



# Managing Geostrategic Issues

Abstracts of the Joint International Conference Organised by

- University of Primorska, Faculty of Management, Slovenia
- Lomonosov Moscow State University, Moscow School of Economics, Russian Federation
- Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr. Mijo Mirkovic,' Croatia

Opatija, Croatia • 29 May–1 June 2019

## **MIC 2019: Managing Geostrategic Issues**

Abstracts Joint International Conference Organised by  
University of Primorska, Faculty of Management, Slovenia  
Lomonosov Moscow State University, Moscow School of Economics, Russian Federation  
Juraj Dobrila University of Pula, Faculty of Economics and Tourism, Croatia  
Opatija, Croatia • 29 May–1 June 2019

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Suzana Laporšek

Matjaž Nahtigal

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## Conference Organisers

The conference is organised by three partner institutions:

**University of Primorska, Faculty of Management** (Slovenia) is a higher education institution for education and research in the fields of social sciences and business management. The Faculty offers undergraduate study programmes in Management, master study programmes in Management, Economics and Finance, and Law for Management, interdisciplinary master study programmes in Sustainable Development Management, Political Science, and Innovation and Entrepreneurship, and doctoral study programme in Management. Beside the study programs leading to a degree the Faculty also offers modules for groups or in-company training from the field of social sciences and business management with interdisciplinary links to economic, business, legal, organisational and behavioural sciences.

**Lomonosov Moscow State University, Moscow School of Economics** (Russian Federation) was founded on April 29, 2004. The mission of Moscow School of Economics is to train highly-qualified specialists who possess profound knowledge of the Russian economy, who are well-acquainted with the ideas and achievements of contemporary schools of economics, who work effectively in highly competitive environments including federal and regional governmental bodies, finance and business companies, the sphere of research and higher education.

**Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr. Mijo Mirković'** (Croatia) offers all levels of higher education: from undergraduate and graduate studies to postgraduate specialist and doctoral programmes of study. Scientific activities of Faculty includes research in the field of social sciences and organisation of international conferences as well as publishing of international scientific journal *Economic Research* referred in most important scientific databases. In 2015 Faculty of Economics and Tourism 'Dr. Mijo Mirković' started publishing another international scientific journal, *Review of Innovation and Competitiveness*.

## Welcome Address by the Organisers

We have great pleasure and honour in welcoming you to Opatija, Croatia, to participate in the Management International Conference (MIC) 2019.

The traditional MIC Conference is organised as a Joint International Conference. The participating institutions are University of Primorska, Faculty of Management, (Slovenia), Lomonosov Moscow State University, Moscow School of Economics (Russian Federation), and Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr. Mijo Mirković' (Croatia).

We would like to extend a sincere appreciation to all the participants and presenters for their contributions and participation. This year we received 117 submissions and selected the best 89 papers, and the total number of participants will reach 110 (together with panel discussions and workshops).

All abstracts of papers are included in the Book of Abstracts. Authors are invited to submit full papers to the MIC 2019 Conference Proceedings or to the regular or special issues, organised by the MIC supporting journals. The list of the MIC supporting journals is published at the conference's website.

Our deepest gratitude goes to Keynote Speakers, Dr. Anna Visvizi (Deree College – The American College of Greece, Greece) and Dr. Vladimir Gligorov (The Vienna Institute for International Economic Studies, Austria).

Our warm welcomes go also to the editors of the supporting journals, participating at the Editors Panel, workshop organisers and to students participating at the Doctoral Students' Workshop.

Last but not least, we extend our sincere thanks to everybody who participated in the programme boards and organisation of the MIC 2019. We wish each of you a very successful conference.

Dr. Matjaž Nahtigal  
Dr. Suzana Laporšek  
Conference Chairs

## Conference Aims and Subject Areas

The main title of the MIC 2019 is *Managing Geostrategic Issues*. The rise of the BRICS countries, as well as the rise of many other developing countries, creates new opportunities and challenges for the international community. New opportunities emerge for the new generation of entrepreneurs and innovators from both developed and developing parts of the world. New challenges relate to the issues of energy and climate change, international trade and finance, the future role of international institutions, such as the WTO. New challenges also relate to the rise of populism in many parts of the world as well as to the continuous rise of inequality within many developed and developing countries.

The aim of the conference is to address various aspects of managing geostrategic issues, with special focus on the following thematic areas:

- management,
- economics,
- finance,
- tourism,
- energy and climate,
- digitalization and the workplace,
- international institutions and development,
- trade.

## Programme Boards

### Conference Chairs

Dr. Suzana Laporšek, University of Primorska, Slovenia

Dr. Matjaž Nahtigal, University of Primorska, Slovenia

### Scientific Committee

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Dr. Giorgio Valentinuz, University of Trieste, Italy

Dr. Robert Zenzerović, Juraj Dobrila University of Pula, Croatia

**Organising Committee**

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Amela Panić, University of Primorska, Slovenia

Tin Pofuk, University of Primorska, Slovenia

**Editorial Office**

Alen Ježovnik, University of Primorska Press, Slovenia



# Conference Programme

## Wednesday, 29 May 2019

18.00–20.00 Registration

## Thursday, 30 May 2019

08.30–17.00 Registration

09.30–11.00 Concurrent Sessions: Managing Geostrategic Issues and Development; Competitiveness and Trade; Issues in Management; Financial Markets, Institutions and Instruments

11.00–11.30 Photo Session and Coffee Break

11.30–12.00 Conference Opening (2A)

12.00–13.00 Keynote Speech (2A): Dr. Anna Visvizi, Deree College – The American College of Greece, Greece

13.00–14.30 Lunch

14.30–16.00 Concurrent Sessions: Labour Market; Innovation and Technology Transfer; Venture Capital; Taxation and Accounting

16.00–16.30 Coffee Break

16.30–18.00 Concurrent Sessions: Tourism; IT Management  
Doctoral Students' Workshop (Part 1)

19.00–22.00 Conference Dinner

## Friday, 31 May 2019

08.30–12.00 Registration

08.30–10.00 Concurrent Sessions: Social Welfare; Challenges in Education; Marketing and Social Challenges

10.00–11.00 Keynote Speech (2A): Dr. Vladimir Gligorov, The Vienna Institute for International Economic Studies, Austria

11.00–12.00 Poster Session (with Coffee Break)

12.00–13.30 Concurrent Sessions: Research and Education; Knowledge Management; Agriculture and Economy  
Doctoral Students' Workshop (Part 2)

13.30–14.30 Lunch

14.30–16.00 Editors' Panel (2A)

16.30–18.00 Conference Closing and Farewell Reception

## Saturday, 1 June 2019

10.00 Trip (the cost of trip is not included in the conference fee)

## Keynote Speakers

### **Dr. Anna Visvizi**

**Thursday, 30 May 2019 • 12.00–13.00 • 2A**

Dr. Anna Visvizi, economist and political scientist, editor, research and political consultant with extensive experience in academia and the think-tank sector in Europe and the US. The author of several published works, Dr. Visvizi presented her work across Europe and the US, including Capitol Hill. A practiced team-worker, researcher, analyst and lecturer, Dr. Visvizi's expertise covers issues pertinent to the intersection of politics, economics and ICT. This translates in her research and advisory roles in such areas as the EMU, Central Europe, international safety and security, multilateralism, as well as smart cities and smart villages, politics of migration, and innovation promotion. In her work, Dr. Visvizi places emphasis on engaging academia, the think-tank sector and decision-makers in dialogue to ensure well-founded and evidence-driven policy-making. Currently, Dr. Visvizi serves as Associate Professor at Deree College-The American College of Greece. Until December 2018, Dr. Visvizi was Head of Research at the Institute of East-Central Europe (IESW), Poland.

### **Dr. Vladimir Gligorov**

**Friday, 31 May 2019 • 10.00–11.00 • 2A**

Dr. Vladimir Gligorov is Senior Research Associate at the WIIW and country expert for Western Balkan countries, especially for Serbia, Montenegro and North Macedonia. His research focuses on long-term growth in transition countries, macroeconomic analysis and financial markets. Vladimir Gligorov has been a regular contributor to Oxford Analytica (Oxford and New York). He has contributed opinion pieces to the Wall Street Journal and writes regular columns for several newspapers and weeklies in Southeast Europe.

# Doctoral Students' Workshop: Message-Driven Writing

**Part 1: Thursday, 30 May 2019 • 16.30–18.00 • 2D**

**Part 2: Friday, 31 May 2019 • 12.00–13.30 • 2D**

## **Workshop Facilitators**

Matija Vodopivec, University of Primorska, Slovenia

Dr. Štefan Bojnec, University of Primorska, Slovenia

Doctoral Students' Workshop provides an opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals.

The workshop will be divided in two parts. Dr. Štefan Bojnec will shortly present how to publish in economic and business journals in the first part. In the continuation of the workshop, moderated by Matija Vodopivec, the message-driven writing technique will be discussed with participants – a technique where the main message dictates the structure of the text and its content. This technique is in fact commonly used by experienced researchers, and it will be presented in an accessible, clear and useful manner. Since writing is a creative process, it is always demanding and often frustrating; the workshop will show how this process can be less stressful and more productive.

The Doctoral Students' Workshop will cover the following topics:

- How to publish in economic and business journals.
- Planning the content: how to formulate the main message, constructing thematic and extended outlines, and the content of individual sections.
- Drafting and editing: writing the first draft, revising, editing, and tips on writing paragraphs.
- Publishing: what editors seek, selecting journals, and the process of revising.

## Editors' Panel

Friday, 31 May 2019 • 14.30–16.00 • 2A

### Editors' Panel Chair

Dr. Maja Meško, University of Primorska, Slovenia

In a panel discussion, the editors will be invited to share their views and experience in regard to selection consideration and criteria for a potential publication.

The following international journals are going to be presented:

- *Economic Research/Ekonomska istraživanja*, Editor Dr. Marinko Škare
- *Economic and Social Changes: Facts, Trends and Forecast*, Dr. Lyubov Babich
- *Human Systems Management*, Editor Dr. Nada Trunk Širca
- *International Journal of Management in Education*, Editor Dr. Dušan Lesjak
- *International Journal of Management, Knowledge and Learning*, Advisory Editor Dr. Nada Trunk Širca
- *Management and Production Engineering Review*, Oskar Juszczuk
- *Management*, Associate Editor Dr. Maja Meško
- *Managing Global Transitions*, Editor Dr. Maja Meško
- *Review of Innovation and Competitiveness*, Editors Dr. Marinko Škare and Dr. Danijela Križman Pavlović
- ToKnowPress – International Academic Publisher, Editor Dr. Nada Trunk Širca

# Managing Geostrategic Issues and Development

Thursday, May 30 • 9.30–11.00 • 2A

Session Chair: Joseph A. McKinney

## **Regional Economic Integration in North America and the European Union: Contrasting Lessons Learned**

Joseph A. McKinney, Baylor University, USA

*Keywords:* regional, economic integration, institutions, North America, European Union

**Abstract**

## **Italo-Russian Relations in Current Geostrategic Settings**

Mitja Stefancic, University of Primorska, Slovenia

Silvio Goglio, University of Trento, Italy

*Keywords:* Italy, Russia, trade and financial exchange, new geostrategic alliances

**Abstract**

## **Does Union Membership Matter? Political Participation, Attachment to Democracy and Generational Change**

Tom Turner, Lorraine Ryan, and Michelle O'Sullivan,

University of Limerick, Ireland

*Keywords:* unions, politics, democracy, authoritarianism, generations

**Abstract**

## **Competitiveness of Business Environment of the Western Balkan Countries**

Zoran Najdanović, EFFECTUS University College for Finance and Law, Croatia

Marijana Žiravac Mladenović, University for Business Engineering and Management, Bosnia and Herzegovina

Natalia Tutek, Croatian Post Bank, Croatia

*Keywords:* business competitiveness, doing business, Western Balkan, investing intention

**Abstract**

## **Official Development Assistance as an Economic Instrument of a Small Donor Countries: The Case of Croatia and Slovenia**

Jana Arbeiter, University of Ljubljana, Slovenia

*Keywords:* Official Development Cooperation, Croatia, Slovenia, economic instrument, foreign policy

**Abstract**

# Competitiveness and Trade

Thursday, May 30 • 9.30–11.00 • 2B

Session Chair: Rune Ellemose Gulev

## Competitiveness of Countries and Its Positive Symbiotic Relationship with Trust Levels, Environmental Performance and Corruption Avoidance

Rune Ellemose Gulev, Kiel University of Applied Sciences, Germany

*Keywords:* competitiveness, sustainability, corruption, trust, environment performance

[Abstract](#)

## Trade Embargo in Russia: Evaluation of Sanction Imports Substitution

Alexander Zaytsev and Valeria Gurieva,  
Lomonosov Moscow State University, Russia

*Keywords:* agrifood embargo, sanctions, import substitution policy, food industry

[Abstract](#)

## Financial Constraints and Firm-Level Exports in Croatia

Valerija Botrić, The Institute of Economics, Zagreb, Croatia

*Keywords:* firm-level exports, financial constraints, Croatia

[Abstract](#)

## Dynamics of Enterprises in the Slovenian Textile Industry

Barbara Jernejčič Dolinar, Faculty of Design, Slovenia  
Štefan Bojnec, University of Primorska, Slovenia

*Keywords:* dynamics of enterprises, entry of enterprises, exit of enterprises, textile industry, Slovenia

[Abstract](#)

## Slovenia in the Coalition S: Nuts and Bolts of the Transitioning Towards Open Science

Katarina Krapež, University of Primorska, Slovenia

*Keywords:* innovation and research policy, research outputs, accessibility, quality assurance, quality standards

[Abstract](#)

## Concept Mapping for the Energy Market

András Herczeg, Corvinus University of Budapest, Hungary  
Gyula Vastag, Széchenyi University, Hungary

*Keywords:* concept mapping, energy policy, renewables, supply chain management

[Abstract](#)

# Issues in Management

Thursday, May 30 • 9.30–11.00 • 2C

Session Chair: Brandon Soltwisch

## **The Maximizing Entrepreneur: The Impact of Decision-Making Styles on Entrepreneurial Orientation and Intent**

Brandon Soltwisch and Daniel Brannon, University of Northern Colorado, USA

*Keywords:* maximizing, satisficing, decision making styles, entrepreneurship

[Abstract](#)

## **Succession of Leadership in a Family Business: The Perspective of Incumbent and Successor**

Bojan Dolar and Roberto Biloslavo, University of Primorska, Slovenia

*Keywords:* family business, generational succession, leadership transition, strategic perspective

[Abstract](#)

## **Early Warning Systems: A Risk of Increasing Managerial Myopia?**

Michele Bertoni and Bruno De Rosa, University of Trieste, Italy

Laura Peressin, MIB Trieste School of Management, Trieste, Italy

*Keywords:* early warning systems, crisis, management control systems, diagnostic and strategic measurement of performance, risk management, managerial short-termism

[Abstract](#)

## **VBM Systems and Firm Performance. The Moderating Effect of Strategic Ambidexterity and Environmental Turbulence**

Giulio Corazza, Filippo Zanin, and Eugenio Comuzzi,

University of Udine, Italy

*Keywords:* value based management systems, firm performance, strategic ambidexterity, environmental turbulence

[Abstract](#)

## **Recycling Common Materials: Effectiveness, Optimal Decisions, and Coordination Mechanisms**

Hailong Cui and Greys Sošić, University of Southern California, USA

*Keywords:* OR in environment and climate change, green supply chains, life-cycle analysis, socially optimal recycling, recycling rebates

[Abstract](#)

## **Integrated Planning of Sales and Delivery – The Key to Cost Optimization**

Dejan Brcanov and Nebojša Gvozdenović, University of Novi Sad, Serbia

*Keywords:* supply chain management, transportation, two-echelon vehicle routing

[Abstract](#)

# Financial Markets, Institutions and Instruments

Thursday, May 30 • 9.30–11.00 • 2D

Session Chair: Ewa Dziawgo

## **The Impact of the Correlation Coefficient on the Delta-Risk of the Quotient Option**

Ewa Dziawgo, Kazimierz Wielki University in Bydgoszcz, Poland

*Keywords:* risk management, financial instruments, option

**Abstract**

## **Partial Index Tracking with Maximal Diversification and Sparsity for Equity Portfolio Management: An Application to a Composite Equity Index**

Massimiliano Kaucic and Giorgio Valentinuz, University of Trieste, Italy

*Keywords:* index tracking, maximal diversification, sparsity, equity portfolio management, composite equity index

**Abstract**

## **Can Public be as Good as Private? Funding Venture Capital in the Post Crises Era**

Erika Jáki and László Kállay,

Corvinus University of Budapest, Hungary

*Keywords:* venture capital, development policy, financing, policy, Europe, Hungary

**Abstract**

## **Customer Value Creation in the Financial Services Industry – A Systematic Review of the Academic Literature**

Gábor Csepy and Márta Aranyossy,

Corvinus University of Budapest, Hungary

*Keywords:* banking, FinTech, customer value, customer equity value creation, word cloud, quantitative content analysis

**Abstract**



## Labour Market

Thursday, May 30 • 14.30–16.00 • 2A

Session Chair: Štefan Bojnec

### **The Minimum Wage and Wage Inequality in Slovenia**

Suzana Laporšek, Milan Vodopivec, and Matija Vodopivec,  
University of Primorska, Slovenia

*Keywords:* minimum wage, wage distribution, wage inequality, interdecile ratios, Gini coefficient, labor market, Slovenia

**Abstract**

### **Long-Run Firm Responses to Minimum Wage and Employment Protection; Slovenia 2009–2015**

Matija Vodopivec, University of Primorska, Slovenia

Peter F. Orazem, Iowa State University, USA

Milan Vodopivec and Suzana Laporšek, University of Primorska, Slovenia

*Keywords:* minimum wages, severance pay, firm-level responses

**Abstract**

### **Wage – Labour Productivity Causality Comparisons: Croatia and Slovenia**

Sergej Gričar, University of Novo mesto, Slovenia

Violeta Šugar, Juraj Dobrila University of Pula, Croatia

Štefan Bojnec, University of Primorska, Slovenia

*Keywords:* tourism, wage, labour productivity, service economy

**Abstract**

### **Train Engine Drivers and Psychosocial Risk Factors**

Maja Meško, University of Primorska, Slovenia

Danica Murko, The Ministry of Infrastructure, Slovenia

*Keywords:* train engine drivers, psychosocial risk factors, professional drivers

**Abstract**

# Innovation and Technology Transfer

Thursday, May 30 • 14.30–16.00 • 2B

Session Chair: Mitja Stefancic

## **Effective Protection of Intellectual Property – Legal and Economic Foundations**

Karen Gladović, University of Primorska, Slovenia

*Keywords:* intellectual property, innovation, socio-economic development

**Abstract**

## **Innovative DMO (Destination Management Organization) as Driving Force of Tourism**

Tivadar Máhr, University of Pannonia Nagykanizsa Campus, Hungary

Zoltán Birkner, National Research, Development and Innovation Office, Hungary

Nora Rodek, University of Pannonia Nagykanizsa Campus, Hungary

*Keywords:* innovation, DMO organisation, innovation areas, innovation types

**Abstract**

## **Industry 4.0 as a Challenge for Policy-Makers: The Case of Robotization in Slovenia**

Tjaša Redek, Barbara Čater, Tomaž Čater, Matej Černe, and Matjaž Koman, University of Ljubljana, Slovenia

*Keywords:* Industry 4.0, robotization, role of economic policy

**Abstract**

## **The Influence of Key Technologies of the Fourth Industrial Revolution on the World Automotive Industry**

Varvara Mnatsakanova, Lomonosov Moscow State University, Russia

*Keywords:* industrial revolution, automotive industry, technological innovations

**Abstract**

## **Slovenian SMEs' Innovation for Space: Benefits and Challenges of the Cooperation in Space Missions through European Space Agency**

Katarina Krapež, University of Primorska, Slovenia

*Keywords:* space innovation, intellectual property, Slovenia, European Space Agency, cluster, SMEs

**Abstract**

## **From University Labs into Companies: Increasing the Scope of Technological Transfer at the University of Primorska**

Katarina Krapež and Karen Gladović, University of Primorska, Slovenia

*Keywords:* technology transfer, university, research, invention, local economy

**Abstract**

## Venture Capital

Thursday, May 30 • 14.30–16.00 • 2C

Session Chair: Erika Jáki

### **Venture Capital's Value Added Contribution in Technology Development and Commercialization of Clean Technology Companies**

Shah Rukh Shakeel and Oskar Juszczyk,  
University of Vaasa, Finland

*Keywords:* venture capital, non-financial value addition, clean technology, commercialization

**Abstract**

### **Venture Capital and Government Involvement – Qualitative Systematic Literature Review and an Agenda for Future Research**

Endre Mihály Molnár and Erika Jáki, Corvinus University of Budapest, Hungary

*Keywords:* venture capital, government, state, literature review, GVC

**Abstract**

### **Conceptual Framework of the Crowdfunding Success Factors: Review of the Existing Academic Literature**

Gábor Csepy, Nikolett Kovács, and Erika Jáki,  
Corvinus University of Budapest, Hungary

*Keywords:* fintech, financial technology, crowdfunding campaign, campaign success, success factors, literature review, conceptual framework

**Abstract**

## Taxation and Accounting

Thursday, May 30 • 14.30–16.00 • 2D

Session Chair: Konrad Stolarski

### Split Payment VAT Collection Mechanisms and Their Impact on the EU Market of Payment Services and Technologies

Konrad Stolarski, Cracow University of Economics, Poland

*Keywords:* VAT, split payment, PSD2, payment services

**Abstract**

### Taxation Aspects of International E-Commerce

Ewelina Badura, Cracow University of Economics, Poland

*Keywords:* law, e-commerce, tax

**Abstract**

### 20 Years in Development of Effective Tax Rates in the Czech Republic (2000–2019)

Jaroslava Holečková and Vojtěch Menzl,

University of Economics, Prague, Czech Republic

*Keywords:* effective tax rates, tax wedges, tax neutrality, taxable profit

**Abstract**

### Main Drivers of Management Accounting Concept Evolution in Russia: Global Ambitions vs. Local Way

Pavel Lebedev, IEDC Bled School of Management, Slovenia

*Keywords:* management accounting, emerging markets, market institutions

**Abstract**

### The Influence of Audit and Hospital Council on Financial Statements' Results in Slovenian Hospitals

Tatjana Horvat, University of Primorska, Slovenia

Darko Čander, Dr. Adolf Drolc Health Center Maribor, Slovenia

*Keywords:* internal audit, management, financial statements, income statement, hospitals

**Abstract**

## Tourism

Thursday, May 30 • 16.30–18.00 • 2A

Session Chair: Darina Saxunova

### **Tourism Analysis – Central European, Eastern European and Middle East Region**

Corlise Liesl Le Roux, American University in the Emirates, UAE

Darina Saxunova, Comenius University, Slovakia

*Keywords:* tourism, causality, economic growth

**Abstract**

### **Urban Touristification and Gentrification in Spanish Cities: Consequences in the Rental Housing Sectors**

Aitziber Etxezarreta-Etxarri, Julen Izagirre-Olaizola, and Imanol Mozo-Carollo, University of the Basque Country (UPV/EHU), Spain

*Keywords:* touristification, gentrification, rental housing market, public policy

**Abstract**

### **Short-Term Rental as an Example of Sharing Economy in the Light of EU and Member States Regulations**

Aneta Kaźmierczyk, Cracow University of Economics, Poland

*Keywords:* sharing economy, short-term rental, consumer rights

**Abstract**

### **Pillars of City Spatial Identity as Places with a Great Potential for Sightseeing Routes Integration**

Melita Rozman Cafuta and Boštjan Brumen, University of Maribor, Slovenia

*Keywords:* tourist management, pillars of spatial identity, mental map, sightseeing routes

**Abstract**

### **Tourism as a Driving Force of Economic Growth**

Ekaterina Leonidova, Vologda Research Center of the Russian Academy of Sciences, Russia

*Keywords:* tourism, economy, economic growth, input-output model

**Abstract**

### **Rural or Provincial Tourism: Lithuanian Case**

Raminta Andreja Ligeikienė and Aldona Vosyliūtė, Kauno Kolegija, Lithuania

*Keywords:* rural tourism, provincial tourism, development possibilities

**Abstract**

# IT Management

Thursday, May 30 • 16.30–18.00 • 2B  
Session Chair: Zoltan Zakota

## How IT Makes Company a Better Company

Iacopo Cavallini and Giuseppina Iacoviello,  
University of Pisa, Italy

*Keywords:* management control system, culture, information technology

**Abstract**

## Internet as a Source of Information and Knowledge: Reality and Prospects

Lyubov' Vasil'evna Babich, Vologda Research Center of the Russian Academy  
of Sciences, Russia

*Keywords:* knowledge economy, smart-society, smart-education, internet

**Abstract**

## Technology Management in Governmental Setting: Cases of E-Government Service Adoption in Hungary

Marta Aranyossy, Corvinus University of Budapest, Hungary

*Keywords:* technology management, technology acceptance model, e-government adoption, information system value, e-government value

**Abstract**

## Governance of Legislative Requirements for the Development of Natural Language Processing Tools

Inara Opmane, Juris Balodis, and Rihards Balodis,  
University of Latvia, Latvia

*Keywords:* artificial intelligence regulation, legislation for natural language processing, risk assessment matrix, management of innovation

**Abstract**

## Difficulties in Measuring the Impact of ICT on Rural Development

Zoltan Zakota, Partium Christian University, Romania

*Keywords:* ICT, regional development, ICT indicators, measuring ICT impact

**Abstract**

## Who Is Shaping Search Engine Results in the Wine Industry?

### A Cross-Country Analysis

Patrizia de Luca, University of Trieste, Italy  
Andrea Ampò and Pietro Orciuolo, MIB Trieste School of Management, Italy  
Francesco Venier, University of Trieste, Italy

*Keywords:* search marketing, Google, SERP, SEO, wine

**Abstract**

## Social Welfare

Friday, May 31 • 8.30–10.00 • 2A

Session Chair: Antonio Costantini

### **The Swedish Pension System in the Light of the Logical Sustainability Theory**

Massimo Angrisani, Sapienza Università di Roma, Italy

Cinzia Di Palo, Università di Cassino e del Lazio Meridionale, Italy

*Keywords:* Swedish pension system, logical sustainability theory, sustainability indicators

**Abstract**

### **Impact of Population Ageing on the Italian Pension Expenditure**

Cinzia Di Palo, Università di Cassino e del Lazio Meridionale, Italy

*Keywords:* population ageing, pension systems, sustainability indicators

**Abstract**

### **Anticipated Expansions of Life Expectancy and Their Long-Run Growth Effects**

Anton Belyakov and Alexey Kurbatskiy, Lomonosov Moscow State University, Russia

Prettner Klaus, University of Hohenheim, Germany

*Keywords:* population aging, economic growth, overlapping generations

**Abstract**

### **CSR and Management Control Integration: Evidence from an Employee Welfare Plan Implementation**

Antonio Costantini, Silvia Panfilo, and Sonia Baggio,

University Ca' Foscari of Venice, Italy

*Keywords:* corporate social responsibility, employee welfare, management control systems, incentives

**Abstract**

### **The Relationship between Corporate Governance and CSR**

Edit Veres, Partium Christian University, Romania

*Keywords:* CSR, CG, multinational companies

**Abstract**

## Challenges in Education

Friday, May 31 • 8.30–10.00 • 2B

Session Chair: Ana Arzenšek

### **Inclusion of Refugees in Italian Schools – Role of Intercultural Competencies of Teachers and of Engagement of Volunteers**

Aleš Trunk and Augusto Sebastio, Centre for Legal Informatics Studies, Italy

Nada Trunk Širca, University of Primorska and International School

for Social and Business Studies, Slovenia

*Keywords:* integration of migrant and refugee children in education, volunteering activities, teachers' competencies

**Abstract**

### **Pathways for Women Aspiring to Principalship in Primary Schools of Kosovo**

Linda Ukimeraj Harris, University of Ljubljana, Slovenia

Anita Trnavčević, University of Primorska, Slovenia

*Keywords:* education leadership and management, women principals, barriers, accession, primary schools

**Abstract**

### **Flow at Work, Work Satisfaction and Big Five Personality Traits Among Slovenian Primary School Teachers**

Maša Tavčar and Ana Arzenšek, University of Primorska, Slovenia

*Keywords:* flow at work, work satisfaction, extraversion, neuroticism, agreeableness, openness, conscientiousness

**Abstract**

### **Digitalisation of Schools in Europe – New Challenges in the 21st Century**

Timea Krisztina Ardelean, Partium Christian University, Romania

*Keywords:* digitalisation, education, ICT, infrastructure

**Abstract**



# Marketing and Social Challenges

Friday, May 31 • 8.30–10.00 • 2C

Session Chair: Armand Faganel

## **Marketing Strategy in Metal Industry: Case Study**

Armand Faganel and Aleksander Janeš, University of Primorska, Slovenia

*Keywords:* marketing strategy, supply channels, metal industry, internet, online trade

[Abstract](#)

## **Consumer Confusion Research – Bibliometric Field Analysis**

Mila Zečević and Mateja Kos Koklič, University of Ljubljana, Slovenia

*Keywords:* consumer confusion, bibliometric analysis, co-citation

[Abstract](#)

## **The Role of Ownership and Motivations in Collaborative Consumption**

Mateja Kos Koklič and Saba Resnik, University of Ljubljana, Slovenia

Monika Kukar-Kinney, University of Richmond, USA

*Keywords:* collaborative consumption, ownership, motivations, intention to engage in CC, willingness to pay

[Abstract](#)

## **Effectiveness of International Virtual Project Teams**

Małgorzata Marchewka, Cracow University of Economics, Poland

Reeta Raina, Fore School of Management, India

*Keywords:* international virtual project teams, project team management, effectiveness of project teams

[Abstract](#)

## **The Power to Choose or Power to Lose? Networked Individualism and the Usage of Social Media**

Tadej Praprotnik, University of Primorska, Slovenia

*Keywords:* digital technologies, social media, networked individualism, communication, identity

[Abstract](#)

## Poster Session

Friday, May 31 • 11.00–12.00 • Conference Lobby

### **Capacity and Competitiveness of Agriculture in the Partium Region, Romania**

Ferenc Szilágyi, Partium Christian University, Romania

*Keywords:* Partium region, regional agriculture, competitiveness, performance

**Abstract**

### **Human Capital as a Predictor of $\beta$ -Convergence of Economic Systems**

Kirill A. Kushnarev, Plekhanov Russian University of Economics, Russia

*Keywords:* economic growth, convergence, divergence, cyclical transition

**Abstract**

### **Assessing the Impact of Public Expenditure Dynamics on Economic and Social Development at the South East Region Level in Romania**

Cristina Dima and Razvan Catalin Dobra,

The Bucharest University of Economic Studies, Romania

*Keywords:* impact of public expenditure, economic and social development, South-East Region, public authorities

**Abstract**

### **Electronic or Internet Banking: Presence and Trends**

Dušan Lesjak, University of Primorska and ISSBS, Slovenia

*Keywords:* electronic banking, internet banking, EU countries, ICT, trends

**Abstract**

### **Territorial Correlation Between Innovation and Some Social/Infrastructure Indicators in Central and Eastern European Countries**

Edith Debrenti and Ferenc Szilágyi, Partium Christian University, Romania

*Keywords:* Visegrad countries, innovation, social indicators, correlation, regression

**Abstract**

### **Review of the Modern Rank of Zero Defect Quality**

Sergej Gričar, University of Novo mesto, Slovenia

Drago Papler, Electro Gorenjska, Slovenia

Štefan Bojnec, University of Primorska, Slovenia

*Keywords:* quality management, case study, aircraft industry, ordinary least square

**Abstract**

**Linking Perceived Service Quality, Perceived Customer Value and Customer Loyalty in Retail**

Sandra Jelčić and Mirela Mabić, University of Mostar, Bosnia and Herzegovina

*Keywords:* service quality, customer value, customer loyalty, hypermarkets

**Abstract**

**Strategic Options for Managing Sustainable Business**

Carmen Valentina Rădulescu, Florina Bran, and Sorin Burlacu,  
The Bucharest University of Economic Studies, Romania

*Keywords:* management, sustainable development, business

**Abstract**

**The Migration of Health Care Workers from Balkan States to Slovenia – Some Policy and Regulative Concerns**

Elizabeta Zirnstein, University of Primorska, Slovenia

*Keywords:* health care professionals, health policy, workers mobility, labour market, workers' migrations, health care legislation, regulated professions, employment

**Abstract**

**Star Vital Project: Prolongation of Work Activity and Well-Being of Older Workers**

Klemen Širok and Ana Arzenšek, University of Primorska, Slovenia

*Keywords:* Star-Vital Project, older workers, health promotion, workplace well-being, workplace vitality, management practices

**Abstract**

## Research and Education

Friday, May 31 • 12.00–13.30 • 2A

Session Chair: Dušan Lesjak

### **Measuring Impacts of Science and Research: Development, Issues and Solutions**

Dušan Lesjak, University of Primorska and ISSBS, Slovenia

*Keywords:* science, research, results, impacts, socio-economic impacts, measurement

**Abstract**

### **Do Quality or Quantity of Research Work Walk Hand in Hand with Academic Recognition?**

Uroš Godnov, University of Primorska, Slovenia

Tjaša Redek, University of Ljubljana, Slovenia

*Keywords:* academic career, research output, quality, quantity

**Abstract**

### **The Opportunities and Challenges of Universities in Context of Geostrategic Issues: Case of Latvia**

Inga Jekabsons, RISEBA University College of Applied Sciences in Business, Arts and Technology, Latvia

*Keywords:* university, geostrategy, geopolitics, Latvia

**Abstract**

### **Chomsky on Education**

Igor Rižnar, University of Primorska, Slovenia

*Keywords:* education, education reform, education system, indoctrination, learning, teaching

**Abstract**

# Knowledge Management

Friday, May 31 • 12.00–13.30 • 2B

Session Chair: Mirela Kljajić-Dervić

## **A New Management Tool to Support Responsible Corporate Governance**

Nora Rodek, University of Pannonia Nagykanizsa Campus, Hungary  
Zoltán Birkner, National Research, Development and Innovation Office, Hungary  
Tivadar Máhr, University of Pannonia Nagykanizsa Campus, Hungary

*Keywords:* management tool, responsible corporate governance, CSR excellence

**Abstract**

## **Institutional Framework for the Knowledge Economy in Developing Countries**

Matjaž Nahtigal, University of Primorska, Slovenia

*Keywords:* modern knowledge economy, institutional innovations and dissemination of good practices, Central and Eastern Europe, inclusive development

**Abstract**

## **Meta-Competence: You Cannot Do Without It!**

Christoph Bach and Rozália Sulíková, Comenius University in Bratislava, Slovak Republic

*Keywords:* indirect competence, meta-competence, competence development, competence development measure, competence transfer, transfer competence, action competence

**Abstract**

## **Students Perceptions and Attitudes Towards Teamwork in Business School Education Process**

Katarina Košmrlj Muha and Suzana Sedmak, University of Primorska, Slovenia

*Keywords:* teamwork, business students, education

**Abstract**

## **Talent Management in Bosnia and Herzegovina**

Ema Mustajbasic, University of Zenica, Bosnia and Herzegovina  
Mirela Kljajić-Dervić, University of Bihać, Bosnia and Herzegovina  
Šemsudin Dervić, Zavod zdravstvenog osiguranja USK-a, Bosnia and Herzegovina

*Keywords:* talent, talent management, talent management model

**Abstract**

# Agriculture and Economy

Friday, May 31 • 12.00–13.30 • 2C

Session Chair: Imre Fertó

## **The Growth of Slovenian Farms**

Štefan Bojnec, University of Primorska, Slovenia

Imre Fertó, Kaposvár University, Hungary

*Keywords:* Gibrat's Law, farm growth, Slovenia

**Abstract**

## **The Growth of Hungarian Farms**

Zoltán Bakucs, Imre Fertó, József Fogarasi, and Arnold Csonka,

Kaposvár University, Hungary

*Keywords:* Gibrat's Law, farm growth, Hungary

**Abstract**

## **Potential Mussel Farming Development Stages in the Baltic Sea Region Based on Experts' Survey**

Zaiga Ozolina and Biruta Sloka, University of Latvia, Latvia

*Keywords:* life cycle, marketing, mussel farming, Baltic Sea Region

**Abstract**

## **The Impact of Climate Change on Ecosystem Services: A Systemic Review**

József Fogarasi and Enikő Vigh, Research Institute of Agricultural Economics, Hungary, and Partium Christian University, Romania

Edit Veres, Partium Christian University, Romania

*Keywords:* climate change, sustainable agricultural production, ecosystem services, cascade levels

**Abstract**

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