Human Capital without Borders: Knowledge and Learning for Quality of Life

International School for Social and Business Studies, Stovenia **Proceedings of the Management, Knowledge and Learning International Conference 2014**

25–27 June 2014 Portorož • Slovenia asessar University national and university Poland

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Nethonort University Thailand

Rene Concorregion Slovenia http://makelearn.issbs.si

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The author is responsible for the linguistic correctness of his or her paper.

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Mednarodna fakulteta za družbene in poslovne študije International School for Social and Business Studies Celje • Slovenija



Welcome Address

It is a great honour and pleasure to welcome you to the Management, Knowledge and Learning – MakeLearn International Conference 2014. The conference is a great opportunity to make your contribution to and share the most recent developments in the field of knowledge management with experts from all over the world. The title of the MakeLearn International Conference 2014 is 'Human Capital without Borders: Knowledge and Learning for Quality of Life.'

International School for Social and Business Studies (ISSBS) is organizing MakeLearn 2014 in cooperation with co-organizers, i.e., Kasetsart University, Thailand, Maria Curie-Skłodowska University, Poland, and EMUNI University, Slovenia. The conference deals with the management of knowledge and learning, particularly with human capital issues and relationships between knowledge, learning and quality of life. Human capital is related to the management of knowledge, either at the level of individuals, organizations or societies. They all should be enabled to acquire knowledge, disseminate it and apply it in order to create an added value, which could build the quality of life.

In recent years, knowledge management has been given a lot of attention in firms and other organizations as well as in rapidly increasing numbers of scientific and expert publications. The ISSBS encourages the discussion and exchange of knowledge also through the *International Journal of Management, Knowledge and Learning,* as well as through the Academic International Publisher ToKnowPress.

We are proud to present 158 papers from 48 countries and would especially like to welcome our keynote speakers: Professor David Gibson OBE (Queen's University Management School, Belfast, Northern Ireland, United Kingdom) and Mr. Jože Urh (Mercuri International, d.o.o., Slovenia).

We would also like to thank everyone who helped us to organize MakeLearn 2014, and wish you all a successful conference and a pleasant stay in Portorož.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers

Kasetsart University, Thailand Maria Curie-Skłodowska University, Poland EMUNI University, Slovenia

Conference Boards

Conference Board

- Dr. Binshan Lin, BellSouth Corporation Professor in Business Administration at College of Business Administration, Louisiana State University, USA, Conference Director
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- Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia, Conference Chair
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- Dr. Zbigniew Pastuszak, Dean of the Faculty of Economics, Maria Curie-Skłodowska University, Poland, Representative of Co-Organizer
- Dr. Abdelhamid El-Zoheiry, President, EMUNI University, Slovenia, Representative of Co-Organizer
- Dr. Antonio Uricchio, Rector, Università degli Studi di Bari Aldo Moro, Italy, Representative of Co-Organizer in 2015

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- Dr. Frederick Kohun, Robert Morris University, USA
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 - Faculty of Business Administration, Kasetsart University, Thailand
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- Dr. Natascha Zeitel-Bank, Management Center Innsbruck, Die Unternehmerische Hochschule, Austria
- Dr. Wioletta Wereda, Military University of Technology, Poland

Organizing Team

Goran Đaković, Head of Research Department, International School for Social and Business Studies, Slovenia, Head of Organizing Board

Marko Smrkolj, International School for Social and Business Studies, Slovenia Gaja Gologranc, International School for Social and Business Studies, Slovenia Vesna Skrbinje, International School for Social and Business Studies, Slovenia



Piran | Photo: A. Ježovnik

Conference Aims

Through International scientific conference MakeLearn 2014, the ISSBS encourages the sharing of most recent developments in the field of knowledge management between Slovene and foreign experts, as well as promotes itself and higher education in the Central and South-Eastern Europe. By including individuals from major regional businesses, MakeLearn also encourages discussion and the exchange of knowledge between the academia and the economy. In particular, this year's conference focuses on the issues of knowledge, management and innovation intertwined with active citizenship, which is reflected in the subtitle of the conference 'Human Capital without Borders: Knowledge and Learning for Quality of Life.'

Human capital enables success for individuals, organizations and societies. It is a function of the quantity and quality of education, learning and experience accumulated by individuals. Human capital is reflected not only in the quality of work, its innovativess, financial and non-financial performance, but also reflects the relation of the individuals to themselves, their professional careers, health, society and the environment. Quality of life in modern societies depends directly on the quantity of human capital accumulated by citizens, organizations and societies over the years.



Piran | Photo: A. Ježovnik

Conference Programme

Wednesday, 25 June 2014

16.00–18.00	City tour of Piran (bus departure from Portorož at 16.00)
17.00–19.00	City tour of Piran (bus departure from Portorož at 17.00)
	Bus departures from Piran at 18.00 and 19.00.
16.00-20.00	Enjoying Portorož on your own.
18.00-20.00	Registration • Hotel Slovenija lobby
20.30-22.00	Welcome addresses and welcome reception • Terasa Mystica
	ISSBS Dean with all co-organizers

Thursday, 26 June 2014

•	
08.00-09.00	Registration • Portus, Hotel Slovenija (1st floor) – Reception
09.00–09.30	Conference opening • Cristoforo Colombo
	Dr. Binshan Lin, College of Business Administration,
	Louisiana State University, USA, Conference Director
	Dr. Abdelhamid El-Zoheiry, EMUNI President, Slovenia
	Mrs. Meira Hot, Deputy Mayor of the Piran Municipality
	Dr. Valerij Dermol, International School for Social and Business
	Studies, Slovenia, Programme Chair
09.30–10.30	Keynote speaker: Dr. David Gibson OBE • Cristoforo Colombo
	Keynote speaker: Mr. Jože Urh • Cristoforo Colombo
10.30–11.00	Photo session and coffee break • Portus
	(stairs from Cristoforo Colombo to Foyer)
11.00–12.00	Rectors' Forum • Cristoforo Colombo
12.00–12.45	Project Networking Forum (Part 1): Erasmus+ As an Opportunity
	for Capacity Building in International Framework (introduction to the topic:
	mag. Robert Marinšek, CMEPIUS) • Cristoforo Colombo
12.45–14.00	Lunch • Restaurant of Hotel Slovenija
14.00–15.15	Concurrent sessions A1, B4, C3, E1, G1, H2, and I3
15.15–15.30	Break
15.30–16.45	Concurrent sessions A2, B5, D1, E2, G2, H3, and I4
16.45–17.15	Coffee break with Poster Session • Portus – Foyer
17.15–18.30	Concurrent sessions B1, B6, D2, E3, G3, and I1
18.30–19.00	Pearson – Personalized Learning Solutions (presentation)
19.00–20.00	Project Networking Forum (Part 2): Sharing Project Ideas
	and Forming Consortiums • James Cook
20.30-23.00	Dinner and social event with best paper announcement
	Cristoforo Colombo

Friday, 27 June 2014

- 08.00–09.15 Concurrent sessions B2, C1, D3, F1, and H1
- 09.15-10.30 Concurrent sessions B3, C2, D4, F2, and I2
- 08.30–13.00 Exhibition of Journals Foyer
- 10.30-11.30 Editors' panel Cristoforo Colombo
- 11.30–11.45 Invitation to MakeLearn and TIIM Joint International Conference 2015, Bari, Italy
- 11.45–12.15 Coffee break with networking for publishing opportunities Foyer
- 12.15–13.00 Research–Education–Practice Forum: Work Related Learning for Quality of Life) • Cristoforo Colombo
- 13.30 Meeting point in front of Hotel Slovenija bus departure
- 13.30–21.30 Academic networking with trip to Škocjan caves (with snack-lunch and dinner on the trip). Conference closing.

Saturday, 28 June 2014

08.30–10.00 Programme Board meeting (working breakfast for invited guests only) • Restaurant of Hotel Slovenija



Portorož | Photo: A. Ježovnik

Sessions Timetable

Time	Roald Amundsen	Robert Scott	James Cook	Fernand de Magellan	Vasco da Gama	Amerigo Vespucci	Cristoforo Colombo	Foyer
Thursday, 26 June								
14.00–15.15	A1	B4	C3	E1	G1	H2	13	
15.30–16.45	A2	B5	D1	E2	G2	H3	14	
16.45–17.15								P1
17.15–18.30	B1	B6	D2	E3	G3	11		
Friday, 27 June								
08.00–09.15	B2	C1	D3	F1	H1			
09.15–10.30	B3	C2	D4	F2	12			

The distribution of papers by session is of informative nature and is subject to change. The final information will be available on-site.

Sessions

- Knowledge Based Society and Knowledge Based Economy (A1, A2)
- Management, Business and Entrepreneurship (B1, B2, B3, B4, B5, B6)
- Education and Learning, Organizational Learning (C1, C2, C3)
- Human Resources Management (D1, D2, D3, D4)
- Economics, Finance and Accounting (E1, E2, E3)
- E-Commerce Management and Marketing (F1, F2)
- Innovations in Public Sector and Business (G1, G2)
- Information Systems Management and Decision Support Systems (H1, H2, H3, H4)
- Knowledge Management Practices (I1, I2, I3, I4)
- Poster Session (P1)



Building the Entrepreneurial Learning Ecosystem to change the Economy

Dr. David Gibson OBE

University Professor at Queen's University Management School, Belfast, Northern Ireland, United Kingdom

Professor Gibson will explore the evidence of his longitudinal study with 30000 students over a ten year period and the impact of entrepreneurial learning in creating a highly successful entrepreneurial ecosystem with regional growth and graduate employability being some of the outcomes. He will conclude with a learning model which can be applied in any EEC country which links curricular learning to business and regional development.

David Gibson, PhD, University Professor at Queen's University Management School, Belfast, Northern Ireland, United Kingdom, has been recently named the 'Number One Enterprise Educator in the World' by the United States Association of Small Business and Entrepreneurship and also the 'Most Innovative Teacher of the Year' across all disciplines at the Times Higher Education (THE) awards. This award recognizes the academic whose imagination and passion have transformed a course and inspired students. Among his achievements is developing an 'Enterprise for Life' education model, which is embedded across the entire curriculum at Queen's University. It has also been adopted by universities in China, India, Canada, Sri Lanka and throughout the UK and is recognized as a 'best practice model' by the European Community. He is a much sought after consultant, author and speaker.



Portorož | Photo: A. Ježovnik

People Management in Practice: Experiences and Dilemmas from Different Industries

Mr. Jože Urh

Consultant and Director of Development at Mercuri International, d.o.o., Ljubljana, Slovenia

Keynote speaker Mr. Urh presents how people management or HRM works in real situations in different industries. Moreover, the following topics are presented: searching and/or developing talents and high performers; individual and/or group development, relationship between company culture, values and people management, relationship between company goals and strategies and development of key competences; the role of HRM function and the role of immediate/direct leaders; main practical dilemmas.

Jože Urh, Consultant and Director of Development at Mercuri International d.o.o., has led complex projects in the field of policy development, and technology and ecology research. He dealt in depth with the development of information and communication system. He also worked in the publishing industry. In 1992, he joined Mercuri International. As Director of Development he is responsible for innovation and continuous upgrading of services and solutions. He has extensive experience in sales management processes and developing strategic competencies in the most successful Slovenian companies. In his long-standing advisory practice he has worked with leading pharmaceutical, telecom, IT and financial companies.



Piran | Photo: A. Ježovnik

Rectors' Forum

Forum Chair: Dr. Abdelhamid El-Zoheiry

President, EMUNI University, Slovenia

The Rectors' Forum aims to bring distinguished Rectors and Presidents around the world to share their ideas about human capital, knowledge and learning for quality of life.

Forum Members

Dr. Ryszard Debicki, Vice Rector, Maria Curie-Sklodowska University, Poland Dr. Dušan Lesjak, International School for Social and Business Studies, Slovenia Dr. Bordin Rassameethes, Vice President, Kasetsart University, Thailand Dr. Steve Kuang-Hsun Shih, President, Toko University, Taiwan Dr. Antonio Uricchio, Rector, Università degli Studi di Bari Aldo Moro, Italy





Piran | Photo: A. Ježovnik

Insights from Journal Editors

Panel Chair: Dr. Binshan Lin

Editor-in-Chief, *Expert Systems with Applications,* www.journals.elsevier.com/expert-systems-with-applications/ Louisiana State University in Shreveport, USA

The Editors' Panel aims to bring top editors from leading international journals around the world to share their ideas about selection consideration and criteria for a potential publication. This discussion is expected to benefit and strengthen possible publications among doctoral students as well as junior faculties. The editors' insights and viewpoints are important for a submission preparation.

Panel Members

Dr. Stefan Bojnec Editor-in-Chief, *Management* www.mng.fm-kp.si University of Primorska, Slovenia

Dr. Gorazd Justinek Editor-in-Cheif, International Journal of Diplomacy and Economy www.inderscience.com/ijdipe International School for Social and Business Studies, Slovenia

Dr. Pekka Kess Editor-in-Chief, International Journal of Management & Enterprise Development www.inderscience.com/ijmed University of Oulu, Finland

Dr. Tzong-Ru (Jiun-Shen) Lee Associate Editor, International Journal of Electronic Customer Relationship Management, www.inderscience.com/jhome.php?jcode=IJECRM Associate Editor, International Journal of Logistics Economics and Globalization www.inderscience.com/jhome.php?jcode=ijleg National Chung Hsing University, Taiwan

Dr. Dušan Lesjak Editor-in-Chief, International Journal of Management in Education www.inderscience.com/ijmie Editor-in-Chief, International Journal of Euro-Mediterranean Studies www.ijems.emuni.si International School for Social and Business Studies, Slovenia Dr. Sasivimol Meeampol Editor-in-Chief, International Journal of Accounting Practice and Research bus.ku.ac.th/ijapr/editors_ijapr.html

Kasetsart University, Thailand **14**

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

Dr. Zbigniew Pastuszak Editor, *International Journal of Synergy and Research* http://www.ijsr.umcs.lublin.pl Maria Curie-Skłodowska University, Poland

Dr. Kongkiti Phusavat Editor-in-Chief, International Journal of Innovation and Learning www.inderscience.com/ijil Kasetsart University, Thailand

Dr. Steve Kuang-Hsun Shih

Editor-in-Chief, International Journal of Performance Measurement performancesforum.org/index.html Editor-in-Chief, The Journal of Accounting, Finance & Management Strategy performancesforum.org/JAFMS_editors.html Toko University, Taiwan

Dr. Suparerk Sooksmarn

Editor-in-Chief, International Journal of Sustainable Strategy and Research bus.ku.ac.th/ijssr/editors_ijssr.html Kasetsart University, Thailand

Dr. Igor Todorović Editor-in-Chief, *European Journal of Economics and Management* www.ejemjournal.com University of Banja Luka, Bosnia and Herzegovina

Dr. Nada Trunk Širca

Editor-in-Chief, International Journal of Management, Knowledge and Learning www.ijmkl.si

Interantional School for Social and Business Studies, Slovenia University of Primorska, Slovenia

Dr. Antonio Uricchio Editor-in-Chief, *International Journal of Law and Tax* Università degli Studi di Bari Aldo Moro, Italy

Dr. Sarah Younie Associate Editor-in-Chief, *Technology Pedagogy and Education* http://www.tandfonline.com/toc/rtpe20/current#.U5b_D_l_tps De Montfort University, United Kingdom

Dr. Egon Žižmond Editor-in-Chief, International Journal of Sustainable Economy www.inderscience.com/ijse Editor-in-Chief, Managing Global Transitions www.mgt.fm-kp.si University of Primorska, Slovenia

Capacity Building in International Framework

Part 1: Erasmus+ As an Opportunity for Capacity Building in International Framework

Mag. Robert Marinšek

Centre of the Republic of Slovenia for Mobility and European Educational and Training Programmes (CMEPIUS)

The Erasmus+ programme will be presented. Its aims are to develop skills and increase employability, as well as to modernise education, training, and youth related work. The seven year programme has a budget of €14.7 billion; a 40% increase compared to current spending levels, reflecting the EU's commitment to investing in these areas. Erasmus+ aims to modernise and improve higher education across Europe and in the rest of the world. It gives the students and the faculties the opportunities to develop their skills and boost their employment prospects. Good practices will be shared between universities and businesses in Knowledge Alliances. Higher education institutions from participating countries can work with those from neighbourhood countries, non-EU Balkan countries, Asia, Africa and Latin America to develop their educational systems.

Part 2: Sharing Project Ideas and Forming Consortiums

Dr. Valerij Dermol

International School for Social and Business Studies, Slovenia

Dr. Zbigniew Pastuszak

Maria Curie-Skłodowska University, Poland

The set of three thematic Networking Forums will be organised for project partners interested in cross-border cooperation projects related to the indicated themes. The aim of the forums is to provide support for networking and searching for new partners for the upcoming programme period. More information on upcoming projects will be available at the conference.



Piran | Photo: A. Ježovnik

Work Related Learning for Quality of Life

Forum Chair: Dr. Anca Draghici

'Politehnica' University of Timisoara, Romania

Research–Education–Practice Forum is an opportunity to identify and discuss entrepreneurial and business challenges for a quality contemporary workplace. Academics and businessmen from Europe and elsewhere will highlight practical experiences, good practices and opportunities which they have identified in their activities. The Forum is also an opportunity to reflect on the relevant business and academic responses to existing and future corporate and business challenges.

Speakers who will, in accordance with business practice and their own experience, present their views on the topic of the Forum 'Work Related Learning for Quality of Life,' are:

Dr. Jerry W. Koehler, College of Business, University of South Florida, USA

Dr. Katarina Babnik, University of Primorska, Slovenia

Dr. Oscar F. Bustinza, University of Granada, Spain

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Academic Networking with Trip to Škocjan Caves

MakeLearn 2014 international conference includes the special opportunity for academic networking with a trip to one of the major attractions of the mysterious region of Kras, the Škocjan Caves.

Meeting in an informal setting is an opportunity for younger and experienced participants from different countries to create a lasting personal and professional connection. These are important at planning and implementation of joint research, mobility of teachers and also for development and publishing joint scientific articles.

The Škocjan Caves, sculpted by the flow of an intermittent river eroding limestone, have been included in the UNESCO World Natural Heritage List since 1987. They are considered to be the most beautiful underground caves of the Slovenian karst region of Kras. The Škocjan Caves are famous for spectacular dripstones and a string of underground chambers located along a 5.8-kilometre long cave system covering an area of 1.2 hectares. The exceptional volume of the underground canyon is what distinguishes the Škocjan Caves from other caves and places them among the most famous underground features in the world.

Note: Warm clothes and footwear are recommended for the one-and-a-half hour tour of the Škocjan Caves, where the temperature is a constant 12°C.



Škocjan Caves | Source: www.slovenia.info | Photo: D. Mladenovič & B. Kladnik

A1 Knowledge Based Society and Knowledge Based Economy 1

Session Chair: Frederick Kohun

Why Companies Should Invest in International Business Graduates

Kinga Olga Szopa, Maria Curie Skłodowska University, Poland Mareike Strangmann, Maria Curie Skłodowska University, Poland Keywords: knowledge management, globalization, European Union, education Full Text

Human Capital and Developing Economies: Benefits and Solutions for Policy-Makers

Tin Pofuk, University of Primorska, Faculty of Management, Slovenia Klemen Kavčič, University of Primorska, Faculty of Management, Slovenia Keywords: human capital, knowledge, developing economies, technology Full Text

Analysis of Changes in Life Quality Indicators for Countries Inducted to the European Union Class of 2004

Karolina Leonarcik, Dawid Lahutta, and Paweł Wroński, Maria Curie Skłodowska University, Poland Keywords: synthetic indicator of quality of life, ranking of changes in quality of life, human capital, knowledge and learning society, comparison between the created synthetic indicator and the HDI Full Text

Knowledge Management as a Sub-Culturally Bound Determinant

Frederick Kohun, Robert Morris University, USA Robert Skovira, Robert Morris University, USA Vladimir Burčik, Comeius University, Slovakia Gary DeLorenzo, California University of Pennsylvania, USA Keywords: Hofstede, KM framework, decision making, sub-cultural profile Full Text

Expected Years of Schooling and Longer Life Expectancy as an Aging Population Factor

Aleš Trunk, International School for Social and Business Studies, Slovenia Anica Novak, Elementary school Ciril Kosmač Piran, Slovenia Žiga Čepar, University of Primorska, Faculty of Management Koper, Slovenia Keywords: life expectancy at birth, expected years of schooling, population aging, human resource management, economic crisis Full Text

A2 Knowledge Based Society and Knowledge Based Economy 2

Session Chair: Dorota Mącik

Holistic Approach Model for the Successfull Preparation for Old Age

Saksit Pornrattanaseekul, Chulalongkon University, Thailand Keywords: quality of aging, successful aging, healthy aging Full Text

An Attitude to the Symptoms of Marketing in the Church in One Religious Society

Patrycja Kucaba, Maria Curie Skłodowska University, Poland Keywords: marketing, catholic church, one-religiuous society, catolicism, polish society Full Text

Internal Determinants of Quality of Life of People over 50 yo in Poland: Preliminary Research

Dorota Mącik, University of Finance and Management, Faculty of Psychology, Poland Keywords: quality of life, model, internal determinants, 50+ yo group Full Text

Success Factors in The Cross-Border Region: Regional Project Again Brain Drain

Beáta Fehérvölgyi, University of Pannonia, Hungary Nikoletta Kaszás, University of Pannonia, Hungary Keywords: brain drain, cross-border co-operation, successful region Full Text

Improving Dissemination of Human Knowledge by Exporting Data from Research Information Systems

Lidija Ivanović, University of Novi Sad, Faculty of Education, Serbia Dragan Ivanović, University of Novi Sad, Faculty of Technical Sciences, Serbia Bojana Dimić Surla, University of Novi Sad, Faculty of Sciences, Serbia

Keywords: knowledge based society, dissemination of scientific research results, OAI-PMH, SRU

Full Text

Moving Forward: Entrepreneurship Education for Sustainable Economy

Valerij Dermol, International School for Social and Business Studies, Slovenia Laura Rožman, International School for Social and Business Studies, Slovenia Keywords: entrepreneurship, competencies, entrepreneurial intention, education Full Text

B1 Management, Business and Entrepreneurship 1

Session Chair: Dorota Dylon

Strategic Environmental Changes in the Context of Logistics Management Practices

Sadudin Ibraimi, South East European University, FYROM Gadaf Rexhepi, South East European University, FYROM Shenaj Haxhimustafa, South East European University, FYROM Keywords: logistic management, strategic decision making, strategic applications Full Text

Factors of Professional Success for Self-Employed Women

Iwona Mendryk, Maria Curie Skłodowska University, Poland Dorota Dylon, Maria Curie Skłodowska University, Poland Keywords: factors of professional success, entrepreneurship of women, psychological determinants of women's professional success, socio-cultural determinants of women's professional success, women's skills Full Text

Duties of Financial Director from Board's Perspective

Anna Wawryszuk-Misztal, Maria Curie-Skłodowska University, Poland Elżbieta Wrońska-Bukalska, Maria Curie-Skłodowska University, Poland Keywords: financial director, CFO, financial policy Full Text

Value Based Management with a Practical Example

Vladimir Bukvič, Gea College Faculty of Entrepreneurship Ljubljana, Slovenia Keywords: value based management, economic value added, cash value added Full Text

Integrating Acquired Resources and Capabilities

Daniel Degischer, MCI Management Center Innsbruck, Austria Florian Bauer, MCI Management Center Innsbruck, Austria Keywords: knowledge, management, organizational behavior, M&A, integration Full Text

Price and Service Bundling: An Example of the Telecommunications Market in Poland

Ilona Bondos, Maria Curie Skłodowska University, Poland

Keywords: price bundling, bundled services, telecommunications market in Poland Full Text

B2 Management, Business and Entrepreneurship 2

Session Chair: Pekka Kess

Strategy Implementation by Managing Business Processes: A Case Study in the Electronics Industry

Terho Uusitalo, University of Vaasa, Finland

Keywords: competitive advantage, added value creation, strategic management, business process, reengineering, business process management Full Text

Measurement of Business Processes

Grzegorz Grela, Maria Curie Skłodowska University, Poland Keywords: business process management, information technology, process measurement, aggregation functions Full Text

Competitiveness of Hungarian Small and Medium Enterprises along Their Lifecycle

Csaba Bálint Illés, Szent István University, Hungary Anna Dunay, Szent István University, Hungary Hilda Hurta, Szent István University, Hungary Keywords: SMEs, lifecycle stages, profitability, competitiveness Full Text

Business Strategies Analysis by Strategy Typology and Orientation Framework

Pekka Kess, University of Oulu, Finland Ville Isoherranen, ABB Oy, Finland Keywords: market orientation, product orientation, smartphones Full Text

Forecasting of the Needs of the Infrastructure Policy in Tourism in Bulgaria

Sophia Mirchova, SWU 'Neofit Rilski,' Bulgaria Keywords: strategic documents, tourism policy, infrastructure policy, exponential smoothing forecasting, Hal-Winters method Full Text

Use of Post-deployment Information to Improve the Effectiveness of IT Systems Implementation: The Case of Polish SMEs

Łukasz Wiechetek, Maria Curie Skłodowska University, Poland Keywords: IT deployment documentation, IT implementation effectiveness, SME Full Text

B3 Management, Business and Entrepreneurship 3

Session Chair: Monika Nalewajek

Business Ecosystem's Health Revised

Elena Galateanu (Avram), Romania Silvia Avasilcai, 'Gheorghe Asachi' Technical University of lasi, Romania Keywords: business ecosystem, architecture, key roles, life cycle, typology Full Text

Implications of Different Mental and Behavioral Approaches to Hairdressing Services: Consumers Clustering Approach

Monika Nalewajek and Radosław Mącik, Maria Curie Skłodowska University, Poland Keywords: hairdressing services, service quality management, customer typology, quality of life

Full Text

'Doing The Right Thing When Noone Is Looking' Corporate Government Mechanisms and Employee-Focused CSR

Réka Polák-Weldon, Ágnes Balogh, Eszter Bogdány, and Tibor Csizmadia, University of Pannonia, Hungary

Keywords: employee-focused CSR, strategic CSR, corporate governance, case study method

Full Text

Intention to Become an Entrepreneur from 2nd Year Study Students

Gregor Jagodič, International School for Social and Business Studies, Slovenia Keywords: B2B, marketing, relationship, management Full Text

B2B Marketing and its Impact on the Performance of the Company

Gregor Jagodič, International School for Social and Business Studies, Slovenia Keywords: entrepreneurship, entrepreneurial intention, competence, students Full Text

Challenges for Information Systems Management and Human Resources Management within the Globalisation of Companies

Adina Barbulescu, West University of Timisoara, Romania

Keywords: information systems management, human resources management, globalisation of companies, global enterprises, multinational companies Full Text

B4 Management, Business and Entrepreneurship 4

Session Chair: Szabolcs Szilard Sebrek

Matrix-Based Time/Cost Trade-off Methods

Zsolt Kosztyán, University of Pannonia, Hungary Keywords: time/cost trade-off methods, cost minimizing, exact matrix-based project planning techniques Full Text

Factors Leading to the Success and Failure of Agile Projects Implemented in Traditionally Waterfall Environments

Maureen Tanner, University of Cape Town, South Africa Ulrich von Willingh, University of Cape Town, South Africa Keywords: agile adoption, agile assessment, adoption assessment models, plan-driven approaches, agile approaches Full Text

Management, Leadership and Organizational Change in a Kibbutz Factory in Israel

Yuval Achouch, Western Galilee College, Israel Yaffa Moskovitch, Zefat College, Israel Keywords: management, leadership, organizational culture, social capital, Kibbutz Full Text

The Determintants of Strategic Choice over Openness: Scale-Based Competition, Slack Resources and the Innovativeness of Product Portfolio

Szabolcs Szilard Sebrek, University of Pannonia, Hungary Betsabé Perez Garrido, University of Pannonia, Hungary Keywords: open innovation, scale-based pressure, slack resources, product portfolio, large sample size Full Text

Organizational Culture and Its Role in Business: The Exmple of Polish Culture

Anna Rakowska, Maria Curie Skłodowska University, Poland Jagoda Wolińska, Maria Curie Skłodowska University, Poland Keywords: organizational culture, business culture, internationa

Keywords: organizational culture, business culture, international cooperation, Poland, business etiquette Full Text

B5 Management, Business and Entrepreneurship 5

Session Chair: Jacek Jakubczak

Influence of Managerial Staff for the Competence of the Enterprises

Urszula Skurzynska-Sikora, Maria Curie Skłodowska University, Poland Keywords: innovative enterprise, managerial competence, competence of the organization Full Text

Cultural Values and Entrepreneurship: Pilot Study

Jacek Jakubczak, Maria Curie Skłodowska University, Poland Anna Rakowska, Maria Curie Skłodowska University, Poland Keywords: entrepreneurship, culture, education, Hofstede, management Full Text

The Effects of Vouchers on Tourism in Hungary's Southern Transdanubian Region

Ágnes Brix, Szent István Unisverity, Hungary Keywords: hospitality, tourism, accommodation Full Text

Learning from Crises: A Lost Opportunity?

Drago Dubrovski, International School for Social and Business Studies, Slovenia Keywords: crisis, crisis management, radical change, business model Full Text

Managing Business Models Portfolios in International Environment: The Case of Polish Enterprises

Mariusz Sagan, Szkoła Główna Handlowa, Poland Keywords: business models, business model portfolios, management strategy Full Text

Identifying Lead Indicator for Strategy Development: A Case Study in Utility Equipment Manufacturer

Apiwat Poonyarit, Kasetsart University, Thailand Pornthep Anussornnitisarn, Kasetsart University, Thailand Keywords: lead indicators, strategy development, demand forecasting Full Text

B6 Management, Business and Entrepreneurship 6

Session Chair: Daniel Robert Szabo

Similarities and Differences of National Business Culture and Customs in the Nordic Countries and Serbia

Jasna Markovic, Jelena Toskovic, and Jovana Adzic, Educons University, Serbia Keywords: business customs, business culture, Nordic countries, Serbia Full Text

Good Leadership is Essential for Any Business, Even for the Small Ones Eszter Bogdány, Ágnes Balogh, and Tibor Csizmadia, University of Pannonia, Hungary Keywords: management, leadership, succession, SME, professionalization Full Text

Intellectual Capital as One of the Factors Determining the Competitive Position of Dairy Enterprises in Lublin Voivodeship (Poland)

Katarzyna Domańska, University of Life Sciences in Lublin, Poland Keywords: competitiveness, intellectual capital, dairy sector Full Text

Application of Value Chain and CRM to Dental Clinic in Business Areas

Tzong-Ru Lee, Min-Chun Huang, and Men-Hua Hsieh, National Chung Hsing University, Taiwan Keywords: value chain, CRM, dental clinic Full Text

Offshoring Exemplified by the Indian Company Tata Consultancy Services (TCS)

Katarzyna Budzyńska, Univeristy of Life Sciences in Lublin, Poland Keywords: offshoring, offshore outsourcing, externalization, BPO Full Text

Risks in the Hungarian Construction Industry: Interpretations, Evaluations, and Patterns

Norbert Kovács, Daniel Robert Szabo, Ádám Páthy, and Péter Tóth, Széchenyi István University, Hungary Keywords: construction industry, risk management, risk assessment, risk typology Full Text

C1 Education and Learning, Organizational Learning 1

Session Chair: Valentina Jošt Lešer

Ethics vs. Morality: Political Economics of Education

Bulent Temel, Atilim University, Turkey

Keywords: academic freedom, philosophy, political economy, morality, progress Full Text

Research on Nurses' Technical Skills Developement

Ioana Harpan, Zoltan-Bela Farkas, and Anca Draghici, Politehnica University Timisoara, Romania Keywords: learning, technical competencies/skills, nursing, education Full Text

Global Education (GE) Model of Effective Initiative and School Praxis in Education System

Majda Naji, International School for Social and Business Studies, Slovenia Keywords: global education, model education system, school Full Text

Assessing Student Workload: Tough Nut To Crack

Laura Rožman, Valentina Jošt Lešer, Nada Trunk Širca, Valerij Dermol, and Vesna Skrbinjek, International School for Social and Business Studies, Slovenia Keywords: students' workload, higher education, focus group, questionnaire, quality Full Text

Positive Orientation and Training Motivation

Małgorzata Krysa, Maria Curie Skłodowska University, Poland Mariola Łaguna, The John Paul II Catholic University of Lublin, Poland Helena Kistelska, The John Paul II Catholic University of Lublin, Poland Keywords: positive orientation, training motivation, learning Full Text

The Model of Education Process that Mets the Needs of Business: The Case of Spain

Pérez Manuel, Maria Curie Skłodowska University, Poland Rodriguez Marta, Maria Curie Skłodowska University, Poland Keywords: knowledge, management, education Full Text

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C2 Education and Learning, Organizational Learning 2

Session Chair: Antonio Bassi

Project Management: Human and Organizational Learning

Antonio Bassi, SUPSI, Switzerland Keywords: project management, project culture, lessons learned, personal and organizational knowledge Full Text

How to Support Self-Initiative and Entrepreneurship Learning Competences in Secondary Technical and Professional High Schools

Leon Lešnik, International School for Social and Business Studies, Slovenia Keywords: learning, self-initiative and entrepreneurship competences, support of social partners, final year high school pupils, Savinja region Full Text

Lifelong Learning as a Method of a Modern Labour Market's Balancing: The Case of Poland

Paweł Pasierbiak, Maria Curie Skłodowska University, Poland Bozena Oleszko-Kurzyna, Maria Curie Skłodowska University, Poland Keywords: labor market, lifelong learning, education, Poland Full Text

Measuring Service Quality in Higher Education: The Case of Serbia

Ljiljana Kontic, Faculty of Legal and Business Studies, Serbia Keywords: service performance, higher education, management, Serbia Full Text

ICT and Educational Outputs/Outcomes in Selected EU (NUTS 2) Regions: An Assessment of Relative Efficiency

Aleksander Aristovnik, University of Ljubljana, Faculty of Administration, Slovenia Keywords: Keywords: ICT, education, efficiency, DEA, NUTS-2 regions Full Text

Open Access Journals in Slovenia: An Exploratory Study

Alen Ježovnik, University of Primorska, Faculty of Management, Slovenia Keywords: open access, academic journals, publishing practices, Slovenia Full Text

C3 Education and Learning, Organizational Learning 3

Session Chair: Augusto Sebastio

Knowledge and Learning in the Age of Globalization: What Role Does the University Play?

Antonio Uricchio, University of Bari Aldo Moro, Italy Keywords: democracy, education, information technology, European Union, globalization Full Text

Social Media and Its Effects on Individuals and Social Systems

Natascha Zeitel-Bank, Management Center Innsbruck, Austria Ute Tat, Management Center Innsbruck, Austria Keywords: social media, communication, human brain, learning, quality of life Full Text

Right to be Forgotten: Online Liability, Online Memory

Augusto Sebastio, University of Bari, Italy Michele Corleto, Pegaso Telematic University, Italy Keywords: right to be forgotten, data deletion, social relationship, Internet memory Full Text

Changes in Higher Education Public Funding during Economic and Financial Crisis

Vesna Skrbinjek, International School for Social and Business Studies, Slovenia Dušan Lesjak, International School for Social and Business Studies, Slovenia

Keywords: higher education funding, higher education budget, economic crisis, financial crisis, higher education benefits **Full Text**

Knowledge Management in the Field of Education

Sebastjan Čagran, International School for Social and Business Studies, Slovenia Keywords: knowledge management, education, principals, legal matters Full Text

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D1 Human Resources Management 1

Session Chair: Aneta Karasek

Relationship between Tourism and Quality Of Life: Researches at Lake Balaton

Borbála Gondos, Edutus Colleges, Hungary Keywords: tourism, quality of life, Lake Balaton, research, satisfaction Full Text

Motivation of Health Care Employees in the Republic of Macedonia

Nexhbi Veseli, South East European University, FYROM Brikend Aziri, South East European University, FYROM Teuta Veseli, South East European University, FYROM

Keywords: human resource management, employee motivation, health care institutions

Full Text

Leadership in Sustainability: An Opportunity for Green Skills Developement in Romania

Anca Draghici, Politehnica University Timisoara, Romania Gabriela Fistis, Politehnica University Timisoara, Romania Roxana Sirbu, Politehnica University Timisoara, Romania George Draghici, Politehnica University Timisoara, Romania Keywords: management, leadership, sustainability, green skills, training, learnin Full Text

Perception of the Role of the Human Factor by the Management in Innovative Enterprises

Aneta Karasek, Maria Curie-Skłodowska University, Poland Keywords: management, innovation, human factor Full Text

Impact of Big Five Personality Traits on Job Performance

Jawwad Ahmad, Pir Mehar Ali Shah Arid Agriculture University, Pakistan Muhammad Razzaq Ather, Pir Mehar Ali Shah Arid Agriculture University, Pakistan Mazhar Hussain International Islamic University, Pakistan

Keywords: big five personality traits, organizational commitment, job performance **Full Text**

Impact of Employee Behavior and Organizational Support on Training Transfer Process

Hafiz Muhammad Ishaq and Tabassum Mumtaz, Federal Urdu University of Arts, Science and Technology, Pakistan Keywords: training transfer, motivation, organizational support, employee behavior, teachers Full Text 30

D2 Human Resources Management 2

Session Chair: Andrzej Borowski

Employee Motivation Tools

Andrzej Borowski, Maria Curie Skłodowska University, Poland Usama Daya, Maria Curie Skłodowska University, Poland Keywords: motivation, human capital, employees Full Text

Workplace Ostracism and Job Outcomes: Moderating Effects of Psychological Capital

Inam Ul Haq, University of Central Punjab, Pakistan Keywords: workplace ostracism, psychological capital, job stress Full Text

IPA as a Theoretical Concept of Evaluating Various Elements in HRM

Staša Razpotnik, International School for Social and Business Studies, Slovenia Rok Švab, International School for Social and Business Studies, Slovenia Keywords: importance-performance analysis, human resource management, employee satisfaction Full Text

Human Capital Mobility of a Skilled Labour Force

Teodora Viorica, Babes-Bolyai University, Romania Adriana Tiron-Tudor, Babes-Bolyai University, Romania Keywords: vocational trainings, workforce mobility, ECVET system Full Text

Investments in Employees: Attitudes and Practices in Croatian Enterprises

Srećko Goić, Univesity of Split, Faculty of Economics, Croatia Maja Planinić, HEP – operator distribucijskog sustava, d.o.o. Keywords: investment in people, competitive position, organizational performance Full Text

New Member States: Efficiency Measurement within the EU and Human Capital

Eduard Nežinský, University of Economics in Bratislava, Slovakia Elena Fifeková, University of Economics in Bratislava, Slovakia Keywords: data envelopment analysis, human capital, new EU member states Full Text

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D3 Human Resources Management 3

Session Chair: Mitja Gorenak

Human Resources Integration Methods Used in Big Organizational Change Projects

Frank Rennung, Universitatea Politehinca Timisoara, Romania Caius Luminosu, Universitatea Politehinca Timisoara, Romania Anca Draghici, Universitatea Politehinca Timisoara, Romania Keywords: complexity management, merger and acquisition (M&A), change management, human resources integration Full Text

Leadership and Power, an Incompatible Mix?

David Lees, University of Derby, United Kingdom Keywords: new leadership definition, leadership, power, management Full Text

Quality of Work-Life Balance and Workplace Violence

Mitja Gorenak, International School for Social and Business Studies, Slovenia Anja Popovič, University of Ljubljana, Faculty of Mechanical Engineering, Slovenia Keywords: workplace violence, work-life balance, quality of life, bullying Full Text

Estimation of Labor Work Activity Based Defect Rate in Part per Million Process

Nantawan Chairatanathrongporn, Kasetsart University, Thailand Pornthep Anussornnitisarn, Kasetsart University, Thailand Bordin Rassameethes, Kasetsart University, Thailand Suparerk Sooksmarn, Kasetsart University, Thailand Keywords: work estimation, continuous process monitoring, defect distribution

Full Text

The Practical Model of Employee Performance Evaluation

Milan Fekete, Comenius University Bratislava, Faculty of Management, Slovakia Igor Rozenberg, City University of Seattle, Slovakia

Keywords: employee performance evaluation model, performance measurement, performance distribution checking, performance and compensation policy **Full Text**

D4 Human Resources Management 4

Session Chair: Michal Szafranek

Effects of Employee Tenure on Workplace Deception

Jerry Koehler, University of South Florida, USA Thomas W. Philippe, St. Petersburg College, USA Keywords: employee tenure, workplace deception Abstract

Employment Expectations and Job Opportunities of Generation Y

Michal Szafranek, Maria Curie Skłodowska University, Poland Iryna Voloshyn, Maria Curie Skłodowska University, Poland Keywords: first job, organisation development, employees' expectations, Generation Y Full Text

Determining the Influence of HRM Practices on Increasing Organizational Commitment: An Empirical Research from Turkey

Yasemin Bal, Yildiz Technical University, Turkey Serdar Bozkurt, Yildiz Technical University, Turkey Esin Ertemsir, Yildiz Technical University, Turkey

Keywords: human resource management, organizational commitment, normative commitment, affective commitment, continuance commitment Full Text

Deploying Human Resource Capability for Sustainable Performance: A Dynamic Capabilities Framework

Lidija Breznik, Faculty of Economics, University of Ljubljana, Slovenia Keywords: human resource capability, dynamic capabilities, firm performance, information technology (IT) industry, case study Full Text

Human Capital in the Polish Agricultural Sector Post Accession to the European Union

Anna Nowak, University of Life Sciences in Lublin, Poland Keywords: human capital, knowledge, agriculture, Poland Full Text

E1 Economics, Finance and Accounting 1

Session Chair: Maciej Kozłowski

Decision Making and Quality of Life

Andrea Vondrová, University of Economics in Bratislava, Slovakia Matej Valach, University of Economics in Bratislava, Slovakia Keywords: decision making, economic growth, quality of life Full Text

Financial Participation Programs in Polish Public Companies

Maciej Kozłowski, University of Lodz, Poland

Keywords: workers' attitude, workers' ownership, financial participation, profit sharing, stock option

Full Text

Information and Economic Security of the Country in the Context of Globalization

Mykola Talavyria, NULES of Ukraine, Ukraine Oleksandr Talavyria, National University of Life and Environmental Sciences of Ukraine, Ukraine Keywords: food safety, information security, internal market, foreign market, open economy

Full Text

Applying Emerging Market Z-Score Model to Predict Bankruptcy

Sasivimol Meeampol, Polwat Lerskullawat, Ausa Wongsorntham, Phanthipa Srinammuang, Vimol Rodpetch, and Rungsimaporn Noonoi, Kasetsart University, Thailand

Keywords: bankruptcy, Altman's Z-Score model, EM-Score Model, the Emerging Market and SET Thailand

Full Text

Valuation of Tangible Fixed Assets at the Moment of Transition to the IFRS/IAS (Based on KGHM JSC)

Magdalena Lech, Maria Curie Skłodowska University, Poland Małgorzata Kamieniecka, Maria Curie Skłodowska University, Poland Keywords: fixed assets, valuation of fixed assets, International Accounting Standards, financial statement

Full Text

E2 Economics, Finance and accounting 2

Session Chair: Katarzyna Twarowska

Analysis of Factors Affecting Fluctuations in the Exchange Rate of Polish Zloty Against Euro

Katarzyna Twarowska, Maria Curie Skłodowska University, Poland Magdalena Kąkol, Maria Curie Skłodowska University, Poland

Keywords: exchange rate, knowledge on factors affecting fluctuations in exchange rate levels, impact of the main economic indicators, cross-border cooperation and convergence process of the Polish economy with the euro area on the exchange rate of Polish zloty against euro

Full Text

Housing Subsidies in Slovenia in the Light of Austerity Measures

Špelca Mežnar, International School for Social and Business Studies, Slovenia Tamara Petrović, International School for Social and Business Studies, Slovenia Keywords: subsidies, non-profit, housing Full Text

Economic Prospects and Conditions of Crowdfunding

Piotr Pazowski, Maria Curie Skłodowska University, Poland Witold Czudec, Maria Curie Skłodowska University, Poland Keywords: crowdfunding, wisdom of crowds, start-ups Full Text

Success Factors Increasing Sales in the Financial Sector

Heiko Seitz, Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia Keywords: success factors, intermediary distribution, bound agent, agent with permission, broker Full Text

E3 Economics, Finance and Accounting 3

Session Chair: Małgorzata Twarowska

The Application of Build-Up Approach in Cost of Equity Calculation of Mining Enterprises

Aneta Michalak, Silesian University of Technology, Poland Keywords: cost of equity, build-up approach, mining Full Text

Evaluation of Human Capital Economic Quality on the Basis of Financial Categories: The KI-Ark Model

Anna Karmańska, Warsaw School of Economics, Poland Keywords: Keywords: human capital, value, accounting, financial reporting, model of economic evaluation of human capital quality Full Text

The Impact of Financial Sector Taxation on Financial Market Stability

Małgorzata Twarowska, Maria Curie Skłodowska University, Poland Jolanta Szołno-Koguc, Maria Curie Skłodowska University, Poland Keywords: financial transaction tax, financial crisis, financial markets **Full Text**

Education as a Determinant of Development in World Economic Crisis

Milos Lutovac, Belgrade Business School, Serbia Vladimir Todorovic, Belgrade Business School, Serbia Mile Rajkovic, Belgrade Business School, Serbia Keywords: human capital, education, knowledge economy,economic development, economic growth Full Text

F1 E-Commerce Management and Marketing 1

Session Chair: Jarosław Banaś

A Comparative Study of Important Knowledge and Skills of Marketing Professionals

Tina Vukasovič, International School for Social and Business Studies, Slovenia Keywords: knowledge management, marketing knowledge and skills, education, marketing management Full Text

An Analysis of Selected Aspects of E-commerce Based on Technology Acceptance Model

Jarosław Banaś, Maria Curie Skłodowska University, Poland Keywords: e-commerce, online shopping, Technology Acceptance Model, Structural Equation Modelling Full Text

Marketing Aspects of Using Social Media by Fashion Brands in Poland

Barbara Mróz-Gorgoń, Wroclaw University of Economics, Poland Keywords: social media, brand image, fashion industry Full Text

Sport as a Quality of Life Factor on Example of Poland

Agnieszka Rak, Wroclaw University of Economics, Poland Keywords: sport, quality of life, recreation, marketing Full Text

F2 E-Commerce Management and Marketing 2

Session Chair: Radosław Mącik

The Holistic Vision of Customer Relationship Management

Pierluigi Passaro, University of Bari, Italy Keywords: customer relationship management, holistic Full Text

Consumer Perfectionism Measurement Scale: Preliminary Research Results

Radosław Mącik, Maria Curie Skłodowska University, Poland Keywords: consumer perfectionism, perfectionism dimensions, multidimensional measurement scale, scale development, consumer decision-making styles Full Text

Destination Branding through the Perception of the Tourist: Case from Croatia

Peter Meža, College of Industrial Engineering, Slovenia Neven Šerić, Faculty of Economics, University of Split, Croatia Keywords: tourism, branding, perception, destination Full Text

Heuristic Evaluation and User Experience Assessment of Online Shopping Portals Using Cogitive Walkthrough and Expert Method

Małgorzata Plechawska-Wojcik, Lublin University of Technology, Poland Keywords: GUI usability, user experience, expert analysis, cognitive walkthrough Full Text

Eye Tracking in Marketing Research: A Review of Recent Available Literature Magdalena Borys, Lublin University of Technology, Poland Keywords: Eye tracking, marketing research Abstract

G1 Innovations in Public Sector and Business 1

Session Chair: Oscar F. Bustinza

Measuring Innovation Excellence

Tina Škerlj, Slovenia Keywords: innovation management, innovation measurement, management, competitive advantage, key performance indicators Full Text

Theoretical and Methodological Approaches Applied to Study Creative Industries

Glenn Parry, University of the West of England, United Kingdom Oscar F. Bustinza, University of Granada, Spain Ferran Vendrell-Herrero, University of Birmingham, United Kingdom Keywords: management, data analysis, decision making, creative industries Full Text

Improving Knowledge, Technology and Food Safety in School Catering System in Hungary

András Tóth, InDeRe Analytical and Economic Research Institute, Hungary András Bittsánszky, InDeRe Analytical and Economic Research Institute, Hungary Csaba Bálint Illés, Szent István University, Hungary Anna Dunay, Szent István University, Hungary Keywords: school catering, food safety, improving knowledge, process oriented analysis

Full Text

New Public Management in Education: From School Governance to School Management

Piotr Kowalczyk, Maria Curie Skłodowska University, Poland Jacek Jakubczak, Maria Curie Skłodowska University, Poland Keywords: school management, New Public Management, education, decentralization Full Text

Self-Service Business Intelligence for Higher Education Management

Dejan Zilli, International School for Social and Business Studies, Slovenia Keywords: information technology, business intelligence, higher education management, key performance indicators Full Text

G2 Innovations in Public Sector and Business 2

Session Chair: Marcin Badurowicz

Elements of Internal Quality Assurance at Polish Universities

Agnieszka Piasecka, Maria Curie Skłodowska University, Poland Keywords: internal quality assurance, higher education, European standards for quality assurance Full Text

The Lubelskie Vocational Qualifications Framework – an Innovative Approach to Effective Teaching of Professionals

Mariusz Kicia, Maria Curie Skłodowska University, Poland Keywords: vocational qualifications, youth unemployment, innovation in education Full Text

Increasing Energy Effectiveness by Management Methods in Taiwan Regional Hospital

Wen-Diing Lee, E-Da Hospital and I-Shou University, Taiwan Jung-Nan Wu, National Kaohsiung University of Applied Sciences and E-Da Hospital, Taiwan Te-Tsun Shen, E-Da Hospital and I-Shou University, Taiwan Chin-Cheng Ou, E-Da Hospital, Taiwan Jen-Der Day, National Kaohsiung University of Applied Sciences, Taiwan Keywords: contracted demand, power factor, time rate Full Text

Gamification in Higher Education: A Case Study

Maciej Laskowski, Lublin University of Technology, Poland Marcin Badurowicz, Lublin University of Technology, Poland Keywords: gamification, higher education, didactics methods, didactics Full Text

Student as Consumer – Benefits of Being Academic City

Marcin Lipowski, Maria Curie Skłodowska University, Poland Keywords: academic city, student consumer, city development Full Text

A Dynamic Study on Municipal Website Expected Benefits

Susana de Juana-Espinosa, Universidad de Alicante, Spain Enrique Claver-Cortés, Universidad de Alicante, Spain Jorge Valdés-Conca, Universidad de Alicante, Spain Keywords: website, municipalities, e-Government, longitudinal study, Spain Full Text

G3 Innovations in Public Sector and Business 3

Session Chair: Monika Jakubiak

Academic Entrepreneurship without Borders

Monika Jakubiak, Maria Curie Skłodowska University, Poland Agnieszka Sitko-Lutek, Maria Curie Skłodowska University, Poland Keywords: academic entrepreneurship, students, graduates, innovation Full Text

Towards Virtual Universities

Vladimir Burčik, iLearn – Online Learning Centre, Slovakia Jozef Hvorecký, College of Management, Slovakia Keywords: e-learning, virtual class, online course, LMS, virtual university Full Text

Language Skills and Affective Barriers as Factors Influencing Research Productivity of Scholars in Business Discipline in Poland

Anna Ligia Wieczorek, University of Silesia in Katowice, Poland Maciej Mitrega, University of Economics in Katowice, Poland Keywords: research productivity, business scholars, language skills, affective, academic networking Full Text

Interaction Between University and Vehicle Factory in the Field of Quality Industry

Veronika Poreisz, Széchenyi István University, Hungary Balint Filep, Széchenyi István University, Hungary David Nagy, Széchenyi István University, Hungary Szabolcs Ramhap, Széchenyi István University, Hungary Keywords: high education, collaborations between industry and university, quality management in education Full Text

Environmental Education from Food: Research on Food Knowledge and Eating Behavior

Hsiang-Yung Feng, National United University, Taiwan Ming-Chun Lai, WuFeng University, Taiwan Keywords: environmental education, food education, food knowledge, eating behaviour Full Text

H1 Information Systems Management and Decision Support Systems 1

Session Chair: Moti Zwilling

Changes in Management Support/Information Systems and Barriers in Implementing these Methods: The Case of Poland and India Dawid Lahutta, Maria Curie-Skłodowska University, Poland

Paweł Wroński, Maria Curie-Skłodowska University, Poland Paweł Wroński, Maria Curie-Skłodowska University, Poland Keywords: management support systems, management information systems, barriers in implementation, case study Full Text

An Improved Multi-objective Evolution Algorithm Based on Shuffled Frog Leaping

Jianping Luo, Shenzhen University, China Xia Li, Shenzhen University, China Min-Rong Chen, Shenzhen University, China Hongwei Liu, Shenzhen University, China

Keywords: multi-objective problem, evolution algorithm, Pareto optimal solutions Full Text

Matching Self Presentaion in Internet Dating Sites to Consumer Preferences

Moti Zwilling, Academic College of Law and Business, Israel Srečko Natek, International School for Social and Business Studies, Slovenia Keywords: social networks, dating sties, self presentation, consumer preferences, data mining Full Text

A Game-based Simulation System for ERP Learning

Ju-Chuan Wu, Feng Chia University, Taiwan

Sung-Chiang Lin, National Penghu University of Science and Technology, Taiwan Chih-Jou Chen, National Penghu University of Science and Technology, Taiwan Chinho Lin, National Cheng Kung University, Taiwan

Keywords: enterprise resource planning (ERP), business simulation, game-based learning, situated learning, computer-based testing (CBT) Full Text

A Novel Portfolio Selection Model with Preemptive Fuzzy Goal Programming

Ozan Kocadagli, Mimar Sinan Fine Arts University, Turkey

Keywords: multiple objective programming, preemptive fuzzy goal programming, portfolio selection model, capital asset pricing model, portfolio management Full Text

H2 Information Systems Management and Decision Support 2

Session Chair: Kristijan Breznik

Erasmus Mobility on the Institutional Level

Kristijan Breznik, International School for Social and Business Studies, Slovenia Gaja Gologranc, International School for Social and Business Studies, Slovenia Keywords: network analysis, student mobility, Erasmus, island approach Full Text

Posture Activity Categorization and Feature Analysis Using an Artificial Neuromolecular System

Jong-Chen Chen, National Yunlin University of Science and Technology, Taiwan Keywords: artificial neural network, evolutionary learning, data mining Full Text

Cloud Computing in Business Processes: A Car Parts Supplying Company Case

Kinga Bednarzewska, Maria Curie Skłodowska University, Poland Zbigniew Pastuszak, Maria Curie Skłodowska University, Poland Keywords: business processes, distribution, clouds computing, implementation Full Text

The Meaning of Internet Service Exchange Platforms for Improving the Quality of Life on a Global Scale

Aleksandra Wróblewka, Maria Curie Skłodowska University, Poland Bartłomiej Twarowski, Maria Curie Skłodowska University, Poland Keywords: learning, quality of life, information technology, globalization Full Text

IT Balanced Scorecard as a Significant Component of Competitive and Modern Company

Joanna Swierk, Maria Curie Skłodowska University, Poland Magdalena Mulawa, Maria Curie Skłodowska University, Poland Keywords: balanced scorecard, IT, company Full Text

Toward Automatic User Profiling for Personalized Acces to Information within Collaborative Learning System

Mohammed Amine Alimam, Yasyn Elyusufi, and Hamid Seghiouer, University Abdelmalek Saadi, Morocco Keywords: information technology, collaborative learning, ontology, information research, user profile Full Text

H3 Information Systems Management and Decision Support Systems 3

Session Chair: Benjamin Lesjak

Integrated Dimensionality Reduction Technique for Mixed Data Involving Categorical Values

Chung-Chian Hsu, National Yunlin University of Science and Technology, Taiwan Wei-Hao Huang, National Yunlin University of Science and Technology, Taiwan Keywords: information technology, dimensionality reduction, categorical data, mixed-type data, distance hierarchy Full Text

Applying Multimedia Data Mining to an Associative Classification-Based Recommendation System in E-commerce

Ling-Yi Chou, National Chung Cheng University, Taiwan Shi-Ming Huang, National Chung Cheng University, Taiwan I-Heng Wu, Asus, Taiwan Keywords: data mining, image processing, color semantics, recommendation system, web crawler Full Text

Evaluation of MOOC: Hands-On Project or Creative Use of ICT in Teaching

Viktorija Florjančič, University of Primorska, Faculty of Management, Slovenia Benjamin Lesjak, International School for Social and Business Studies, Slovenia Keywords: MOOC, evaluation, e-learning, ICT Full Text

When the Funding Ends: Using the Handson ICT MOOC as a Key Element in Research and Development Projects Funded by the EU ICT Industry

Christina Preston, MirandaNet Fellowship, University of Bedfordshire, United Kingdom Sarah Younie, MirandaNet Fellowship, University of De Montford, United Kingdom Keywords: education research and development, professional development in ICT, community of practice, collaboration, sustainability Full Text

From a Community of Practice Perspective Learning in a MOOC Can Be a Lonely Process

Christina Preston, MirandaNet Fellowship, University of Bedfordshire, United Kingdom Sarah Younie, MirandaNet Fellowship, University of De Montford, United Kingdom Keywords: MOOCs, COOCs, professional development, elearning Full Text

I1 Knowledge Management Practices 1

Session Chair: Kris M. Y. Law

Engaging with Industry: Collaborative Action Research as a Useful Tool in Facility Management, Knowledge and Learning

Michael Mahoney, California State University, USA Keywords: facility management, knowledge and learning, action research Full Text

A Hybrid Intelligent System for the Disease Risk Evaluation

Ruey Kei Chiu, Fu Jen Catholic University, Taiwan Sheng Jen Jian, Fu Jen Catholic University, Taiwan Kang-Hong Liou, Fu Jen Catholic University, Taiwan Keywords: knowledge, machine learning, hybrid intelligent system, fuzzy expert system, coronary heart disease, risk evaluation Full Text

Selecting Criteria and Assessing of Sustainable Forest Management on the Case of Poland

Agnieszka Leszczynska, Maria Curie-Skłodowska University, Poland Keywords: sustainable development, forest management Full Text

Knowledge and Use of Quality Management Tools in Czech Municipalities

Vlasta Doležalová, University of South Bohemia in České Budějovice, Czech Republic Petr Řehoř, University of South Bohemia in České Budějovice, Czech Republic Darja Holátová, University of South Bohemia in České Budějovice, Czech Republic Keywords: quality management, balanced scorecard, benchmarking, CAF model, ISO standards

Full Text

A Design Blueprint for Virtual Knowledge Organizations

Wajeeha Khalil, University of Engineering and Technology, Pakistan Erich Schikuta, University of Vienna, Austria

Keywords: computers and society, virtual knowledge organization, reference architecture, computational intelligence, neural networks Full Text

12 Knowledge Management Practices 2

Session Chair: Suzana Košir

Institutions and Knowledge for Efficient External Trade Policy Management

Sabina Kolesa, Ministry of Economic Development and Technology, Slovenia Keywords: external trade policy, process management, knowledge, institutions, alliances

Full Text

Integrating Gamification with Knowledge Management

Sergej Rinc, International School for Social and Business Studies, Slovenia Keywords: gamification, knowledge management, research, literature Full Text

Critical Success Factors for Knowledge Management Implementation in Hotel Enterprises

Kristina Črnjar, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia Jasmina Dlačić, University of Rijeka, Faculty of Economics, Croatia Keywords: knowledge management, hotel enterprises, drivers and barriers, Croatia Full Text

Role of Regular Annual Interviews in the Process of Knowledge Management in a Public Institution

Suzana Košir, International School for Social and Business Studies, Slovenia Bojana Jecel, International School for Social and Business Studies, Slovenia Keywords: regular annual interviews, knowledge management, public institution, communication

Full Text

Processes of Quality Assurance and Knowledge Management in an Educational Institute – Kindergarten

Suzana Košir, International School for Social and Business Studies, Slovenia Metka Jezovšek, International School for Social and Business Studies, Slovenia Keywords: quality, evaluation, self-evaluation, processes for knowledge management, kindergarten Full Text

I3 Knowledge Management Practices 3

Session Chair: Mojca Gornjak

Project Knowledge Management

Anna Mazur, Warsaw School of Economics, Poland Jan Chadam, Gaz-System, Poland Keywords: project management, HR, knowledge management, strategy Full Text

The Knowledge Engineers Preparation

Ladislav Burita, University of Defence and Tomas Bata University, Czech Republic Keywords: knowledge management system, knowledge engineer, education, methodology, ATOM Full Text

Knowledge Management and Management Accounting

Mojca Gornjak, International School for Social and Business Studies, Slovenia Keywords: knowledge management, management accounting, sustained competitive advantage Full Text

Knowledge Transfusion from External Sources to Small and Medium-Sized Companies

Pekka Kess, University of Oulu, Finland

Keywords: knowledge management, external knowledge, company life cycle Full Text

A Case Study for Small Manufacturing in the Globalized Economy Using the Principles of Bolman and Deal

Justin Fruehauf, Robert Morris University, USA

Keywords: management, knowledge, learning, globalization, case study Full Text

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Session Chair: Edit Komlósi

What Emotional Intelligent Traits Enable Employees to Share Knowledge for Work-Related Quality of Life?

Edit Komlósi, University of Pannonia, Hungary Nóra Obermayer-Kovács, University of Pannonia, Hungary Keywords: knowledge sharing, emotional intelligence, work-related quality of life Full Text

Contemporary Trade Shows as a Place of Knowledge Sharing about Tourism Products

Marcin Gębarowski, Rzeszow University of Technology, Poland Joanna Wiażewicz, Rzeszow University of Technology, Poland Keywords: trade shows, knowledge, information, tourism, marketing Full Text

The Perception of Knowledge Management by Managers and Specialists of IT Companies in Poland

Dorota Chmielewska-Muciek, Maria Curie Skłodowska University, Poland Bartlomiej Zinczuk, Maria Curie Skłodowska University, Poland

Keywords: knowledge management, IT sector, managers, professionals Full Text

The Knowledge Management in IT Companies in Poland

Bartlomiej Zinczuk, Maria Curie Skłodowska University, Poland Dorota Chmielewska-Muciek, Maria Curie Skłodowska University, Poland Keywords: knowledge management, IT sector, small and medium enterprises Full Text

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P1 Poster Session

Evaluation Capacity Building in Slovenian Schools

Mateja Brejc, National School for Leadership in Education Kranj, Slovenia Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Slovenia

Keywords: self-evaluation, capacity building, training, schools Abstract

Financial Education and Financial Literacy

Aleš Trunk, International School for Social and Business Studies, Slovenia Simon Starček, Tax Administration of the Republic of Slovenia, Slovenia Mojca Šircelj, IMOBILIA-GBK, d.o.o., Slovenia Anica Novak, Elementary school Ciril Kosmač Piran, Slovenia Jure Trunk, ISA Information Technologies, Slovenia Keywords: financial education, financial literacy, society, economy Abstract

Internationalization of Higher Education

Valentina Jošt Lešer, International School for Social and Business Studies, Slovenia Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Slovenia

Keywords: internationalization, international students, student mobility, study Intentions

Abstract

Linking Learning and Leading in School

Laura Rožman, International School for Social and Business Studies, Slovenia Andrej Koren, International School for Social and Business Studies and National School for Leadership in Education, Slovenia Keywords: learning, leading, school Abstract

Lifelong Learning and the Recognition of Knowledge and Skills Acquired: MOOC as a New Challenge for Higher Education

Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Slovenia Viktorija Florjančič, University of Primorska, Slovenia Keywords: lifelong learning, recognition of knowledge and skills, MOOC Abstract

Knowledge Management and Management Accounting

Mojca Gornjak, International School for Social and Business Studies, Slovenia Keywords: knowledge management, management accounting, sustained competitive advantage Abstract

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

09.00–09.45	Dean's Welcome – Dr. Srečko Natek, International School for Social
	and Business Studies, Slovenia.
	Presentation of the ISSBS' Jean Monnet project EU+PIK@ (aims,
	activities, achievements) – Dr. Valerij Dermol, International School for
	Social and Business Studies, Slovenia.

- 09.45–10.30 Lecture: Embedding Entrepreneurial Learning within the Curriculum: The Way forward for the EEC – *Dr. David Gibson,* Queen's University Management School, United Kingdom. Professor Gibson will present his model of embedding entrepreneurship into the curriculum for all disciplines within any Institution based on his ten year longitudinal study at Queens University Belfast. He will focus on the way forward for educators and their developmental needs.
- 11.00–12.30 Lecture: Entrepreneurial Education Needs Entrepreneurial Educators – *Dr. David Gibson,* Queen's University Management School, United Kingdom. Professor Gibson will facilitate a workshop where educators will develop creative and entrepreneurial skills to apply in developing their own education intervention. Educators will be given strategies and the chance to use them to become entrepreneurial educators. The session is interactive and allows educators to experience the learning strategies they must use for maximum educational and economic impact.
- 12.30–13.30 Lunch
- 13.30–15.00 Lecture: Innovation Management Innovation Strategies in Entrepreneurship.
 Discussion: How to Incorporate Innovative Ideas into Business?
 Dr. Kris M. Y. Law, Hong Kong Polytechnic University, Hong Kong.
- 15.15–16.45 Workshop: Technological Entrepreneurship Brainstorming of Entrepreneurship Ideas and Justifications – Dr. Kris M. Y. Law, Hong Kong Polytechnic University, Hong Kong.
- 17.00–18.00 Round table: EU+PIK@ (EU Enterprising, Innovaitve, Creative) what we learned from the project.
- 18.00 Closing.

The programme is free of charge for all MakeLearn and Doctoral Students' Workshop 2014 participants.



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Lifelong Learning Programme



Academic Writing for Publishing Scientific Papers in International Journals

Post-Conference Programme • 27–28 June 2014 • Robert Scott

dr. Binshan Lin, College of Business Administration, Louisiana State University, USA Matija Vodopivec, International School for Social and Business Studies, Slovenia

The workshop provides a great opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals. Internationally recognized scholar, Prof. Dr. Binshan Lin will present scientific research process and strategy, structural equation modelling, enhance relevance, quality, and impact of scientific research, offer one-to-one coaching, answer participants' questions and more. Professor Dr. Binshan Lin is the BellSouth Corporation Professor at Louisiana State University in Shreveport. Dr. Lin is a nine-time recipient of the Outstanding Faculty Award at LSUS. Professor Lin has received numerous international awards. He has published over 240 articles in refereed journals. He is editor-in-chief of *Expert Systems with Applications* (ESWA) journal – the Impact Factor of ESWA is 1.854. Mitja Vodopivec graduated from Macalester College in the US in the field of Mathematics and Economics. He is currently enrolled in a doctoral programme at the Faculty of Economics, University of Ljubljana, Slovenia. His scientific work is

published in the journals Labour Economics and Eastern European Economics.

Friday, 27 June 2014

08.00–09.00	Registration • Congress Centre Portus
09.00-13.00	Exhibition of Journals • Congress Centre Portus
09.00–10.15	Scientific Research Process and Strategy – Dr. Binshan Lin
10.30–11.30	Editors' panel • Cristoforo Colombo
11.30–11.45	Invitation to MakeLearn and TIIM Joint International Conference
	2015, Bari, Italy
11.45–12.15	Coffee break with networking for publishing opportunities • Foyer
12.15–13.15	Scientific research process and strategy – Dr. Binshan Lin
13.30	Meeting point in front of Hotel Slovenija – bus departure
13.30–21.30	Academic networking with editors and conference participants on a trip to Škocjanske caves (lunch/snack and dinner included)

Saturday, 28 June 2014

13.00–14.00	Lunch • Restaurant of Hotel Slovenija
14.00–15.30	Workshop on academic writing – Matija Vodopivec
15.30–17.00 52	One-on-one coaching with Matija Vodopivec (optional)

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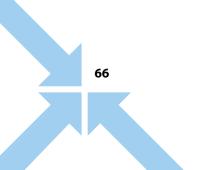
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