Management Challenges in a Network Economy

Proceedings of the MakeLearn and TIIM International Conference

17–19 May 2017
Lublin • Poland

International School for Social and Business Studies, Slovenia
Maria Curie-Sklodowska University, Poland
Kasetsart University, Thailand
http://makelearn.issbs.si

Management, Knowledge and Learning
International Conference 2017
Technology, Innovation and Industrial Management
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Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn & TIIM 2017 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 2017 International Conference is Management Challenges in a Network Economy: Creativity and Education – Business Collaboration – Economic Activity – Information Technology.

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2017 in cooperation with co-organizers Maria Curie-Skłodowska University, Poland, and Kasetsart University, Thailand. The conference deals with continuous and never ending change in business environment. Progress in ICT and other technologies are transforming our environment, the way we live, work and the business landscape and society. We can see the growth of more dynamic networks and organizations generate new knowledge more quickly. In order to maximize the benefits, knowledge must be properly managed and exploited.

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 welcome 230 participants from 28 countries who will present 133 papers (54% paper acceptance rate). We would especially like to welcome our keynote speaker: Prof. Sang Chul Park from Korea Polytechnic University, Korea. We also thank everyone who helped us organise MakeLearn & TIIM 2017, and wish you all a successful conference and a pleasant stay in Lublin.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers
Maria Curie-Skłodowska University, Poland
Kasetsart University, Thailand
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&TIIM conferences
Dr. Stanisław Michałowski, Rector, Maria Curie-Skłodowska University, Poland
Dr. Viorel-Aurel Șerban, Universitatea Politehnica Timisoara, Romania, conference co-organiser of MakeLearn&TIIM 2016

Dr. Radosław Dobrowolski, Deputy Rector, Maria Curie-Skłodowska University, Poland, conference co-organiser of MakeLearn&TIIM 2017
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, EMUNI University, Slovenia; 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
Mr. Aleš Štempihar, IIBA Slovenia Chapter, Slovenia, co-organiser of MakeLearn 2011
Dr. Antonio Felice Uricchio, University of Bari Aldo Moro, Italy, conference co-organiser of MakeLearn & TIIM 2015
Dr. Hamid El-Zoheiry, EMUNI University, Slovenia, local co-organiser of MakeLearn 2014

Conference Board
Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia, conference chair
Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland, conference co-chair
Dr. Kongkiti Phusavat, Kasetsart University, Thailand, conference co-chair
Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, advisor to programme chair
Dr. Binshan Lin, Louisiana State University, USA, advisor to conference chair

Programme Board
Dr. Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland, programme chair
Dr. Anna Rakowska, Maria Curie-Skłodowska University, Poland, programme co-chair
Dr. Pornthep Anussornitisarn, Kasetsart University, Thailand
Dr. George Draghici, University Politehnica Timisoara, Romania
Dr. Malgorzata Porada-Rochon, Szczecin Univeristy, Poland
Dr. Susana de Juana Espinosa, Universidad de Alicante, Spain
Dr. Augusto Sebastio, University of Bari Aldo Moro, Italy
Dr. Anna Karmańska, Warsaw School of Economics, Poland
Dr. Witold Chmielarz, Warsaw University, Poland
Dr. Bart J. Debicki, Towson University, USA
Dr. Anca Draghici, University Politehnica Timisoara, Romania
Dr. Wojciech Dyduch, Katowice University of Economics, Poland
Dr. Aleksander Aristovnik, University of Ljubljana, Slovenia
Dr. Elena Andreevska, South East European University, FRYOM
Dr. Yasemin Bal, Yildiz Technical University, Turkey
Dr. Florian Bauer, MCI Management Center Innsbruck, Austria
Dr. Jaroslaw Banas, Maria Curie-Skłodowska University, Poland
Dr. Sabiha Shala, University of ‘Haxhi Zeka’ in Peje, Kosovo
Dr. Srečko Goić, University of Split, Croatia
Dr. Zsuzsana Horvath, Budapest Business School, Hungary
Dr. Ralf Isenmann, Munich University of Applied Sciences, Germany
Dr. Radoslaw Maćk, Maria Curie-Skłodowska University, Poland
Dr. Claude Meier, HWZ University for Applied Science Zurich, Switzerland
Dr. Adam Śliwiński, Warsaw School of Economics, Poland
Dr. Frederick Kohun, Robert Morris University, USA
Dr. Tzong-Ru (Jiun-Shen) Lee, National Chung Hsing University, Taiwan
Dr. Ru-Jen Lin, Lunghwa University of Science and Technology, Taiwan
Dr. Tomasz Michałowski, Warsaw School of Economics, Poland
Dr. Haruthai Numprasertchait, Kasetsart University, Thailand
Dr. Tomasz Parys, Warsaw University, Poland
Dr. Réka Polák-Weldon, University of Pannonia, Hungary
Dr. Lukasz Wiechetek, Maria Curie-Skłodowska University, Poland
Dr. Rita Remekiene, Kaunas University of Technology, Lithuania
Dr. Punnamedee Sachakamol, Kasetsart University, Thailand
Dr. Olesya Sirbu, Academy of Economic Studies of Moldova, Moldova
Dr. Jacek Szotysek, Katowice University of Economics, Poland
Dr. Suparerk Sooksmarn, Kasetsart University, Thailand
Dr. Oskar Szumski, Warsaw University, Poland
Dr. Ali Türkyilmaz, Nazarbayev University, Kazakhstan
Dr. Kris M. Y. Law, The Hong Kong Polytechnic University, Hong Kong, PR China
Dr. Janusz Wielki, Opole University of Technology, Poland
Dr. Natascha Zeitel-Bank, MCI Management Center Innsbruck, Austria
Dr. Moti Zwilling, College of Law & Business, Israel
Dr. Mohamed Buheji, University of Bahrain, Bahrain
Conference Aims

MakeLearn & TIIM 2017 conference theme focuses on Management Challenges in a Network Economy.

Today’s change in business is continuous and never ending. Progress in ICT and other technologies are transforming our environment, the way we live, work and the business landscape and society. We can see the growth of more dynamic networks and organizations generate new knowledge more quickly. In order to maximize the benefits, knowledge must be properly managed and exploited.

By combining the knowledge new opportunities may be created and more innovative responses implemented. Networking gives organizations flexibility and responsiveness.
# Conference Programme

## Wednesday, 17 May 2017 • Lublin Conference Centre

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>12.00–18.00</td>
<td>Registration</td>
</tr>
<tr>
<td>12.30–13.45</td>
<td>Concurrent sessions</td>
</tr>
<tr>
<td>13.45–15.00</td>
<td>Concurrent sessions</td>
</tr>
<tr>
<td>13.45–15.15</td>
<td>Guided tour of Lublin-city downtown</td>
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<tr>
<td>15.00–15.30</td>
<td>Break</td>
</tr>
<tr>
<td>15.15–16.45</td>
<td>Guided tour of Lublin-city downtown</td>
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<tr>
<td>15.30–16.45</td>
<td>Concurrent sessions</td>
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<tr>
<td>16.45–18.00</td>
<td>Concurrent sessions</td>
</tr>
<tr>
<td>18.00–18.30</td>
<td>Welcome addresses by:</td>
</tr>
<tr>
<td></td>
<td>Dr. Srečko Natek, International School for Social and Business Studies, Slovenia, general chair</td>
</tr>
<tr>
<td></td>
<td>Dr. Kongkiti Phusavat, Kasetsart University, Thailand, co-organizer</td>
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<tr>
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<td>Dr. Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland, co-organizer</td>
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<tr>
<td></td>
<td>Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland co-organizer</td>
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<tr>
<td>18.30–20.30</td>
<td>Welcome reception</td>
</tr>
<tr>
<td>20.00–22.00</td>
<td>Reception for rectors and invited guests, signatures of international bilateral agreements • Lublin Castle</td>
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## Thursday, 18 May 2017 • Lublin Conference Centre

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9.00–12.00</td>
<td>Registration</td>
</tr>
<tr>
<td>9.00–9.30</td>
<td>Conference opening:</td>
</tr>
<tr>
<td></td>
<td>Dr. Stanislaw Michałowski, Rector of the Maria Curie-Skłodowska University, Poland</td>
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<tr>
<td></td>
<td>Dr. Krzysztof Zuk, Major of Lublin, Poland</td>
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<td>HE Mr. Manasvi Srisodapol, Ambassador of the Kingdom of Thailand to Poland (TBC)</td>
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<td></td>
<td>Mr. Piotr Kowalczyk, Chairman of the Lublin City Council, Poland</td>
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<td></td>
<td>Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia</td>
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<tr>
<td></td>
<td>Organizing tips: Dr. Zbigniew Pastuszak and Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland</td>
</tr>
<tr>
<td>9.30–10.15</td>
<td>Keynote speech: East Asian Economic Miracle as Implications for East European Countries</td>
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<td></td>
<td>Prof. Sang Chul Park, Korea Polytechnic University, Seoul, Korea</td>
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<tr>
<td></td>
<td>Discussion</td>
</tr>
</tbody>
</table>
10.15–11.00  Coffee break with official photo session
11.00–11.30  Business Practice Case Study: Business Leadership in the Networked Economy
Mrs. Lorraine Warne, Director/Founder, Cambridge Inner Game Leadership, University of Cambridge, United Kingdom
Discussion
11.30–12.30  Academic Leadership Forum
Dr. Dušan Lesjak, International School for Social and Business Studies, Slovenia
Dr. Radoslaw Dobrowolski, Vice Rector for Research and International Cooperation, Maria Curie-Skłodowska University, Poland
13.00–14.00  Lunch
14.00–16.00  Optional: UMCS academic ceremony of awarding the Honorary Professor title to Dr. Kongkiti Phusavat from Kasetsart University, Thailand (event will be held at the Faculty of Economics)
14.00–14.30  Pearson – Personalized Learning Solutions (presentation)
16.00–16.30  Coffee break
16.30–17.45  Concurrent sessions
17.45–19.00  Concurrent sessions
19.00  Meeting point (LCC), walk to the Hotel Victoria Restaurant
19.30–22.00  Gala dinner and social event with Best-Paper and Lion Award announcement • Victoria Hotel Restaurant

Friday, 19 May 2017 • Lublin Conference Centre
8.00–9.00  Sponsor Sessions: Professional software for education based on Balanced Score Card idea – Solet Ltd.
9.00–13.00  Exhibition of Journals
10.30–11.30  Editors’ Panel: Insights from Journal Editors
11.30–12.15  Coffee break/snack lunch with networking for publishing opportunities
13.15–18.00  Free afternoon
18.00  Meeting point (LCC) • walk to the Alan Hugs Restaurant
18.30–20.30  Dinner and academic networking in the Alan Hugs Restaurant
Sessions Timetable

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>#1</th>
<th>#2</th>
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<th>#4</th>
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<tbody>
<tr>
<td>Wednesday, 17 May 2017</td>
<td>12.30–13.45</td>
<td>A1</td>
<td>E1</td>
<td>D1</td>
<td>C3</td>
</tr>
<tr>
<td></td>
<td>13.45–15.00</td>
<td>A2</td>
<td>E2</td>
<td>D2</td>
<td>F1</td>
</tr>
<tr>
<td></td>
<td>15.30–16.45</td>
<td>B1</td>
<td>E3</td>
<td>D3</td>
<td>G1</td>
</tr>
<tr>
<td></td>
<td>16.45–18.00</td>
<td>B2</td>
<td>C1</td>
<td>E4</td>
<td>G2</td>
</tr>
<tr>
<td>Thursday, 18 May 2017</td>
<td>16.30–17.45</td>
<td>A3</td>
<td>C2</td>
<td>E5</td>
<td>F2</td>
</tr>
<tr>
<td></td>
<td>17.45–19.00</td>
<td>A4</td>
<td>B3</td>
<td>D4</td>
<td>G3</td>
</tr>
</tbody>
</table>

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)
- Human resource management (B1, B2, B3)
- Innovation (C1, C2, C3)
- Economics (D1, D2, D3, D4)
- Business and Entrepreneurship (E1, E2, E3, E4, E5)
- Marketing (F1, F2)
- Education and training (G1, G2, G3)

Post-Conference Programme

Friday, 19 May 2017 • Lublin Conference Centre \(\) and Faculty of Economics \(\)

- Seminar on Starting/Developing/Managing an International Scientific Journal
- Workshop on Publishing for Young Researchers ‘Message-Driven Writing: A Technique for Bringing Order to the Creative Process’
Venue Map

1. Lublin Conference Centre
2. Faculty of Economics
3. Victoria Hotel Restaurant
4. Alan Hugs Restaurant
5. IBB Grand Hotel Lublinianka
6. Mercure Lublin Centrum
7. Hotel Wieniawski
8. Hotel Europa
9. Lublin-city downtown
10. Lublin Castle
Major three East Asian countries such as Japan, Korea, and China have succeeded in rapid industrialization processes although China is still in an ongoing process with high economic growth. Japanese and Korean economic development cases are still regarded as economic miracle owing to their rapid reconstruction from the Second World War and the Korean Civil War. Other small East Asian tigers such as Hong Kong, Singapore, and Taiwan belong also to this category although they did not experience the mass destruction.

Since the Fall of Berlin Wall in 1989, Eastern European nations such as Poland, Czech Republic, Slovakia, and Hungary are in an economic transition period and have experienced high economic growth. Among these, Poland has been a core nation due to its economic size. In order to develop further, four Eastern European countries may need a development model. East Asian economic development experiences particularly Japanese and Korean cases could be one of the models.

Sang-Chul Park has received PhD degrees in political science in 1993 in Germany and economics in 1997 in Sweden. His dissertations discussed Technopolises in Japan. He also passed a habilitation examination (full professorship) in political science in 2002 in Germany as well as a docent evaluation (Swedish habilitation) in economics in 2004 in Sweden. He is currently a Full Professor at Graduate School of Knowledge based Technology and Energy, Korea Polytechnic University and Adjunct Professor at Center for Science-based Entrepreneurship, Korea Advanced Institute of Science and Technology (KAIST), South Korea. He was also a Private Dozent at Justus Liebig University in Giessen, Germany and Visiting Professor at Gothenburg University, Sweden. He served as Associate Professor at Gothenburg University, Sweden from 2001 to 2003 and as Associate Professor at Okayama University, Japan from 2003 to 2006. He also stayed as Visiting Professor at Fudan University, China in 2014 and as Visiting Scholar at Asian Development Bank Institute, Japan in 2014. His research interests concern industrial policy and regional development and studies on innovation systems and on science parks and innovative clusters in particular. Currently his research areas are expanded toward energy policy, sustainable development strategy, high technology ventures and international business and trade.
Academic Leadership Forum

Forum Chair: Dr. Zbigniew Pastuszak
Maria Curie-Skłodowska University, Poland

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

The Academic Leadership Forum aims to bring distinguished rectors, vice-rectors, deans, associate deans and other leaders in higher education from around the world to share their ideas about management challenges in a network economy.

Forum Members:
Dr. Pekka Kess, University of Oulu, Finland
Dr. Frederick Kohun, Robert Morris University, USA
Dr. Bordin Rassameethes, Kasetsart University, Thailand
Dr. Dugagjin Sokoli, University College, Kosovo
Insights from Journal Editors

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

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.

Scopus-Indexed Journal Editors’ Panel

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

Dr. Zbigniew Pastuszak, Editor-in-Chief
*International Journal of Management & Enterprise Development*
Maria Curie-Skłodowska University, Poland

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

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

Dr. Janusz Grabara, Editor-in-Chief
*Polish Journal of Management Studies*
Faculty of Management of Czestochowa University of Technology, Poland

Academic Publications Panel

Dr. Tzong-Ru (Jiun-Shen) Lee, Editor-in-Chief
*Communications of the International Information Management Association*
National Chung Hsing University in Taiwan, ROC

Dr. Olesa Sirbu, Editor-in-Chief
*Eastern European Journal for Regional Studies*
Academy of Economic Studies of Moldova, Moldova

Dr. Haruthai Numprasertchai, Editor-in-Chief
*International Journal of Business Development and Research*
Kasetsart University, Thailand
Editors’ Panel with Exhibition of Journals

Dr. Antonio Felice Uricchio, Editor-in-Chief
Dr. Augusto Sebastio, Associate Editor
*International Journal of Law and Digital Society*
University of Bari Aldo Moro, Italy

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

Dr. Anna Rakowska, Editor-in-Chief
*International Journal of Synergy and Research*
Maria Curie-Skłodowska University, Poland

Dr. Marcin Lipowski, Guest Editor of Special Issue
*International Journal of Synergy and Research*
Maria Curie-Skłodowska University, Poland

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

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

ToKnowPress
BANGKOK • CELJE • LUBLIN
www.toknowpress.net
Network Economy and IT: Creativity and Knowledge – Business Collaboration

Globalization, intense competition, demanding customers, regulatory changes, and the relentless progress of technology – all are the factors that accrue high on the list of key challenges affecting business. How do they respond? The marsh message is – if they do not respond they will not survive, and today change is continuous and never ending.

Progress in ICT and other technologies is so dramatic that it’s fundamentally transforming our environment, the way we live, work and the business landscape and society itself. What is happening today is the growth of more dynamic networks, and a new layer of value on top information – knowledge. Organizations need to access knowledge that they don’t have and to generate new knowledge and commercialize it more quickly. The fundamental argument is that knowledge is an important contributor to the performance, value and future prosperity of an organization. In order to maximize the benefits, knowledge must be properly managed and exploited. Too frequently, companies do not know what they know, thereby reinventing the wheel, or fail to apply best practice because the knowledge has not been shared.

In the knowledge economy connections and collaboration add value. Combine knowledge from different perspectives and you can create new opportunities and respond to challenges in innovative ways. Networking gives organizations flexibility and responsiveness. For discussion: How universities operate in such society and how they collaborate within?

**Forum Chair: Dr. Jan Chadam**
Maria Curie-Skłodowska University & Polish LNG Company, Poland

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

**Forum Members**
Mr. Marcelo Catalá, President of the Board, CEMEX Poland, Poland
Dr. Kwai-Sang Chin, City University of Hong Kong, Hong Kong
Dr. Bart J. Debicki, Towson University, USA
Dr. Anca Draghici, Politehnica University of Timisoara, Romania
Mr. Bashkim Greçevci, Center for Educational Research and Development, Kosovo
Dr. Susana de Juana Espinosa, University of Alicante, Spain
Dr. Tzong-Ru (Jiun-Shen) Lee, National Chung Hsing University, Taiwan
Dr. Kongkittiv Phusavat, Kasetsart University, Thailand
Dr. Ali Türkyılmaz, Nazarbayev University, Kazakhstan
Dr. Bistra Vassileva, University of Economics Varna, Bulgaria
Dr. Sabiha Shala, University of ‘Haxhi Zeka’ in Peja, Kosovo
Dr. Moti Zwilling, Ariel University, Israel
Inclusion of Roma and Migrants in Schools
Trainings, Open Discussions
and Youth Volunteering Activities

Nursing as a Scientific Discipline in Slovenia
Academic Networking

MakeLearn & TIIM 2017 international conference includes special opportunities for academic networking:

• Gala dinner and social event in Victoria Hotel Restaurant (Thursday, 18 May)
• Dinner in Alan Hugs Restaurant (Friday, 19 May)
• Optional excursion to Zamoyski Palace at Kozłówka (Saturday, 20 May)

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 for development and publishing joint scientific articles.
A1 Knowledge Management and Information Technologies 1

Session Chair: Ladislav Burita

The Effective Working with Tovek Tools
Ladislav Burita, University of Defence and Tomas Bata University, Czech Republic
Kamil Halouzka, University of Defence, Poland
Keywords: information analysis, Tovek Tools, knowledge management system, education, research
Full Text

The Analysis of the Implementation of E-Administration Services by the Representatives of Generation Y in Poland
Michał Szafranek, Maria Curie-Skłodowska University, Poland
Keywords: e-Administration, generation Y, digital services, e-government
Full Text

Intergenerational Cooperation at the Company and Knowledge Transfer
Katja Kokovnik and Gregor Jagodič, International School for Social and Business Studies, Slovenia
Keywords: intergenerational cooperation, knowledge, training, knowledge transfer
Abstract

Daniel Paschek, Adelin Trusculescu, Adrian Mateescu, and Anca Draghici
Politehnica University of Timisoara, Romania
Keywords: business process as a service, business process management, business process outsourcing, IT-service management, SMAC
Full Text

DEA Supported ANN Approach to Operational Efficiency Assessment of SMEs
Hidayet Talha Kus and Muhammed Enis Bulak, Istanbul University, Turkey
Ali Türkyılmaz, Nazarbayev University, Kazakhstan
Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland
Keywords: operational efficiency, DEA, neural networks, classification, SMEs
Full Text

The Application of Computer Systems Used in Logistics Centres by Courier Companies
Tomasz Szczepanik, Beata Skowron-Grabowska, Joanna Nowakowska-Grunt, and Anna Brzozowska, Politechnika Częstochowska, Poland
Keywords: logistics centre, courier company, computer systems, IT
Abstract
A2 Knowledge Management and Information Technologies 2

Session Chair: Moti Zwilling

Knowledge Codification: The Knowledge Management Systems Perspective
Srečko Natek, International School for Social and Business Studies, Slovenia
Moti Zwilling, Ariel University, Israel
Keywords: knowledge codification, knowledge storage, knowledge management system, knowledge management, information technology
Full Text

The Impact of IT Empowerment Effect on Improving Competitive Advantage Regarding Interfering Manufacture Variables
Sima Radmanesh and Amin Tavakoli, South Pars Gas Complex, Iran
Keywords: competitive advantage, information technology, production, efficiency, quality
Full Text

ICT-Based Social Networks: Friend or Foe?
Alexandra Ioanid and Cezar Scarlat, University Politehnica of Bucharest, Romania
Keywords: information & communication technology (ICT), technology-human interaction, social networks, cyber-environment, cyber-criminality, cyber-attack, cybersecurity
Abstract

Outsourcing in the Management of the Public Hospitals in Lublin Voivodeship
Marta Cholewa-Wiktor, Lublin University of Technology, Poland
Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland
Keywords: outsourcing, public hospitals, the methods of managing a hospital, hospital management
Full Text

Development of a Systematic Model for Improving Software Quality in the Financial Service Organization
Hok-Ling Lee and Kwai-Sang Chin, City University of Hong Kong, Hong Kong
Keywords: software engineering, regulatory, quality management, knowledge management, finance
Full Text

Digital Transformations, Quantity and Quality Business Models
Irena Hejduk, Warsaw School of Economics, Poland
Jarosław Sokolnicki, Kozminski University, Poland
Keywords: digital transformation, business models, innovations, new technologies
Abstract
A3 Knowledge Management and Information Technologies 3

Session Chair: Ali Türkyilmaz

A Comparison of the Impact of Social Technologies on Empowerment:
Poland and Turkey
Fatih Çetin, Ömer Halisdemir University, Turkey
Özlem Atay, Ankara University, Turkey
Joanna Paliszkiewicz, Warsaw University of Life Sciences, Poland
Jeretta Horn Nord, Oklahoma State University, USA
Keywords: social technologies, women, empowerment, Internet, Poland, Turkey

Abstract

Food-Law Copyright in the Italian Kitchen
Augusto Sebastio, University of Bari, Italy
Keywords: food-Law, copyright, intellectual property, recipes, taste and shape

Full Text

The Content of Mission Statements of Slovenian HE Institutions
Jasmina Zeme and Kristijan Breznik,
International School for Social and Business Studies, Slovenia
Keywords: mission statements, higher education, network analysis, network islands

Full Text

Diagnosis of Knowledge Management in Companies
Dorota Chmielewska-Muciek, Maria Curie-Sklodowska University, Poland
Keywords: knowledge management, knowledge management process, company, IT sector

Abstract

A Wider Analysis of Bricolage, Breakthrough and the Related Paper
by Garud and Karnoe
Prateek Kulkarni, United Kingdom
Keywords: bricolage, breakthrough, incremental innovation, radical innovation

Full Text

Smart Mirror-Network Architecture Based on IOT and Cloud Computing Technology
Salu George and Narasimha Rao Vajjhala, American University of Nigeria, Nigeria
Keywords: internet of things, RFID, WSN, smart mobile, smart mirrors, CoAP, REST, cloud computing

Full Text
A4 Knowledge Management and Information Technologies 4

Session Chair: Kris M. Y. Law

Knowledge Management and Organizational Performance: Literature Review
Andréj Novak, International School for Social and Business Studies, Slovenia
Keywords: knowledge management, knowledge management processes, knowledge infrastructure elements, organizational performance

Full Text

How Organizational Learning and Knowledge Management Affect Innovation Capacity of SMEs in China?
Kris M. Y. Law, The Hong Kong Polytechnic University, Hong Kong
Kristijan Breznik, International School for Social and Business Studies, Slovenia
Keywords: organizational learning, knowledge management, innovation capacity, small and medium firms, China

Abstract

A Proposed Model for Evaluate Organizational Safety Culture
Alin Gaureanu, Anca Mocan, Anca Draghici, and Corina Dufour
Politehnica University of Timisoara, Romania
Keywords: safety culture, safety leadership, safety behavior, safety management system, health and safety performance, model, evaluation

Full Text

Innovative Competency Model of Thai Banking in Digital Economy
Orapan Khongmalai, Thammasat University, Thailand
Keywords: innovative competency, knowledge transfer, digital economy

Abstract

Use of ICT/Web in Higher Education in Croatia: The Case of Economics and Management Studies
Josip Mesarić, Faculty of Economics in Osijek, Croatia
Keywords: higher education, Croatia, modified Technology Acceptance Model, ICT

Abstract

A Discussion of a Cultural Model in Consideration for Managing in a Networked Economy
Robert Skovira and Frederick Kohun, Robert Morris University, USA
Vladimir Burcik, Comenius University, Slovakia
Dušan Lesjak, University of Primorska, Slovenia
Keywords: Hofstede, cultural model, cultural dimensions, cultural bounded rationality, social environments, moral social circles, mental programs

Abstract
B1 Human Resource Management 1

Session Chair: Marzena Fryczyńska

**Employees’ Adaptation as a Critical Element of Human Resources Management: A Case Study**
Monika Jakubiak and Magdalena Kondas, Maria Curie-Skłodowska University, Poland
Keywords: employees, employee’s adaptation, human resources management, HRM

**Abstract**

**Employment of Young People and Their Approaches to Find a Job**
Katja Kokovnik and Gregor Jagodič, International School for Social and Business Studies, Slovenia
Keywords: young people, employment, job search, competences, motives for employment

**Full Text**

**Career or Employability: How Networking Competences Determine Them**
Marzena Fryczyńska and Alena Ivanova, Warsaw School of Economics, Poland
Keywords: employability, career success, networking, competence networking, competencies

**Full Text**

**A Diagnosis of Polish Start-Ups**
Agnieszka Sitko-Lutek and Patrycja Marzec, Maria Curie-Skłodowska University, Poland
Keywords: start-ups, start-ups’ ecosystems, entrepreneur, Polish market

**Abstract**

**Organizational Trust and Normative Commitment**
Dagmara Lewicka, Paulina Karp-Zawlik, and Monika Pec, AGH University of Science and Technology, Poland
Keywords: organizational trust, normative commitment, horizontal trust, normative team commitment

**Abstract**
B2 Human Resource Management 2

Session Chair: Ming-Chu Yu

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

Ming-Chu Yu, National University of Tainan, Taiwan
Keywords: human resource management practices, corporate social responsibility, corporate social performance, institutional theory
Full Text

Differences in Job Expectations and Engagement among Representative of Generations X and Y
Edyta Kozak, Maria Curie-Skłodowska University, Poland
Keywords: generation X, generation Y, job expectations, engagement
Abstract

Active Membership in Students Organizations as an Opportunity for Interpersonal and Organizational Skills Development
Ewelina Berlińska, Maria Curie-Skłodowska University, Poland
Keywords: students’ organizations, interpersonal and organizational skills, human resources, young candidate, skills development
Abstract

The Advantages and Disadvantages of Working Remotely from the Perspective of Young Employees
Magdalena Kłopotek, Maria Curie-Skłodowska University, Poland
Keywords: remote work, employee, workplace, remote workers
Abstract
B3  Human Resource Management 3

Session Chair: Claude Meier

Stress Management in Enterprise: Implementation Features and Ways of Development
Oleh Kuzmin, Olha Melnyk, Mykhailo Honchar, and Olena Tyvonchuk, Lviv Polytechnic National University, Ukraine
Keywords: management, crisis management, stress management, deviation, management tools, enterprise

Abstract

Organizational Citizenship Behavior of Polish and Ukrainian Civil Servants: A Comparative Study
Marzena Cichorzewska, Lublin University of Technology, Poland
Anna Rakowska, Maria Curie-Sklodowska University, Poland
Keywords: organizational citizenship behavior, public employees, job satisfaction, public sector M

Abstract

Establishing a Digital Leadership Barometer for Small and Medium Enterprises
Claude Meier, Sybille Sachs, Christian Stutz, and Vanessa McSorley, University of Applied Sciences Zurich (HWZ), Switzerland
Keywords: digital leadership, digitalization, Delphi study, questionnaire, barometer

Full Text

Global Teams Using Local Knowledge: A Case Study in Latin American Regional Development
Blanca Garcia, America Martinez, and Alicia Leal, Monterrey Institute of Technology and Higher Education, Mexico
Keywords: human capital, knowledge management, global teams, knowledge economy networks, regional development

Abstract
C1  Innovation 1

Session Chair: Sophia Mirchova

Critical Operations Capabilities in a High Cost Environment: A Grey Relational Analysis
Ewout Reitsma, Cinzia Sansone, and Per Hillefth, Jönköping University, Sweden
Keywords: operations strategy, priority, capability, high cost environment, grey relational analysis, Sweden

Forecasting the Number of Passengers Serviced at the Maritime Ports in Bulgaria
Sophia Mirchova, SWU ‘Neofit Rilski,’ Bulgaria
Keywords: maritime transport, forecasting passengers, sea ports, single or simple exponential smoothing method, strategic documents

The Model of Integrated System for Customers Behaviour Analysis
Bartosz Bodziak, Maria Curie-Skłodowska University, Poland
Keywords: customer behaviour, IoT, big data, MkIS, indoor positioning systems

Interconnection between Knowledge Management and Innovation: An Overview of Good Practices at Home and Abroad
Tina Vukasović, International School for Social and Business Studies, Slovenia
Keywords: innovation, knowledge management, good practices, Slovenia, foreign markets
C2  Innovation 2
Session Chair: Susana de Juana-Espinosa

Are Spanish Local Governments prepared for Digital Era Governance?
Susana de Juana-Espinosa and Jorge Valdes-Conca, University of Alicante, Spain
Lourdes Canos-Daros, The Technical University of Valencia, Spain
Keywords: digital era governance, e-government, Spain, stakeholders, fuzzy numbers, network management
Full Text

Adoption Model of C2c E-Commerce: A Conceptual Framework from Consumer Perspectives in Indonesia
Farah Alfanur and Yasuo Kadono, Ritsumeikan University, Japan
Keywords: C2C e-commerce, technology adoption, consumer perspective, behavioral intention, purchase decision
Abstract

A Proposed Model for Measuring Performance of the University-Industry Collaboration in Open Innovation
Anca Draghici, Larisa Ivascu, Adrian Mateescu, and George Draghici, Politehnica University of Timisoara, Romania
Keywords: university, industry, collaboration, knowledge management, performance model
Abstract

How Positive Relationships at Work stimulate the Innovation Orientation of Social Enterprises and For-Profit Organizations
Aldona Glińska-Neweś, Agata Sudolska, Agnieszka Furmańska-Maruszak, and Joanna Wińska, Nicolaus Copernicus University, Poland
Keywords: positive relationships at work, social enterprises, innovation, innovation-orientation
Abstract

Global Definition of the Term Innovation: The Social Factors Influencing Individual Understanding
Justin Fruehauf and Frederick Kohun, Robert Morris University, USA
Dušan Lesjak, University of Primorska, Slovenia
Celina Solek-Borowska, Warsaw School of Economics, Poland
Joanna Paliszkiewicz, University of Life Sciences, Poland
Keywords: innovation, innovation education, innovation dissemination, information innovation, vocational education
Abstract
C3 Innovation 3

Session Chair: Adam Śliwiński

The Remotely Piloted Aircraft Systems use in Industry and Agriculture Assessment and Perspectives
Michał Ratajczak, Maria Curie-Skłodowska University, Poland
Keywords: drone, unmanned aircraft, economy, agriculture

Abstract

Insurance Innovation Assessment Model: Reference Object
Adam Śliwiński, Anna Karmańska, and Tomasz Michalski
Warsaw School of Economics, Poland
Keywords: innovations, insurance, insurance processes, mapping, benchmark objects

Abstract

National Culture as a Determinant of Innovativeness
Jakub Czerniak and Vitaliy Smygur, Maria Curie-Skłodowska University, Poland
Keywords: national culture, determinants of innovativeness, innovation-friendly national cultures, fostering innovations

Abstract

Factor Affecting Innovation in the Frozen Food Industry
Anyanitha Distanont, College of Innovation, Thailand
Keywords: technological innovation, product innovation, process innovation, market orientation, frozen food industry

Abstract

An Analysis of the Impact of Chinese Culture on Quality Management in Light of the Chinese Value Survey
Chi Kuen Ivan Ng, Capstone Enterprises Ltd., Hong Kong
Keywords: Six Sigma, organizational culture, Chinese culture, quality management, guanxi

Full Text
Economics 1

Session Chair: Elżbieta Wrońska-Bukalska

Media Monitoring, Crisis Public Relations and Enterprise Performance
Zeming Yuan, Lin Fan Tianjin, and Yu Jin, Tianjin University of Finance and Economics, China
Keywords: media monitoring, crisis public relations, enterprise performance, property right
Full Text

XBRL – Digital Format for Financial Reporting
Katarzyna Klimczak, Warsaw School of Economics, Poland
Keywords: XBRL, extensible business reporting language, financial reporting, digital reporting
Abstract

Foreign Investors on the Stock Market in Poland
Ewa Widz, Maria Curie-Skłodowska University, Poland
Keywords: market activity of investors, foreign investors, exchange fluctuations, turnover value
Abstract

Capital Allocation Across Industries: The Case of Hotel and Restaurants Sector and Energy Sector
Elżbieta Wrońska-Bukalska, and Kamil Mazurkiewicz, Maria Curie-Skłodowska University, Poland
Keywords: economics, business analysis, capital allocation, capital structure, assets structure, hotel and restaurant sector, energy sector
Full Text

Virtual Enterprise and Performance Measurement Systems: New Challenges for Management Accounting
Anna Karmańska, Warsaw School of Economics, Poland
Keywords: IT, virtual enterprise, performance measurement, costs measures, managerial/management accounting
Abstract

The Problem of Public Debt in Poland and Methods of Stabilizing the Debt
Jan Braun and Jolanta Szólno-Koguc, Maria Curie-Skłodowska University, Poland
Keywords: public debt, cause of the public debt, stabilizing debt levels, budget deficit
Full Text
D2 Economics 2

Session Chair: Matei Tamasila

The Situation of SME in Poland by Province
Jacek Kołbik, Maria Curie-Sklodowska University, Poland
Keywords: SME, enterprises, Poland, entrepreneurship

Abstract

Firms – Financial Constraints and Structure of Investment: An Application on R&D Sector of Largest EU Countries
Claudiu Tiberiu Albulescu, Serban Miclea, Matei Tamasila, and Mihaela Vartolomei, Politehnica University of Timisoara, Romania
Keywords: structure of investment, financial constraints, firm-level data, comparative study, panel data analysis

Abstract

Firms – Financial Performance and Investment: A Panel Data Analysis Applied to Wine Industry from CEE Countries
Claudiu Tiberiu Albulescu, Anca Draghici, Simina Silvana Suciu, and Ilie Mihai, Politehnica University of Timisoara, Romania
Keywords: firm investment, wine industry, capitalization, liquidity, profitability, CEE countries

Abstract

Evolution of Intangible Assets Recognised in a Statement of Financial Position
Katarzyna Bareja, Marta Gawart, and Magdalena Giedroyć, Warsaw School of Economics, Poland
Keywords: intangible assets, accounting, financial reporting, asset recognition

Abstract

Micro-Enterprises as Exporters in Northern Sparsely Populated Areas
Harri Jokela, Eija-Riitta Niinikoski, and Matti Muhos, University of Oulu, Finland
Keywords: micro-enterprises, export, sparsely populated area, statistics

Full Text

Determinants of the use of Computer Games in the Teaching Process
Witold Chmielarz and Oskar Szumski, University of Warsaw, Poland
Keywords: computer games, e-gamers, e-gamers behaviour, didactic process

Full Text
Economics

D3 Economics 3

Session Chair: Małgorzata Mierzejewska

Automatic Tax Controller Concept Based on SAF-T
Małgorzata Mierzejewska, Warsaw School of Economics, Poland
Keywords: tax fraud, standard audit file tax, automatic tax control, tax gap, predictive models
Abstract

From Insurance Ombudsman to Financial Ombudsman
Anna Jańska, Maria Curie-Skłodowska University, Poland
Keywords: insurance ombudsman, financial ombudsman, the insured, the rights of the insured
Abstract

Long-Term Unemployment as a Problem of the Polish Labour Market
Karolina Jasińska, Maria Curie-Skłodowska University, Poland
Keywords: labour market, labour law, human capital, economics, long-term unemployment
Abstract

Expectations of Students of Economic Studies Regarding Labour Market
Magdalena Panasiuk, Maria Curie-Skłodowska University, Poland
Keywords: students of economic studies, labour market, expectations regarding labour market, economics
Abstract

The Influence of the Brand and the Effect of the Country of Origin on the Purchase
Usama Daya, Maria Curie-Skłodowska University, Poland
Keywords: purchase decisions, internationalization, brand, cars
Abstract

Current Problems of Preparation and Presentation of Consolidated Financial Statements
Volodymyr Voskalo, Zoryana Skybinska, and Natalia Voskalo, Lviv Polytechnic National University, Ukraine
Keywords: consolidated financial statements, users of consolidated financial statements, methods of consolidation, goodwill on consolidation
Abstract
D4  Economics 4

Session Chair: Eija-Riitta Niinikoski

**European Cohesion Policy and Structural Funds in Sparsely Populated Areas:**
**Case University of Oulu, Oulu Southern Institute**
Laura Kelhä, Eija-Riitta Niinikoski, and Ville Isoherranen, University of Oulu, Finland
Keywords: European cohesion policy, regional development, structural funds, sparsely populated areas, third task of universities

*Abstract*

**The Debt Level of Communes in Lubelskie Voivodship Analysis in Years 2010–2015**
Karolina Leonarcik, Maria Curie-Skłodowska University, Poland
Keywords: commune, debt analysis, individual debt ratio, budget deficit

*Full Text*

**Factors Determining the Choice of Place of Residence for MCSU’s Students**
Jan Choma and Ewelina Berlińska, Maria Curie-Skłodowska University, Poland
Keywords: real estate market, finances, students, making a decisions, marketing, renting flats

*Abstract*

**Impact of Human Capital on Company’s Value**
Edyta Ilczuk, Maria Curie-Skłodowska University, Poland
Keywords: company valuation, value of human capital, human capital, financial method

*Full Text*

**Development of Reits in the US and the EU: The Impact of Tax Incentives**
Małgorzata Twarowska, Maria Curie-Skłodowska University, Poland
Keywords: REIT, investment fund, tax incentives, real estate market

*Abstract*

**Investigating the Asymmetry of the Oil Price Pass-Through to Pump Prices: The Case of Turkey**
Fela Özbey and Görkemli Kazar, Mersin University, Turkey
Keywords: oil prices, pass-through, asymmetry, Nonlinear Autoregressive Distributed Lag model

*Abstract*
E1 Business and Entrepreneurship 1

Session Chair: Matti Muhos

Promptness of Payments for Goods and Services Supplied among Polish Enterprises compared to European Union Countries
Magdalena Mulawa, Maria Curie-Skłodowska University, Poland
Keywords: trade receivables, trade credit, promptness of payments, late payments
Full Text

Perception of Digital Marketing Tools in New Micro-Enterprises
Lari Isohella, Eeva-Liisa Oikarinen, Martti Saarela, Matti Muhos, and Tuulia Nikunen
University of Oulu, Finland
Keywords: new micro-enterprise, start-up, digital marketing, perceptions of digital marketing, Finland
Full Text

Critical Incidents of Growth in Nordic E-Health Service Start-Ups
Martti Saarela, University of Oulu, Finland
Daniel Örtqvist, University of Luleå, Sweden
Anna-Mari Simunaniemi and Matti Muhos, University of Oulu, Finland
Keywords: eHealth, healthcare, start-up, entrepreneurship, growth, Finland, Sweden
Abstract

Lean Management Fundamentals with Regards to Services
Wieslaw Urban, Bialystok University of Technology, Poland
Keywords: lean management, lean service, lean principles, service science, service co-production
Abstract

Impact of Refugee and Migration Crisis on Greek Tourism Destinations
Rouska Krasteva, and Efstratios Pantelis,
South-West University ‘Neofit Rilski,’ Bulgaria
Keywords: refugee crisis, migration crisis, Greek islands, impacts on tourism
Abstract

Open Access, Toll Access, and Hybrid Journals: New (and Not So New) Business Models in Academic Publishing
Alen Ježovnik, University of Primorska, Slovenia
Keywords: open access, journals, publishing
Abstract
**E2  Business and Entrepreneurship 2**

Session Chair: Mariusz Hofman

**The Early Stages of Growth in Micro-Firms**
Kai Hänninen, Harri Jokela, Martti Saarela, and Matti Muhos, University of Oulu, Finland
Keywords: stages of growth, growth, micro-firm, micro-entrepreneurship

[Full Text](#)

**Early Stages of Growth in Social and Healthcare Service Business**
Anna-Mari Simunaniemi, Matti Muhos, and Martti Saarela, University of Oulu, Finland
Keywords: growth management, early stages of growth, social and healthcare business, service business, SMEs, critical incident technique, case study

[Full Text](#)

**Theoretical Framework for Value Creation in Project Oriented Companies**
Mariusz Hofman, Maria Curie-Skłodowska University, Poland
Keywords: value creation, project oriented company, structural equation modelling

[Abstract](#)

**Polish Enterpreneurs’ Projects on Polish Crowdfunding Sites**
Jarosław Macios, Maria Curie Skłodowska University, Poland
Keywords: crowdfunding, business projects, social funding, entrepreneurs

[Abstract](#)

**The Application and Role of Management Accounting and Controlling Methods in Family Businesses**
Krisztina Németh and Szilárd Németh, Budapest Business School, Hungary
Keywords: family business, management accounting, controlling, succession process

[Full Text](#)

**An Enterprise as a Participant of the Global Information Space**
Tomasz Lis and Janusz K. Grabara, Politechnika Częstochowska, Poland
Keywords: information plane, competitive advantage, market dynamics

[Full Text](#)
E3  Business and Entrepreneurship 3

Session Chair: Piotr Maicki

The Governance of Member-Focused and Third-Party-Focused Cooperatives
Dietmar Roessl, Research Institute for Cooperation and Cooperatives, Austria
Martina Pieperhoff, Research Institute for Cooperation and Cooperatives, Austria
Katie Hyslop, Institute for Small Business Management and Entrepreneurship, Austria
Keywords: cooperatives, trust, reciprocity, governance mechanisms

Abstract

Aspects Related to Business Ethics for Small and Medium Size Companies in Romania
Cristina Feniser, Technical University of Cluj-Napoca, Romania
Alin Jitarel, Politehnica University of Timisoara, Romania
Anca Mocan, Politehnica University of Timisoara, Romania
Anca Draghici, Politehnica University of Timisoara, Romania
Keywords: ethics, behaviour, ethical dilemmas, checklist, survey

Full Text

Are Entrepreneurial Educators the Key on Embedding Enterprise Skills across the Curriculum? A Comparison Study
Vasilios Tavlaridis and David Gibson, Liverpool John Moores University, United Kingdom
Keywords: enterprise educators, competencies, entrepreneurship education, pedagogy

Full Text

Internet Currency Exchange Services as an Alternative to Traditional Financial Institutions
Piotr Maicki, Warsaw School of Economics, Poland
Keywords: internet, currency, exchange, services, banks

Full Text

The Importance of Knowledge in the Development of Services: Analysis of the Development of CAM Services in Slovenia
Mateja Kržin, International School for Social and Business Studies, Slovenia
Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Faculty of Management
Katarina Babnik, Faculty of Health Sciences, Slovenia
Keywords: services, knowledge, CAM, Slovenia

Full Text
E4  Business and Entrepreneurship 4

Session Chair: Antonio Bassi

Criteria and Factors in the Success of Projects and Their Management: Survey by Swiss Companies
Antonio Bassi, SUPSI, Switzerland
Aris Arrigoni, Ente Ospedaliero Cantonale, Switzerland
Benjamin Demma, Schindler, Switzerland
Reto Gallera, Diamond, Switzerland
Mauro Galli, Synthes Group, Switzerland
Keywords: project management, success, criteria, factors, Switzerland
Full Text

Assessing Business Ecosystem Health: Role of Anchoring Actor in Formation Phase
Tuomas Lappi, University of Oulu, Finland
Tzong-Ru Lee, National Chung Hsing University, Taiwan
Kirsi Aaltonen, University of Oulu, Finland
Keywords: business ecosystem, ecosystem formation, anchoring actor, ecosystem health
Abstract

Economic Performance Measures in the Area of Sustainability for Manufacturing Enterprises
Chavatip Chindavijak, Kasetsart University, Thailand
Keywords: sustainability performance, sustainability performance measurement, economic sustainability, manufacturing enterprise, performance measures
Abstract

Barriers to Adoption of E-Commerce in SMEs in Transition Economies: Case of Albania
Narasimha Rao Vajjhala and Salu George Thandekkattu, American University of Nigeria, Nigeria
Keywords: barriers, e-commerce, e-business, challenges, transition, Albania
Abstract

Sustainable Business Models in the Network Economy: Conceptual Framework
Justyna Szumniak-Samolej, Warsaw School of Economics, Poland
Keywords: sustainable business models, conceptual framework, social mission, environmental mission, social media
Abstract
E5 Business and Entrepreneurship 5

Session Chair: Tomasz Napiórkowski

Organizational Change Management: Concepts Definitions and Approaches Inventory
Andreea Cristina Bejinariu, Alin Jitarel, Ioana Sarca, and Anca Mocan, Politehnica University of Timisoara, Romania
Keywords: organizational, change, management, models, process, metaphors
Full Text

Manufacturers’ Benefits from Their Cooperation with Key Retailers in the Context of Business Models: A Cluster Analysis
Marzanna Witek-Hajduk and Tomasz Napiórkowski, Warsaw School of Economics, Poland
Keywords: manufacturer-retailer relationships, business model, cooperation, coopetition, cluster analysis, consumer durables market
Abstract

The Analysis of Location Determinants of Companies from the Logistics Outsourcing Sector: Case Study of Poland
Zbigniew Pastuszak and Katarzyna Budzyńska, Maria Curie-Skłodowska University, Poland
Keywords: outsourcing, offshoring, logistics, Hellwig’s method, location factor
Abstract

Teaching Approaches to Encourage Entrepreneurial Mindset of Students
Valerij Dermol, International School for Social and Business Studies, Slovenia
Keywords: entrepreneurship, entrepreneurial competencies, entrepreneurial intentions
Full Text
F1  Marketing 1

Session Chair: Marcin Lipowski

Micro-Enterprises’ Digital Marketing Tools in Building Customer Relationships
Tuulia Nikunen, Martti Saarela, Eeva-Liisa Oikarinen, Matti Muhos, and Lari Isohella
University of Oulu, Finland
Keywords: digital marketing, micro-enterprise, digital marketing tool, customer relationship
Abstract

Analysis of Purchasing Decisions made by the Z Generation Consumers
Olga Smalej, Maria Curie-Skłodowska University, Poland
Keywords: Z generation, young consumers, decision making styles, buyers’ behaviors
Full Text

Media and the Buying Process
Gregor Jagodič and Tina Vukasović,
International School for Social and Business Studies, Slovenia
Keywords: media, shopping behaviour, purchasing habits, consumers
Full Text

Multi-Channel Consumer Behaviour: Proposition of Intensity Indices
Radosław Mącik, Maria Curie-Skłodowska University, Poland
Keywords: multi-channel shopping, consumer behaviour, measurement, index, formula, simulation
Abstract

Media Consumption Patterns among Polish Consumers
Marcin Lipowski, Maria Curie-Skłodowska University, Poland
Keywords: media, convergence, marketing communications, Polish consumers behaviour
Abstract

Effectiveness of Marketing Activities in Attracting Students from Lublin Universities
Paweł Gajewski, Maria Curie-Skłodowska University, Poland
Anna Szymczak, University of Łódź, Poland
Donata Langa, Maria Curie-Skłodowska University, Poland
Keywords: marketing activities, marketing tools, recruiting students, educational offer, university
Full Text
F2  Marketing 2

Session Chair: Bistra Vassileva

**Socio-Economic Impacts of the Science and Research Systems**
Franci Demšar, University of Primorska, Slovenia
Dušan Lesjak, International School for Social and Business Studies, Slovenia
Frederick Kohun, Robert Morris University, USA
Robert Skovira, Robert Morris University, USA
Keywords: science, research, development, innovation, socio-economic impacts, European innovation index, global innovation index

*Full Text*

**Youtube as a Start-Up Marketing Tool: Case Studies of Polish and International Start-Ups**
Anna Prończuk-Omiotek, Maria Curie-Skłodowska University, Poland
Stanisław Skulimowski, Lublin University of Technology, Poland
Keywords: start-up, youtube, marketing, video, hype, viral, social media

*Abstract*

**Consumer Activities and Reactions to Social Network Marketing**
Bistra Vassileva, University of Economics Varna, Bulgaria
Keywords: social network, marketing, social network behavioral models, brand engagement

*Abstract*

**Cross-Border in the E-Commerce as Exemplified by the Baltic Countries**
Piotr Nieradka and Katarzyna Niedzwiecka,
Maria Curie-Skłodowska University, Poland
Keywords: cross-border, e-commerce, baltic countries, parcel machines, trends

*Abstract*

**Market Self-Reliance in a Moment: Selected Aspects of Young Consumers’ Behavior**
Ilona Bondos, Maria Curie-Skłodowska University, Poland
Keywords: young customers, mobile phone, service, price/cost perception, online channel

*Abstract*
G1  Education and Training 1

Session Chair: Piotr Maleszyk

Presence of Central Elements in Entrepreneurial Education: A Case Study in Northern Finland
Leena Eskola, Anna-Mari Simunaniemi, Harri Jokela, Eija-Riitta Niinikoski, and Matti Muhos, University of Oulu, Finland
Kaija Arhio, Centria University of Applied Sciences, Finland
Keywords: entrepreneurial education, education pathway, strategy, education, case study, Finland
Full Text

Understanding Integrated Business Software
Bettina Schneider, University of Applied Sciences, Switzerland
Keywords: enterprise eesource planning, integrated business software, threshold concepts, phenomenography, conceptual understanding, higher education, professional training
Full Text

Cooperation between Vocational Schools and Firms: Schools and Firms – Perspectives
Piotr Maleszyk, Maria Curie-Sklodowska University, Poland
Keywords: vocational training, employers, dual vocational training system, local labour markets
Abstract

Assessing Expectation and Perception of Service Quality: Case Study of a Romanian University
Ilie Mihai Taucean, Ana Gabriela Strauti, Matei Tamasila, and Serban Miclea, Politehnica University Timisoara, Romania
Keywords: service, quality, servqual, case study
Full Text

Leading Curriculum Implementation: The Case of Kosovo
Osman Buleshkaj, Ministry of Education, Science and Technology, Kosovo
Keywords: education, curriculum, leadership, policy, change
Full Text
G2 Education and Training 2

Session Chair: Łukasz Wiechetek

Education on Environmental Protection as Human Right: Case of Kosovo
Mimoza Hyseni Spahija and Sabiha Shala, University of Haxhi Zeka, Kosovo
Keywords: Kosovo, education, environmental education, human rights

Abstract

Introduction Geographic Information Systems in Business Education: The Case of Polish Students of Logistics
Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland
Keywords: GIS, geographic information system, curriculum, GIS perception, student’s perspective, GIS framework

Abstract

Social Inclusion of Migrants in the EU: The Role of Education
Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Anica Novak, Institute for Romoligical Studies, Education and Culture, Slovenia
Aleš Trunk, International School for Social and Business Studies, Slovenia
Keywords: social inclusion, EU policies on integration, migrants, education

Abstract

Promoting Entrepreneurial Education in Schools
Valerij Dermol, Aleš Trunk, and Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Keywords: entrepreneurial skills, innovation, creativity, education of teachers and youth

Abstract

Satisfaction with Dentist Practice Services in Slovenia
Miran Forjanič and Valerij Dermol, International School for Social and Business Studies, Slovenia
Keywords: patient, dental health care, satisfaction, service

Full Text

The Image of Nursing and Nurses among Primary School Pupils
Valerij Dermol, International School for Social and Business Studies, Slovenia
Katarina Babnik, University of Primorska, Slovenia
Brigita Skela Savič, Angela Boškin Faculty of Health Care, Slovenia
Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Keywords: nursing, nurses, public image, perceptions, primary school pupils

Abstract
G3  Education and Training 3

Session Chair: Attila Turi

Qualifications of Lecturers as Indicator of Quality Teaching in Higher Education
Dugagjin Sokoli, Universi College, Kosovo
Andrej Koren, International School for Social and Business Studies, Slovenia
Keywords: lecturer, quality education, teaching, teaching quality, teaching experience, teaching qualifications, professional development
Full Text

The Impact of the Curriculum in the Literary Writing of the Children of the Secondary Schools
Vehbi Miftari, University of Peja, Kosovo
Arbnore Mahaj-Miftari, Education Center Bardha, Kosovo
Keywords: national curricula, goals, competencies, teaching methods, book content, imaginative spaces, artistic writing
Full Text

Smartphones Influence on Students: Case Study on Romania
Marian Mocan, Larisa Ivascu, and Attila Turi, Politehnica University of Timisoara, Romania
Cristina Feniser, Technical University of Cluj-Napoca, Romania
Keywords: mobile technology, smart phones, social influence, student
Full Text

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

Towards Social Inclusion of Young People in the EU
Anica Novak, Institute for Romolgical Studies, Education and Culture, Slovenia
Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Ksenija Bažon, University of Primorska, Slovenia
Keywords: youth in the EU, social exclusion, European policies for youth
Abstract

Self-Evaluation in Schools: What are Still the Challenges and How to Address Them?
Alenka Jurič Rajh, National School for Leadership in Education, Slovenia
Andrej Koren, International School for Social and Business Studies, Slovenia
Mateja Brejc, National School for Leadership in Education, Slovenia
Keywords: networking, capacity building, self-evaluation, education
Abstract
MBA Students from Kasetsart University, Thailand on Study Visit in Europe and at MakeLearn&TIIM 2017

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Dr. Nuttapon Punpugdee
Mrs. Nadhakan Chinnaranun

MBA Students
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Mr. Tawitchai Juntamanee
Mr. Tanawat Kajohnkittiya
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Mr. Jakkraphant Sudcharitchant
Mr. Withaya Tepaloon
Miss Aunchuleeporn Thongpaijit
Mr. Nattanakit Tungchotichayanon
Mr. Anuchart Yaovarat
Mr. Charin Yaud
Mr. Jaturong Zinliw
Seminar on Starting/Developing/Managing an International Journal

Dr. Valerij Dermol, Editor in Chief, *International Journal of Value Chain Management* (Scopus-indexed journal), International School for Social and Business Studies, Slovenia

Alen Ježovnik, Managing Editor, ToKnowPress & University of Primorska Press, Slovenia

Dr. Dušan Lesjak, Editor-in-Chief, *International Journal of Management in Education* (Scopus-indexed journal), International School for Social and Business Studies, University of Primorska, Slovenia

Dr. Zbigniew Pastuszak, Editor-in-Chief, *International Journal of Management & Enterprise Development* (Scopus-indexed journal), Maria Curie-Skolodowska University, Poland

Dr. Kongkiti Phusavat, Editor-in-Chief, *International Journal of Innovation and Learning* (Scopus-indexed journal), Kasetsart University, Thailand

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

Target groups: editors-in-chief of ‘young’ journals, academics that plan to start a new scientific journal, young academics who are interested in how the journals operate and what is important from the editor’s point of view.

Friday, 19 May 2017 • Lublin Conference Centre

8.00–13.00  Exhibition of Journals
9.00–10.15  Introduction, Dr. Nada Trunk Širca and Dr. Kongkiti Phusavat
‘Publish or Perish in the Academia, Dr. Valerij Dermol
and Dr. Zbigniew Pastuszak
Academic Writing Styles, Matija Vodopivec
10.30–11.30  Editors’ Panel
11.30–12.15 Coffee break and snack with networking for publishing opportunities

Friday, 19 May 2017 • Faculty of Economics, Maria Curie-Skłodowska University

12.30-14.00  Current Trends in Journal Publishing,
Moderator: Dr. Valerij Dermol
Discussants: Dr. Kongkiti Phusavat, Dr. Dušan Lesjak,
Dr. Zbigniew Pastuszak, Alen Ježovnik
14.00–15.00  Lunch
15.00–18.00  Starting a New Journal and Developing a Journal,
Dr. Valerij Dermol and Alen Ježovnik
Publishing a Journal, Alen Ježovnik
18.00  Walk to the restaurant
18.15–20.30  Dinner and academic networking in the Alan Hugs Restaurant

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Message-driven Writing: A Technique for Bringing Order to the Creative Process

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

The workshop will discuss the message-driven writing technique – a technique where the main message dictates the structure of the text and its content. This technique is in fact commonly used by experienced researchers, and it will be presented in an accessible, clear and useful manner. Because writing is a creative process, it is always demanding and often frustrating – but with the help of this workshop, we will show how it can be made less stressful and more productive.

The PhD workshop will also cover the following topics:

• Planning the content: how to formulate the main message
• Constructing thematic and extended outlines, and the content of individual sections
• Drafting and editing writing the first draft, revising, editing, and tips on writing paragraphs.
• Publishing: what editors seek, selecting journals, and the process of revising

The workshop provides an opportunity to discuss your own research paper during the workshop and to receive comments and feedback. Workshop presenters also will be available for advice or informal discussion on Thursday afternoon.

Friday, 19 May 2017 • Lublin Conference Centre
8.00–13.00 Exhibition of Journals
9.00–10.15 Introduction, Dr. Nada Trunk Širca and Dr. Kongkiti Phusavat
 ‘Publish or Perish’ in the Academia, Dr. Valerij Dermol and Dr. Zbigniew Pastuszak
 Academic Writing Styles, Matija Vodopivec
10.30–11.30 Editors’ Panel
11.30–12.15 Coffee break and snack with networking for publishing opportunities

Friday, 19 May 2017 • Faculty of Economics, Maria Curie-Sklodowska University
12.30–13.30 Workshop on Writing for Young Researchers: Group Exercises
13.30–15.00 Lunch
15.00–16.15 Workshop on Writing for Young Researchers: Group Discussion of Exercises
16.30–17.45 One-on-One Coaching (optional)
18.00 Walk to the restaurant
18.15–20.30 Dinner and academic networking in the Alan Hugs Restaurant
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