

# 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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Management,  
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**

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

### **Edited by**

Valerij Dermol, Aleš Trunk, and Marko Smrkolj

### **Production Editor**

Alen Ježovnik

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## Table of Contents

<b>Welcome Address</b>	4
<b>Conference Boards</b>	5
<b>Conference Aims</b>	7
<b>Conference Programme</b>	8
<b>Keynote Speakers</b>	11
<b>Rectors' Forum</b>	12
<b>Editors' Panel with Exhibition of Journals</b>	13
<b>Research-Education-Practice Forum</b>	15
<b>Academic Networking</b>	17
<b>Excursion</b>	18
<b>Sessions</b>	19
<b>MBA Students from Kasetsart University</b>	55
<b>Pearson – Personalized Learning Solutions</b>	56
<b>Doctoral Students' Workshop</b>	57
<b>Publishing Opportunities</b>	58
<b>Index</b>	60
<b>Organizers and Sponsors</b>	66

10  
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Mednarodna fakulteta  
za družbene in poslovne študije  
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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-Skłodowska 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-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. 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, University 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
- Dr. Bordin Rassameethes, Kasetsart University, Thailand, co-organiser of MakeLearn 2012–2014, organiser of TIIM 2009, 2010, 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
- Dr. Anca Draghici, Universitatea Politehnica Timisoara, Romania, co-organiser
- Dr. Kongkiti Phusavat, Kasetsart University, Thailand, co-organiser
- Dr. Zbigniew Pastuszek, Maria Curie-Skłodowska University, Poland, co-organiser

### Programme Board

- Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, programme chair
- Dr. Pornthep Anussornnitarn, 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, Yıldız 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. Srećko 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. Tzong-Ru (Jiun-Shen) Lee, National Chung Hsing University, Taiwan  
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Dr. Rita Remeikiene, Kaunas University of Technology, Lithuania  
Dr. Punnamee Sachakamol, Kasetsart University, Thailand  
Dr. Olesea Sirbu, Academy of Economic Studies of Moldova, Moldova  
Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland  
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Dr. Arthur Zijlstra, Amsterdam University of Applied Sciences, the Netherlands  
Dr. Moti Zwillling, 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 ②

- 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
- 13.45–15.00 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 ③) • Faculty of Management (13.00–16.45 ④) • Restaurant Cantina (20.30–23.00 ⑤)

- 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

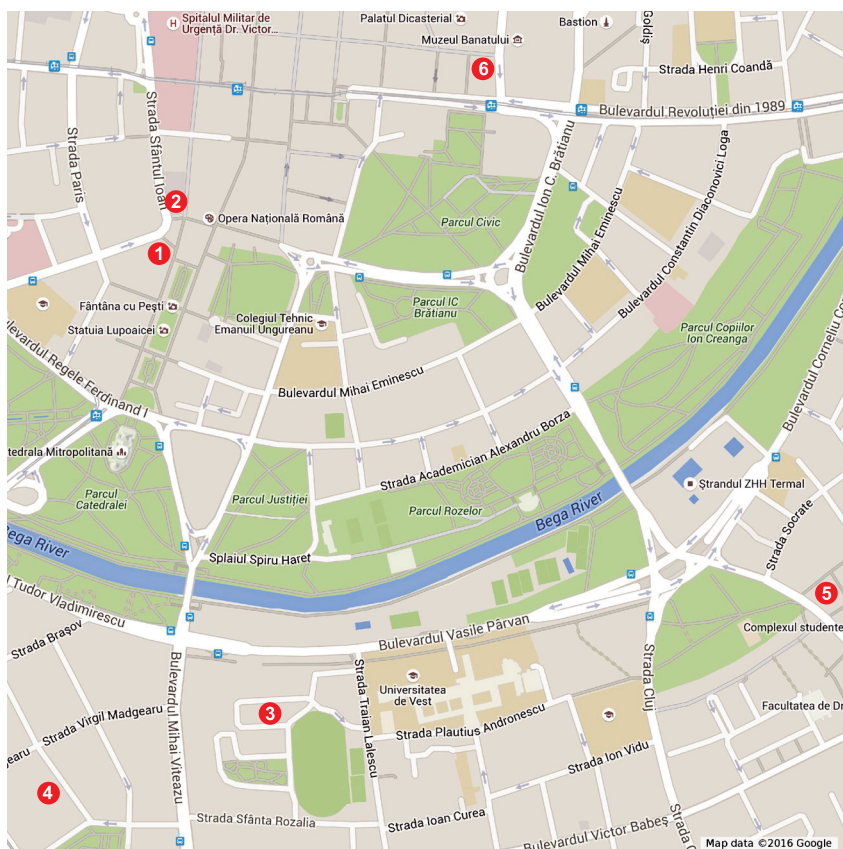


## Friday, 27 May 2016 • Rectorate building, Politehnica University of Timisoara ❶

- 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 ❷  
Conference closing

## Saturday, 28 May 2016

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



## Sessions Timetable

Date/venue	Time	Dublin	Praga	Roma 1	Roma 2	Oslo
Wednesday, 25 May, Hotel Timisoara	12.30–13.45	A1	B1	C1	D4	F2
	13.45–15.00	A2	B2	C2	D5	F3
	15.30–16.45	A3	H1	C3	E1	G1
	16.45–18.00	A4	H2	D1	E2	G2

Date/venue	Time	#1	#2	#3	#4	#5	#6	#7	#8
Thursday, 26 May, Faculty of Management	14.00–15.15	A5	C4	D2	F1	F4	H4	J1	A8
	15.15–16.45	A6	B3	D3	E3	H3	I1	A7	K1

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

Doctoral Students' Workshop on Academic Writing for Publishing Scientific Papers in International Journals, 27–28 May 2016 (see p. 57).

## 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.

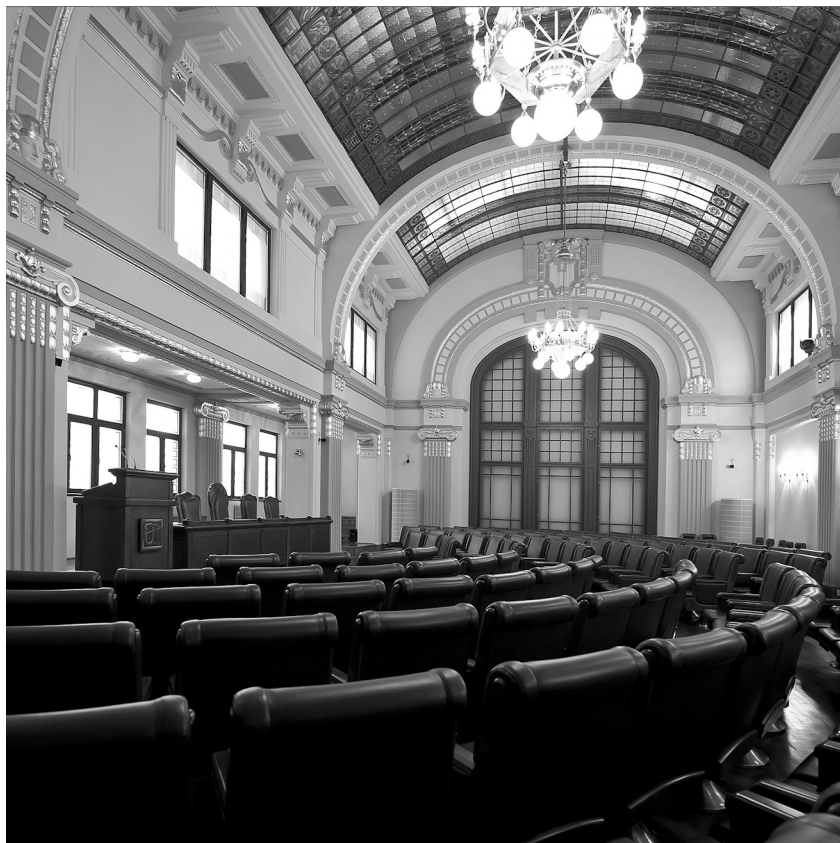
### **Forum Members**

Dr. Ryszard Debicki, Vice Rector, Maria Curie-Skłodowska 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. Oleseu 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-Skolodowska University, Poland

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

Dr. Kristijan Breznik, Editor-in-Chief,  
*International Journal of Management, Knowledge and Learning*,  
International School for Social and Business Studies, Slovenia

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-Skłodowska University, Poland

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

Dr. Valerij Dermol, Editor in Chief,  
*International Journal of Value Chain Management*,  
International School for Social and Business Studies, Slovenia

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 Paliszkievicz, 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 Greiçevci, Centre for Educational Research and Development, Kosovo

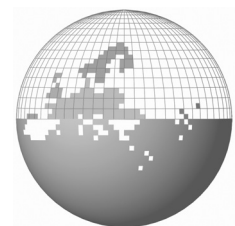
Dr. Joanna Palisziewicz, Warsaw University of Life Sciences, Poland

Dr. Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland

Dr. Kongkiti Phusavat, Kasetsart University, Thailand

Dr. Serge Tichkiewitch, EMIRacle Association, France

Dr. Bistra Vassileva, University of Economics Varna, Bulgaria



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Into Education System



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Nursing  
as a Scientific  
Discipline  
in Slovenia



REPUBLIC OF SLOVENIA  
MINISTRY OF EDUCATION,  
SCIENCE AND SPORT



SLOVENIAN RESEARCH AGENCY



## 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](mailto: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

[Full Text](#)

### **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 Udroui, Transilvania University of Brasov, Romania

Anisor Nedelcu, Transilvania University of Brasov, Romania

Keywords: quality management, fast response, operational management, problem-solving, coaching, improvements

[Full Text](#)

### **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-Skłodowska 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 Birdeanu, INCD ISIM 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,

Politehnica 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, Onninen 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-Dimension 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, UMFVB Timisoara, 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 Draghici, 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](#)

## B3 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 Türkyilmaz, 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](#)

## C2 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 Sevesek, 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 Grzegorzczuk, 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 Fífeková 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 Albuлесcu

### **Shadow Economy, Tax Policies, Institutional Weakness and Financial Stability in Selected OECD Countries**

Claudiu Albuлесcu, 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 Albuлесcu 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)**

Malgorzata 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 Fífeková  
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 life, 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 Mącik, Maria Curie-Skłodowska University, Poland

Dorota Mącik, 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 Mihartescu, and Patricia Bogdan, University Politehnica of Timisoara, Romania

Keywords: communication, water, consumption, surveys, habits

[Full Text](#)

## F2 Marketing 2

Session Chair: Inga Kaszycka

### **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 Paliszkievicz

### **The Self-Presentation in Social Media: An Example of LinkedIn**

Joanna Paliszkievicz 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

[Full Text](#)

### **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

[Full Text](#)

### **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

[Full Text](#)

### **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 Pornthep 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 Shools: 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

[Full Text](#)

### **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

[Abstract](#)

### **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

[Abstract](#)

### **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

[Full Text](#)

### **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

[Abstract](#)

### **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

[Abstract](#)

## 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, Ștefan 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 Stammera, 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

[Full Text](#)

### **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

[Abstract](#)

### **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

[Full Text](#)

### **Framework to Sustain Inspiration**

Mohamed Buheji and Dunya Ahmed, University of Bahrain, Bahrain

Keywords: inspiration, sustain, motive, norm

[Abstract](#)

### **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

[Full Text](#)

# MBA Students from Kasetsart University, Thailand on study visit in Europe and at MakeLearn&TIIM 2016

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Dr. Nuttapon Punpugdee

Dr. Yodmanee Tepanon

Dr. Phanthipa Srinammuang

## MBA Students

Mr. Supachoke Akkarakulyos

Mrs. Cathaleeya Banluetanyalak

Mr. Nopphakao Boonphen

Mr. Sayamrach Chaichana

Mrs. Sunisa Charoensiriwilai

Mr. Thanomsak Chomammarit

Mrs. Duangnapa Chuenchit

Mr. Montri Insuk

Miss Widaporn Jirangoonwattana

Mr. Smith Jitboon

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# Academic Writing for Publishing Scientific Papers in International Journals

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

**Dr. Serge Tichkiewitch**, EMIRAcle Association, France

**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)

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## Index

- Abazi Chaushi, Blerta, 26  
 Acković, Dragoljub, 52  
 Acković, Dragoljub, 14  
 Ahmed, Dunya, 15, 54  
 Akkarakulyos, Supachoke, 55  
 Albulescu, Claudiu, 20, 36, 37  
 Andone, Diana, 50  
 Anussornnitisarn, Pornthep, 5, 26, 47, 59  
 Aristovnik, Aleksander, 6  
 Artene, Alin, 49  
 Ašanin Gole, Pedja, 42  
 Avasilcai, Silvia, 33  
 Aziri, Brikend, 6  
 Baban, Calin Florin, 24  
 Babnik, Katarina, 27, 48  
 Bal, Yasemin, 6  
 Baltyn, Paweł, 34  
 Banaś, Jarosław, 23, 41  
 Banciu, Felicia, 51  
 Banluetanyalak, Cathaleeya, 55  
 Barbu, Ionel, 15  
 Barbulescu, Adina, 50  
 Bardera, Teresa, 50  
 Bareja, Katarzyna, 27  
 Bassi, Antonio, 46  
 Bauer, Florian, 6  
 Bărbat, Aurora Carmen, 50  
 Bednarzewska, Kinga, 31  
 Berisha, Alejtin, 6  
 Berlińska, Ewelina, 43  
 Besiliu, Irina, 51  
 Besimi, Adrian, 26  
 Bianchi, Hannimon, 46  
 Bibu, Nicolae Aurelian, 24  
 Bikfalvi, Andrea, 50  
 Birdeanu, Aurel-Valentin, 21  
 Bogdan, Patricia, 42  
 Bondos, Ilona, 42, 45  
 Boonphen, Noppakao, 55  
 Borca, Cristina, 42, 44  
 Borowski, Andrzej, 27  
 Brad, Emilia, 30  
 Brad, Stelian, 30  
 Braga, Ion Cristian, 20  
 Breznik, Kristijan, 14, 20, 26, 27, 58  
 Brežnik, Ana, 6  
 Buchta, Krystyna, 40  
 Buheji, Mohamed, 14, 54  
 Bujak, Adam, 37  
 Bujor, Adriana, 33  
 Bulak, Muhammet Enis, 30  
 Burita, Ladislav, 19  
 Bushney, Melanie, 6  
 Caracciolo, Alessio, 52  
 Carutasu, George, 50  
 Carutasu, Nicoleta Luminita, 50  
 Chaichana, Sayamrach, 55  
 Chang, Bang-Lee, 45, 50, 51  
 Chang, Bang-Li, 44  
 Charoensiriwilai, Sunisa, 55  
 Chaushi, Agron, 26  
 Chen, Sz Ying Grace, 41  
 Chin, Kwai-Sang, 15  
 Chindavijak, Chavatip, 39  
 Chis, Codruta, 54  
 Chmielewska-Muciek, Dorota, 33  
 Chomammarit, Thanomsak, 55  
 Chuenchit, Duangnapa, 55  
 Cichorzewska, Marzena, 28  
 Cirjaliu, Bianca, 28  
 Ciuclea, Camelia, 50  
 Ciurariu, Bernard, 23  
 Cornella, Pere, 50  
 Cornu, Georgica, 25  
 Coteata, Margareta, 51  
 Csibi, Erzsebet, 56  
 Daya, Usama, 34  
 de Juana-Espinosa, Susana, 6, 15, 28  
 Debicki, Ryszard, 5, 12  
 Della Croce, Marianna, 46  
 Dermol, Valerij, 5, 8, 14, 20, 27, 39, 48, 54, 59  
 Dika, Zamir, 26  
 Distanont, Anyanitha, 19, 22  
 Draghici, Anca, 5, 14, 15, 21, 24, 25, 28, 31, 32, 41  
 Draghici, George, 5, 24, 46  
 Dulgheru, Valeriu, 51  
 Dumitrache, Cristian, 41  
 Dumitrescu, Constantin Dan, 25, 40  
 Eisingerich, Andreas B., 31  
 El-Zoheiry, A. Hamid, 5  
 Falgas, Margarida, 50  
 Fekete, Boglárka, 22, 39  
 Fifeková, Elena, 35, 38

- Frimpong, Adasa Nkrumah Kofi, 21, 32  
 Gajewski, Paweł, 44  
 Garcia, Rafael, 50  
 Gašpar, Dražena, 49  
 Gaureanu, Alin, 21, 40  
 Giedroyć, Magdalena, 38  
 Goić, Srećko, 6  
 Golec, Mariola, 36  
 Greiçevci, Bashkim, 15  
 Grela, Grzegorz, 41  
 Grzegorzczak, Łukasz, 35  
 Gui-Bachner, Razvan, 44  
 Gyamfi, Samuel Adu, 21, 32  
 Halouzka, Kamil, 19  
 Heikkinen, Kari-Pekka, 51  
 Hejduk, Irena, 21  
 Holban, Stefan, 24  
 Horeth, Michael, 32  
 Horvath, Zsuzsana, 6  
 Hozjan, Dejan, 48  
 Hudcovský, Martin, 35, 38  
 Hyslop, Katie, 33  
 Ichim, Daniela, 45  
 Inderbir, Singh Pabla, 46  
 Insuk, Montri, 55  
 Isenmann, Ralf, 6  
 Istrat, Nicolae, 25  
 Ivanus, Gabriela, 33  
 Ivascu, Larisa Victoria, 24, 25, 49  
 Izdepskyi, Ivan, 47  
 Jagodič, Gregor, 40, 44  
 Jakubczak, Jacek, 40  
 Jakubiak, Monika, 29, 40  
 Jańska, Anna, 36  
 Ježovnik, Alen, 14, 52, 59  
 Jiranggoonwattana, Widaporn, 55  
 Jitarel, Alin, 21, 28, 40  
 Jitboon, Smith, 55  
 Jošt Lešer, Valentina, 48  
 Kamieniecka, Malgorzata, 37  
 Kanraweekultana, Natratanon, 19  
 Karasek, Aneta, 29  
 Karmańska, Anna, 27, 32  
 Karpacz, Jarosław, 39  
 Kaszycka, Inga, 43  
 Kess, Pekka, 5, 25, 39, 47  
 Ketsarapong, Prapapan, 46  
 Ketsarapong, Suphattra, 46  
 Ketsawadi, Kittipat, 55  
 Khandee, Songwut, 55  
 Kherbach, Oualid, 41  
 Khongmalai, Orapan, 19, 22  
 Kifor, Claudiu Vasile, 21  
 Kiss, János, 33  
 Klammer, Julia, 33  
 Klimczak, Katarzyna, 38  
 Kocar, Sergeja, 48  
 Kohun, Frederick, 6  
 Kołbik, Jacek, 36  
 Komlósi, Edit, 6  
 Koralewski, Michał, 30  
 Koren, Andrej, 19, 49  
 Koren, Svit, 28  
 Kowalczyk, Piotr, 28  
 Kropsu-Vehkaperä, Hanna, 25, 39, 47  
 Kuo, Yen-Ku, 44, 45, 50, 51  
 Kuruczleki, Éva, 22, 39  
 Kwiatkowski, Tomasz, 53  
 Laczi, Renáta, 22, 39  
 Lahutta, Dawid, 22  
 Law, Kris M. Y., 14, 51  
 Lazarowicz, Edyta, 38  
 Lee, Chih-Hung, 46  
 Lee, Tzong-Ru (Jiun-Shen), 6  
 Leonarcik, Karolina, 36  
 Lesjak, Dušan, 5, 12, 13, 49, 58, 59  
 Limsakul, Sudathip, 55  
 Lin, Binshan, 5, 8, 13, 57, 58  
 Lin, Ru-Jen, 6  
 Lipowski, Marcin, 42, 45  
 Luminosu, Caius, 41  
 Lutek, Wojciech, 41  
 Mabić, Mirela, 49  
 Maček, Anita, 42  
 Mahmood, Shahriare, 39  
 Maicki, Piotr, 21  
 Majava, Jukka, 31, 40  
 Maneeniem, Punpada, 55  
 Marczuk, Yvonne Maria, 51  
 Marušić, Leonardo, 5  
 Mateescu, Adrian, 21, 31  
 Mateoc, Teodor, 54  
 Mateoc-Sirb, Nicoleta, 54  
 Matnok, Thongnak, 55  
 Mazurkiewicz, Kamil, 35  
 Mącik, Dorota, 42  
 Mącik, Radosław, 14, 42  
 Mądra-Sawicka, Magdalena, 44  
 Medrek, Marek, 26  
 Meeampol, Sasivimol, 26, 37

- Meenakan, Manassara Tanasamrit Nawin, 26  
 Meier, Claude, 27  
 Michalski, Rafał, 19  
 Michalski, Tomasz, 32  
 Miclea, Serban, 37  
 Mierzejewska, Małgorzata, 27, 38  
 Mihartescu, Ana-Andreea, 42, 44  
 Mirchova, Sophia, 32  
 Mocan, Marian, 49  
 Mocan, Marian Liviu, 41  
 Morawska, Natalia, 51  
 Moustaghfir, Karim, 5  
 Muhos, Matti, 40, 41  
 Nagit, Gheorghe, 51  
 Natek, Srečko, 4, 5, 8, 23  
 Nedelcu, Anisor, 20  
 Nezinsky, Eduard, 34  
 Ng, Ivan C., 29  
 Nicolaescu, Sergiu Stefan, 21  
 Niedźwiecka, Katarzyna, 29  
 Nieradka, Piotr, 24  
 Nitipan, Nattira, 55  
 Noonpakdee, Wasinee, 22  
 Novak, Anica, 48, 54  
 Numprasertchai, Haruthai, 6, 13, 58  
 On-Num, Chanasit, 55  
 Oprean, Camelia, 34  
 Palade, Horatiu Constantin, 21  
 Paliszkievicz, Joanna, 14, 15, 44  
 Paschek, Daniel, 41  
 Pastuszek, Zbigniew, 5, 13, 15, 59  
 Patimaviruj, Apisit, 55  
 Patthanajuthanun, Pipat, 55  
 Pawłowski, Mieczysław, 23  
 Pelle, Anita, 22, 39  
 Phangkasorn, Pannawich, 55  
 Phusavat, Kongkiti, 5, 13, 15, 39, 58, 59  
 Piasecka, Agnieszka, 23  
 Pintilie, Laura-Mirela, 27  
 Pirastu, Daiana, 46  
 Polák-Weldon, Réka, 6  
 Porada-Rochon, Małgorzata, 14  
 Prostean, Gabriela, 50  
 Przystupa, Adam, 41  
 Punpugdee, Nuttapon, 55  
 Punthakote, Weerachai, 55  
 Raica, Marius, 24  
 Rakasajaroen, Natee, 47  
 Rakowska, Anna, 5, 28, 59  
 Rassameethes, Bordin, 5, 12, 19, 47, 59  
 Ratajczak, Michał, 21  
 Ratajczyk, Monika, 43  
 Ratanakul, Pornpanit, 55  
 Räisänen, Teppo, 51  
 Reçi, Mixhait, 12, 13  
 Remeikiene, Rita, 6  
 Rennung, Frank, 41  
 Repanovici, Angela, 33  
 Riel, Andreas, 57  
 Rinke, Wolfram C., 31  
 Robu, Nicolae, 8  
 Rodpetch, Vimol, 37  
 Roessl, Dietmar, 33  
 Rotaru, Virgil, 24  
 Rożman, Laura, 49  
 Rungsattee wattana, Napat, 55  
 Rusu, Costache, 23  
 Rusu, Diana, 20  
 Rusu, Gabriela, 33  
 Saarela, Martti, 40  
 Sachakamol, Punnamee, 6, 13, 39, 46, 59  
 Sachs, Sybille, 27  
 Sang Chin, Kwai, 29  
 Sarca, Ioana Gabriela, 31, 32, 42  
 Sasu, Constantin, 45  
 Sato, Yuji, 24  
 Sawathsangson, Sukit, 46  
 Sawetsene, Kirati, 55  
 Schäfer, Adrienne, 33  
 Sebastio, Augusto, 6, 13, 20, 58  
 Serban, Robert Dumitru, 44  
 Serban, Viorel-Aurel, 5, 8, 12  
 Sevsek, Mitja, 34  
 Shala, Sabiha, 52  
 Silaghi-Perju, Dan Cristian, 32  
 Singhngern, Arom, 55  
 Sirbu, Olesea, 6, 13  
 Sirbu, Roxana Mihaela, 20  
 Sitko-Lutek, Agnieszka, 6, 14, 29, 58, 59  
 Skela Savič, Brigita, 48  
 Skrzypek, Adam, 22  
 Skurzyńska-Sikora, Urszula, 40  
 Slatineanu, Laurentiu, 51  
 Sliwinski, Adam, 32  
 Smalej, Olga, 53  
 Smrkolj, Marko, 6  
 Sobczyk, Genowefa, 45  
 Soniewicki, Marcin, 20  
 Sooksmarn, Suparerk, 6, 14, 26, 39  
 Srinammuang, Phanthipa, 37, 55

- Srisamut, Jiamjit, 55  
 Srisuwan, Kreangkrai, 55  
 Stamerra, Federica, 53  
 Stawasz, Danuta, 25  
 Stepanitskaya, Oxana, 53  
 Stöckl, Albert F., 31  
 Su, Ying-Yueh, 44, 50, 51  
 Sukmonthom, Thanapon, 36  
 Sunthondilokkun, Ampa, 55  
 Supanit, Ratchanok, 55  
 Sutipongtanapat, Theerapong, 55  
 Suwanrattanasri, Somchit, 55  
 Svetalekth, Thamrongsak, 36  
 Szafranek, Michał, 19  
 Szolno, Olga, 37  
 Štemberger Kolnik, Tamara, 48  
 Štempihar, Aleš, 5  
 Świerk, Joanna, 41  
 Tamasila, Matei, 36  
 Tanasescu, Cristina-Roxana, 34  
 Tangkongphanichkawin, Ittichate, 55  
 Tantipiromsuk, Kunyaratn, 55  
 Tawileh, Wissam, 50  
 Tăucean, Ilie, 21, 32, 36  
 Tepanon, Yodmanee, 55  
 Thipsombatwong, Parin, 55  
 Thueng-In, Chanin Surin Issara, 26  
 Tichkiewitch, Serge, 8, 11, 15, 57  
 Tisca, Ionela Adriana, 25  
 Tiuc, Daniel, 46  
 Todorović, Igor, 6, 13  
 Tongpoon, Vayu, 55  
 Tongpramoon, Chirawattana, 55  
 Tongrod, Rawisara, 55  
 Tosrisiritaworn, Natee, 55  
 Toth, Attila, 54  
 Trunk Širca, Nada, 5, 14, 15, 20, 27, 48, 52, 54, 59  
 Trunk, Aleš, 6, 48, 54  
 Trusculescu, Adelin, 25  
 Tumthien, Pensiri, 47  
 Turi, Attila, 49  
 Türkyilmaz, Ali, 6, 30  
 Twarowska, Małgorzata, 34  
 Tzong-Ru (Jiun-Shen), Lee, 41  
 Udriou, Razvan, 20  
 Uricchio, Antonio Felice, 5, 12, 49, 58  
 Vadhabukkana, Worrawat, 55  
 Vajjhala, Narasimha Rao, 25  
 Valach, Matej, 35, 38  
 Vargas-Hernández, Jose G., 6  
 Vassileva, Bistra, 15, 31  
 Vodopivec, Matija, 57  
 Vondrová, Andrea, 35, 38  
 Vucetic, Jelena, 25  
 Vukasović, Tina, 42, 43, 45  
 Wójcik, Paweł, 37  
 Wójcik-Karpacz, Anna, 54  
 Waneesorn, Chorpaka, 55  
 Weinschrott, Hugo, 21, 31, 40  
 Widz, Ewa, 35  
 Wiechetek, Łukasz, 19, 24, 26  
 Wisniewska, Magdalena, 25  
 Wongsoonthorn, Chalermchai, 55  
 Wongsorntham, AUSA, 37  
 Wrońska-Bukalska, Elżbieta, 36  
 Yam, Richard, 6  
 Yodvanich, Theptiya, 55  
 Younie, Sarah, 6  
 Zeitel-Bank, Natascha, 6  
 Zijlstra, Arthur, 6  
 Zinczuk, Bartłomiej, 53  
 Zwilling, Moti, 6, 23  
 Zybala, Monika, 47

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