Integrated Economy and Society: Diversity, Creativity and Technology

Proceedings of the MakeLearn and TIIM International Conference

16–18 May 2018
Naples • Italy

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

http://makelearn.isbs.si

Management, Knowledge and Learning
International Conference 2018
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 2018 International Conference. The conference is an excellent 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 2018 conference is ‘Integrated Economy and Society: Diversity, Creativity, and Technology.’

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2018 in cooperation with co-organizers Pegaso Online University, Italy, Maria Curie-Skłodowska University, Poland, and Kasetsart University, Thailand. The conference deals with topics such as diversity, creativity, and technology supporting the flow of goods, services, and factors of production between and among the countries and nations.

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 264 participants from 32 countries who will present 182 papers (68% paper acceptance rate). We would especially like to welcome our two keynote speakers: Dr. Moti Zwilling from Ariel University, Israel, and Dr. Carla Bodo from Associazione per l’Economia della Cultura, Italy. We also thank everyone who helped us organise MakeLearn & TIIM 2018, and wish you all a successful conference and a pleasant stay in Naples.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers
Maria Curie-Skłodowska University, Poland
Kasetsart University, Thailand
Pegaso Online University, Italy,
Conference Boards

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

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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, and 2013
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Dr. Antonio Uricchio, University of Bari Aldo Moro, Italy, conference co-organiser of MakeLearn & TIIM 2015
Dr. A. Hamid El-Zoheiry, EMUNI University, Slovenia, local co-organiser of MakeLearn 2014
Dr. Dušan Lesjak, EMUNI University and International School for Social and Business Studies, Slovenia, local co-organiser of MakeLearn 2014

Conference Board
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Dr. Luigia Melillo, Euro-Mediterranean Centre of Lifelong Learning, Italy, conference co-chair
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Dr. Binshan Lin, Louisiana State University, USA, advisor to conference chair
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Dr. Witold Chmielarz, Warsaw University, Poland
Dr. Bart Debicki, Towson University, USA
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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 Numprasertchai, Kasetsart University, Thailand  
Dr. Tomasz Parys, Warsaw University, Poland  
Dr. Réka Polák-Weldon, University of Pannonia, Hungary  
Dr. Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland  
Dr. Rita Remeikienë, Kaunas University of Technology, Lithuania  
Dr. Punnamee Sachakamol, Kasetsart University, Thailand  
Dr. Olesya Sirbu, Academy of Economic Studies of Moldova, Moldova  
Dr. Jacek Szoltysek, Katowice University of Economics, Poland  
Dr. Suparerk Sooksmarn, Kasetsart University, Thailand  
Dr. Oskar Szumski, Warsaw University, Poland  
Dr. Ali Türkyılmaz, 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  
Dr. Rodica Crudu, Academy of Economic Studies of Moldova, Moldova

Organizing Team
Marko Smrkolj, International School for Social and Business Studies, Slovenia, head of organizing team  
Dr. Vesna Skrbinjek, International School for Social and Business Studies, Slovenia  
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Lorena Paola Sanchez Mayen, Pegaso Online University, Italy

Marketing and Communication Manager
Mara Andria, Pegaso Online University, Italy

Conference Aims
MakeLearn & TIIIM conference encourages sharing of most recent developments in the fields of management, economics, technology, and education. By including experiences and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses (formal sessions and social events) and offers a variety publishing opportunities. This year’s focus is oriented into topics such as diversity, creativity, and technology supporting the flow of goods, services, and factors of production between and among the countries and nations.
Conference Programme

Wednesday, 16 May 2018 • Santa Chiara Monastery (see map on p. 11)

12.00–20.00 Registration
12.30–13.45 Concurrent sessions
13.00–15.00 Walking city tour to the historical center of Naples
13.45–15.00 Concurrent sessions
15.00–15.30 Coffee Break
15.30–16.45 Concurrent sessions
15.30–17.30 Walking city tour to the historical center of Naples
16.45–18.00 Concurrent sessions
18.15–20.00 Welcome addresses and welcome reception

Wednesday, 16 May 2018 • Università Telematica Pegaso – Sede Principale

19.30–20.00 Signatures of international bilateral agreements
20.00– Dinner for panelists and guests (by invitation)

Thursday, 17 May 2018 • Monumental Complex of Santa Maria la Nova

08.30–12.00 Registration
09.00–09.30 Conference opening:
   Dr. Danilo Iervolino, Pegaso Online University, Italy
   Dr. Alessandro Bianchi, Pegaso Online University, Italy
   Dr. Luigi de Magistris, Mayor of Naples, Italy
   Dr. Amedeo Lepore, Assessor – Regione Campania, Italy
   Dr. Bordin Rassameethes, Kasetsart University, Thailand
   Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia
   Dr. Ryszard Dębicki, Maria Curie-Skłodowska University, Poland
Organizing tips:
   Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia
   Dr. Luigia Melillo, Euro-Mediterranean Centre of Lifelong Learning, Italy
09.30–10.45 Keynote speeches and discussion:
   ‘Are We Safe? The Impact of Cyber Technology on Privacy Concern and Organizational Hazards,’ Dr. Moti Zwilling, Ariel University, Israel
   ‘Cultural Economics and Health and Welfare Policies: A New Positive Financial and Social Perspective,’ Dr. Carla Bodo, Associazione per l’Economia della Cultura, Italy
10.45–11.30 Coffee break with the official photo session
11.30–12.45  Academic Leadership Forum  
Moderators: Dr. Giovanni Cannata, Rector, Universitas Mercatorum, Italy, and Dr. Dušan Lesjak, International School for Social and Business Studies, Slovenia

12.45–13.00 Invitation to MakeLearn & TIIM 2019 (15–17 May 2019, Portorož, Slovenia)

13.00–14.30 Standing lunch – Chiostro Santa Maria la Nova (Municipality of Naples)

14.30–15.45 Concurrent sessions

15.45–16.15 Coffee break

16.15–17.30 Concurrent sessions

17.30–18.45 Concurrent sessions

20.00–22.30 Dinner with a social event (Zi Teresa Restaurant)

Friday, 18 May 2018 • Monumental Complex of Santa Maria la Nova

08.00–13.00 Exhibition of journals

08.30–10.00 Concurrent sessions

10.00–11.00 Editors’ panel with editors of Scopus and WoS indexed journals
Moderator: Dr. Kongkiti Phusavat, Kasetsart University, Thailand

11.00–11.30 Publishing opportunities – presentations of other international journals

11.30–12.00 Coffee break, meetings with editors of International Journals

12.00–12.30 Introduction to Research-Education-Business forum given by Dr. Ronny Adhikarya, Retiree, the World Bank and ex-United Nations/FAO Representative, USA

12.30–13.15 Research-Education-Business Forum
Moderator: Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia

13.15–14.00 Research & project opportunities presentations
Moderators: Dr. Michele Corleto, Pegaso Online University, Italy, and Dr. Zbigniew Pastuszak, UMCS, Poland

14:00– Networking afternoon in Naples, optional visit to Pegaso Tower

Saturday, 19 May 2018

8.45–18.30 Optional excursion to Pompei, Ravello, and Amalfi  
(for pre-registered excursion participants)

Post-Conference Programme

Friday, 18 May 2018, 9.00–18.00 • Monumental Complex of Santa Maria la Nova

• Seminar on Starting/Developing/Managing an International Scientific Journal

• Workshop on Publishing for Young Researchers
## Sessions Timetable

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<th>Date</th>
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<td><strong>Wednesday, 16 May 2018</strong></td>
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<td>15.30–16.45</td>
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<td>16.45–18.00</td>
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<td><strong>Thursday, 17 May 2018</strong></td>
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<td>16.15–17.30</td>
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<td>17.30–18.45</td>
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<td><strong>Friday, 18 May 2018</strong></td>
<td>08.30–10.00</td>
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<td>B6</td>
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<td>H3</td>
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The distribution of papers by session is of informative nature and is subject to change. The final information will be available on-site.

### Sessions

- Management (A1, A2, A3, A4, A5, A6, A7, A8)
- Business (B1, B2, B3, B4, B5, B6)
- Economics (C1, C2, C3, C4)
- Education & Training (D1, D2, D3, D4, D5, D6)
- Technology & Innovation (E1, E2, E3, E4)
- Law & European Studies (F1, F2)
- Inspiration Economy (G1)
- Social Inclusion (H1, H2, H3)
Venue Map

- **Monumental Complex of Santa Maria la Nova**, Piazza Santa Maria la Nova, 44
- **Santa Chiara Monastery**, Via Santa Chiara, 49/c
- **Università Telematica Pegaso – Sede Via Medina**, Via Medina, 5
- **Università Telematica Pegaso – Sede Principale**, Piazza Trieste e Trento, 48
- **Ristorante Zi Teresa**, Borgo Marinaro, 1
Are We Safe? The Impact of Cyber Technology on Privacy Concern and Organizational Hazards

Dr. Moti Zwilling
Ariel University, Israel

Cyber Technology used by organizations and individuals has turned to be one of the most important topics for research and development in the recent years. As more and more individuals and organizations set their life to be dependent on computer services, portable devices such as mobile phones, iPads, IOTs (Internet of things) and additional instruments that allow them to access computer networks easily while turning their day to day life activities simpler than ever, the usage of smart devices offer embodies many hazards which are not so often ‘known’ to the typical user. Identity theft, privacy concern, cyberbullying and malicious code are just several examples of cyber hazards among many others. These hazards reveal not only individuals but also organizations to cyber attacks which in most cases aimed to harm the firm’s crucial assets and to reveal one’s identity. Side by side, organizations, need to educate their employees to comply with policies and security guidelines without much success. In this presentation, we will present new perspectives and trends related to cyber security which have become a severe threat to individuals’ privacy and organizations data. Several solutions range from cyber education programs to biometric technologies to face these hazards will be provided. The Israeli case study to illustrate the phenomena and the suggested solutions as part of cyber education and training program will be presented.

Dr. Zwilling is data scientist and cyber security expert. He is a senior academic staff member of Information systems and marketing at the Department of Economics and Business Administration, Ariel University. He is managing the Data Science Lab and serves as a Project Leader of Cyber Security research projects at the Center for Cyber Innovation Technology, Ariel University. His projects involve machine learning, big data, and computer vision analysis. Dr. Zwilling’s primary focus is in promoting innovative research methods related to machine learning and data science to encourage applied intelligent applications and systems in social sciences, humanities and business. Dr. Zwilling has more than 17 years experience in top R&D positions in the Israeli High-Tech Industry. Research interests of Dr. Zwilling lie in the design and analysis of machine learning and data mining applications in Marketing and Business, Social Networks, Cyber Security and Recommender Systems. His publications appear in Marketing and Computer Science Top Journals, Conference proceedings, and patents.

Dr. Carla Bodo
Associazione per l’Economia della Cultura, Italy

The positive impact of arts activities and cultural participation on human health and wellbeing in our societies are by now generally acknowledged. This lecture briefly describes state of the art in the field, and the related, administratively integrated public policies carried out by some of the more active and successful countries (France, the UK, the USA), as well as their societal benefits. Both regarding social inclusion and improving the quality of life, in particular of the aging population, on one side, and of positive financial implications for the public purse on the other hand, by fostering cost savings for the healthcare systems: even more so at the light of the future demographic trends.

Dr. Carla Bodo is the founding member and Vice-President for International Relations of the Associazione per l’Economia della Cultura (Rome), and member of the board of editors of the journal Economia della Cultura. Former director of the Observatory for the Performing Arts of the Italian Ministry of Heritage and Cultural Activities, previously she has been head of the Unit »Cultural Economics and Cultural Policy« at ISAE, the Italian government’s Institute for economic analysis. A law graduate at the University of Genoa, and Fulbright scholar on cultural policies at the New York University, Department of Public Administration, she is author and editor of several books, articles and publications mainly focusing on the institutional, economic, social and financial aspects of cultural policy, among which the two Rapporti sull’economia della cultura in Italia 1980–1990 and 1990–2000.

Among her international activities, she is a national expert for the Compendium – Cultural Policies and Trends in Europe (www.culturalpolicies.net), a member of the board of Ecures, and she has served on the board of CIRCLE and as a member of UNESCO’s Italian National Commission. She has been a consultant to the European Commission (as coordinator of the Task Force on cultural expenditure and financing of the EUROSTAT Working Group on Cultural Statistics 2000-2004), to UNESCO (Framework for Cultural Statistics), to the Council of Europe (Evaluation of national cultural policies), and to the French, Japanese and Russian governments. She actively participates in several international conferences, and she lectures on cultural management in Italian and foreign universities.
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 including Scopus and WoS journals to share their ideas about criteria of se-
lection and potential publication. This discussion is expected to benefit and strengthen
future publications among doctoral students, junior faculties, and others. The edi-
tors’ insights and viewpoints are crucial for the preparation of a paper as well as sub-
mission preparation

Scopus-Indexed Journal Editors’ Panel

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

Dr. Jeretta Horn Nord, Executive Editor
The Journal of Computer Information Systems,
Oklahoma State University, USA

Invited Guests

Dr. Bart Debicki, Editorial Review Board member,
Family Business Review Journal, award winner as Outstanding Reviewer (2 times),
Towson University, USA

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

Academic Publications Panel

Dr. Mixhait Reçi, Editor-in-Chief,
Iliria International Review,
ILIRIA College, Kosovo

Dr. Anna Rakowska, Editor-in-Chief,
International Journal of Synergy and Research,
Maria Curie-Skłodowska University, Poland
Dr. Haruthai Numprasertchay, Editor-in-Chief,  
*International Journal of Business Development and Research*,  
Kasetsart University, Thailand

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

Dr. Anca Drăghici, Editor-in-Chief,  
*Scientific Bulletin of the Politehnica University of Timisoara*,  
Politehnica University of Timisoara, Romania

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

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

Dr. George Carutasu, Managing Director,  
*Journal of Information Systems and Operations Management*,  
American University in Bucharest, Romania

Dr. Roberto Dante Cogliandro, Director,  
*Gazzetta Forense*,  
Pegaso Online University, Italy

Dr. Rosario Bianco, Director,  
*Giapeto Editore*,  
Pegaso Online University, Italy

Dr. Celestino Spada, Co-director  
*Economia della Cultura, Il Mulino*,  
Associazione Economia per la Cultura
ICT as Enabler of Sharing Economy Development: Building a Sharing Society

Sharing economy is an umbrella term with a range of meanings, often used to describe economic activity involving online transactions. It is also known as shareconomy, collaborative consumption, collaborative economy, or peer economy. A typical academic definition of the term refers to a hybrid market model (in between renting and gift giving) of peer-to-peer exchange. Uberization is also an alternative name for the phenomenon.

Nowadays, most businesses use their websites to provide different information and functionalities to their customers or business partners. Most commonly, those businesses which have a website offer product catalogs or price lists, while less often advertise jobs or accepted online job applications, offer online ordering, reservation or booking options, and have website functionalities that provide for online tracking of orders.

In addition to websites, businesses can use social media channels to spread information or for marketing or promotional purposes. Almost half of all EU businesses report that they use at least one social media channel: most common are social networks, following by multimedia content sharing websites and blogs or microblogs.

On the other hand, collaborative consumption as a phenomenon is a class of economic arrangements in which participants mutualize access to products or services, rather than having individual ownership. The collaborative consumption model is used in online marketplaces such as eBay as well as emerging sectors such as social lending, peer-to-peer accommodation, peer-to-peer travel experiences, peer-to-peer task assignments or travel advising, commute-bus sharing.

The forum session aims to discuss challenges and risks related to the sharing economy activities, which are being increasingly implemented in the majority of businesses worldwide. In the discussion, distinguished representatives of the business sector and academia will participate.

Introduction to Research-Education-Business Forum

Dr. Ronny Adhikarya, Retiree, the World Bank and ex-United Nations/FAO Representative, USA

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

Forum Members
Dr. Bart Debicki, Towson University, USA
Dr. Anca Draghiçi, Politehnica University of Timisoara, Romania
Dr. Francesco Fimmanò, Pegaso Online University, Italy
Dr. Giuseppe Gambardella, Pegaso Online University, Italy
Dr. Jeretta Horn Nord, Oklahoma State University, USA
Dr. Susana de Juana-Espinosa, University of Alicante, Spain
Dr. Radosław Mącik, Maria Curie-Skłodowska University in Lublin, Poland
Dr. Giuseppe Paolone, Pegaso Online University, Italy
Dr. Kongkiti Phusavat, Kasetsart University, Thailand
Dr. Adam Śliwiński, Warsaw School of Economics, Poland
Dr. Matei Tămășilă, Politehnica University of Timisoara, Romania
Dr. Moti Zwilling, Ariel University, Israel
The Academic Leadership Forum aims to bring distinguished academics around the world to share their views and ideas about the higher education challenges and solutions in a network society.

Forum Members
Mr. Osman Buleshkaj, Ministry of Education, Science and Technology, Kosovo; Education Consultant at World Bank Education System Improvement Project
Dr. George Carutasu, American University in Bucharest, Romania
Dr. Ryszard Dębicki, former Deputy Rector for Research and International Cooperation at Maria Curie-Skłodowska University, Poland
Dr. Gary DeLorenzo, California University of Pennsylvania, USA
Dr. Pekka Kess, University of Oulu, Finland
Dr. Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco
Dr. Bordin Rassameethes, Kasetsart Universiy, Thailand
Dr. Giovanni Cannata, Universitas Mercatorum, Italy
Dr. Giuseppe Saccone, European Polytechnical University, Bulgaria
Dr. Francesco Fimmanò, Pegaso Online University, Italy
A1 Management 1

Session Chair: Nora Obermayer

The Role of Adult Attachment and Perceived Parental Style in Shaping Leadership Behaviors
Eldad Rom, College of Management, Israel
Keywords: leadership, behaviour, management
Abstract

Optimizing Indirect Costs on Machining Centers by the MHR Method
Vasile Birle and Gabriela Lobontiu,
Technical University of Cluj-Napoca, Romania
Keywords: planning, MHR calculation method, costs optimization, efficiency
Full Text

Human Sustainability in Enterprise Operation: A Literature Review and Research Agenda
Chavatip Chindavijak, Kasetsart University, Thailand
Keywords: human sustainability, enterprise sustainability, sustainability performance measurement, sustainability reporting
Abstract

Improving Patients Outcomes and Safety
Elisabetta Azzali, Pegaso Online University, Italy
Keywords: shared decision making, patient outcomes, team performance, safety
Abstract

Exploring the Relevance of Knowledge-based Networking (Social Media) Tools among Family Businesses
Nora Obermayer, University of Pannonia, Hungary
Keywords: knowledge-based, social media, networking, marketing communication, family businesses
Abstract
A2 Management 2
Session Chair: Monika Jakubiak

Team Reflections, Team Mental Models and Team Performance over Time
Evi Kneisel, Chemnitz University of Technology, Germany
Keywords: team reflection, team mental models, team performance, team learning
Abstract

Is a Mid-sized Town enough for the Generation Z? What is Needed to Keep the Young People in Their (Home)town
Nikoletta Tóth-Kaszás, University of Pannonia, Hungary
Keywords: middle-sized town, generation Z, non-business institutions, settlement development
Abstract

A study on Organizational Behavior Dimensions that Support Successful Corporate Social Responsibility Initiatives
Cristina Borca, Anca Draghici, and SorinSuciu, Politehnica University of Timisoara, Romania
Keywords: organizational behaviour, corporate social responsibility (CSR), organizational communication, customer perception, stakeholder, public perception
Abstract

My Supergrandparent: A Successful Spanish Model of Intergenerational Cooperation Management
Blanca Herrera de Egaña Muñoz-Cobo, Comillas Pontifical University, Spain
Keywords: intergenerational cooperation, social innovation, creative management model, case study, Spanish, ICT’s
Full Text

Methods of Employee Development in the Context of Diversity
Monika Jakubiak and Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland
Keywords: employee development, methods of development, employees, employees’ characteristics, diversity management, diverse teams
Abstract

Destination Tourism Management
Carmela Pugliese, Suor Orsola Benincasa University of Naples, Italy
Keywords: tourism, territorial offer, destination, management
Abstract
A3  Management 3

Session Chair: Srečko Natek

Growth Management Priorities of Service-Based Micro-Enterprises in a Sparsely Populated Area
Martti Saarela and Matti Muhos, University of Oulu, Finland
Harri Jokela, Nihak Ltd., Finland
Keywords: micro-enterprises, micro-companies, management priorities, sparsely populated area, growth management
Abstract

Measuring the Degree of Open Innovation
Hosein Daneshpour, University of Vaasa, Finland
Keywords: open innovation, sustainability modelling, portfolio management
Abstract

Reassessing Tacit Knowledge in the Experience Economy
Domagoj Nikolić, Rochester Institute of Technology, Croatia
Srečko Natek, International School for Social and Business Studies, Slovenia
Keywords: tacit knowledge, the experience economy, knowledge management, co-creation of value, field theory
Full Text

Linking Authentic and Shared Leadership through Sequential Mediation Model: Evidence from Police Department
Farooq Anwar, The University of Lahore, Pakistan
Ishfaq Ahmad, Hailey College of Commerce University of the Punjab, Pakistan
Arqam Javed, Imperial College of Business Studies, Pakistan
Inam Ul Haq, The University of Lahore, Pakistan
Keywords: authentic leadership, shared leadership, job satisfaction, work engagement, police
Abstract

Combined Effect of Workplace Ostracism and Resilience on Job Performance, Job Stress, and Emotional Exhaustion
Inam Ul Haq, The University of Lahore, Pakistan
Keywords: workplace ostracism, resilience, job performance, job stress, emotional exhaustion, Pakistan
Abstract
A4 Management 4

Session Chair: Anna Rakowska

**Antecedents of Work Exhaustion, Its Mediating Role and Subsequent Effects on Turnover Intentions**

Farooq Anwar, The University of Lahore, Pakistan
Arqam Javed Imperial College of Business Studies, Pakistan
Muhammad Zeeshan Shaukat, University of Engineering and Technology, Pakistan

Keywords: work-family conflict, perceived work overload, on the job stressors, work exhaustion, turnover intentions

**Full Text**

**The Impact of Governance on Companies Involvement in a CSR Approach**

Xavier Brédart, Christiane Bughin, and Karin Comblé, University of Mons, Belgium

Keywords: CSR, corporate governance, Board of Directors

**Abstract**

**Mavericks vs. Rule-Followers: Modeling of Rule-Making**

Zoltan Baracskai, Szechenyi Istvan University, Hungary

Keywords: rule-maker, misbehaving, artificial intelligence, decision support systems, organizational behavior

**Full Text**

**Key Competencies Needed on Labor Market in the Opinions of International Experts: Study Results in The Context of Employability Challenges**

Anna Rakowska, Maria Curie-Skłodowska University, Poland

Keywords: labor market, new competencies, employability, virtual collaboration, development

**Abstract**

**Crowdwork and Employee Commitment: New Challenges for HRM**

Jonas Konrad and Ulrich Pekruhl, University of Applied Sciences and Arts NW Switzerland, Switzerland

Keywords: crowdsourcing, HRM employee commitment, platform economy

**Abstract**
A5  Management 5

Session Chair: Antonio Bassi

The Influences of New Touristic Objectives in the Local Budget Economy Performances: Evidence from Bihor County
Gyula Laszlo Florian, Partium Christian University, Romania
Keywords: swot analysis, local budget, tourism
Full Text

PMO and Project Success: The importance of a Project Management Structure; Survey by Swiss Companies
Antonio Bassi, University of Applied Sciences and Arts of Italian Switzerland, Switzerland
Silvia Vigato, Luca Buffoni, Moreno Bonetti, Gianni Lucia, and Riccardo Vaccargiu, Switzerland
Keywords: project management office (PMO), project success, survey, research
Full Text

Tracking Social Perception on Healthcare Service Quality Using Social Media
Hong Joo Lee, Catholic University of Korea, South Korea
Minsik Lee, Yonsei University, South Korea
Habin Lee, Brunel University London, United Kingdom
Keywords: social perceptions, SERVQUAL, healthcare, NHS, sentiment analysis, topic modeling
Full Text

The Significance of Organizational Culture in Companies Implementing CSR Principles
Dorota Chmielewska-Muciek and Bartłomiej Zinczuk, Maria Curie Skłodowska University, Poland
Keywords: CSR, organizational culture
Abstract

Organizational Culture of Socially Responsible Companies
Bartłomiej Zinczuk and Dorota Chmielewska-Muciek, Maria Curie Skłodowska University, Poland
Keywords: CSR, organizational culture
Abstract
A6  Management 6

Session Chair: Aneta Karasek

**HRM Practices as Factor Impacting Enterprises’ Innovation**
Aneta Karasek, Maria Curie-Skłodowska University, Poland
Keywords: innovation, HRM practices, employee behavior, knowledge management

**Abstract**

**Startups: Factors Determining the Achievement of a Scalable Business Model**
Paweł Gajewski, Maria Curie-Skłodowska University, Poland
Magdalena Rzemieniak, Lublin University of Technology, Poland
Keywords: startup, business model, entrepreneurship, innovation, development, Polish market

**Abstract**

**An Incremental Approach for Identifying Communities in Dynamic Social Networks Based on Coalition Formation Game Theory**
Lihua Zhou, Yunnan University, China
Kevin J. Lu, Brunel University, United Kingdom
Keywords: dynamic social network, incremental community detection, coalition formation game theory, approximate Dc-stable partitioning

**Abstract**

**Attitude to Commercials of Consumers from Z Generation**
Olga Smalej, Maria Curie-Skłodowska University, Poland
Keywords: Keywords: Z generation, young consumers, attitude to commercials

**Abstract**

**A Conceptual Model for Sustainable Supply Chain Operation in Fashion Industry**
Shahriare Mahmood and Pekka Kess, University of Oulu, Finland
Keywords: sustainable supply chain, fashion supply chain, sustainability hierarchy, sustainable fashion

**Full Text**

**Leadership Team Coaching in Higher Education System**
Vehbi Miftari, University of Peja, Kosovo
Arbnore Mahaj, Education Center ‘Bardha,’ Kosovo
Keywords: leadership, transformational leader, high-performing team, real time action, Kosovo higher education system, effective communication

**Abstract**
A7 Management 7

Session Chair: Matti Muhos

Growth Management Priorities of Technology-Based Micro-Enterprises in a Sparsely Populated Region
Matti Muhos, Martti Saarela, Hannu Savela, Kai Hänninen, and Harri Jokela, University of Oulu, Finland
Keywords: micro-enterprises, management priorities, sparsely populated area, growth management
Full Text

Creative Thinking and Analytical Risk Visualization: Experiments on the Standard of Unconventional Reading of Financial Statements
Anna Karmańska, Warsaw School of Economics, Poland
Keywords: financial analysis, financial statements, risk visualization, areas of risk, business risk
Abstract

Emergency Management in Extreme Situations: Towards a Multi-Team Learning Process Model
Simone Rita Schmid and Peter Pawlowsky, University of Chemnitz, Germany
Keywords: information sharing, communication, leadership, multi team systems, organisational learning, emergency management, multi causality incidents
Full Text

A Longitudinal Comparison of Hofstede’s Measuring Tools VSM 94 and VSM 2013
Agnesa Hiczérová and Vladimír Burčík, Comenius University, Slovakia
Frederick Kohun and Robert Skovira, Robert Morris University, United States
Dávid Gonda, Comenius University, Slovakia
Keywords: Hofstede, cultural model, VSM 94, VSM 2013
Full Text

Improving Knowledge Transfer with Training: A Case of Car Sellers Approach
Gregor Jagodič and Vesna Skrbinjek, International School for Social and Business Studies, Slovenia
Keywords: knowledge, knowledge transfer, training, mystery shopping, sellers
Full Text
A8 Management 8
Session Chair: Janne Harkonen

What Makes Knowledge Management Activities Work in Higher Education Partnerships?
Enis Elezi and Christopher Bamber, University of Bolton, United Kingdom
Keywords: higher education partnerships, KM activities, shared vision and values, leadership and management, communication protocol, KM strategy
Abstract

Albania’s Indispensable Tourism Destination Management
Arjana Kadiu, University ‘Aleksander Moisiu,’ Albania
Keywords: destination management plan, synergy, marketplace, clusters, transparency
Abstract

Modelling of Construction Products and Services for Effective Productisation
Janne Harkonen, Arto Tolonen, and Harri Haapasalo, University of Oulu, Finland
Keywords: productisation, commercial product portfolio, technical product portfolio, management, product portfolio management, construction products, construction services
Abstract

Beyond the Scope of Shark Tank’s Knowledge-Sharing: A New Phenomenon in Entrepreneurship Success
Chaza Abdul-Al and Edison Rolle, Robert Morris University, United States
Loreen Powell, Bloomsburg University, United States
Keywords: shark tank show, explicit knowledge, tacit knowledge, sharks investors, knowledge management, knowledge sharing, entrepreneurs
Abstract

Building the Individual Awareness toward Blood Donation Marketing Strategy in Indonesia
Budhi Haryanto and Pram Suryanadi, Universitas Sebelas Maret, Indonesia
Keywords: blood donors, attitude, perception
Abstract
B1 Business 1

Session Chair: Elzbieta Wrońska-Bukalska

Changes in Capital Structure over Time
Elzbieta Wrońska-Bukalska and Kamil Mazurkiewicz,
Maria Curie-Skłodowska University, Poland
Keywords: capital structure, profitability, investment, crisis time
Abstract

The Analysis Driving Factors and Model Exploration for SMEs Transformation and Upgrading
Zeming Yuan, Tian Li, Tao Ma, and Yuyuan Fu,
Tianjin University of Finance and Economics, China
Keywords: technology-based small and medium-sized enterprises, transformation and upgrading, driving factors, innovation mode, case study
Abstract

Organisational and Political Approach of Modern City Logistics
Stéphane Sirjean, Christian Morel, and Gilles Pache,
Aix-Marseille University, France
Keywords: city logistics, freight stations, local authorities, logistics sprawl, stakeholders, supply chain management
Full Text

Cooperation of Science, Business, and Administration in Poland: The Perspective of Cities
Kinga Bednarzewska, Maria Curie-Skłodowska University, Poland
Keywords: cooperation, cities, Triple Helix Readiness, strategy
Abstract

Comparison and Tendencies of Business Services Trade Indices in the Czech Republic, the Slovak Republic, and EU28
Tatiana Čorejová and Mario Al Kassiri,
University of Zilina, Slovakia
Keywords: business services, indices, knowledge, criteria, regional disparities, creativity, customisation
Full Text
B2  Business 2

Session Chair: Andrea Quintiliani

SME Financial Disclosure: A Panel Analysis
Andrea Quintiliani, Pegaso Online University, Italy
Keywords: CFD, family business, SME, agency cost, financial crisis, stakeholder perspective
Full Text

Financial Performance in the Public Administration Sector: Comparison between Romania and Hungary
Matei Tămășilă, Ilie Mihai Taucean, Alin Emanuel Artene, and Claudiu Tiberiu Albulescu, Politehnica University of Timisoara, Romania
Keywords: financial performance, public administration sector, firm-level data, panel cointegration
Abstract

Should Excise Tax Be Collected on Mobile Services? Experience in Thailand
Thamrongsak Svetalekth, Kasetsart University, Thailand
Keywords: tax on mobile services, telecommunication tax, excise tax collection, mobilephone tax
Abstract

Corporate Governance on Financing Policy: Mediating Role of Cost of Capital
Mian Sajid Nazir, COMSATS Institute of Information Technology, Pakistan
Aisha Javaid, The Balochistan University of Information Technology, Pakistan
Keywords: corporate governance, cost of capital, capital structure decisions, Pakistan
Abstract

Knowledge-Based Networking Technologies among Wine and Gastro SMEs in Balaton Region
Nora Obermayer, Edit Kovari, and Gerda Bak, University of Pannonia, Hungary
Keywords: knowledge-based networking tools, social media, qualitative research, wineries
Full Text


### Criteria of Venture Capital for Considering Investment in Start-Ups In Thailand

**Anyanitha Distanont**, College of Innovation, Thammasat University, Thailand  
Keywords: venture capital, start-up, fundraising  
[Full Text](#)

### An Analysis of Economic Performance in the 10th year Anniversary of the Great Recession of 2008

**Pellegrino Manfra**, City University of New York, United States  
Keywords: financial crisis, economy, United States  
[Abstract](#)

### Conceptual Approaches of the Relation Between Tax Evasion and Tax Burden

**Vasile Birle** and **Mihai Bănică**, Technical University of Cluj Napoca, Romania  
Keywords: tax burden, tax evasion, fiscal coefficient, public finances  
[Full Text](#)

### Critical Success Factors of SMEs in the New Product and Service Development (NPSD) Sector

**Haruthai Numprasertchai** and **Phanthipa Srinammuang**, Kasetsart University, Thailand  
**Jirapan Sakuna**, Office of Small and Medium Enterprises Promotion, Thailand  
Keywords: Thai SMEs, success factors, NPSD  
[Full Text](#)


**Mojca Gornjak**, International School for Social and Business Studies, Slovenia  
Keywords: international financial reporting standards, IAS 39, IFRS 9, impairment, expected credit loss  
[Full Text](#)
B4  Business 4

Session Chair: Caius Tudor Luminosu

Risk Management in SMEs with Financial and Non-Financial Indicators Using Business Intelligence Methods
Chenyang He and Kevin J. Lu, Brunel University, United Kingdom
Keywords: data mining, enterprise risk management, business intelligence, KRI, non-financial indicators, SMEs, CHAID
Full Text

Modern Innovative Approaches of Measuring Business Performance
Dominika Čeryová, Natália Turčeková, Izabela Adamčíková, and Danka Moravčíková, Slovak University of Agriculture, Slovakia
Keywords: modern innovative approaches, business performance, EVA, EVA momentum, EVA Margin
Full Text

Determinants of the Investment Location Decisions: The Case of Lublin, Poland
Krzysztof Raganowicz, Maria Curie-Skłodowska University, Poland
Keywords: investment, location choice, business, investors, Lublin
Abstract

Artificial Intelligence and the Way of Changing Decision-Making for Business
Daniel Paschek, Caius Tudor, Anca Draghici, and Adrian Mateescu, Politehnica University Timisoara, Romania
Keywords: artificial intelligence, decision-making systems, management, automation, digitalization, knowledge management, business-prediction, industry 4.0
Full Text

Prices of Intercity Transport Services Offered by Traditional Enterprises and a Sharing Economy Company
Magdalena Kłopotek, Maria Curie-Sklodowska University, Poland
Keywords: sharing economy, collaborative consumption, road transport, transport services, prices, blablacar
Abstract
**B5 Business 5**

Session Chair: Ilona Bondos

**The Relationship between the Socioemotional Wealth and the Family Businesses’ Sustainability**
Krisztina Németh and Szilárd Németh, Budapest Business School, Hungary
Keywords: family business, socioemotional wealth, business performance, innovation performance
Full Text

**Post-purchase Service via Remote Channels: Factors Affecting Customers’ Intention to Use**
Ilona Bondos, Maria Curie-Skłodowska University, Poland
Keywords: post-purchase service, post-purchase intention, remote channels, marketing channels
Abstract

**The Insourcing Typology**
Grzegorz Grela and Mariusz Hofman, Maria Curie-Skłodowska University, Poland
Keywords: insourcing, outsourcing, backsourcing
Abstract

**Virtual Business, Feasible Competitive Advantage:**
The Retail Sector Case Studies
Tomasz Bober, Cracow University of Economics, Poland
Keywords: competitive advantage, e-commerce, virtualization, business model
Abstract

**Heterogeneity of Subjective Norm, Perceived Usefulness, Online Shopping Behavior, and Purchase Intention as Online Shopping Factors**
Adasa Nkrumah Kofi Frimpong and Ping Li, University of Electronic Science and Technology of China, China
Samuel Adu Gyamfi, University of Education Winneba, Ghana
Jenkins Atarigigna Asaah, University of Electronic Science and Technology of China, China
Keywords: Ghana, subjective norm, perceived usefulness, purchase intention, online shopping behavior
Abstract
B6  Business 6

Session Chair: Marcin Lipowski

Changing the Distribution Channel by the Consumer in the Purchase Process
Marcin Lipowski, Maria Curie-Skłodowska University, Poland
Keywords: customer journey, distribution channel, customer behaviour, customer generation
Abstract

Movie Merchandising and its Consumer Perception
Ádám Horváth and Balázs Gyenge,
Szent István University, Hungary
Keywords: marketing, culture, merchandising, movie consumption, consumer behavior
Full Text

Historical Valuation Bases and Drivers of Large Internet Enabled Companies
Adelin Truşculescu, Anca Draghici, Daniel Paschek, and Claudiu Tiberiu Albulescu,
Politehnica University of Timisoara, Romania
Keywords: internet valuation, valuation bases, valuation drivers, revenue vs. EBITDA valuation, valuation large internet players
Abstract

Academic Mobility of Business and Administrative Sciences
Tina Quechon and Kristijan Breznik,
International School for Social and Business Studies, Slovenia
Keywords: Erasmus, academic mobility, network analysis
Full Text

Conceptual Model of a Successful Project Application Developed on the Basis of Qualitative Research Results
Urška Vidmar, Poučevanje jezikov, Urška Vidmar s.p., Slovenia
Tina Vukasović, International School for Social and Business Studies, Slovenia
Keywords: European Union (EU), EU funds, funds, grant writing, grants, Horizon 2020
Abstract
C1  Economics 1

Session Chair: Irena Hejduk

Analysis of Consumer Satisfaction As the Basis for Preserving the Company’s Competitive Position in the Market
Tina Vukasović, International School for Social and Business Studies, Slovenia
Matej Duvnjak, Croatia
Keywords: consumer satisfaction, design, consumer behaviour, measurement, shopping
Full Text

Identifying Elements for Successful Approach to Applying Projects
Urška Vidmar, Poučevanje jezikov, Urška Vidmar s.p., Slovenia
Tina Vukasović, International School for Social and Business Studies, Slovenia
Keywords: European Union (EU), EU funds, funds, grant writing, grants, Horizon 2020, project planning, proposal, rhetoric
Abstract

The Impact of Bank Levy on the Foreign Direct Investment in the Banking Sector
Małgorzata Twarowska, Maria Curie-Skłodowska University, Poland
Keywords: tax, bank levy, financial sector, foreign direct investment
Abstract

Revolution 4.0 and Employment: Some Evidences After the Financial Crisis in Spain
Josep Llados-Masllorens, Open University of Catalonia, Spain
Keywords: employment, Industry 4.0, technological change, skills
Abstract

Development of Fintech Startups in Poland
Irena Hejduk, Piotr Maicki, and Mateusz Fabiszewski, SGH Warsaw School of Economics, Poland
Keywords: FinTech, financial innovation, startup, business model
Abstract
C2 Economics 2

Session Chair: Stefano Palermo

Impact of Political and Terrorist Events on Stock Market Returns: A Case Study in South Asian Context
Mian Sajid Nazir and Adeel Akram,
COMSATS Institute of Information Technology, Pakistan
Farooq Anwar, Lahore Business School, The University of Lahore, Pakistan
Keywords: efficient market hypothesis, market anomalies, event study, emerging markets, SAARC

Abstract

The Notion of Multilateralism in the Retreat
Daniel Nagel, Bucharest University of Economic Studies, Romania
Keywords: multilateralism, trade liberalization, preferential trade agreements, WTO, Doha round, protectionism

Abstract

The Development of the Italian Industrial System in the Last 30 years and the Impact of Enterprise 4.0 within the Economy of Southern Italy
Stefano Palermo, Pegaso Online University, Italy
Andrea Pomella, University of Campania Luigi Vanvitelli, Italy
Keywords: Italian industrial system, European development, Enterprise 4.0

Full Text

Factors Determining the Choice of Insurance: Research Results
Anna Jańska and Arleta Kędra,
Maria Curie-Skłodowska University, Poland
Keywords: determinants of purchase, ordered logit model, insurance

Abstract

Demographic Aging of Polish Society and Its Effects from the Point of View of Pension Finance
Maciej Raszewski, Maria Curie-Skłodowska University in Lublin, Poland
Keywords: pension, social insurance, contributions, demography, poverty

Abstract
C3  Economics 3

Session Chair: Tomasz Kijek

The Knowledge-Based Economy and Economic Growth: Evidence from the European Union
Tomasz Kijek, Maria Curie-Skłodowska University, Poland
Keywords: knowledge-based economy, growth, European Union
Abstract

The Importance of Changes in Transfer Pricing for Related Companies in Europe
Karol Przydatek and Jolanta Szolno-Koguc, Maria Curie-Skłodowska University, Poland
Keywords: transfer pricing, related entities, OECD guidelines, tax
Abstract

Anti-Tax Avoidance Measures on the Basis of EU Countries’ Solutions
Natalia Ołówko and Jolanta Szolno-Koguc, Maria Curie-Skłodowska University, Poland
Keywords: tax avoidance, base erosion profit shifting, Anti Tax Avoidance Directive, tax
Abstract

Does the Polish Pension Scheme to Prevent Poverty in Old Age?
Teresa H. Bednarczyk and Maciej Raszewski, Maria Curie-Skłodowska University, Poland
Keywords: pension, poverty, prevention, aging of the society
Abstract

Forecasting the Number of Passengers Serviced at the Bulgarian Bus Terminals
Sophia Mirchova, South-West University ‘Neofit Rilski,’ Bulgaria
Keywords: bus transport, bus terminals, linear trend, double exponential smoothing method, Holt method
Full Text

Effects of Non-Tariffs Barriers on Maize Production and Marketing for Smallholder Farmers in Tanzania
Petro Maziku, College of Business Education, Tanzania
J. Hella and J. Makindara, Sokoine University of Agriculture, Tanzania
Keywords: maize, production and marketing, NTB, smallholder farmers, Tanzania
Abstract
C4  Economics 4

Session Chair: Fred Hoffman

Globalisation and Mondialisation in a Comparative Perspective
Elina Gugliuzzo, Pegaso Online University, Italy
Keywords: globalisation, mondialisation, métissage, world economy
Abstract

The Role of Knowledge Skill of the Labour Force in Attracting Foreign Direct Investments in Kosovo
Kushtrim Reçi, International School for Social and Business Studies, Slovenia
Keywords: direct Investments, developing countries, knowledge skills, labour force, Kosovo
Abstract

Do Pension Funds Attract Foreign Direct Investments?
Marcin Brycz and Teresa Kamińska, University of Gdańsk, Poland
Keywords: pension funds, FDI, investment development path, panel data
Abstract

Considerations for Successfully Investing in Commercial Intelligence and Knowledge Management
Fred Hoffman, Robert Morris University, United States
Keywords: business intelligence, competitive intelligence, knowledge management
Abstract

The Stages in the Process of Identifying a Successful Project Idea for Horizon 2020: Theoretical Background
Urška Vidmar, Poučevanje jezikov, Urška Vidmar s.p., Slovenia
Tina Vukasović, International School for Social and Business Studies, Slovenia
Keywords: European Union (EU), EU funds, grant writing, Horizon 2020, project idea
Full Text

The Economic Growth – Employment – Poverty Reduction Nexus in the Romanian Economy
Adina Barbulescu, West University of Timisoara, Romania
Emilia Herman, Petru Maior University of Tîrgu Mureș, Romania
Keywords: economic growth, economic development, employment, poverty, in-work poverty
Full Text
D1 Education & Training 1
Session Chair: Endrina Eskić

**Intercultural Education for Global Citizenship in 21st Century**
Subhash Chandra, Global Harmony Association (GHA), India
Keywords: globalization, intercultural education, training & learning, global citizenship

*Abstract*

**Tacit Dimension s Comprehensive Entity: Reflections on the Ineffable**
Robert Skovira, Robert Morris University, United States
Keywords: intuition, tacit coefficient of knowing, tacit knowing, from ... to relation, fixed interpretative framework, personal beliefs and commitments, personal heuristics

*Abstract*

**Big Data and Data Science: A Scientometrics Approach**
Anita Papić and Endrina Eskić, Faculty of Social Sciences and Humanities in Osijek, Croatia
Keywords: big data, business intelligence, data science, scientometrics

*Full Text*

**Networking as a Strategy for Capacity Building**
Alenka Jurč Rajh and Andrej Koren, International School for Social and Business Studies, Slovenia
Mateja Brejc, National School for Leadership in Education, Slovenia
Keywords: capacity building, self-evaluation, capacity-building strategies, networking, schools, quality assessment and assurance

*Full Text*

**Student’s Perception of Academic Quality: A Review of the Literature**
Dugagjin Sokoli, Universi College, Kosovo
Andrej Novak, International School for Social and Business Studies, Slovenia
Carlos Gutierrez, School of Management, Slovakia
Keywords: quality education, student perception, academic quality, student assessment, higher education

*Full Text*
D2 Education & Training 2
Session Chair: Kari-Pekka Heikkinen

Role of Multidisciplinary and Interdisciplinary Education in Computer Science
Kari-Pekka Heikkinen and Teppo Räisänen,
Oulu University of Applied Sciences, Finland
Keywords: higher education, interdisciplinary, multidisciplinary, interprofessional, computer science
Abstract

Comparing Enterprise Education Practices in Higher Education Institutions from UK and China
David Gibson, Liverpool John Moores University, United Kingdom
Dang Jianning, Lanzhou University of Finance and Economics, China
Vasilios Tavlaridis, Liverpool John Moores University, United Kingdom
Keywords: enterprise and entrepreneurship education, pedagogical practices, higher educational institutions, China, UK
Abstract

Kosovo Higher Education System and the Demand for Qualified Academic Staff
Evzi Hani, Iliria College, Kosovo
Keywords: human resources, Ph.D. qualification, funding policy, Kosovo
Abstract

Training Families to Eliminate Corporal Punishment on Children
Ana Rosser-Limiñana, Susana de Juana-Espinosa, Diana Jareño-Ruiz, and Carmen Lopez-Sanchez, University of Alicante, Spain
Keywords: corporal punishment, children, positive discipline, training, parents
Abstract

A Comparison of the Cultural Intelligence of Hungarian and International Business Students
Klara Falk Bano and Katalin Kollath,
Budapest Business School, University of Applied Sciences, Hungary
Keywords: intercultural competence, cultural intelligence, globalisation, internationalisation, business students, higher education
Abstract

Education, Didactic Management and Training
Costantino Formica, Pegaso Online University, Italy
Keywords: educational, learning, management, training, innovation
Abstract

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**D3 Education & Training 4**

Session Chair: Lorenzo Fiorito

**Encouraging Academies to Teach how to Promote Cultural Heritage**
Lorenzo Fiorito, Pegaso Online University, Italy
Keywords: cultural heritage, communication skills, cultural marketing, job creation

**Abstract**

**Intercultural Education for Creative Entrepreneurship**
Anca Draghici, Matei Tămășilă, Alin Jitarel, and Claudiu Tiberiu Albulescu, Politehnica University of Timisoara, Romania
Keywords: Entrepreneurship potential, intercultural education, creative industries, creative entrepreneurship, self-assessment test

**Abstract**

**Boosting Business through VET Education and Training, Soft and Hard Competences**
Monika Tomczyk and Malgorzata Porada Rochoń, University of Szczecin, Poland
Keywords: EDTECH, education, creative industry, mobility

**Abstract**

**A Study of the Evolution of Educational Efficiency: Romanian Case**
Gabriela Alina Paraschiva, Politehnica University of Timisoara
Zoltan Farkas, Technical College Batthyany Ignac, Romania
Alin Jitarel and Anca Draghici, Politehnica University of Timisoara, Romania
Keywords: education, efficiency, rural areas, external evaluation

**Full Text**

**Experiencing Feedback in Higher Education Context**
Valerij Dermol and Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Keywords: higher education institutions, students, teachers, quality of teaching

**Full Text**

**Financial Topic in School Curriculum: Case Study of Slovenian Elementary Schools**
Valerij Dermol and Aleš Trunk, International School for Social and Business Studies, Slovenia
Keywords: financial literacy, elementary schools, syllabus, society, Slovenia

**Full Text**
D4 Education & Training 4
Session Chair: Karim Moustaghfir

Contribution of Academic Resources on Innovation and Entrepreneurship
Ilhan Guler, Istanbul University, Turkey
Ozgur Uysal, American University of the Middle East, Kuwait
Ali Türkyılmaz, Nazarbayev University, Kazakhstan
Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland
Keywords: innovation, entrepreneurship, higher education performance, data envelopment analysis, efficiency measurement
Abstract

Teaching Data Standards Using Learning Applications
Marco Schwarzenbach and Bettina Schneider,
University of Applied Sciences and Arts Northwestern Switzerland, Switzerland
Keywords: learning application, serious games, professional & higher education, GS1
Full Text

Co-Branding and Brand Loyalty: Higher Education Institutions Perspective
Barbara Mróz-Gorgoń, Wrocław University of Economics, Poland
Roman Kozel, Technical University of Ostrava, Czech Republic
Mateusz Grzesiak, University of Dąbrowa Górniczaj, Poland
Keywords: co-branding, brand, universities, brand loyalty
Abstract

E-Learning Adoption in Higher Education
Narjisse Hannache-Heurteloup and Karim Moustaghfir,
Al Akhawayn University in Ifrane, Morocco
Keywords: E-learning adoption, perceived barriers, supporting factors, higher education, success roadmap
Abstract

Study and Labour Market
Dušan Lesjak and Vesna Skrbinjek,
International School for Social and Business Studies, Slovenia
Keywords: tertiary education, graduates, labour market, unemployment, Slovenia
Full Text
D5 Education & Training 5

Session Chair: Vladimír Burčík

The Analysis of Vocational Training Needs
Alin Gaureanu, Andreea Cristina Bejinariu, Cristina Feniser, and Gabriela Alina Paraschiva, Politehnica University of Timisoara, Romania
Keywords: Human resources, management, vocational training, training needs
Full Text

The Impact of Dual Offerings of an ABET-CAC Accredited CIS Program: Face-To-Face, Traditional versus Online Distance Education
Gary DeLorenzo, California University of Pennsylvania, United States
Frederick Kohun and Robert Skovira, Robert Morris University, United States
Vladimír Burčík, Comenius University, Slovakia
Keywords: computer information systems, program, pedagogy, distance education, online, face-to-face
Abstract

Microlearning in the Context of Integrated Online Learning
Vladimír Burčík, Comenius University, Slovakia
Frederick Kohun, Robert Morris University, United States
Dušan Lesjak, International School for Social and Business Studies, Slovenia
Keywords: microlearning, mobile application, ilearn.sk, gaming, KnowledgeMatch
Abstract

School Evaluation as a Mechanism for School Improvement
Bukurije Bllacak, AAB College, Kosovo
Keywords: improvement, inspection, school evaluation, mechanisms, relationships, policy, quality education
Full Text

Curriculum Reform: Challenges and Opportunities
Osman Buleshkaj and Selim Mehmeti, Ministry of Education in Kosovo, Kosovo
Keywords: curriculum development, planning, implementation, competencies, teaching program
Full Text

Technology Enhanced Distraction in Learning? Exploring and Comparing Student Beliefs and University Classroom Laptop Use
Maria Rabl, Niki Canham, and Stephan Schloegl, Management Center Innsbruck, Austria
Keywords: technology enhanced learning, self-regulated learning, distraction
Abstract
### Study and Employment Satisfaction
Dušan Lesjak, University of Primorska and International School for Social and Business Studies, Slovenia
Vesna Skrbinjek, International School for Social and Business Studies, Slovenia
Keywords: higher education, satisfaction, labour market, enrolment, unemployment

**Abstract**

Coping with Uncertainties in Entrepreneurship: An Experimental-Learning Approach
Uta Wilkens and Yvonne Braukhoff, Institute of Work Science, Ruhr-University Bochum, Germany
Keywords: entrepreneurship education, higher education, experimental learning, problem-based-learning, peer learning, coping with uncertainties

**Abstract**

Effectiveness of Utilization of Information Technology in Academic Institution Instructions
David Kung and Linda Gordon, University of Laverne, United States
Frank Lin and Parviz Partow-Navid, California State University, United States
Keywords: information technology, education, learning outcomes, benchmarking

**Abstract**

Linking Student Satisfaction with Student Performance and Student Involvement Using a Decision Tree
Vesna Skrbinjek and Valerij Dermol, International School for Social and Business Studies, Slovenia
Keywords: student satisfaction, quality, study activities, student performance, decision tree

**Full Text**

Gaps between Rural and Urban Students in Computer and Information Literacy: Initial Results from a Cross-Country Comparison
Plamen V. Mirazchiyski, International Educational Research and Evaluation Institute, Slovenia
Eva Klemenčič, International School for Social and Business Studies, Slovenia
Keywords: computer and information literacy, rurality, lower-secondary education, inequalities, cross-country comparison

**Abstract**
E1 Technology & Innovation 1

Session Chair: George Carutasu

How Business Students Gain Knowledge and Skills on Geographic Information Systems: The Case of GIS Project Development
Łukasz Wiechetek, Maria Curie-Skłodowska-University, Poland
Keywords: GIS, geographic information system, GIS education, GIS knowledge, QGIS, ArcGIS, GIS project, students' opinions

Abstract

Empowerment ITIL Processes by Using COBIT Framework to Strategic Alignment of IT and Business in South Pars Gas Company
Sima Radmanesh and Payam Nabhani
South Pars Gas Complex, Iran
Keywords: oil and gas, ITIL, COBIT, strategic alignment

Full Text

Product Development Drivers: An Explorative Study in Finland and China
Jukka Majava, University of Oulu, Finland
Kris M. Y. Law, Hong Kong Polytechnic University, Hong Kong
Harri Haapasalo, University of Oulu, Finland
Y. C. Chau, SAE Magnetics (H. K.) Ltd, Hong Kong
Osmo Kauppila, University of Oulu, Finland
Keywords: new product development (NPD), driver, innovation, technology, Finland, China

Abstract

Business Opportunities for Retrofit Homes within Smart Meter Implementation Context
George Carutasu, Alexandru Pirjan, Cristina Coculescu, and Nicoleta Luminita Carutasu, University Politehnica of Bucharest, Romania
Keywords: smart metering, smart home, smart city, IoT

Full Text

Innovative Development Models: World Experience and Kazakhstan
Deyanira Iskakova, Gumilyev Eurasian National University, Kazakhstan
Keywords: innovation, science, small and medium business, competitiveness, market, world experience, efficiency

Abstract
E2 Technology & Innovation 2

Session Chair: Gabriela Lobontiu

Attribute Profiles of Technology Entrepreneurship: Outcomes of Fuzzy Sets Qualitative Analysis on Example of Companies from the Aviation Valley in Poland
Piotr Kordel, Silesia University of Technology, Poland
Keywords: technology entrepreneurship, attribute profiles, qualitative analysis, high-technology companies
Abstract

The Impact of Information Sources on Consumer Behavior in Order to Adopt a New Technology
Nadia Barkoczi and Gabriela Lobontiu, Technical University of Cluj Napoca, Romania
Keywords: technology diffusion, technology adoption, innovative, imitator, mass media, Internet
Abstract

An Ontology-Based Approach for Conceptual Product Development
Adrian Petrovan and Gabriela Lobontiu, Technical University of Cluj-Napoca, Romania
Keywords: ontology engineering, conceptual modelling, product development, knowledge representation, distributed design
Abstract

A Study on Consumer Preference of Autonomous Vehicles’ Connectivity: The Case of South Korea
Kyuho Maeng and Youngsang Cho, Yonsei University, South Korea
Keywords: connected and autonomous vehicles; conjoint analysis; discrete choice model; technology adoption
Abstract

Conceptual Framework of Data Integrity within Application Integration and ERP Based Lean Production
Christian Ricky and Yasuo Kadono, Ritsumeikan University, Japan
Keywords: Data Integrity, Application Integration, ERP, Lean Production
Abstract
E3 Technology & Innovation 3

Session Chair: Adam Sliwinski

Economic Evaluation of Biogas Production
Zuzana Kapustova, Jan Lajda, Jaroslav Kapusta, and Peter Bielik, Slovak University of Agriculture, Slovakia
Keywords: agriculture, biogas, biomass, economic analysis, investment costs

Abstract

Task Assignment Optimization with the Use of PESBAT Linear Programming Tool
Uładzislau Yanch and Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland
Keywords: task assignment, assignment problem, process optimization, workload balancing, optimizing in Excel, Solver, linear programming

Abstract

New Technology as a Challenge for an Insurance Sector: Digital Risk
Adam Śliwiński, Warsaw School of Economics, Poland
Keywords: digital risk, insurance

Abstract

Process Optimization for Lens Coating Machine
Kanokwan Suyarach, Suparerk Sooksmarn, and Pornthep Anussornritisarn, Kasetsart University, Thailand
Keywords: process optimization, design of experiment, trans-bonding, adaptive lenses

Abstract

Crime Prediction and Prevention (CPP) in USA, Based on USA Criminal Data of 2007
Tesema Fiseha Berhanu, Adasa Nkrumah Kofi Frimpong, and Ping Li, University of Electronic Science and Technology of China, China
Millicent Amoah, Takoradi Technical University, Ghana
Keywords: criminal data, data mining, apriori algorithm, USA

Abstract
E4 Technology & Innovation 4

Session Chair: Pornthep Anussornnitisarn

A Digital Forensic Tool for Mobile Devices: Paraben
Hitesh Sachdev, Hayden Wimmer, and Lei Chen, Georgia Southern University, USA
Loreen Powell, Bloomsburg University, USA
Chaza F. Abdul-Al, Robert Morris University, USA
Keywords: digital forensics, accounting forensics, paraben, mobile phone forensics analysis, forensics tools

Manufacturing Policy Selection Using Data Classification Technique in Enterprise Resource Planning Environment
Manassara Tanasamrit, Bordin Rassameethes, and Pornthep Anussornnitisarn, Kasetsart University Thailand
Keywords: enterprise resource planning, manufacturing policy, data classification, big data technology

Life Cycle Cost Analysis in Designing a Sustainable Commercial Kitchen
Kurniadi Setiono, Sasivimol Meeampol, and Pornthep Anussornnitisarn, Kasetsart University, Thailand
Keywords: life cycle cost analysis, cost-effectiveness, long-term costs, equipment

Linkages between Actors Creating Innovations in the Light of Cultural Conditions
Anna Popik and Jakub Czerniak, Maria Curie-Skłodowska University, Poland
Keywords: innovation, innovation culture, Innovation linkages, typologies of culture

Tech & Knowledge-Based Economy: How Mobile Technologies Influence the Economics of Small and Medium Enterprises
Antonio Tufano, Pegaso Online University, Italy
Roberto Valente, University of Molise, Italy
Enza Graziano and Modestino Matarazzo, Pegaso Online University, Italy
Keywords: innovation, mobile technologies, knowledge based economy, SME's

Full Text
F1 Law & European Studies 1

Session Chair: Anca Draghici

Visa Liberalisation Process in Western Balkans Countries Aspiring to Join the European Union
Sabiha Shala, University ‘Haxhi Zeka’ Peja, Kosovo
Andi Belegu, College of ESLG, Kosovo
Keywords: EU integration, visa liberalization, western Balkan countries, conditions, process, progress, barriers
Full Text

Cost and Benefits of Signing SAA Agreement with EU
Sabiha Shala, University ‘Haxhi Zeka’ Peja, Kosovo
Dardan Gerbeshi, College of ESLG, Kosovo
Mimoza Hyseni-Pajaziti, University ‘Haxhi Zeka’ Peje, Kosovo
Keywords: EU integration, visa liberalization, western Balkan countries, conditions, process, progress, barriers
Full Text

Children from the Unhappy Side of Tourism
Ildikó Ernszt, University of Pannonia, Hungary
Keywords: children, tourism, sexual exploitation of children, child labour, child trafficking
Full Text

Regulation of the Digital Economy in the European Union
Anita Pelle, University of Szeged, Hungary
Keywords: digital economy, regulation, European Union
Abstract

Legal Considerations on Ethical Aspects of Artificial Intelligence
Alin Jitarel, Anca Draghici, Caius Luminosu, and Daniel Paschek, Politehnica University of Timisoara, Romania
Keywords: artificial intelligence, legal regulation, ethical framework, effects of digitalization, EU law
Abstract

Economy and Digital Society of the European Union Countries Based on the DESI Index
Ewelina Berlińska, Maria Curie-Sklodowska University, Poland
Keywords: DESI Index, digital economy, digital society, European Union
Abstract
F2  Law & European Studies 2

Session Chair: Augusto Sebastio

Health Policy Implementation at the Crossroads of Competitiveness and European Competition Regulations
Sarolta Somosi, University of Szeged, Hungary
Keywords: EU, healthcare, health policy, competition regulation, services of general economic interest, SGEI
Full Text

How the ECB’s Monetary Policy Contribute to EU Integration
Vincenzo Minafra, University of Bari Aldo Moro, Italy
Aleš Trunk, International School for Social and Business Studies, Slovenia
Keywords: monetary policy, EU integration, European central bank, money supply, liquidity
Full Text

The Role of Higher Education, Employment and Social Policies in the EU Integration Process
Nada Trunk Širca, Valerij Dermol, and Anica Novak Trunk, International School for Social and Business Studies, Slovenia
Keywords: European Higher Education Area, EU integration, competences, employability, labour, society
Full Text

Copyright Appropriation from Art to Technology
Augusto Sebastio, University of Bari, Italy
Keywords: copyright, art, technology, web, interpretation, ban
Full Text

EU Topics in the School Curriculum: The Case of Slovenian Elementary Schools
Valerij Dermol and Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Keywords: education, European Union, schools, syllabus, society, Slovenia
Full Text
G1  Inspiration Economy 1

Session Chair: Claude Meier

A Study to the Actual State of Digital Leadership in Small and Medium Enterprises (SME) in Switzerland
Claude Meier and Urs Jaeckli, Zurich University of Applied Sciences in Business Administration, Switzerland
Keywords: digital leadership, digital education and governance, self-organisation, agility, online survey, Swiss SMEs
Abstract

Role of Host Country Context in Business Internationalization: Case of Japan
Irmina Florek and Jacek Jakubczak, Maria Curie-Skłodowska University, Poland
Keywords: culture, entry barriers, Japanese market, market entry, host country, international business
Abstract

Culture as a Barrier to Entry for Polish Enterprises on People’s Republic of China Market: Conceptual Model
Jacek Jakubczak and Anna Rakowska, Maria Curie-Skłodowska University in Lublin, Poland
Keywords: culture, market entry barrier, Guanxi, international business, GRX scale
Abstract

Creating Value through Innovative Management: IDEA Companies
Zenon Pokojski and Bartłomiej Wójcik, Maria Curie-Skłodowska University, Poland
Keywords: creating values, idea-company, fair trade, open eyes economy
Abstract

Creative Discovery Tourism is the Key to International Brand Marketing of Territories
Giacomo Primo Sciortino, Global Trade and Web Association, Italy
Keywords: international tourism, territorial brands, heritage, discovery tourism
Abstract

Economic Violence against Woman: Which Economy Law Instruments Are More Effective
Eugenio Maria Mastropaolo, Pegaso Online University, Italy
Keywords: economic violence, economy law instruments, entrepreneurial woman skills, woman education and training needs
Full Text
H1 Social Inclusion 1
Session Chair: Susana de Juana-Espinosa

Inclusion of Migrant and Roma Children in Spanish Schools: Using Focus Groups for Prescriptive Analysis
Susana de Juana-Espinosa, Ana Rosser-Limiñana, and José Luis Gasco-Gasco, University of Alicante, Spain
Keywords: Roma, migrants, schools, inclusion, qualitative research, focus group
Abstract

Sustainability Model for Social Enterprise: Experience from Thai Healthcare Sector
Orapan Khongmalai and Anyanitha Distanont, Thammasat University, Thailand Wathu Rojanavongse, CP, Thailand
Keywords: social enterprise, sustainable development, sustainability model, healthcare
Full Text

Playing with Trust in the Sharing Economy
Antoni Meseguer-Artola, Open University of Catalonia, Spain
Keywords: sharing economy, game theory, trust, Airbnb
Abstract

Integration of Migrant is Schools, Key EU Trends and Good Practices: Project RoMigSc
Keywords: migrant children in schools, EU policies on education, good practices, project RoMigSc
Full Text

Engagement of Young People in Volunteering: Enhancing Their Social Inclusion and Employability Possibilities
Keywords: volunteer, young people, society, citizenship, employability
Full Text
H2 Social Inclusion 2

Session Chair: Valerij Dermol

Diversity-Aware Teachers for Supporting Inclusion of Migrant Children in Schools: Case Study of Italy
Aleš Trunk, International School for Social and Business Studies, Slovenia
Augusto Sebastio, Centre for Legal Informatics Studies – Taranto, Italy
Keywords: multicultural society, migrant children in Italy, EU and Italian policies on education, teacher training, project RoMigSc
Full Text

Unaccompanied Minors and Their Transition into Adulthood: Project CiSoTRA
Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Alexander Krauss, Institute for Socio-Scientific Consultancy, Germany
Anica Novak Trunk, International School for Social and Business Studies, Slovenia
Keywords: unaccompanied minors and young adults, model for better social inclusion, education & employment and social skills, project CiSoTRA
Full Text

The Judicial Protection of the Rights of Migrants
Cosima Ilaria Buonocore, Centre for Legal Informatics Studies and University of Bari Aldo Moro, Italy
Keywords: right, judicial protection, migrant, court, civil procedure
Abstract

Social Responsibility and Corporate Innovation: Self-Defeating or All Gets Sorted Out
Zeming Yuan, Tianjin University of Finance and Economics, China
Keywords: social responsibility, enterprise innovation, real earnings management, employee loyalty
Abstract

Social Innovation versus Generations
Ágnes Balogh, Eszter Bogdány, Krisztina Kiglics, and Norina Németh, University of Pannonia, Hungary
Keywords: social innovation, generations, creativity, human capital
Full Text

The Role of Trust in Reconfiguring Society
Annamaria Csiszer, University of Dunaújváros, Hungary
Keywords: trust, socioeconomic, problem-solving, society, capital
Abstract
H3 Social Inclusion 3

Session Chair: Michele Corleto

Inclusive School and Special Educational Needs: State of the Art and Perspectives
Generosa Manzo, Pegaso Online University, Italy
Keywords: school inclusion, special educational needs, didactics’ practices
Abstract

Humanoid Ethics as Institutional Framework of Post Industrial Society
George Chobanov, University of Sofia, Bulgaria
Keywords: industry 4.0, digital, ethics, economics, industrial, development, intelligence
Abstract

Migration through Mediterranean Corridors: Law of the Sea and Human Rights Issues
Michele Corleto, Pegaso Online University, Italy
Keywords: migrants, human rights, Mediterranean, maritime law, international law
Abstract

Promotion of Identity and Coping Strategies: A Model of Stress Management
Margarita Bakracheva, European Polytechnical University, Bulgaria
Keywords: coping strategies, stress management, identity, well-being
Full Text

New Frontiers of Teaching: The Writing for Inclusion and European Citizenship (WIN) Project Case
Maria Tabouras, Pegaso International, Malta
Daniela Civitillo, Pegaso Online University, Italy
Keywords: narration, inclusion, citizenship, interactive teaching, Europe
Abstract
MBA Students from Kasetsart University, Thailand on a Study Visit in Europe and at MakeLearn&TIIIM 2018

Accompanying Professors
Dr. Nuttapon Punpugdee
Dr. Yodmanee Tepanon

MBA Students
Miss Kattiya Ad-Chariyakit
Mr. Somchai Amatayamontrree
Mr. Surawut Asawalertaksak
Mr. Rathapol Atthasis
Mr. Chumpoch Boddee
Miss Patida Boondechanan
Mr. Anusit Boontos
Mr. Supoj Chaikaewprong
Miss Wanvisa Chomto
Mr. Decha Howsuwan
Mrs. Naraporn Inklan
Mr. Rathtapum Jittatorn
Mr. Monnattorn Kasemsook
Mr. Kittis Leangkrua
Mr. Thanakrit Lertsaengtham
Mr. Noraphat Natesawang
Mr. Akkapon Nimitkarndee
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Mr. Chinnarong Ooragool
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Mrs. Wimolmas Sakuntanakhiti
Miss Kanchana Sangkassaneee
Miss Prathana Sirisa
Mrs. Raksiri Siriworawat
Mr. Thongchai Suwonsichon
Miss Thasaneeya Thamsrangkoor
Mr. Atisanat Watanudomkiat

Kasetsart University
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 and 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-Skłodowska 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 essential from the editor’s point of view.

**Friday, 18 May 2018 • Monumental Complex of Santa Maria la Nova**

08.00–13.00 Exhibition of journals
08.45–09.00 Introduction to the seminar
09.00–09.45 Style of writing is important: presentation of message-driven writing technique
10.00–11.00 Editor’s panel with Scopus and WoS indexed journals
11.00–11.30 Publishing opportunities: presentations of other international journals
11.30–12.00 Coffee break, meetings with editors of international journals
12.00–13.45 Examples of message-driven writing technique in practice
14.00–15.00 Lunch
15.00–16.15 Starting a new journal and developing a journal & indexation of journals
16.30–18.00 Break
16.15–18.00 Managing and publishing a journal
## Workshop on Publishing for Young Researchers

**Dr. Valerij Dermol**, International School for Social and Business Studies, Slovenia  
**Matija Vodopivec**, University of Primorska, Slovenia

The workshop provides an excellent opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals. The workshop will:

- Present scientific research process and strategy  
- Present message-driven writing technique  
- Enhance relevance, quality, and impact of scientific research  
- Offer one-to-one coaching  
- Answer participants’ questions and more

### Friday, 18 May 2018 • Monumental Complex of Santa Maria la Nova

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<td>Presentation of message-driven writing technique</td>
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<td>Examples of message-driven writing technique in practice</td>
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<td>15.00–16.15</td>
<td>Message-driven writing technique continued</td>
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### Saturday, 19 May 2018 • Monumental Complex of Santa Maria la Nova

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