

Economy for a New Normal: Digitalisation and Human Relations in Business and Education

Proceedings of the
MakeLearn and TIIM
International
Conference

20–21 May 2021
Online Conference

International School for Social and Business Studies, Slovenia
Maria Curie-Skłodowska University, Poland
Kasetsart University, Thailand
Pegaso International, Malta
<http://makelearn.issbs.si>

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learn



Management,
Knowledge and Learning
International Conference 2021
Technology, Innovation
and Industrial Management

**MakeLearn 2021: Economy for a New Normal;
Digitalisation and Human Relations in Business and Education**
Proceedings of the MakeLearn and TIIM International Conference
20–21 May 2021, Online Conference

Organized by

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

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Mednarodna fakulteta
za družbene in poslovne študije
International School
for Social and Business Studies
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UMCS
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**Kasetsart
University**



PEGASO INTERNATIONAL
HIGHER EDUCATION INSTITUTION

Organizers

International School for Social and Business Studies, Celje, Slovenia

is a dynamic private higher education institution, founded in 2006, with approximately 500 students. Located in Celje, Slovenia, ISSBS is specialized in the field of business and social studies at bachelors, masters and PhD levels. One of the strategic directions of ISSBS is also internationalization in research and publishing, as well as embedding social responsibility in its own activities.

Marie Curie Skłodowska University, Lublin – Poland

is the largest higher education institution in Eastern Poland with 11 faculties in Lublin plus the UMCS branch campus in Puławy, with over 21 000 students and 226 000 graduates. It offers more than 80 programmes, taught in Polish and English and has 250 specializations available to choose from. Along with this, the university offers opportunities to establish cooperation with prospective employees, professional educational counselling and career guidance. There are also numerous opportunities to improve students' foreign language proficiency, to develop artistically and participate in sports activities. It has over 1600 international students, 181 international agreements with partners from all over the world and a wide range of national and international internship placement options.

Kasetsart University, Bangkok, Thailand

Kasetsart University devotes itself to the task of accumulating and developing intellectual knowledge. It thrives for the growth in academic wisdom including ethical and moral excellence. In addition, it has a responsibility to play a leading role in keeping their Thai heritage alive and to ensure that it continues to grow to enrich the civilization of the nation. Kasetsart University aims to provide 'Knowledge of the Land' to promote sustainable development in Thailand in order to be internationally recognized.

Pegaso International, Malta

Established in 2015 in Malta, Pegaso International is a Lifelong Learning Higher Education Institution providing a wide range of online degree programmes accredited by the Maltese National Commission of Further and Higher Education with Licence No. 2016-001. Pegaso International's great challenge arises from Malta, thanks to its strategic political and cultural function in the Euro-Mediterranean area.

Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn & TIIM 2021 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 2021 conference is Economy for a New Normal: Digitalisation and Human Relations in Business and Education.

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2021 in cooperation with co-organizers Maria Curie-Skłodowska University, Poland, Kasetsart University, Thailand, and Pegaso International, Malta. The conference deals with topics such as interdisciplinary or innovative solutions in the fields of business, management, education, and technology.

Conference encourages sharing of most recent developments from above fields by including experiences and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses. 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 205 participants from 26 countries who will present 74 papers. A very special welcome also to our keynote speaker: Dr. Jay Liebowitz from Seton Hall University, USA. We also thank everyone who helped us organise MakeLearn & TIIM 2021 in virtual environment, and wish you all a successful conference.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers

Maria Curie-Skłodowska University, Poland
Kasetsart University, Thailand
Pegaso International, Malta



Conference Boards

Honorary Board

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

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Dr. Dušan Lesjak, EMUNI University, Slovenia; International School for Social and Business Studies, Slovenia, local co-organizer of MakeLearn 2014

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

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

Conference Aims

MakeLearn & TIIM Conference encourages the 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 of publishing opportunities. This year's focus is on digitalisation and human relations in business and education due to Covid-19 pandemics.

Conference Programme

Thursday, 20 May 2021

- 14.00–14.14 Conference Opening
- 14.15–15.15 Keynote Speaker
- 15.30–16.45 Academic Leadership Forum
- 16.45–17.00 Invitation to MakeLearn & TIIM 2022
- 17.15–18.30 Session A1 – Management 1
Session B1 – Business
Session C1 – Technology & Innovation 1
Session D1 – Education & Training 1
- 18.45–20.00 Session A2 – Management 2
Session E1 – Sustainable Development
Session F1 – Economics, Law & European Studies

Friday, 21 May 2021

- 09.00–10.15 Session A3 – Management 3
Session C2 – Technology & Innovation 2
Session D2 – Education & Training 2
Session G1 – Social Inclusion & Inspiration Economy
- 10.30–11:45 Session A4 – Management 4
Session A5 – Management 5
Session D3 – Education & Training 3
Session H1 – Expert Systems & Big Data Applications
- 12:00–13:15 Workshop on Academic Writing and Publishing
- 13:30–14:45 Editors' Panel with Scopus and WoS Indexed Journals
- 15:00–16:30 Research-Education-Business Forum
- 16:30–16:45 Final Remarks and Conference Closing
- 16:45–18:00 Project Dissemination Session and Networking



'Analytics + Intuition = Success!'

Dr. Jay Liebowitz

Seton Hall University, USA

In today's environment, we see a push for a data-driven or data-informed environment. However, we often discount our experiential learning, or our "intuition", as part of the formula for organizational decision-making. This talk will highlight the need to marry both Analytics and Intuition to achieve success. The presentation will cover the following topics:

- Developing an Enterprise-Wide Analytics Strategy
- Understanding the Research and Practice of 'Intuition-based Decision Making'
- Improving One's Intuitive Awareness
- Discovering Research and Future Trends of Analytics and Intuition

Dr. Jay Liebowitz is a Visiting Professor in the Stillman School of Business at Seton Hall University. He previously served as the Distinguished Chair of Applied Business and Finance at Harrisburg University of Science and Technology. He was ranked one of the top 10 knowledge management researchers/practitioners out of 11,000 worldwide, and was ranked #2 in KM Strategy worldwide according to the January 2010 *Journal of Knowledge Management*.

Dr. Liebowitz is the Founding Editor-in-Chief of *Expert Systems With Applications: An International Journal* (published by Elsevier). He is a Fulbright Scholar, IEEE-USA Federal Communications Commission Executive Fellow, and Computer Educator of the Year (International Association for Computer Information Systems). He has published over 45 books and a myriad of journal articles on knowledge management, analytics, financial literacy, intelligent systems, and IT management. Dr. Liebowitz served as the Editor-in-Chief of *Procedia-CS* (Elsevier). He is also the Series Book Editor of the new Data Analytics Applications book series (Taylor & Francis). He has lectured and consulted worldwide.

[➤ Video presentation](#)

How Can We Shape Higher Education Institutions to Respond to Future Trends in the Post-Pandemic World?

Forum Chair: Dr. Kris Law,

Deakin University, Australia

Forum Co-Chair: Dr. Dušan Lesjak,

International School for Social and Business Studies, Slovenia

The Academic Leadership Forum aims to bring distinguished academics worldwide to share their views and ideas about the higher education challenges and solutions they are experiencing. The global pandemic has changed the world upside-down in all aspects. Universities and institutions have been struggling to be resilient and flexible in response to the uncertainties. We could see that those first movers in digitalization education and capability are more resilient during the outbreaks.

In this forum, academics will share their views on how the universities can be shaped to respond to the call of resiliency. There are a couple of questions to be discussed, but not limited to:

- Will digitalization education take the lead? If so, how?
- How will the education system changes affect academics in regard to their roles in teaching and the employment aspects?
- How will the post-pandemic world change the way of international collaboration?

Panelists

- Dr. Kirsi Aaltonen, University of Oulu, Finland
- Dr. Yuk Ming Tang, The Hong Kong Polytechnic University, Hong Kong, PRC
- Dr. Zbigniew Pastuszek, Maria Curie-Skłodowska University, Poland
- Dr. Bordin Rassameethes, Kasetsart University, Thailand
- Dr. Eugenijus Valatka, Kaunas University of Technology, Lithuania
- Mag. Domagoj Nikolić, RIT Croatia, Croatia

🔗 [Video presentation](#)



Workshop on Academic Writing and Publishing

Workshop Chair: Dr. Zbigniew Pastuszak

Maria Curie Skłodowska University, Poland

Workshop Co-Chair: Dr. Valerij Dermol

International School for Social and Business Studies, Slovenia

Topics

- Gaining knowledge and skills concerning the process of preparing and publishing scientific articles in prestigious scientific journals.
- Improving the skills of writing articles.
- Gaining knowledge about the review process and the publication procedure, provided by the editor of scientific journals.
- Acquiring knowledge and skills on a correct ego preparing an article that scientific.

General Program of the Workshop

- The process of writing a scientific paper.
- Structure and elements of a academic paper.
- Searching for relevant scientific journals.
- Criteria and the process of reviewing scientific articles.
- The process of proofreading and updating a paper following reviewers' remarks (or preparation of a new version of the paper after its rejection by the journal editor).

➤ [Video presentation](#)

Editors' Panel

Forum Chair: Dr. Zbigniew Pastuszak

Maria Curie Skłodowska University, Poland

Forum Co-Chair: Dr. Kongkiti Phusavat

Kasetsart University, Thailand

In the panel, editors of sponsored journals and other invited journals present their journals and give useful publishing guidelines. The editors discuss the most critical issues relevant to authors leading to better chances of paper acceptance. The panel is an excellent opportunity for the authors to increase their publishing achievements.

The conference promotes the following publications, especially SCI/SSCI and Scopus journals, whose editors will participate as speakers in the panel:

SCI/SSCI journals

- *Expert Systems with Applications* (2020 Impact Factor: 5.452)
- *Applied Sciences* (2020 Impact Factor: 2.474)
- *International Journal of Mobile Communications* (2020 Impact Factor: 1.328)
- *Technology, Pedagogy & Education* (2019 Impact Factor: 1.481)
- *Journal of Computer Information Systems* (2019 Impact Factor: 1.582)

Scopus journals

- *Management and Production Engineering Review* (CiteScore 2019: 2.80)
- *Electronic Government, An International Journal* (CiteScore 2019: 1.50)
- *Human Systems Management* (CiteScore 2019: 1.10)
- *International Journal of Value Chain Management* (CiteScore 2019: 1.10)
- *International Journal of Management in Education* (CiteScore 2019: 1.10)
- *International Journal of Innovation and Learning* (CiteScore 2019: 1.10)
- *International Journal of Management and Enterprise Development* (CiteScore 2019: 0.90)
- *International Journal of Sustainable Economy* (CiteScore 2019: 0.60)

Other publications

- *International Journal of Knowledge, Management and Learning*
- *Managing Global Transitions*
- *Management*
- *Scientific Bulletin of Politehnica University of Timisoara*
- ToKnowPress, international academic publisher

Panelists

- Dr. Alex Koohang, Middle Georgia State University, USA
Editor-in-Chief, *Journal of Computer Information Systems*



Editors' Panel

- Dr. Joanna Paliszkievicz, Warsaw University of Life Sciences, Poland
Editor-in-Chief, *Management and Production Engineering Review*
- Dr. Umair Akram, Guanghua School of Management, Peking University, China
Associate Editor, *Human Systems Management*
- Dr. Egon Žižmond, University of Primorska, Slovenia
Editor-in-Chief, *International Journal of Sustainable Economy*
- Dr. Anca Draghici, Politehnica University of Timisoara, Romania
Editor-in-Chief, *Scientific Bulletin of Politehnica University of Timisoara, Transaction on Engineering and Management*
- Dr. Živilė Stankevičiūtė, Kaunas University of Technology, Lithuania
Guest Editor, *Sustainability*

➤ [Video presentation](#)

Acceleration of Digitalisation through Covid-19: How It Leads to a Faster Geographical Shift and Change of Local Labour Composition

Forum Chair: Dr. Claude Meier,

HWZ University of Applied Sciences Zurich, Switzerland

Forum Co-Chair: Dr. Nada Trunk Šrca

International School for Social and Business Studies, Slovenia

The Covid-crisis has strongly promoted home office. Especially in countries in which the third sector (services) and administration plays an important role this could have a large impact. Middle and large companies may learn that physical presence is less important than thought before and will recruit personnel globally, i.e. more independent from their geographical location. Accordingly, (also more local) universities would recruit students and staff more internationally than today

Forum Members

- Dr. Anca Draghici, Politehnica University of Timisoara, Romania
- Dr. Michael Grund, HWZ, Switzerland
- Dr. Luigia Melillo, Pegaso International, Malta
- Dr. Matti Muhos, University of Oulu, Kerttu Saalasti Institute, Finland
- Dr. Anna Rakowska, Maria Curie-Skłodowska University, Poland
- Dr. Živilė Stankevičiūtė, Kaunas University of Technology, Lithuania
- Dr. Georges-Simon Ulrich, Swiss Federal Statistical Office, Switzerland
- Dr. Robert Whitehouse, University of Gloucestershire, United Kingdom

[Video presentation](#)



Presentations

Consumer Media Habits Analysis in the Selected Market

Tina Vukasović

[Presentation](#)

Mediating Effect of Customer Knowledge Management System and Knowledge Sharing on Organizational Innovation

Sirilak Ketchaiya, Khalid Wahid, Radwan Kharabsheh, Rachel Barker, and Tri Soesantri

[Presentation](#)

Placing Creativity on a Learning Map

Laura Rožman Krivec and Valerij Dermol

[Presentation](#)

Navigating Strategic Leadership in Change Management

Rochelle Howard

[Presentation](#)

The Nature of Transparency in Internal CEO Communication and Its Role for Trust towards Employers

Claude Meier and Andreas Jäggi

[Presentation](#)

Importance of Feedback, Training and Media Format for Students' Reflective Practice

Barbara T. Miller and Larssyn Staley

[Presentation](#)

Contemporary e-Government for Smart Tax Authorities

Daniel Simon Schaebis

[Presentation](#)

Orphan drugs and Regulatory Boards in Global Market

Elisabetta Azzali

[Presentation](#)

Prejudice between Educators

Marija Šlutej

[Presentation](#)

Problem-Based Learning in Online Settings during Covid-19

Anna Nikoulina and Caroni Anna

[Presentation](#)**Purchasing 4.0: The Digital Transformation of Purchasing;
A Status Enquiry from Practice**

Fabian Russ

[Presentation](#)**The Application of New Technologies in Integrated Logistics, Hypothesis
of Development and Sustainable Growth of the Italy Country Educational,
Regulatory and Structural Limits: The Case of Spedimoda srl**

Gino Fontana

[Presentation](#)**Supply Chain Resilience: A Case Study of Three Finnish Manufacturing
Companies during Covid-19 Pandemic**

Pasi Rönkkö, Aleksi Isopoussu, Jukka Majava and Osmo Kauppila

[Presentation](#)**How Change Adaptability Helps in Times of Pandemic and Can Be Enhanced
in Remote Environment**

Michael Hagemann

[Presentation](#)**The European Union Regulation No. 745/2017: Opportunities and Challenges**

Elisabetta Azzali

[Presentation](#)**The Critical Incidents of Micro-enterprises' Internationalisation in Rural Area**

Matti Muhos, Jenni Juola, Martti Saarela, Peetu Virkkala, Jukka Majava and Janne Hietaniemi

[Presentation](#)**Implementation of Special Employee Competences in Industry 4.0**

Joanna Zubilewicz

[Presentation](#)**The Importance of Social Aspects in Teachers' Actions**

Giusy Cristaldi and Francesco Maiorana

[Presentation](#)

Cybersecurity Awareness and Education: An Exploratory Study of Business Students

Łukasz Wiechetek and Marek Mędrak

[↪ Presentation](#)

Cybersecurity Gaps Investigation: Framework for Analysing Mobile Phone Users

Łukasz Wiechetek and Marek Mędrak

[↪ Presentation](#)

RALSA: The R Analyzer for Large-Scale Assessments

Plamen Vladkov Mirazchiyski

[↪ Presentation](#)

The Rediscovery of Spiritual Intelligence in the Christian Context and Its Implications for a Secularistic Society

Michael Hagemann

[↪ Presentation](#)

Were There Any Key Factors That Encourage Food Delivery Apps Adoption before the Covid-19 Pandemic in Thailand

Jankit Chotigo, Yasuo Kadono

[↪ Presentation](#)

Towards a Digital Hermeneutics: New Developments in the Philosophy of Technology

Cristina Bossio and Agostino Sorbara

[↪ Presentation](#)

Dilemma of Top Athletes in Choosing Their Studies

Mateja Gorenc and Mojca Braz

[↪ Presentation](#)

Personal Characteristics, Interaction Behavior, and Exchange Performance: An Empirical Study of Industrial Exhibitions

Po Chien Li, Kuo-Nan Hsieh and Meng-Fang Lu

[↪ Presentation](#)

Board Diversity as a Determinant of the Social Performance in the European Banking Sector

Candida Bussoli, Danilo Conte, and Marco Barone

[↪ Presentation](#)

The Nexus between Knowledge Sharing and Institutional Performance in the Public Sector

Lynus Ebenyo

[Presentation](#)

Assessing the Interdependence Between Organizational Culture and Performance in Construction Industry

Denbeshu Neare Jabo

[Presentation](#)

How to Enhance the Employee Well-Being at Work?

Marko Divjak and Živa Veingerl Čič

[Presentation](#)

Analysis of Consumer Buying Behaviour in 'New Reality'

Tina Vukasović

[Presentation](#)

Problem-Based Learning in Online Settings during Covid-19

Anna Caroni and Anna Nikoulina

[Presentation](#)

A Framework for Designing Behavioural Change with the Use of Persuasive Technology

Ana Pintar and Jure Erjavec

[Presentation](#)

Experimental Learning

Daniela Sabeder

[Presentation](#)

Decision Support System for Waste Management

Marek Mędrek and Łukasz Wiechetek

[Presentation](#)

Intelligent Decisions for Smart Homes

Alina Camelia Paven, Marian Ion, Radu Stefan, and George Carutasu

[Presentation](#)

Intercultural Education at School Today: A Possible Model

Emilia Tartaglia Polcini

[Presentation](#)



Virtual Mobility towards Internationalisation at Home: Challenges and Achievements

Dorsaf Ben Malek and Nada Trunk Širca

[➤ Presentation](#)

Artificial Intelligence in Modern Society

Miloš Šinkovec and Gregor Jagodič

[➤ Presentation](#)

The Analysis of Big Data Architecture for Healthcare Service: A Case Study of a Public Hospital

Wasinee Noonpakdee, Acharaphun Phothichai, and Thitiporn Khunkornsiri

[➤ Presentation](#)

Negative Impacts of the Covid-19 Pandemic on Companies in the Trade and Services Sector in the Zilina and Trencin Regions in Slovakia

Martin Kincl and Maria Rostasova

[➤ Presentation](#)

The Impact of the Immigration Refugee Issue on the Organization and Administration of Host Schools in Greece

Michail Ntalianis

[➤ Presentation](#)

Coopetition Instead of Competition: Tourism Promotion during Covid-19

Krzysztof Raganowicz

[➤ Presentation](#)

Role of Gender and Computer Skills in Measuring the Reading Literacy of European Primary School Students by Paper and Computer-Based Assessments

Barbara Japelj Pavešić

[➤ Presentation](#)

Digital Transformation and Inclusion for Sustainable Development in the Modern School

Paolo Ammaturo, Maria Bruna Letizia Fallucca, Carlo Ammaturo, and Paolo Aiello

[➤ Presentation](#)

Motivation, Satisfaction and Knowledge Management

Mirza Glavić and Gregor Jagodič

[➤ Presentation](#)

An Historical Analysis of Stock Market Bubbles: Could Bitcoin Be Next Dutch Tulip Mania?

Pellegriano Manfra

[Presentation](#)**How the Laws Of the Twelve Tables of the Ancient Roman Republic Influenced Modern Jurisprudence**

Pellegriano Manfra

[Presentation](#)**Theorizing Human Information Systems through the Postmodern Juxtaposition of Quantum Entanglements**

Debra J. Borkovich, Frederick G. Kohun, and Robert J. Skovira

[Presentation](#)**Factors Influencing Repeated Prescription and Overdose in Hypertension Treatment: A Data Mining Study**

Ling-Yi Chou

[Presentation](#)**Impact of Knowledge Management on Organizational Performance and Competitiveness (A Case Study of TETFund)**

Muhammad Imam and Gregor Jagodič

[Presentation](#)**The Evolution of Marketing in small and Medium-Sized Italian Tourism Companies**

Fabrizio Gritta

[Presentation](#)**Neo-Banks vs. Traditional Banks**

Dušan Lesjak

[Presentation](#)**A Framework on Developing Multimedia Skills and Competences for University Staff**

Anca Draghici, Mirabela Metzler, Dana Fatol, and Nioleta Mirea

[Presentation](#)**Collective Dismissal and European Legislation**

Maria Vittoria Santagada

[Presentation](#)

Roles of Learning Workers in Service Delivery:

Demonstration from the Third Sector's Volunteers

Bordin Rassameethes, Sasivimol Meeampol, Supareak Soomsmarn, and Kongkiti Phusavat

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