, Imperial College, UK
Keywords: knowledge extraction, model inversion, artificial neural networks, decision support systems, simulation
Full Text
C3 Innovation 3

Session Chair: Ioana Gabriela Sarca

Mobile Commerce: Mobile Money Transfer in Ghana (Customers’ Perspective)
Adasa Nkrumah Kofi Frimpong, Christ Apostolic University College, Ghana
Samuel Adu Gyamfi, University of Education, Ghana
Keywords: Ghana, mobile commerce, mobile money transfer, mobile network operators, Kenya, MPESA
Full Text

An Insurer’s Innovation Appraisal Model: Processes Approach (Part II)
Anna Karmanska, Tomasz Michalski, and Adam Sliwinski,
Warsaw School of Economics, Poland
Keywords: innovations, insurance, insurance processes, mapping
Abstract

Organization Diagnosis Methodology for Future Investment Decisions
Processes Preparation
Ioana Gabriela Sarca, Dan Cristian Silaghi-Perju, Anca Draghici, and Ilie Tăucean,
Politehnica University of Timisoara, Romania
Keywords: management, decision, SWOT analysis, investment process
Full Text

Forecasting the Number of Passengers Serviced at the Bulgarian River Ports
Sophia Mirchova, South-West University Neofit Rilski, Bulgaria
Keywords: river transport, strategic documents and projects, additive and multiplicative cyclicity, triple exponential smoothing method, Holt-Winters method
Full Text

Managing Technical Innovation through Technical Property Rights Considering the Shift from Closed To Open Innovation
Michael Horeth, Technical University of Kaiserslautern, Germany
Keywords: innovation management, technical property rights, patent, utility model, technical innovation, open innovation, restrictions of technical protection Rights
Abstract
C4 Innovation 4

Session Chair: Adriana Bujor

Engaging Customers in Co-Creation of Value in Consumer Goods Industry: A Comparative Analysis
Adriana Bujor, Gabriela Rusu, and Silvia Avasilcai, Gheorghe Asachi Technical University of Iasi, Romania
Keywords: online platforms, digital customer, innovation, co-creation
Full Text

The Impact of External Knowledge on Innovation Performance: Evidence from Hungary
János Kiss, Corvinus University of Budapest, Hungary
Keywords: innovation, external knowledge, performance, structural equation modelling, Hungary
Full Text

Innovation Management and Innovation Funding for SMEs
Gabriela Ivanus and Angela Repanovici, Transilvania University of Brasov, Romania
Keywords: innovation management, sustainable economy, information management systems, SMEs
Full Text

Organizational Culture of Small Innovative Companies in Poland
Dorota Chmielewska-Muciek, Maria Curie-Skłodowska University, Poland
Keywords: organizational culture, innovation management, organizational development, small company
Full Text

The Role of Networks in the Innovation Processes of SMEs
Dietmar Roessl and Katie Hyslop, Institute for SME Management, Austria
Keywords: network, innovation, RTOs, SMEs
Full Text

Service Dominant Logic in Practice: Applying Online Customer Communities and Personas for the Creation of Service Innovations
Adrienne Schäfer, Lucerne University of Applied Sciences and Arts, Switzerland
Julia Klammer, University of Applied Sciences and Arts Northwestern Switzerland
Keywords: innovation, co-creation, personas, practices, value-in-context, service-dominant logic
Abstract
D1 Economics 1

Session Chair: Małgorzata Twarowska

Taxation of Financial Sector: Risk Assessment Based on the Experiences of Selected Countries
Małgorzata Twarowska, Maria Curie-Skłodowska University, Poland
Keywords: risk, bank tax, bank levy, financial transaction tax, selected countries case study
Full Text

The Role of the Bank Guarantee Fund in Protecting the Interests of the Depositories in the Polish Banking System
Usama Daya, Maria Curie-Skłodowska University, Poland
Keywords: bank guarantee fund, BFG, protection, guarantee, security, banking system, bank
Full Text

Baltic Dry Index as Economic Leading Indicator in the United States
Paweł Baltyn, Maria Curie-Skłodowska University, Poland
Keywords: leading indicator, Baltic dry index, BDI, bry-boschan, United States, GDP
Full Text

Slovenian Universities in the Light of the Court of Audit of the Republic of Slovenia
Mitja Sevsek, Faculty of Management, University of Primorska, Slovenia
Keywords: universities, Court of Audit, audits, budgetary funds, Slovenia
Full Text

Designing Fiscal Policy during Turbulent Times: From Proximate Genus to Specific Differencia
Cristina-Roxana Tanasescu and Camelia Oprean, Lucian Blaga University of Sibiu, Romania
Keywords: fiscal policy, automatic stabilizers, discretionary measures, procyclicality of fiscal policy, Romania
Abstract

Growth in Europe: Decomposition and Human Capital Contribution
Eduard Nezinsky, University of Economics, Slovakia
Keywords: economic growth, human capital, data envelopment analysis, SBM model, decomposition
Full Text
D2 Economics 2

Session Chair: Ewa Widz

The Financing of Local Self-Government on Different Continents: Case Study
Łukasz Grzegorczyk, Maria Curie-Skłodowska University, Poland
Keywords: local self-government, revenue, financing, Poland, Nigeria, Brazil
Full Text

Industrial Differentiation of Labour Costs Adjustment to the Business Cycle
Kamil Mazurkiewicz, Maria Curie-Skłodowska University, Poland
Elżbieta Wrońska-Bukalska, Maria Curie-Skłodowska University, Poland
Keywords: business cycle, fluctuations, labour costs adjustment, industrial differences
Full Text

Activity of Investors on Turbulent Market
Ewa Widz, Maria Curie-Skłodowska University, Poland
Keywords: market activity of investors, types of investors, exchange fluctuations, trading volume
Abstract

Evaluation of Institutional Quality of Selected EU Transition Economies and Former Soviet Republics Using DEA Approach
Elena Fifeková and Andrea Vondrová, University of Economics in Bratislava, Slovakia
Keywords: institutions, governance, economic performance, data envelopment analysis
Full Text

Measures and Perspective of Convergence of Slovak Republic to the EU
Matej Valach and Martin Hudcovský, University of Economics in Bratislava, Slovakia
Keywords: nominal and real convergence, absolute convergence, conditional convergence, the European Union
Full Text
D3 Economics 3

Session Chair: Claudiu Albulescu

Shadow Economy, Tax Policies, Institutional Weakness and Financial Stability in Selected OECD Countries
Claudiu Albulescu, Matei Tamasila, and Ilie Tăucean,
Politehnica University of Timisoara, Romania
Keywords: shadow economy, tax policies, financial stability, Z-score, GMM model, OECD countries
Full Text

DEA Method as a Tool of Rating Efficiency: Case of the Lubelskie Voivodeship Communities
Karolina Leonarcik, Maria Curie-Skłodowska University, Poland
Keywords: data envelopment analysis, efficiency, public sector, NUTS5, nonparametric methods of efficiency measurement
Full Text

Decisions on IPO in Turbulent Times
Elżbieta Wrońska-Bukalska and Mariola Golec,
Maria Curie-Skłodowska University, Poland
Keywords: IPO waves, capital demands hypothesis, the investor sentiment hypothesis, market condition
Full Text

Perception of Accountants towards the Accounting and Tax Profits from Applying Thai Financial Reporting Standards for SMEs
Thamrongsak Svetalekth and Thanapon Sukmonthom,
Kasetsart University, Thailand
Keywords: IFRS for SMEs, TFRS for SMEs, tax complexity, accounting and tax profits
Full Text

The Organization of Insurance Supervision by the Example of Poland and the United States of America
Anna Jańska, Maria Curie-Skłodowska University, Poland
Keywords: insurance, supervision, risk, trust
Abstract

SME’s Segment in Poland against UE’s Enterprises
Jacek Kołbik, Maria Curie-Skłodowska University, Poland
Keywords: SME’s segment in Poland, finances, economics
Full Text
D4  Economics 4

Session Chair: Olga Szolno

Comprehensive Analysis of Bankruptcy Prediction on Stock Exchange of Thailand SET 100
Sasivimol Meeampol, Phanthipa Srinammuang, Vimol Rodpetch, and Ausa Wongsorntham, Kasetsart University, Thailand
Keywords: bankruptcy, financial ratio, Original Altman's Z-score model, SET 100
Full Text

The Interdependences between Italian Firms’ Access to Finance and Their Probability of Default
Claudiu Albulescu and Serban Miclea, Politehnica University of Timisoara, Romania
Keywords: firms’ access to finance, probability of default, Z-score, causality, Italy
Full Text

The IT Systems in Accounting in the Light of the Polish Law in Force
Adam Bujak, Maria Curie-Skłodowska University, Poland
Keywords: accounting information system, IT systems, statutory requirements, enterprise
Full Text

Selected Problems of Budgeting in Local Government Units
Olga Szolno, Maria Curie-Skłodowska University, Poland
Keywords: local government units, budgeting, performance budgeting, accounting system, controlling
Full Text

Social Protection Expenditures of the European Union Member States in 2004–2012
Paweł Wójcik, Maria Curie-Skłodowska University, Poland
Keywords: social protection, European Union membership, the European Union, social protection benefits, social protection regulations, social protection expenditures
Full Text

Critical Assessment of Valuation Methods of Investment Property (According to Polish Accounting Law and IAS/IFRS)
Małgorzata Kamieniecka, Maria Curie-Skłodowska University, Poland
Keywords: investment property, IAS 40, fair value model, cost model, financial statement, measurement after recognition
Full Text
**D5 Economics 5**

Session Chair: Małgorzata Mierzejewska

**The Effects of IFRS Implementation in Poland: Pilot Research**
Edyta Lazarowicz and Magdalena Giedroyć, Warsaw School of Economics, Poland
Keywords: accounting, financial reporting, International Financial Reporting Standards (IFRS), Poland

**Abstract**

**Importance of Structural Change for Czech Employment Development**
Martin Hudcovský and Elena Fifeková
University of Economics in Bratislava, Slovakia
Keywords: employment intensity, employment development, structural change, Czech Republic

**Abstract**

**Financial Reporting of Provisions under IAS 37: Cross Country Study**
Katarzyna Klimczak, Warsaw School of Economics, Poland
Keywords: financial reporting, liabilities, provisions, IAS 37, cross-country differences in disclosure practices

**Abstract**

**Analysis of the Efficiency of the Tax Settlements System for Companies in Poland**
Małgorzata Mierzejewska, Warsaw School of Economics, Poland
Keywords: tax system, inefficiency of tax system, tax, tax collection

**Abstract**

**Evaluation of Economic Well-Being Using DEA Model**
Andrea Vondrová and Matej Valach, University of Economics in Bratislava, Slovakia
Keywords: economic well-being, quality of live, IEWB, data envelopment analysis

**Full Text**
E1 Business and Entrepreneurship 1

Session Chair: Valerij Dermol

The Importance of Communication and Internalization of Organizational Values, Company Mission, and Vision
Valerij Dermol, International School for Social and Business Studies, Slovenia
Punnamee Sachakamol, Kasetsart University, Thailand
Keywords: management tool, organizational values, mission statement, company vision, internal communication
Full Text

Transformation to Enterprise Sustainability: Case Studies of Manufacturing and Service Enterprise in Thailand
Chavatip Chindavijak, Kongkiti Phusavat, and Suparerk Sooksmarn, Kasetsart University, Thailand
Pekka Kess, Oulu University, Finland
Keywords: enterprise sustainability, enterprise sustainability measurement, sustainability in service sector, strategic sustainability in small and medium enterprise
Full Text

The Potential and Integration of Leagility in Fashion Supply Chains
Shahriare Mahmood, Pekka Kess, and Hanna Kropsu-Vehkaperä, University of Oulu, Finland
Keywords: leagility, supply chain, fashion industry, responsiveness
Abstract

The Autonomy Researches as the Part of the Organizational Entrepreneurship
Jarosław Karpacz, Jan Kochanowski University, Poland
Keywords: entrepreneurship orientation, innovativeness, autonomy, performance
Full Text

Doing Business in the EU under the Fourth Industrial Revolution: Challenges Ahead of Knowledge-Intensive Economic Actors
Éva Kuruczleki, Anita Pelle, Renáta Laczi, and Boglárka Fekete, University of Szeged, Hungary
Keywords: 4th industrial revolution, knowledge-based economy, human capital, European Union
Abstract
E2  Business and Entrepreneurship 2

Session Chair: Alin Gaureanu

Service Transfer from an Intermediary Organisation from the USA to the Nordic Context: A Case Study
Matti Muhos, Jukka Majava, and Martti Saarela, University of Oulu, Finland
Keywords: cross-border service transfer, intermediary organisation, business growth, CONNECT, Sweden, Norway, California
Full Text

Quality Management and Occupational Safety and Health Effects on Organization’s Sustainable Development
Alin Gaureanu, Hugo Weinschrott, Constantin Dan Dumitrescu, and Alin Jitarel, Politechnica University of Timisoara, Romania
Keywords: quality management, occupational health and safety (OHS), integrated management, sustainability
Full Text

Influence of Employee Development on Organisational Competence of Innovative Enterprises in Selected Countries
Urszula Skurzyńska-Sikora, Maria Curie-Skłodowska University, Poland
Keywords: organizational competencies, core competencies, employee development, talent management, innovative enterprise
Full Text

Management of an Innovative Project Based on the Example of Spirolife
Monika Jakubiak, Maria Curie-Skłodowska University, Poland
Krystyna Buchta, The Józef Piłsudski University of Physical Education, Poland
Keywords: innovative project, diversity management, entrepreneurship, competencies
Full Text

Young People Terminal and Instrumental Values Impact on Youth Entrepreneurship
Jacek Jakubczak, Maria Curie-Skłodowska University, Poland
Keywords: youth entrepreneurship, culture, values, Rokeach
Abstract

Using of ICT Tools by the Students with Entrepreneur Intent
Gregor Jagodič, International School for Social and Business Studies, Slovenia
Keywords: entrepreneurship, entrepreneurial intention, ICT tools, business
Abstract
E3  Business and Entrepreneurship 3

Session Chair: Frank Rennung

The Role of Business Models in Managing Organisations in Turbulent Times
Joanna Świerk, Maria Curie-Skłodowska University, Poland
Keywords: definition and components of a business model, strategy, managing organisations, turbulent environment
Full Text

An Evaluation of Strategic Methods of Complexity Management to Manage Large Outsourcing Projects Successfully
Frank Rennung, Caius Luminosu, Anca Draghici, Daniel Paschek, Universitatea Politehnica Timisoara, Romania
Keywords: outsourcing projects, complexity management methods, complexity management evaluation model, tools of strategic management
Full Text

Regional Facility for Municipal Solid Waste Disposal as an Essential Contribution to Solid Waste Disposal Management
Jarosław Banaś, Maria Curie-Skłodowska University, Poland
Wojciech Lutek, KOM-EKO Recycling Sp. z o.o., Poland
Adam Przystupa, KOM-EKO S.A., Poland
Keywords: municipal solid waste, municipal solid waste management, Regional Facility for Municipal Solid Waste Disposal, RIPOK, recycling
Full Text

Insourcing as a Respond to the Negative Effects of Outsourcing
Grzegorz Grela, Maria Curie-Skłodowska University, Poland
Keywords: insourcing, outsourcing, transaction cost economics, resource-based theory, efficiency
Abstract

Increasing the Performance of Business Process in Romanian SMEs through Customer Relationship
Oualid Kherbach, Marian Liviu Mocan, and Cristian Dumitrache, Politehnica University of Timisoara
Goumrassi Amine, Bucharest University of Economic Studies, Romania
Keywords: customer relationship management (CRM), competitive advantage, SMEs
Full Text

Early Stages of Healthcare and Life-Science Service Companies in Taiwan
Matti Muhos, University of Oulu, Finland
Lee Tzong-Ru (Jiun-Shen), and Sz Ying Grace Chen, Chung Hsing University, Taiwan
Keywords: stages of growth, growth process, Taiwan, sequential incident technique, service-based companies
Full Text
F1  Marketing 1
Session Chair: Cristina Borca

Create a Competitive Advantage with the Brand Value Concept
Tina Vukasović, International School for Social and Business Studies, Slovenia
Pedja Ašanin Gole, Doba Faculty of Applied Business and Social Studies, Slovenia
Anita Maček, Doba Faculty of Applied Business and Social Studies, Slovenia
Keywords: brand value, Brand Potential Index, economic instrument, food industry, marketing
Full Text

Online Channel in Service Buying Process
Marcin Lipowski and Ilona Bondos,
Maria Curie-Skłodowska University, Poland
Keywords: online channel, service distribution, customer behaviour, buying process
Full Text

Effectiveness of PWYW: Are There Interchannel Differences?
Ilona Bondos and Marcin Lipowski,
Maria Curie-Skłodowska University, Poland
Keywords: PWYW, participative pricing, innovative pricing, online and offline channel, multichanneling
Full Text

Consumer Decision-Making Styles Extension to Trust-Based Product Comparison Site Usage Model
Radosław Maćik, Maria Curie-Skłodowska University, Poland
Dorota Maćik, The John Paul II Catholic University of Lublin, Poland
Keywords: consumer decision-making styles, online product comparison site usage, cognitive and affective trust, products/sellers reviews, purchase intention, PLS-SEM
Abstract

Best Communication Practices in the Water Supply Sector
Cristina Borca, Ioana Gabriela Sarca, Ana-Andreea Mihatrescu, and Patricia Bogdan,
University Politehnica of Timisoara, Romania
Keywords: communication, water, consumption, surveys, habits
Full Text
Exploring Consumer Motivations towards Buying Locally Fresh Food Products
Tina Vukasović, International School for Social and Business Studies, Doba Faculty of Applied Business and Social Studies, Slovenia
Keywords: consumer behavior, locally food consumers, locally sourced food, marketing, Slovenia
Abstract

Customer Relationship Management in Music Industry: Does Sharing Music Online Works?
Inga Kaszycka, Maria Curie-Skłodowska University, Poland
Keywords: customer relationship management, CRM, music industry, music management, online marketing
Full Text

Exploration of Consumer’s Buying Behaviour Connected with Avoiding Purchases
Monika Ratajczyk, Maria Curie-Skłodowska University, Poland
Keywords: avoiding purchase, purchase decisions, young consumers, qualitative research
Full Text

Neuromarketing: Chance or Danger for Consumers in Opinion of MCSU’s Students
Ewelina Berlińska and Inga Kaszycka, Maria Curie-Skłodowska University, Poland
Keywords: neuromarketing, ethical issues, consumer behaviour, neuroscience
Full Text
F3  Marketing 3

Session Chair: Joanna Paliszkiewicz

The Self-Presentation in Social Media: An Example of LinkedIn
Joanna Paliszkiewicz and Magdalena Mądra-Sawicka,
Warsaw University of Life Sciences, Poland
Keywords: social media, impression management, LinkedIn, social networks

Abstract

A Study on Public Participation, Experiential Marketing, Tourism Image and Benefits of Leisure
Ying-Yueh Su, Yen-Ku Kuo, and Bang-Li Chang,
Chinese Culture University, Taiwan
Keywords: public participation, experiential marketing, tourism image, benefits of leisure

Abstract

The Impact of Marketing Communication Using Social Networking Site Facebook on the Effectiveness of Promotional Activities
Paweł Gajewski, Maria Curie-Skłodowska University, Poland
Keywords: social media, marketing, facebook, promotion, brand

Full Text

The Role of On-Line Communication in Crisis Management
Cristina Borca, Politehnica University of Timisoara, Romania
Robert Dumitru Serban, Aquatim, Romania
Ana-Andreea Mihartescu, University Politehnica of Timisoara, Romania
Razvan Gui-Bachner, University Politehnica of Timisoara, Romania
Keywords: crisis, communication, on-line, strategy, water supply

Full Text

The Impact of Media on the Consumers’ Environmental Behaviour
Gregor Jagodič, International School for Social and Business Studies, Slovenia
Keywords: media, internet, social media, consumers, environmental behaviour

Abstract
F4  Marketing 4

Session Chair: Constantin Sasu

Potential of Using ICT by Convenience Stores
Genowefa Sobczyk, Marcin Lipowski, and Ilona Bondos, Maria Curie-Skłodowska University, Poland
Keywords: ICT, communication with customers, convenience stores, marketing channels, touchpoints

Explore the concepts of Relationship Marketing within Taiwan Coffee Market
Ying-Yueh Su, Chinese Culture University, Taiwan
Yen-Ku Kuo, National Taiwan Normal University, Taiwan
Bang-Lee Chang, Chinese Culture University, Taiwan
Keywords: relationship marketing, interaction, emotional contents, customer lifetime values, customization, coffee shops

A Conceptual Framework for Understanding Consumer-Based Brand Equity
Tina Vukasović, International School for Social and Business Studies, Slovenia
Keywords: conceptual framework, consumer-based brand equity, consumer, associations, awareness, quality, loyalty

An Analysis of the Online Environment Influence on Buying Behaviour of Organisational Consumers: A Qualitative Perspective
Constantin Sasu and Daniela Ichim, Alexandru Ioan Cuza University, Romania
Keywords: IT&C technologies, online environment, organizational consumer behaviour, Web sites

Abstract
G1 Production Technologies 1

Session Chair: Daniel Tiuc

Switzerland Project Management Maturity Model: How to Develop a PMMM to Assess the Maturity in Project Management in the Switzerland Firms
Antonio Bassi, SUPSI, Switzerland
Hannimon Bianchi, Agie Charmilles SA, Switzerland
Marianna Della Croce, Viseca Card Services SA, Switzerland
Daiana Pirastu, Equus Consulting SA, Switzerland
Singh Pabla Inderbir, Lombardi SA, Switzerland
Keywords: maturity, Swiss territory, regionalized, company type, project management, CMMI, PMI
Full Text

Transition from Predictive to Adaptive Methodologies in the Project Management Lifecycle Using Triz
Daniel Tiuc and George Draghici, Politehnica University of Timisoara, Romania
Keywords: project management, adaptive model, TRIZ, methodology, project life cycle
Full Text

The Application of a Quality System for Poultry Production at SMEs in Thailand to Enhance Sustainable Competitiveness
Suphattra Ketsarapong, Sripatum University, Thailand
Prapapan Ketsarapong, Kasetsart University, Thailand
Keywords: quality management, food safety, poultry production, HACCP, Thailand
Full Text

Hybrid Advanced Sceduling of Label Packaging Printing Process Advancement for Letterpress Press Systems
Chih-Hung Lee, Punnamee Sachakamol, and Sukit Sawathsangson, Kasetsart University, Thailand
Keywords: hybrid multilevel scheduling algorithm, label printing scheduling, printing press innovation and digitalization, innovated scheduling advancement, communication assurance priority, letterpress press scheduling, intermediate rotary and flatbed press
Full Text
G2  Production Technologies 2

Session Chair: Monika Zybala

Analysis of Current and Expected Future Capability of European Union in Robotics Technology for Agriculture Domain
Ivan Izdepskyi, Maria Curie-Skłodowska University, Poland
Keywords: agriculture robot, field robot, agricultural autonomous machine, production technologies
Full Text

Rapid Operational Excellence Analysis with a Maturity Model Tool
Pekka Kess, Hanna Kropsu-Vehkaperä, and Ville Isoherranen, University of Oulu, Finland
Keywords: maturity model, capability, excellence, business process
Full Text

Renewable Energy Sources and Markets Innovation in the European Union
Monika Zybala, Maria Curie-Skłodowska University, Poland
Keywords: renewables, energy, innovation, EU
Full Text

Development of Manufacturing Execution System Based using Cloud Technology
Pensiri Tumthien, Natee Rakasajaroen, Bordin Rassameethes, and Porntep Anussornnitisarn, Kasetsart University, Thailand
Keywords: manufacturing, execution system, cloud technology, innovation
Abstract
**H1 Education and Training 1**

Session Chair: Aleš Trunk

**Education and Training for Financial Literacy: The Role of Banks**
Sergeja Kocar, Nova Ljubljanska banka, d.d., Slovenia  
Nada Trunk Širca and Aleš Trunk,  
International School for Social and Business Studies, Slovenia  
Keywords: financial literacy, financial education, learning, training, EU, banking institutions  
**Abstract**

**Lifelong Learning for the Development of Health Literacy**
Tamara Štemberger Kolnik, Dejan Hozjan, and Katarina Babnik,  
University of Primorska, Slovenia  
Nada Trunk Širca, International School for Social and Business Studies, Slovenia  
Keywords: lifelong learning, health literacy, health education, education for health  
**Abstract**

**Managing Data and Quality Indicators of Internationalisation of HE: Case Study, HEI in Slovenia**
Valentina Jošt Lešer, Nada Trunk Širca, and Valerij Dermol,  
International School for Social and Business Studies, Slovenia  
Keywords: higher education, internationalisation, management data, quality indicators, case study  
**Full Text**

**Integration of Roma Children in Schools: Experiences From Slovenia, Romania and Serbia**
Nada Trunk Širca, International School for Social and Business Studies, Slovenia  
Anica Novak, MRKSI and DITR, Slovenia  
Keywords: vulnerable groups, inclusive education, EU, Roma people  
**Abstract**

**The Development of the Nursing Education and Science: The Case of Slovenia**
Brigita Skela Savič, Faculty of Health Care Jesenice, Slovenia  
Nada Trunk Širca and Valerij Dermol, International School for Social and Business Studies, Slovenia  
Katarina Babnik, University of Primorska Faculty of Health Sciences, Slovenia  
Keywords: nursing education, nursing science, development, Slovenia  
**Abstract**
**H2 Education and Training 2**

Session Chair: Laura Rožman

**Analyzing and Improving Teaching Methods in Higher Education: Case Study on Romania**
Marian Mocan, Attila Turi, Larisa Victoria Ivascu, and Alin Artene, Politehnica University of Timisoara, Romania
Cristina Feniser, Technical University of Cluj-Napoca, Romania
Keywords: teaching-learning process, case study, technical higher education, competitiveness, collaboration

**Universities and New Models of Teaching and Learning through New Technologies: E-Learning at the University of Bari**
Antonio Felice Uricchio, University of Bari Aldo Moro, Italy
Keywords: new didactic, e-learning, EQF, skills, ICT, MOOCS, flipped-learning

**Students, Could Social Networks Contribute to the Quality of Higher Education?**
Mirela Mabić, and Dražena Gašpar,
Faculty of Economics, University of Mostar, Bosnia and Herzegovina
Keywords: social network, student, higher education, quality in higher education

**International Research Activities/Projects of Slovenian Public Universities**
Dušan Lesjak, International School for Social and Business Studies, Slovenia
Keywords: higher education, international research, Slovenian universities, university professors

**Linking Leading for Learning with the Teaching Practice**
Laura Rožman and Andrej Koren,
International School for Social and Business Studies, Slovenia
Keywords: leading for learning, classroom practice, research method, observation

**Internationalisation: Professors’ Mobility and Teaching in Foreign Languages in Slovenian Higher Education**
Dušan Lesjak, International School for Social and Business Studies, Slovenia
Keywords: internationalisation, higher education, mobility of professors, programmes/courses in foreign languages
H3 Education and Training 3

Session Chair: Nicoleta Luminita Carutasu

Research for People Evacuation Behaviors in Large-Scale Building by Using Computer Simulation Software
Bang-Lee Chang, Yen-Ku Kuo, and Ying-Yueh Su, Chinese Culture University, Taiwan
I-yun Hsia, Hsing Wu University, Taiwan
Keywords: evacuation, behaviors, building, software
Full Text

Enterprise-Centric Learning Methods Using ERP and Collaborative Tools
Nicoleta Luminita Carutasu, University Politehnica of Bucharest, Romania
George Carutasu, Romanian-American University, Romania
Keywords: learning environment, enterprise, ERP, collaborative tools
Abstract

Providing University Students with Virtual International Learning Experience: A Case Study from Jordan
Wissam Tawileh, Dresden University of Technology, Germany
Keywords: virtual collaborative learning, internationalization, web 2.0, developing countries, Jordan
Full Text

Do Motivated Teachers Generate More Motivated Students: A Classroom Investigation on Motivation and Engagement
Andrea Bikfalvi, Rafael Garcia, Margarida Falgas, Teresa Bardera, and Pere Cornella
University of Girona, Spain
Keywords: motivation, engagement, teacher, student, school, Spain
Full Text

Management Structures in Distance Education in Technical Universities
Camelia Ciuclea, Diana Andone, and Gabriela Prostean, University Politehnica Timisoara, Romania
Keywords: distance education, effective, learning tools, management structure
Full Text

Considerations Regarding the Education of the Roma Population in Romania
Adina Barbulescu and Aurora Carmen Bărbat, West University of Timisoara, Romania
Keywords: education, the Roma population, post-communist period, education
Abstract
H4  Education and Training 4

Session Chair: Kari-Pekka Heikkinen

The Study on Relationship of Work/Organizational Values and Workaholism
Yen-Ku Kuo, National Taiwan Normal University, Taiwan
Ying-Yueh Su and Bang-Lee Chang, Chinese Culture University, Taiwan
Keywords: workaholism, work values, organizational value, human resource
Full Text

Influence of Interactivity on Motivation and Efficacy of Engineering Students in Project Management Courses
Natalia Morawska and Kris M. Y. Law,
The Hong Kong Polytechnic University, Hong Kong
Keywords: interactivity, engineering students, motivation, efficacy, project management, university education, blended classroom
Abstract

Knowledge Creation in Lab Studio Model Educational Settings
Kari-Pekka Heikkinen and Teppo Räisänen,
Oulu University of Applied Sciences, Information Technology, Finland
Keywords: LAB studio model, interdisciplinary education, higher education, knowledge creation, SECI-model
Full Text

Blended Learning as a Response to Student Heterogeneity
Yvonne Maria Marczok, University of Duisburg-Essen, Germany
Keywords: blended learning, student heterogeneity, signalling, higher education, online learning, drop-out, self-assessment
Full Text

Development of Technical Creativity in Higher Education
Laurentiu Slatineanu, Margareta Coteata, and Gheorghe Nagit,
Technical University Gheorghe Asachi from Iasi, Romania
Valeriu Dulgheru, Technical University of Moldova, Republic of Moldova
Felicia Banciu, Politehnica University of Timisoara, Romania
Irina Besiliu, Ştefan cel Mare University of Suceava, Romania
Keywords: technical creativity, engineering education, GDP, number of patents, students' creativity stimulation, universities of Romanian language
Full Text
I1 European Integration and EU Policies 1

Session Chair: Nada Trunk Širca

Integration Policies in Modern Age of Migrations
Alessio Caracciolo, University of Bari Aldo Moro, Italy
Keywords: European integration, social inclusion, human rights, democracy, sustainable development
Full Text

Is the EU Historic Mission Still Alive or Achieved? Case of Kosovo and Serbia
Sabiha Shala, University Haxhi Zeka Peje, Kosovo
Keywords: European integration, Yugoslavia, western Balkan countries, historical relationship between Kosovo and EU, EU historical mission
Full Text

Better Scholarship in an Open Access World? Analysis of European Union Policies on Open Access
Alen Ježovnik, University of Primorska, Slovenia
Keywords: publishing, open access, EU policies, European integration
Abstract

Why Roma History Matters? People With no Past
Have no Present and no Future
Dragoljub Acković, Serbia
Keywords: Roma, history of Roma, Roma language, culture
Full Text
J1 Labour Law, Human Rights, Democracy 1

Session Chair: Bartłomiej Zinczuk

Decent Living and Working Conditions: Needs Which Are the Same All-Over the World
Federica Stamerra, University of Bari Aldo Moro, Italy
Keywords: working conditions, guardianship, contractual disproportion, human being
Full Text

Poland, after 25 years of Transformation, Compared to Other Countries: Analysis of Selected Indicators
Olga Smalej, Maria Curie-Skłodowska University, Poland
Keywords: transformation, socio-economic development, progress, prosperity, quality of life, GDP per capita
Full Text

Selected Signs of Discrimination as Perceived by Women Employees of Polish Companies: A Self-Study Research Account
Bartłomiej Zinczuk, Maria Curie-Skłodowska University, Poland
Keywords: discrimination, unequal treatment, stereotypes, employee
Full Text

Effectiveness of Legal Instruments of Limiting Discrimination in Employment
Tomasz Kwiatkowski, Maria Curie-Skłodowska University, Poland
Keywords: equal treatment in employment, efficiency, discrimination, labour law, employment law
Full Text

New Trends in Non-Profit Law and Their Influence on Cross-Border Charity in Eurasian Economic Union
Oxana Stepanitskaya, University of Ferrara, Italy
Keywords: non-profit organizations, Eurasian economic union, cross-border charity, philanthropy, EU fundamental freedoms, non-profit law, ‘the third sector’
Full Text
K1 Inspiration Economy

Session Chair: Dunya Ahmed

Approaches to Inspiration: Similarities and Differences;
A Holistic Review of Inspiration Economy Forums Papers
Mohamed Buheji and Dunya Ahmed, University of Bahrain, Bahrain
Keywords: inspiration, ideation, sources of inspiration, economy

Abstract

The Researchers' Proposals: What Is The Entrepreneurial Orientation?
Anna Wójcik-Karpacz, Jan Kochanowski University, Poland
Keywords: quality management, fast response, operational management, problem-solving, coaching, improvements

Currency of Inspiration Economy: Forecasting the Future
Mohamed Buheji and Dunya Ahmed, University of Bahrain, Bahrain
Keywords: inspiration, ideation, sources of inspiration, currency of inspiration, inspiration value

Volunteering as a Vehicle for Solidarity, Social Inclusion and Active EU Citizenship of Youth
Nada Trunk Širca, Valerij Dermol, and Aleš Trunk, International School for Social and Business Studies, Slovenia
Anica Novak, Association for Education and Sustainable Development, Slovenia
Keywords: volunteering, EU citizenship, democracy, social inclusion, youth

Framework to Sustain Inspiration
Mohamed Buheji and Dunya Ahmed, University of Bahrain, Bahrain
Keywords: inspiration, sustain, motive, norm

Impact of Population’s Education Level on Incomes and Life Quality in The Rural Area: The Case Study
Attila Toth, Codruta Chis, Teodor Mateoc, and Nicoleta Mateoc-Sirb, Banat’s University of Agricultural Sciences and Veterinary Medicine King Michael I of Romania from Timisoara
Keywords: life quality, incomes, education, study level, knowledge
MBA Students from Kasetsart University, Thailand on study visit in Europe and at MakeLearn&TIIIM 2016

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Dr. Yodmanee Tepanon  
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Dr. Andreas Riel, EMIRAcle Association, France
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. He received his PhD. from the Louisiana State University. Dr. Lin is a nine-time recipient of the Outstanding Faculty Award at LSUS, he received the Computer Educator of the Year award by the International Association for Computer Information Systems (IACIS) in 2005, Ben Bauman Award for Excellence in IACIS 2003, Distinguished Service Award at the Southwest Decision Sciences Institute (SWDSI) in 2007, and Outstanding Educator Award at the SWDSI in 2004. He has published over 240 articles in refereed journals. He is editor-in-chief of Expert Systems with Applications (ESWA) journal – the Impact Factor 2014 of ESWA is 2.240.

**Friday, 27 May 2016 • Rectorate building – Politehnica University Timisoara**

08.00–13.00  Exhibition of Journals
08.30–09.45  Workshop on academic writing (Dr. Binshan Lin, Matija Vodopivec)
10.00–11.15  Editors’ panel
11.15–11.45  Coffee break and snack with networking for publishing opportunities
12.00–14.00  Workshop on academic writing (Matija Vodopivec)
Group discussion
14.00–15.00  Lunch (location to follow)
15.00–16.00  About SCITE and better bibliography (Dr. Serge Tichkiewitch, Dr. Andreas Riel)
16.15–18.30  Workshop on academic writing (Matija Vodopivec)
Group discussion
18.30        Meeting point in front of Hotel Timisoara – walk to the brewery
19.00–21.00  Academic networking with dinner in old Timisoara brewery
Conference closing

**Saturday, 28 May 2016 • Rectorate building – Politehnica University Timisoara**

08.00–11.00  One-on-one coaching with Matija Vodopivec
(optional, prior arrangement on Friday)
Publishing Opportunities

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