

# 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-Skłodowska University, Poland  
Kasetsart University, Thailand  
<http://makelearn.issbs.si>

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learn



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

## **MakeLearn 2017: Management Challenges in a Network Economy**

Proceedings of the MakeLearn and TIIM International Conference  
17–19 May 2017, Lublin, Poland

### **Organized by**

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

### **Edited by**

Valerij Dermol and Marko Smrkolj

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Alen Ježovnik

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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



Mednarodna fakulteta  
za družbene in poslovne študije  
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for Social and Business Studies  
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MARIA CURIE-SKŁODOWSKA UNIVERSITY



Kasetsart  
University

## 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
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- 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
- Dr. Bordin Rassameethes, Kasetsart University, Thailand, co-organiser of MakeLearn 2012–2014; organiser of TIIM 2009, 2010, 2013
- Mr. Aleš Štampihar, 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
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Dr. Moti Zwilling, College of Law & Business, Israel

Dr. Mohamed Buheji, University of Bahrain, Bahrain

## Organizing Team

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head of organising team

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Aleš Trunk, International School for Social and Business Studies, Slovenia

## 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 ❶

- 12.00–18.00 Registration
- 12.30–13.45 Concurrent sessions
- 13.45–15.00 Concurrent sessions
- 13.45–15.15 Guided tour of Lublin-city downtown ❸
- 15.00–15.30 Break
- 15.15–16.45 Guided tour of Lublin-city downtown ❸
- 15.30–16.45 Concurrent sessions
- 16.45–18.00 Concurrent sessions
- 18.00–18.30 Welcome addresses by:
  - Dr. Srečko Natek, International School for Social and Business Studies, Slovenia, general chair
  - Dr. Kongkiti Phusavat, Kasetsart University, Thailand, co-organizer
  - Dr. Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland, co-organizer
  - Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland co-organizer
- 18.30–20.30 Welcome reception
- 20.00–22.00 Reception for rectors and invited guests, signatures of international bilateral agreements • Lublin Castle ❷

### Thursday, 18 May 2017 • Lublin Conference Centre ❶

- 9.00–12.00 Registration
- 9.00–9.30 Conference opening:
  - Dr. Stanisław Michałowski, Rector of the Maria Curie-Skłodowska University, Poland
  - Dr. Krzysztof Zuk, Major of Lublin, Poland
  - HE Mr. Manasvi Srisodapol, Ambassador of the Kingdom of Thailand to Poland (TBC)
  - Mr. Piotr Kowalczyk, Chairman of the Lublin City Council, Poland
  - Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia
  - Organizing tips: Dr. Zbigniew Pastuszak and Dr. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland
- 9.30–10.15 Keynote speech: East Asian Economic Miracle as Implications for East European Countries
  - Prof. Sang Chul Park, Korea Polytechnic University, Seoul, Korea
- Discussion



- 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. Radosław Dobrowolski, Vice Rector for Research and International  
Cooperation, Maria Curie-Skłodowska University, Poland
- 12.30–12.45 Invitation to MakeLearn and TIIM International Conference 2018  
Press conference
- 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 ②)
- 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 ③

## **Friday, 19 May 2017 • Lublin Conference Centre ①**

- 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
- 12.15–13.15 Research-Education-Business Forum: Network Economy and IT –  
Creativity and Knowledge – Business Collaboration
- 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 ④



## Sessions Timetable

Date	Time	#1	#2	#3	#4
Wednesday, 17 May 2017	12.30–13.45	A1	E1	D1	C3
	13.45–15.00	A2	E2	D2	F1
	15.30–16.45	B1	E3	D3	G1
	16.45–18.00	B2	C1	E4	G2
Thursday, 18 May 2017	16.30–17.45	A3	C2	E5	F2
	17.45–19.00	A4	B3	D4	G3

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)

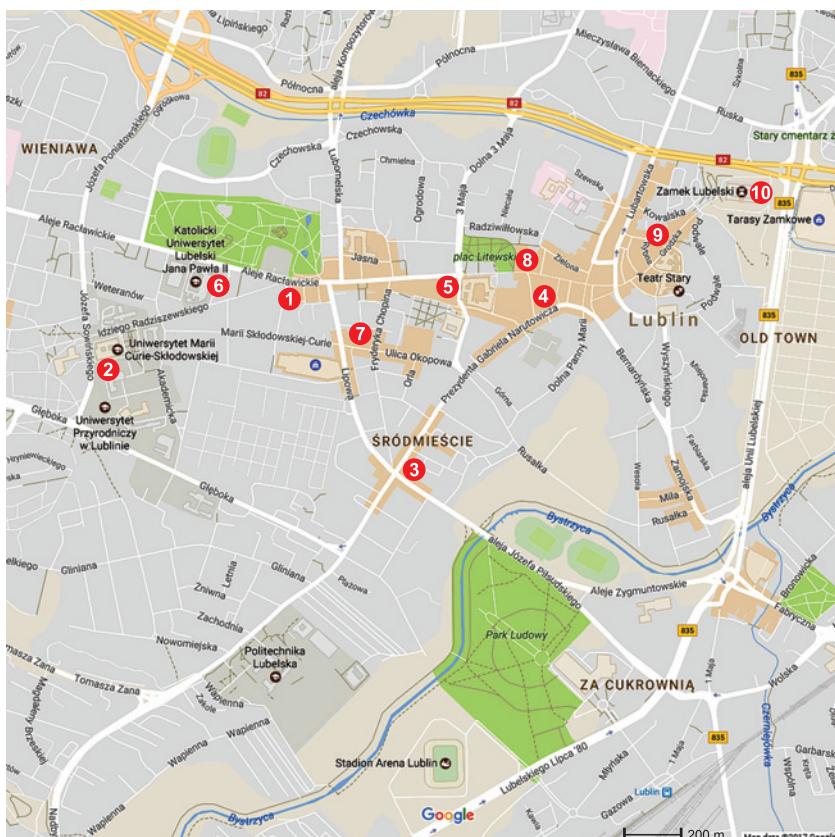
## Post-Conference Programme

**Friday, 19 May 2017** • Lublin Conference Centre ❶ and Faculty of Economics ❷

- 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



- ❶ Lublin Conference Centre
- ❷ Faculty of Economics
- ❸ Victoria Hotel Restaurant
- ❹ Alan Hugs Restaurant
- ❺ IBB Grand Hotel Lublinianka
- ❻ Mercure Lublin Centrum
- ❼ Hotel Wieniawski
- ❽ Hotel Europa
- ❾ Lublin-city downtown
- ❿ Lublin Castle

## East Asian Economic Miracle as Implications for East European Countries

**Prof. Sang Chul Park**

Korea Polytechnic University, Korea

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 Pastuszek**

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-Skolodowska University, Poland

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

Dr. Joanna Paliszkievicz, 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. Olesea 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

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-Skolodowska University, Poland

Dr. Marcin Lipowski, Guest Editor of Special Issue  
*International Journal of Synergy and Research*  
Maria Curie-Skolodowska 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  
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## 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 Greiçevci, 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. Kongkiti Phusavat, Kasetsart University, Thailand

Dr. Ali Türkylmaz, 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](#)

## **Business Process as a Service: A Flexible Approach for IT Service Management and Business Process Outsourcing**

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 Türkyilmaz, 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

Jaroslav 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 Paliszkievicz, 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-Skłodowska 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**

Andrej 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](#)

### **How can Human Resource Management Practices Lead to Increased Corporate Social Performance? Institutional Theory Perspectives**

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-Skłodowska 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 Martínez, 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 Hilletoft,  
Jönköping University, Sweden

Keywords: operations strategy, priority, capability, high cost environment, grey relational analysis, Sweden

[Full Text](#)

#### **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

[Abstract](#)

#### **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

[Full Text](#)

### **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

[Full Text](#)

## 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 Alfannur 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 Paliszkievicz, 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](#)

## D1 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 Szołno-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-Skłodowska 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](#)

## 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 Kelh , 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 Entrepreneurs' 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 Roessler, 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, Sysnthes 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 Curi-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 Curi-Skłodowska University, Poland

Keywords: multi-channel shopping, consumer behaviour, measurement, index, formula, simulation

[Abstract](#)

### **Media Consumption Patterns among Polish Consumers**

Marcin Lipowski, Maria Curi-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 mashines, 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 resource 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-Skłodowska 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 Romological 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 Zinzuk, 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 Romological 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

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Mr. Charin Yaud

Mr. Jaturong Zinliw



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## 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

## 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 Pastuszek  
**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

- 12.30–13.30 **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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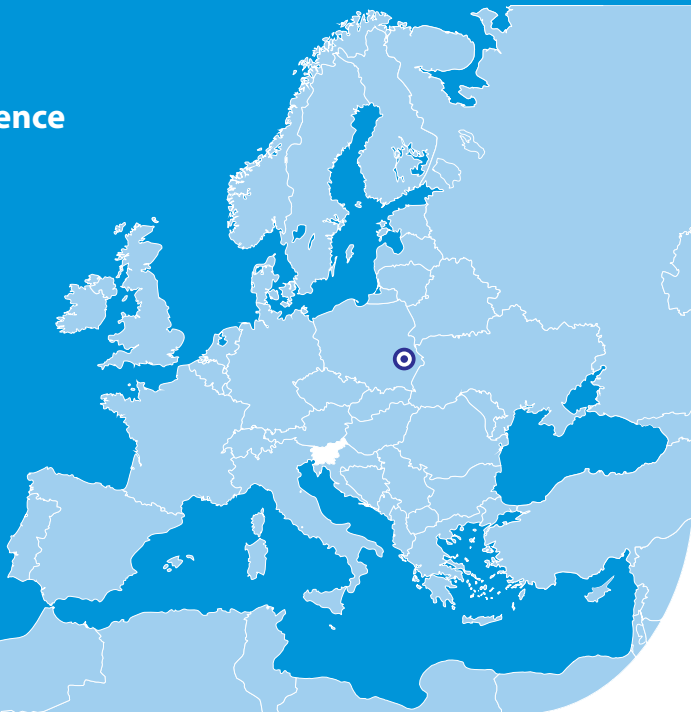
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