SECOND INTERNATIONAL SCIENTIFIC CONFERENCE ON IT, TOURISM, ECONOMICS, MANAGEMENT AND AGRICULTURE

ITEMA 2018

November 8, 2018
Graz University of Technology
GRAZ, AUSTRIA
www.itema-conference.com

BOOK OF ABSTRACTS

Association of Economists and Managers of the Balkans
UdEkoM Balkan

TU Graz

IBWL

SECOND INTERNATIONAL SCIENTIFIC CONFERENCE
ITEMA 2018

Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture

BOOK OF ABSTRACTS

Graz, Austria
November 8, 2018

Conference ITEMA 2018
Book of Abstracts – Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture
Editor: **Vuk Bevanda**, PhD, Associate Professor, Faculty of Business Studies, Megatrend University, Belgrade, Serbia

Published by: Association of Economists and Managers of the Balkans, Belgrade, Serbia
Printed by: All in One Print Center, Belgrade

Belgrade, 2018

ISBN 978-86-80194-16-5

CIP – Katalogizacija u publikaciji
Narodna biblioteka Srbije, Beograd

330(048)
004(048)
005(048)
338.48(048)
631(048)

INTERNATIONAL Scientific Conference ITEMA 2018 Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture (2018 ; Graz)
Book of Abstracts / Second International Scientific Conference ITEMA 2018 Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture, Graz, Austria November 8, 2018 ; [organized by Association of Economists and Managers of the Balkans ; editor Vuk Bevanda]. - Belgrade : Association of Economists and Managers of the Balkans, 2019 (Belgrade : All in One Print Center). - ilustr., XXIX, 101 str. ; 26 cm

Tiraž 100. - Napomene i bibliografske reference uz tekst.

ISBN 978-86-80194-16-5

a) Informaciona tehnologija -- Apstrakti b) Ekonomija -- Apstrakti v) Menadžment -- Apstrakti g) Turizam -- Apstrakti d) Poljoprivreda – Apstrakti

COBISS.SR-ID 277451532

C O N T E N T S

Index of Authors

S

T

U

V

Z

P R E F A C E

Association of Economists and Managers of the Balkans headquartered in Belgrade – Serbia, and Graz University of Technology from Graz – Austria, organized Second International Scientific Conference on Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture - ITEMA 2018 in Graz on November 8, 2018 at the Graz University of Technology.

The aim of the ITEMA 2018 conference was to bring together the academic community (experts, scientists, engineers, researchers, students and others) and publication of their papers with the purpose of popularization of science and their personal and collective affirmation. The unique program combined presentation of the latest scientific developments in Information Technologies, Tourism, Economics, Management and Agriculture, interactive discussions and other forms of interpersonal exchange of experiences.

The conference theme was discussed in following sections:

1. Information Technology,
2. Tourism,
3. Economics,
4. Management,
5. Agriculture.

The Conference Proceedings of ITEMA 2018 conference has **146 papers double peer reviewed** on more than **1.100 pages.** The ITEMA 2018 Book of Abstracts has additional **86 abstracts presented at the ITEMA 2018 conference.**

Besides that, **79 papers** accepted for ITEMA 2018 conference have been accepted for publication in conference partner journals also, namely:

1. **Public Sector Economics** is double blind peer-reviewed scientific journal published by the Institute of Public Finance, which seeks theoretical, empirical and policy-oriented contributions analysing the role and functioning of the public sector at macroeconomic, sectoral and microeconomic levels, in both advanced and emerging market economies. Articles published in Public Sector Economics are indexed in: SCOPUS (Elsevier), DOAJ (Directory of Open Access Journals,

Lund University, Sweden), EconLit (American Economic Association's electronic database), HRČAK (Portal of Scientific Journals of Croatia), IBSS (International Bibliography of the Social Sciences, ProQuest, Cambridge, UK) and RePEC (Research Papers in Economics).

2. **Acta Turistica** is an international scientific journal published by the Department of Tourism, Faculty of Economics & Business, University of Zagreb, Croatia. The journal is regularly listed in the Web of Science – Emerging Sources Citation Index (ESCI), SCOPUS, C.A.B INTERNATIONAL, LORETO Thesaurus, CIRET – Centre International de Recherches et d'Etudes Touristique, EBSCOHost, EconLit – American Economic Association, ProQuest and JSTOR. Acta Turistica is a bilingual (Croatian and English) scientific journal and it has been published twice a year since its first issue in 1989. It includes categorized scientific and professional papers adopting interdisciplinary approach ranging from tourism economics, tourism and hospitality management, tourism sociology, anthropology, tourism and hospitality marketing, tourism geography, tourism development, etc. It is aimed at fostering scientific debate of various theoretical and pragmatic issues in tourism, both in Croatia and worldwide, thus searching for better solutions in the field based on scientific research and argument.

3. **Journal of Innovative Business and Management** is published by DOBA Faculty, Maribor (Slovenia) and referred in international scientific journal bases DOAJ, EconPapers, ResearchGate and RePec. It has been published since 2009 and since then it has been attracting more and more interest among the readers, who predominantly come from academia and business practice. The journal is intended for economists, teaching staff, the wider professional public from the field of business and social sciences, researchers, students and academics, who need up-to-date information and innovative ideas from the field of international business management, governance, organization, marketing, business administration and modern forms of business education in their line of work.

4. International Scientific Journal **Turizam** is published by the Faculty of Sciences, Department of Geography, Tourism and Hotel Management, University of Novi Sad, Serbia. Conceptual framework of the journal is oriented towards contemporary trends in tourism, hotel management and gastronomy. The journal is available in the following journal

databases and repositories: Index Copernicnus, Directory of Open Access Journals (DOAJ), ResearchBib, MIAR, Directory of open access scholarly resources (ROAD), CIRET's Data bases on the tourism, leisure, outdoor recreation and hospitality industry, SCIndex – Serbia Citation Index and Google Scholar.

5. **Serbian Journal of Engineering Management** is a new scientific journal, published by the School of Engineering Management and Society of Engineering Management of Serbia. This international journal is dedicated to the wide scope of themes in engineering management and industrial engineering and is published semi-annually. The papers are presented in English, Serbian and other former Yugoslavian languages.

6. **Central European Journal of Geography and Sustainable Development (CEJGSD)** is an open access international scientific and peer-reviewed journal. Starting with 2018, CEJGSD publishes relevant academic research papers in geography, sustainable development and other related areas. It is published in 2 issues per year (in June and December) and the language of publication is English.

7. **Balkans Journal of Emerging Trends in Social Sciences (Balkans JETSS)** - new scientific journal, published by the Association of Economists and Managers of the Balkans. Aims and scope are economics, management, law and tourism. After publication of first issues of the journal, Balkans JETSS will be submitted for indexation in all relevant scientific databases: SCOPUS, EBSCO, DOAJ, Google Scholar, etc.

Participation in the conference took a total of **468 researchers with the paper** representing:

- 20 different countries,
- 84 different universities,
- 62 eminent faculties,

- 2 scientific institutes,
- 16 colleges,
- various ministries, local governments, public and private enterprises, multinational companies, associations, etc.

1. Albania
2. Austria
3. Bosnia and Herzegovina
4. Bulgaria
5. Croatia
6. Czech Republic
7. Hungary
8. India
9. Iran
10. Italy
11. Latvia
12. Macedonia
13. Poland
14. Romania
15. Russia
16. Serbia
17. Slovenia
18. Slovakia
19. Turkey
20. United Arab Emirates

Participating Universities

1. "Alexandru Ioan Cuza" University of Iasi, Iasi, Romania
2. Agricultural University - Plovdiv, Plovdiv, Bulgaria
3. Agricultural University of Tirana, Tirana, Albania
4. Albanian University, Albania
5. Alexander Dubček University of Trenčin, Trenčín, Slovakia
6. Babes-Bolyai University of Cluj-Napoca, Romania
7. Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania", Timisoara, Romania
8. Bucharest University of Economic Studies, Bucharest, Romania
9. Budapest University of Technology and Economics, Budapest, Hungary
10. Chatolic University of Milan, Italy
11. City University of Seattle Programs, Bratislava, Slovakia
12. Comenius University, Bratislava, Slovakia
13. Cracow University of Economics, Kraków, Poland
14. E-Campus University, Novedrate, Italy
15. Ege University, Izmir, Turkey
16. Eötvös Loránd University, Budapest, Hungary
17. FH JOANNEUM University of Applied Sciences, Graz, Austria
18. Galatasaray University, Istanbul, Turkey
19. Islamic Azad University, Isfahan, Iran
20. Jawaharlal Nehru University, New Delhi, India
21. Kocaeli University, Kocaeli, Turkey
22. Kore University of Enna, Italy
23. Latvia University of Life Sciences and Technologies, Latvia
24. Matej Bel University, Banska Bystrica, Slovakia

25. Megatrend University, Belgrade, Serbia
26. National Research Tomsk State University, Tomsk, Russia
27. Pan-European University, Bratislava, Slovakia
28. Politehnica University Timișoara, Romania

29. Polytechnic University of Bucharest, Romania
30. Poznań University of Economics and Business, Poznan, Poland
31. Prešov University, Prešov, Slovakia
32. SWU “Neofit Rilski”- Blagoevgrad, Bulgaria
33. Széchenyi István University, Győr, Hungary
34. Szent Istvan University, Hungary
35. Technical University of Liberec, Liberec, Czech Republic
36. Technical University of Sofia, Sofia, Bulgaria
37. Technical University of Varna, Varna, Bulgaria
38. Tehran University of Medical Sciences (TUMS), Tehran, Iran

39. Tirana University, Tirana, Albania
40. Transylvania University, Brasov, Romania
41. Union University, Belgrade, Serbia
42. Università Politecnica delle Marche, Ancona, Italy
43. University "Ss. Cyril and Methodius", Skopje, Macedonia
44. University "St. Kliment Ohridski" – Bitola, Macedonia
45. University “Aleksandër Moisiu” of Durrës, Durres, Albania
46. University Alfa, Belgrade, Serbia
47. University American College, Skopje, Macedonia
48. University College of Business in Prague, Prague, Czech Republic
49. University College “Pavarësia Vlorë”, Albania
50. University North, Croatia
51. University of Agronomic Sciences and Veterinary Medicine of Bucharest, Bucharest, Romania
52. University of Alba Iulia, Romania
53. University of Banja Luka, Bosnia and Herzegovina
54. University of Belgrade, Belgrade, Serbia
55. University of Brescia, Brescia, Italy
56. University of Defense, Belgrade, Serbia
57. University of Dubrovnik, Dubrovnik, Croatia
58. University of Economics – Varna, Bulgaria
59. University of Economics in Bratislava, Bratislava, Slovakia
60. University of Economics, Prague, Czech Republic
61. University of Foggia, Foggia, Italy
62. University of Kosovska Mitrovica, Kosovska Mitrovica, Serbia
63. University of Kragujevac, Serbia
64. University of Medicine, Pharmacy, Sciences and Technology of Targu Mures, Romania
65. University of Messina, Messina, Italy
66. University of Mostar, Mostar, Bosnia and Herzegovina
67. University of National and World Economy, Sofia, Bulgaria
68. University of Niš, Niš, Serbia
69. University of Novi Sad, Novi Sad, Serbia
70. University of Oradea, Oradea, Romania
71. University of Prešov, Prešov, Slovakia
72. University of Pristina, Kosovska Mitrovica – Lesak, Serbia
73. University of Rijeka, Rijeka, Croatia
74. University of Split, Split, Croatia
75. University of Szczecin, Szczecin, Poland
76. University of Tirana, Albania
77. University of Transport “T. Kableshkov”, Sofia, Bulgaria
78. University of Vitez, Bosnia and Herzegovina

79. University of Vlora, "Ismail Qemali", Albania
80. University of Zagreb, Croatia
81. University of Žilina, Žilina, Slovakia
82. Ural federal University named after the first President of Russia B. N. Yeltsin, Russia
83. Wroclaw University of Economics, Wrocław, Poland
84. Zagreb University of Applied Sciences, Zagreb, Croatia

Participating Faculties

1. Faculty for Business Economics and Entrepreneurship, Belgrade, Serbia
2. Faculty for Entrepreneurial Business, University of Belgrade, Serbia
3. Faculty for Tourism and Hospitality-Ohrid, Macedonia
4. Faculty of Agriculture, Ege University, Izmir, Turkey
5. Faculty of Agriculture, University of Banja Luka, Bosnia and Herzegovina
6. Faculty of Agriculture, University of Novi Sad, Novi Sad, Serbia
7. Faculty of Agriculture, University of Pristina, Kosovska Mitrovica, Serbia
8. Faculty of Business and Tourism, Bucharest, Romania
9. Faculty of Business Studies, Belgrade, Serbia
10. Faculty of Business, Babeş-Bolyai University, Romania
11. Faculty of Business, University “Aleksandër Moisiu” of Durrës, Durrës, Albania
12. Faculty of Commerce, University of Economics in Bratislava, Bratislava, Slovakia
13. Faculty of Computer Science and Engineering, University "Ss. Cyril and Methodius", Skopje, Macedonia
14. Faculty of Construction, Cadastre and Architecture, University of Oradea, Oradea, Romania
15. Faculty of Economic Sciences, University of Oradea, Oradea, Romania
16. Faculty of Economics – Prilep, University "St. Kliment Ohridski" – Bitola, Macedonia
17. Faculty of Economics and Administrative Sciences, Kocaeli University, Kocaeli, Turkey
18. Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iasi, Iasi, Romania
19. Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania
20. Faculty of Economics and Business, Maribor, Slovenia
21. Faculty of Economics and Business, University of Rijeka, Rijeka, Croatia
22. Faculty of Economics in Subotica, University of Novi Sad, Subotica, Serbia
23. Faculty of Economics, Management and Tourism in Jelenia Gora, Wroclaw University of Economics, Poland
24. Faculty of Economics, Pan-European University, Bratislava, Slovakia
25. Faculty of Economics, Technical University of Liberec, Liberec, Czech Republic

26. Faculty of Economics, University of Belgrade, Belgrade, Serbia
27. Faculty of Economics, University of Kragujevac, Serbia
28. Faculty of Economics, University of Niš, Niš, Serbia
29. Faculty of Economics, University of Split, Split, Croatia
30. Faculty of Economics, Unversity of Oradea, Oradea, Romania
31. Faculty of Economy and Agriculture, Agricultural University of Tirana, Tirana, Albania
32. Faculty of Economy, University of Tirana, Tirana, Albania
33. Faculty of Engineering, „Politehnica” University Timișoara, Hunedoara, Romania
34. Faculty of European Studies, Babeş-Bolyai University, Romania
35. Faculty of Geography, University of Belgrade, Belgrade, Serbia
36. Faculty of Information Studies in Novo mesto, Novo mesto, Slovenia
37. Faculty of Information Technology and Engineering, Serbia
38. Faculty of International Relations, University of Economics in Bratislava, Bratislava, Slovakia
39. Faculty of Law, Security and Management Konstantin Veliki, Niš, Serbia
40. Faculty of Law, Union University, Belgrade, Serbia
41. Faculty of Law, University of Novi Sad, Novi Sad, Serbia
42. Faculty of Letter, Babes-Bolyai University of Cluj-Napoca, Romania
43. Faculty of Life Science, University of Pristina, Kosovska Mitrovica, Serbia
44. Faculty of Management Science and Informatics, University of Žilina, Žilina, Slovakia
45. Faculty of Management, Comenius University in Bratislava, Slovakia
46. Faculty of Management, Sremski Karlovci, Serbia
47. Faculty of Management, University of Prešov, Prešov, Slovakia
48. Faculty of Mechanical Engineering, Nis, Serbia
49. Faculty of Mechanical Engineering, Szent István University, Hungary
50. Faculty of Natural Sciences, Tirana University, Tirana, Albania
51. Faculty of Operations and Transport of Economics and Communications, University of Zilina, Zilina, Slovakia
52. Faculty of Organization and Informatics, University of Zagreb, Varaždin, Croatia
53. Faculty of Science and Mathematics, University of Kosovska Mitrovica, Kosovska Mitrovica, Serbia
54. Faculty of Sciences, University of Alba Iulia, Romania
55. Faculty of Sciences, University of Novi Sad, Novi Sad, Serbia
56. Faculty of Security, Belgrade, Republic of Serbia
57. Faculty of Security Engineering, University of Žilina, Žilina, Slovakia

58. Faculty of Social and Economic Relations, Alexander Dubček University in Trenčín, Trenčín, Slovakia
59. Faculty of Strategic and Operational Management, Belgrade, Serbia
60. Faculty of Technical Sciences, Novi Sad, Serbia
61. Faculty of Tourism and Hospitality, University "St. Kliment Ohridski"-Bitola, Ohrid, Macedonia
62. FEM SUA Nitra, Nitra, Slovakia

Participating Institutes

1. Institute for International Relationship, Zagreb, Croatia
2. Institute of Business Studies, Szent Istvan University, Hungary

Participating Colleges

1. Academy "Dositej" Belgrade, Serbia
2. Academy of Economic Studies Bucharest, Bucharest, Romania
3. Agricultural School of Applied Studies, Šabac, Serbia
4. Bucharest Academy of Economic Studies, Bucharest, Romania
5. College of Slavonski Brod, Slavonski Brod, Croatia
6. High Medical and Business Technology College of Vocational Studies, Šabac, Serbia
7. Higher Colleges of Technology in United Arab Emirates, UAE
8. ICT College for Vocational Studies, Belgrade, Serbia
9. Military Academy – Belgrade, University of Defense, Serbia
10. PVPU Euro College Kumanovo, Macedonia
11. Russian Customs Academy, Lyubertsy, Russia
12. School of Agriculture, Lesak, Serbia
13. School of Electrical and Computer Engineering of Applied Studies, Belgrade, Serbia
14. Shool of Economics, Vocational College Celje, Celje, Slovenia
15. Vysoka skola manazmentu Bratislava, Slovakia
16. Zagreb School of Economics and Management (ZSEM), Zagreb, Croatia

Other Participating Institutions

- Albanian Parliament, Albania;
- Albanian Road Authority, Tirane, Albania;
- Army of the Republic of Macedonia, Ilinden, Skopje, Macedonia;
- Funditus d.o.o., Zagreb, Croatia;
- InfoSet d.o.o;
- Innovation Center, University of Niš, Niš, Serbia;
- Intellectual Property Office of Serbia, Serbia;
- JKP “Beograd put”, Belgrade, Serbia;
- JKP Informatika Novi Sad, Novi Sad, Serbia;
- Ministry of Finance, Property and Legal Affairs Office, Regional office for carrying out first-instance procedure - Prilep, Macedonia;
- Municipality of Bugojno, BiH;
- NES Communications d.o.o., Belgrade, Serbia;
- NLB Skopje, Macedonia;
- Securitas Croatia d.o.o;
- StratEgo TLC - Research Division, Milan, Italy;
- Svetozar Marković University Library, Belgrade, Serbia;
- Učilište Moneo, Slavonski Brod, Croatia;
- Union Bank, Albania

MARKETING PARADIGMS OF DIGITAL AGE

Damir Dobrinić[1]

Abstract: *The basic task of marketing is to meet the demands of the market, achieve a competitive advantage and ultimately efficiently and quickly sell the product or service. Changes in the environment, especially technological environment, are conditioned by changes in market behavior. Marketing must detect and adequately respond to them. Marketing reactions are influenced by new technologies that change the way they are used so that the current marketing paradigms are becoming obsolete. Throughout the history, marketing paradigms have developed adequately in relation to technological and social development and some of them can be distinguished as dominant and long-standing. Digital age, virtual reality, big data, marketing of things, and artificial intelligence already have a strong impact on the overall social life and marketing puts them, as a barometer of these events, into the focus of its activities, changing the present marketing paradigms.*

The paper deals with the analysis of the influence of the digital age on new marketing trends, and thus the change of the current mode of operation that adapts to the demands of the market and the upcoming "digital" generations.

Keywords: *paradigm, marketing, new technologies, market, digital*

---

[1] Faculty of Organization and Informatics Varaždin, Croatia

ENVIRONMENTALLY SUSTAINABLE TOURISM AS A STRATEGIC DETERMINANT OF ECONOMIC AND SOCIAL DEVELOPMENT

Dijana Vuković[2]
Anica Hunjet[3]
Goran Kozina[4]

Abstract: *While tourism industry can have a positive impact on social and economic development, its uncontrolled growth may cause substantial environmental damage and loss of local identity and traditional cultural values. The protection of biological, spatial and cultural values is imperative for sustainable tourist destinations to attract consumers. In a tourism analysis, natural attractions and the environment of a tourist destination are vital components of development. When choosing a travel destination, the perception of consumers affects the comparative advantage of the destination on the global tourism market, its reputation, its potential to attract and retain tourists, the quality of life and the standard of living of local residents, as well as potential investments. The paper aims to examine the environmental component as a strategic determinant of the development of a tourist destination. The paper investigates the many factors affecting the decisions of the management of a destination and looks in more detail at the pressures put by tourism activities on the eco-systems of travel destinations, which accelerate and intensify the consumption of destination values.*

Keywords: *sustainable development in tourism, environmental sustainability, tourist destination, concept of resource use indicators, responsibility of tourist destination*

---

[2] University North Varaždin, 104. brigade 3, Varaždin, Croatia
[3] University North Varaždin, 104. brigade 3, Varaždin, Croatia
[4] University North Varaždin, 104. brigade 3, Varaždin, Croatia

THE ANALISYS OF CURRENT STATE AND DEVELOPMENT PERSPECTIVE OF SERBIAN TOURISM

Branislava Hristov Stancic[5]

Abstract: *Tourism is usually defined as one of the fastest growing industries. In recent years, tourism industry has also become an increasingly important stimulating factor for the global economy. The impacts of tourism go beyond national boundaries and gain global conditions, and perhaps its most important impact is the redistribution of capital and wealth among nations. Since tourism also has the multiple impacts on local industry, it is important to overview its current state and define potentials for future development. Recently, tourism in Serbia has been recording growth, measuring both in tourist arrivals and in tourism receipts.*
The aim of the paper is to evaluate the contribution of tourism to the Serbian economy in terms of the tourism's impact on the gross domestic product and the balance of payments.

Keywords: *tourism, tourism traffic, tourism spending, gross domestic product, balance of payments*

---

[5] Faculty of Economics, Kamenicka 6, Belgrade, Serbia

REINVENTING MEDICAL TOURISM IN ROMANIA THROUGH GERIATRIC TOURISM

Florența Larisa Vasile (Ile)[6]
Gabriela Țigu[7]

Abstract: *Romania has promoted and practised medical tourism since the 1970s with the contribution of the physician and researcher Ana Aslan. She discovered the first anti ageing treatment and has developed a national geriatric treatment network at the level of each county. She is also credited with setting up medical sections in spa resorts and hotels. The remarkable results of Aslan method have also generated interest at international level, so that great personalities of the world`s political and artistic life have become her patients.*
Romania, even if it was a communist country at that time, was positioned on the medical map of the world regarding the treatment and prophylaxis of aging by the revolutionary method of Prof. Dr Ana Aslan and the two medicines resulting from her research, Gerovital and Aslavital. Romania benefited from the international interest in the Aslan method, which earned approximately $ 17 million annually.
Unfortunately, today, in the context of the sharp rise in the percentage of the elderly population, when the scientific world is concerned with the holistic approach to the chronological, biological and social age of the population, the revolutionary anti-aging method Ana Aslan has lost the power and glory it had during 70-80s, reducing the treatment performed to the level practised within the departments of the National Institute of Geriatrics and Gerontology.
In this article we set off to analyze the potential of geriatrics in the development of medical tourism in the context of increasing the life expectancy at European Union level, also in the context of Romania's experience in geriatrics as well as based on the specialized scientific literature. Analyzing the information obtained through direct and indirect interviews and researching the data published at national and international level, we identified two question of interest for the evolution of the tourism industry: a) The concept of geriatric medical tourism is a division of medical tourism; b) Prophylaxis of aging after the age of 40 is a niche specific to geriatric medical tourism. The results of this research can be used in establishing strategies for the development of medical tourism in Romania or Europe. The development of geriatric medical tourism could be approached at both urban and balneary tourism, following the model developed by Dr. Ana Aslan in the 1970s.

Keywords: *medical tourism, geriatric tourism, Ana Aslan, Romania*

---

[6] Bucharest University of Economic Studies (ASE), Piata Romana nr. 6, sector 1, Bucuresti, Romania
[7] Bucharest University of Economic Studies (ASE), Piata Romana nr. 6, sector 1, Bucuresti, Romania

INTERDISCIPLINARY ASPECTS OF FOOD CULTURE IN YAKUTIA AND OPPORTUNITIES FOR GASTRO TOURISM[8]

Aitalyna Borisova[9]
Izabella Borisova[10]
Milana Petrova[11]

Abstract: *Gastronomic tourism is a journey through countries and continents to get acquainted with the peculiarities of local cuisine, culinary traditions, in order to taste a dish or product unique to a newcomer. As for Yakut cuisine, the traditional food culture of brave nomadic horse-breeders, warriors who migrated during the 14th century to the harsh northern lands, was transformed and enriched with food of the northern peoples. Traditional love of horse breeding, the use of horse meat, foals and mare's milk for the production of various kinds of koumiss has survived to this day. Yakut cuisine is rich in national traditions, unique taste qualities of dishes and products, especially from fresh-frozen fish and meat products. Yakutian cuisine is not as poor as many people think about it. It is still almost unexplored, and therefore much is forgotten. Northern cuisine, Yakut cuisine for a long time was considered backward and unnecessary. However, life has shown the opposite, the Yakut national cuisine has absorbed the best features of the dishes of the peoples of the North, as culture and history are closely intertwined with each other from time immemorial. Today the Yakut cuisine is reborn, ethnic restaurants are being created, and among the capital's restaurants can be called «Mahtal», «Chochur Muraan», «Muus haya», «Tygyn Darkhan». Each restaurant has its own face, its specific ethnic design. If restaurants «Mahtal», «Tygyn Darkhan» are restaurants of traditional cuisine, then «Muus Khaya», «Chochur Muraan» offers northern cuisine, transformed and interpreted in European style. All listed restaurants - a great potential for gourmets. Also known national types of natural products, such as national collective fishing «kuyuur», «munha», «uim» at different seasons, hunting, picking wild plants, berries and mushrooms in the virgin taiga in combination with kitchen evenings in the field and famous brand restaurants, event tourism with its gastronomic component in the form*

---

[8] Acknowledgement. The article was published with the financial support of the Russian Foundation for Basic Research, the project "The Problem of Valorization and Popularization of Nutrition Culture of the Peoples of the North in Modern Conditions (on the Example of Yakutia)" No. 17-21-08001.
[9] Federal State Autonomous Educational Institution of Higher Education «M. K. Ammosov North-Eastern Federal University», The Institute of Languages and Cultures of the Peoples of the Northeast, 677000, Yakutsk, Kulakovsky st., 42, office 232
[10] Federal State Autonomous Educational Institution of Higher Education «M. K. Ammosov North-Eastern Federal University», The Institute of Modern Languages and International Studies, Yakutsk, Belinskogo st., 58, ULK office 515
[11]Federal State Autonomous Educational Institution of Higher Education «M. K. Ammosov North-Eastern Federal University», Institute of Medicine, Yakutsk, Oiunskogo st., 27, office 205

of the philosophy of a common meal during Esekh is a positive base for the development of gastronomic tourism. The festival «Winter begins in Yakutia» is gaining moment and becomes one of the famous brands of Yakutia, recognized by the emblem of gastronomic tourism. This festival declares that the gastronomic part of the event, bringing together interested people and specialists around the idea of northern food and promoting its environmental friendliness and originality. Tasting of strings of fatty northern fish, foal, rich in amino acids and peasant dishes from giblets is an invariable part of this festival. But it should be noted that on the one hand, Yakut cuisine is environmentally friendly, but on the other, it is extremely caloric, so the idea of transformation towards calorie reduction can be useful in the development of gastronomic tourism.
Conclusion. Gastronomic tourism in Yakutia has a great potential in connection with the fashion for organic products around the world.

Keywords: *gastro tourism, cultural heritage, valorization, promotion, national identity, ethnicity, indigenous peoples, ecological food, food, food culture.*

SUSTAINABLE DEVELOPMENT OF ISLANDS USING EUROPEAN FUNDS. AN UPGRADE OF THE OPERATIVE COAST OF HVAR PORT; THE ISLAND OF HVAR

Srećko Favro[12]

Abstract: *The Island of Hvar is part of Split-Dalmatia County and it is surrounded with a group of islands in Central Dalmatia. The island's dependence upon the rest of Croatian mainland is inevitable and islanders' lives are still connected with the mainland. The trend of emigrating and abandoning the island is visible. Transport connections and infrastructure between the Island of Hvar and the mainland are unsatisfactory. At the moment, there isn't an adequate pier for catamarans intended for a fast island-mainland line in the area of Hvar Port. Therefore, the topic of this project and research is to present the importance of building infrastructure and the importance of a quality work of fast shipping lines between the town of Hvar and the mainland in order to enhance life quality of people who live on islands. The purpose of this project is to create services that will raise life quality of islanders and locals in order to remain on the island and to decrease depopulation. The financial analysis includes all investment costs for project realization upon which the amortization has been calculated. The method of discounted cash flow has been used for the financial analysis. Moreover, funding sources have also been processed and according to investment height all costs are eligible for co-financing and therefore it is not necessary to provide own funds or involvement of credit institutions.*

All operative costs as well as revenues have been analyzed only for the newly built part of the Port of Hvar in order to determine the necessity and justification of using EU funds. The profit loss account is positive for all years of project duration and the net profit is minimal in relation to the amount of revenue earned. In order to justify the use of EU funds, a financial return on investment and FNPV/C have been calculated. Financial sustainability of the project is higher than zero over all these monitored years, so it has been proved that the project has sufficient financial resources to cover project costs.

In order to demonstrate that the project has a positive impact on the society, an economic analysis has been done. Positive and negative effects on the social well-being of the Island of Hvar have been shown in the qualitative economic analysis. Effects on reducing depopulation by creating new workplaces have been shown as the project will create at least 17 new work places indirectly through the realization of the project that will significantly affect the economic development. Upgrading the operative coast of Hvar Port[13], it is expected an increase in the number of guests, who will, based on an estimated average consumption, generate HRK 3.9 million yearly which will significantly influence the opening of new SMEs. A new maritime line will

[12] University of Split, Faculty of Economics, 21000 Split, Croatia
[13] Institute for Tourism (2009): Cultural Tourism Development Plan of Split-Dalmatia County

have a very positive effect on the locals as it will significantly improve mobility and mainland accessibility which is an increase of 15% compared to the current situation. Taking into account financial results, unfavorable economic situation and insufficient development of ports of national importance for the Republic of Croatia, it is difficult to expect some major state funds in the following years for the Port Authority of Split-Dalmatia County.

At the same time, as the member of the European Union, Croatia has available funds from European funds intended for such infrastructural projects, i.e. projects with a negative financial analysis but with a great impact on the environment. It is necessary to ensure a combination of financial resources from EU funds, state budget, the County's budget and the financial flow of the Port Authority of Split-Dalmatia County for the realization of this project.

Keywords: *sustainable development, maritime infrastructure, fast maritime traffic, the islanders*

LOCAL & ORGANIC FOOD ON TOURISTS' PLATES: THE ROLE OF GASTRO-DISTRIBUTERS AS OVERLOOKED INTERMEDIARIES

Maja Turnšek[14]
Milica Rančić[15]

Abstract: *Tourism is often hailed as one of the potential driving forces behind consumption of local and organic food. Previous research has focused either on tourists' behavior and attitudes about organic and local foods or hotels' and restaurants' buying behavior. Not much is known, however, about the missing link between the local food producers and hotels and restaurants: gastro-distributers. Gastro-distributers are wholesale specialized distributers who focus on serving the gastro-industry either by providing them a whole array of products (e.g. previous C+C Pfeiffer in Austria now owned by the international chain Transgourmet), or serving them with only specialized array of products, such as fresh vegetables (e.g. Pitus in Slovenia). The research questions we are posing here are twofold: (a) What are the special characteristics of gastro-distribution and the trends this specific industry is facing, and (b) What obstacles do they perceive in terms of offering more local and / or organic food to the tourists' plates?*

This research includes two separate research methods. The first is an in-depth case study of four different gastro-distributers, encompassing in-depth interviews with lead personnel, web-page analysis and site-visits of the four cases. The second method encompasses in-depth phone interviews with all registered distributers of organic foods in Slovenia (N =40, list obtained from the Ministry of Agriculture, Forestry and Food of republic of Slovenia, number of respondents, n= 32), identifying their field of operation and the perceived obstacles and potentials for higher inclusion of local and organic food produce in the local gastro-industry.

One of the main trends in food retailing, wholesaling and catering is market concentration (Dawson 2004). According to Stevenson and Pirog (2008) current supply chains in food distributions are extremely unfavourable towards the middle-sized producers that are too big to be selling their produce on the market stands and too small, to have any significant power in relation to food distributors. Second, what we are witnessing are changes in format in food retailing, that go into ever greater fragmentation and specialization, with the ICT bringing the new innovation phase in food retailing. There are large differences in gastro-distributors specialization primarily because of their different approaches to segmentation and serving the customers' needs in distributing food to the gastronomy and catering industry. Finally, the third most important trend in food retailing, wholesaling and catering according to Dawson (2004) is branding: of firms, of the operational units and of the

[14] University of Maribor, Faculty of Tourism, Cesta prvih borcev 36, 8250 Brežice, Slovenia
[15] University of Novi Sad, Faculty of Sciences, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia

items sold to the customer. Our results show that although not as important in B2C marketing, branding is also becoming an important element of gastro-distribution.

Keywords: *Gastro-distribution, local, organic, food, tourists*

LANGUAGE-SPECIFIC DIFFERENCES IN ONLINE REVIEWS – CASE OF FINE-DINING PRAGUE RESTAURANTS

Zuzana Kvitkova[16]

Abstract: *Word-of-mouth is an important factor in all phases of the purchase decision-making process. As the web 2.0 came in, online reviews platforms grew up and started significantly influencing the travel behavior in the last years, including gastronomy. The largest platform is Tripadvisor.com. With respect to worldwide usage and importance of Tripadvisor.com in the tourism sector, this was chosen as a base for the research of restaurant reviews. This study aims to identify whether there are differences in the satisfaction level with the restaurants between language groups. Prague is the top highlight of the tourism offer of the Czech Republic. The capital is also a leader in regards of quality and luxury services, gastronomy is no exception. According to Tripadvisor.com there are almost 120 restaurants offering fine dining and most of them offer a good quality according to the reviews. This type of restaurants for the high-end customers was analyzed to identify the most demanding language groups and the less critical language groups. The German, Spain, Italian, French and Czech language were analyzed. With some limitations we can assign the language to a nationality. The average evaluation for each language is calculated and the statistical tests are made to confirm the findings.*

Keywords: *restaurants, online reviews, language-specific*

---

[16] Metropolitan University of Prague, Dubečská 900/10, 100 31 Praha, Czech Republic

RESIDENTIAL TOURISM AND ACCESSIBLE TOURISM COMPARED IN AN ECONOMIC-BUSINESS PERSPECTIVE.

Ubaldo Comite[17]

Abstract: *Residential tourism is a social phenomenon that develops through private tourist accommodation made available in the territory to meet the demand for tourism coming from a self-directed and spontaneous demand, which autonomously organizes the spaces and the times of the tourist experience.*
Accessible tourism, on the other hand, refers to a series of services and products aimed at "everyone's needs", i.e. not only people with physical disabilities, but also those who are blind and visually impaired, deaf and hard of hearing, elders, pregnant women, people with dietary needs, with food allergies, large families.
There are two conceptual poles that represent the basic reference in dealing with the topic of the relationship between residential and accessible tourism: residency understood as autonomy of space and time of the tourist experience and accessibility, understood as an analysis of the opportunities that guarantee to anyone to use of the spaces, time and tourism recreation facilities. The relationship between these two types of tourism shows that it is worth planning an economic strategy.
For this reason, more and more space is given to the concept of accessible residential tourism, in terms of solutions that include the entire population.
The aim of this work is to analyze the relationship between the development of the concept of residential tourism and the accessible one, through the analysis of the actions promoted by public and private subjects, the approved laws, the European and Italian demand market and the offer in our country, all in an economic-business perspective.

Keywords: residential tourism, accessible tourism, territory, strategy, company

[17] Department of Business Sciences, University “Giustino Fortunato”, Italy

THE TRANSFORMATION OF THE BUDAPEST FIUMEI ROAD CEMETERY INTO STAYCATION

Brigitta Pécsek[18]

Abstract: *Modern urban tourism particularly city breaks have been causing concerns in terms of overtourism, congestion and growing local-tourist conflict. Creating more green spaces for locals to enjoy their own cities as tourists has been so far an overlooked solution. However, the scarcity of available free land hinders designing new parklands, therefore urban strategists have to look for existing leafy areas where the primary function is not recreation or cultural awareness. Cemeteries are multidimensional, complex sites representing both natural and cultural values, therefore they can provide everything for visitors a tourist attraction can.*

The study takes the case of the National Graveyard in Budapest and analyses the recent developments, including themed walks offered in Hungarian language, exclusively targeting locals with the aim of engaging them with the cemetery in a more meaningful way. Mixed approach including a case study backed up with field research and mini-interviews seemed the most appropriate research methodology, which allowed to get an insight into the experiences and motivation of the participants.

The author argues that developing urban cemeteries as staycation destinations can be beneficial for both residents and foreign tourists. First, they might draw the former out of the congested centres most likely faced overtourism, then locals might develop deeper appreciations to their own culture, which might lead to more tolerance towards tourists. The research ultimately aims to describe and analyse a good practice applicable in many urban cemeteries.

Keywords: *staycation, cemetery tourism, liminal space, urban tourism, slow tourism*

[18] Kodolányi János University of Applied Sciences, 5900. Orosháza, Gyopárosi u. 4. Hungary

DEVELOPMENT OF ECO-LODGES IN RURAL AREAS OF IRAN: ISSUES AND CHALLENGES

Amir Hossein Qezelbash[19]
Ali Asghar Shalbafian[20]
Zabih Torabi[21]

Abstract: *This study sought to identify issues and challenges of developing Eco-Lodges in rural areas in Iran. The data were collected through conducting 20 deep, semi-structured individual interviews with numbers of different groups of stakeholders. The results indicated that the development of Eco-Lodges has been associated with an increase in the number of tourists in rural areas. However, it also was revealed that uncontrolled development and poor government supervision prevented these resorts from reaching their conservative goals. In fact, the problem is that these Eco-Lodges not only were not able to protect biological resources of the countries but also give rise to a destruction of the resource. Moreover, most of the financial and spiritual supports to develop these accommodations were allocated to dominant groups outside the countries. Therefore, rural residents benefited the least from the development of Eco-Lodges.*

Keywords: *Responsible Environmental Responses, Eco-Lodges, Rural Tourism, Iran*

---

[19] State University of Florence, 210 M. Lazzerini St, Sesto fiorentino, Florence , Italy
[20] State University of Semnan, Faculty of Tourism Management (Sa'adi Sq. Semnan)
[21] State University of Semnan, Faculty of Tourism Management (Sa'adi Sq. Semnan)

SUPPLY/REVENUE MANAGEMENT AND CONTROL/COST MANAGEMENT AS MANAGEMENT TOOLS FOR SUSTAINABLE TOURISM: CASE STUDY OF SLOVAKIA: PUBLIC SECTOR SUPPORTING TOURISM DEVELOPMENT

Darina Saxunova22
Daniela Novackova23

Abstract: *Globalization changes and introduction of the IT technologies have appeared in the tourism of Slovakia, as well. Tourism development is being affected substantially by new, modern, online technologies and distribution channels and their network by the possibility of direct approach to the variety of information and direct ordering of products. This process is accompanied with service liberalization, free movement of persons, introducing online services and competition growth. Priority of the tourism in Slovakia is the sustainability of national identity as a competitive advantage, the creation of new working positions and removal of regional disparities. Apart from priorities mentioned, the significance of consumer's protection is very crucial. Tourism in Slovakia contributes to enhancement of cultural and natural richness heritage, including art, regional gastronomy or biodiversity protection. The greater the importance of tourism to a national economy, the greater the public sector involvement. Therefore public sector involvement in Slovakia is growing and is in charge of tourism development in Slovakia via the ministry established and the range of its policies. The development of the tourism in Slovakia is supported from the financial resources of the state budget and the resources coming from the structural funds of the European Union. It is obvious that the research object aid sustainable tourism and tourism development planning. The objective of the submitted scientific study is to analyse the planning process of tourism development under favourable and unfavourable development scenarios emphasizing their positive and negative aspects, in addition, the equally important objective of this scientific study is an aspect of obtaining financial resources for tourism development and the role of the public sector in tourism. That means, another objective is to explore the instruments that are available to governments a) to manipulate demand for tourism and therefore revenue potentially generated (demand and revenue management) and b) to control the supply of it and again therefore to manage and control cost possibly incurred (supply and cost management) from the judicial and public sector finance's perspective. In empirical level case study of Slovak Republic, in which we analyse the resources obtained for the financing of the tourism development projects in Slovakia and efficiency and effectiveness of their use in the period of 2012-2017 in order to strengthen the position of tourism industry in the national economy. Methods used*

[22] Faculty of Management of Comenius University in Bratislava, Odbojarov 10, P.O.BOX 95, 82005 Bratislava, Slovakia
[23] Faculty of Management of Comenius University in Bratislava, Odbojarov 10, P.O.BOX 95, 82005 Bratislava, Slovakia

and applied are content analysis of the latest knowledge of the examined area in the theoretical level and critical analysis of the achieved economic results in tourism industry in Slovakia and case study approach of a Slovak selected case. In the end, the recommendations for achieving the proper internal market functioning of the EU and factors' identification influencing the state aid provided to the businesses eligible for it.

Keywords: *state aid for tourism, sustainable tourism, development planning layers, plan and policy*

INNOVATIVE OPPORTUNITIES FOR SMALL BUSINESSES IN TOURISM AND THE APPLICATION OF ETHICAL MORAL PRINCIPLES

Zoran Pešić[24]
Zoran Cvetković[25]
Dragan Marković[26]

Abstract: *The authors are starting from the thesis that the innovative possibilities of a small business in tourism are numerous, beginning from new content and processes to improvement of existing ones. At the same time, there are various obstacles whose overcoming requires creativity and inventiveness, as well as personal commitment. Obstacles are in limited financial, technical, and personal reasons, since small businesses are usually the property of one person or a smaller number of connected and close people. It was concluded that the innovation of small businesses can most be developed in tourism of special interests, where big businesses does not have big interest because of a smaller number of users, and that respect and personalization of ethical-moral principles additionally contribute to the development of small businesses.*

Keywords: *tourism, small business, innovation, ethics*

[24] Higher education institution for applied studies of business "Business" Obrenovićeva 23/6, Nis, Serbia
[25] Higher education institution for applied studies of business "Business" Obrenovićeva 23/6, Nis, Serbia
[26] Higher education institution for applied studies of business "Business" Obrenovićeva 23/6, Nis, Serbia

NEW TOURIST IN SHARING ECONOMY

Daria Elżbieta Jaremen[27]
Elżbieta Nawrocka[28]
Cezary Kwiatkowski[29]

Abstract: *Sharing economy is developing in many areas such as transport, finance and personal services (e.g. delivery, accommodation). Guttentag [1] and Sigala [2] observed that sharing economy would change the future dynamics of the hospitality and tourism industry. Apart from a new supplier of tourist services (consumers provide services to other consumers) and an exchange intermediary (specialized online platforms) there also emerges a new tourist guided by new motives, whose number increases. The purpose of the article is to identify the socio-economic characteristics of Polish tourists using sharing economy platforms as well as motives for, and barriers against, accepting the sharing economy services. The analysis in the study was performed with the application of SALSA analytical framework, survey method, and Timbro Sharing Economy Index.*

Keywords: *Sharing economy, tourist, SALSA*

---

[27] Wroclaw University of Economics, 53-345 Wroclaw, ul. Komandorska 118-120, Poland
[28] Wroclaw University of Economics, 53-345 Wroclaw, ul. Komandorska 118-120, Poland
[29] Wroclaw University of Economics, 53-345 Wroclaw, ul. Komandorska 118-120, Poland

EVALUATION OF 5* HOTELS USING THE MULTICRITERIA APPROACH[30]

Jelena Jardas Antonić[31]
Ivana Matković[32]
Kristina Kaštelan[33]

Abstract: *High-category hotels are considered to be one of the most important elements of every tourist destination supply. Recently, the lack of highly rated hotels in the Republic of Croatia has often been criticized by the public because they are believed to be a prerequisite in the creation of a competitive tourist offer. For this reason, we have performed a multi-criteria decision analysis of eight highly-categorized 5* hotels in Primorsko-Goranska County using the Analytic Hierarchy Process (AHP).*

In order to evaluate their business performance, the financial criteria and the market criteria were taken into analysis. The financial criteria encompass the main financial indicators: indicators of liquidity, indebtedness, activity and profitability. The market indicators were collected through a questionnaire. The rationale behind financial criteria lies in that they are indicators of an enterprise's business success. However, the financial indicators themselves are not always the only indicator of business performance; therefore, we also introduce market criteria in our multi-criteria analysis. The importance of market criteria in tourism industry is seen in the tourist demand which is founded on the perception of potential hotels guests, their recognition of the brand and thus the market potential of the hotels themselves. In other words, hotel guests do not select a particular hotel accommodation based on financial indicators as they do not represent an important quality parameter in their selection. Therefore both aspects, the financial and market aspect were included in the Analytic Hierarchy Process analysis to estimate the overall priority based on which the hotels are ranked. Moreover it enabled us to benchmark between them and to get the best option according to all criteria taken into consideration.

Keywords: *hotel industry, Analytic Hierarchy Process, criteria, performance, hotel industry*

---

[30] This paper has been financially supported by the University of Rijeka, for the project ZP UNIRI 10/17

[31] University of Rijeka, Faculty of Economics and Business, Ivana Filipovića 4, 51000 Rijeka, Croatia

[32] Former student at Faculty of Economics and Business, Croatia

[33] University of Rijeka, Faculty of Economics and Business, Ivana Filipovića 4, 51000 Rijeka, Croatia

SOCIAL ASPECTS OF CORPORATE SOCIAL RESPONSIBILITY IN HOTELS: THE CASE STUDY OF DESTINATION PORTOROŽ

Zorana Medarić[34]
Tanja Planinc[35]

Abstract: *The aim of this presentation is to discuss social aspects of corporate social responsibility in hotel industry on the case study of the destination Portorož, Slovenia from the employees` perspective. According to Kim, Rhou, Uysal and Kwon (2017), employees are one of the key stakeholders, when researching companies' CSR activities. Companies worldwide have acknowledged the importance of CSR and this, of course, applies also to the hospitality sector (Franklin, 2008). Hospitality is known by its special characteristics (low wages, seasonality, high employee turnover) and with reinforcement of the social aspect of CSR, hotel companies can somewhat mitigate previously mentioned characteristics. Within the last decades there has been an increase in research in CSR, but the social aspects of corporate social responsibility are somewhat neglected element, since the decision of socially responsible behavior is mostly dominated by economic motives (Barney, 2001; Branco and Rodrigues, 2006). Therefore, hotels also put less emphasis on responsibilities towards customers, employees or local communities compared to (particularly) environmental and ecological issues.*
Proceeding from this, the three main research questions were: 1) What are the existing CSR initiatives covering social dimension of CSR in hotels at the destination Portorož 2) What is the perception of social aspects of corporate social responsibility among hotel employees at the destination Portorož? 3) How do CSR initiatives affect the working life of hotel employees? Trying to answer the above questions, a combination of quantitative and qualitative methodological approach was used. Semi – structured interviews were conducted with leading employees of hotels in the destination Portorož, a representative of the Municipality of Piran and a representative of Tourism association Portorož, while a questionnaire survey was implemented among hotel employees. Interview questions as well as survey questions were developed on the basis of previous surveys covering (also) social aspects of corporate social responsibility (adapted from Back et al. 2011; Lux et al., 1996; Carroll, 1979). The outcomes confirm the existence of social responsibility dimension initiatives of hotels in Portorož and the correlation of CSR initiatives and the quality of working life of hotel employees.

Keywords: *corporate social responsibility, hotel, destination, Portorož,*

---

[34] Faculty of Tourism Studies University of Primorska and Science and Research Centre; Slovenia
[35] Faculty of Tourism Studies University of Primorska and Science and Research Centre, Slovenia

REFERENCES

Back, K., Lee, C.K. and Abbott, J. (2011). Internal relationship marketing: Korean casino employees' job satisfaction and organizational commitment. Cornell Hospitality Quarterly, 52(2), 111-124.

Barney, J. (2001). Resource-based theories of competitive advantage: a ten-year retrospective on the resource-based view. Journal of management, 27(6), 643-650.

Branco, M.C. and Rodrigues, L.L. (2006). Corporate social responsibility and resource-based perspectives. Journal of Business Ethics, 69(2), 111-132.

Carroll, A. (1979). A three-dimensional conceptual model of corporate social performance. Academy of Management Review, 4, 497–505.

Franklin, D. (2008, January 17). Just good business. The Economist. Retreived from http://www.economist.com/node/10491077

Kim, H. L., Rhou, Y., Uysal, M., & Kwon, N. (2017). An examination of the links between corporate social responsibility (CSR) and its internal consequences. International Journal of Hospitality Management, 61, 26–34.

Lux, D.J., Jex, S.M., Hansen, C.P., 1996. Factors influencing employee perceptions ofcustomer service climate. J. Market-focused Manage. 1(1), 65–86.

INTER - AND INTRAPERSONAL SKILLS OF INTERNATIONAL HOSPITALITY PROFESSIONALS

Réka Somlai[36]

Abstract: *The study focuses on extroversion personality trait and inter- and intrapersonal skills among Front Desk Agents in the hospitality industry in Hungary and Spain. The first aim of the study is to examine participants' extroversion level. The second aim is to research what are the soft skills that Front Desk Agents find important to possess to be a successful employee. International comparison is important in both focus points. Findings are based on the results of an online survey. Participants are Hungarian and Spanish Front Desk Agents from various types of accommodations. The results suggest that both, Hungarian and Spanish participants consider themselves extroverted, on a fairly high level. Both Hungarians and Spanish participants find communication, problem solving, conflict resolution, stress management and empathy very important to be successful. They use similar skills at their everyday work like communication and customer orientation. Hungarians more often use practical skills like problem solving, Spaniards rather use skills that are related to create good atmosphere, such as friendliness, positive attitude. Both groups would teach communication, problem solving, empathy and customer orientation at tourism courses. Hungarians would add stress management independency and conflict resolution; Spaniards also mention flexibility and patience. The results of this study can be a base of trainings for front desk agents at the hospitality industry, and could be useful information for designing and organizing university courses.*

Keywords: *extraversion, interpersonal soft skills, front desk agents, international sample*

[36] 1094 Budapest, Angyal u. 14-16, Hungary

SUSTAINABLE TRANSPORT INFRASTRUCTURE FOR SUSTAINABLE TOURISM

Beti Angelevska[37]
Vaska Atanasova[38]

Abstract: *Having its especial characteristics that attract adventurists and nature admirers, ecotourism is very popular today. Ecotourism is expected to be a driving force with regard to the enhancement of nature protection and the maintenance of cultural values [1]. The mountainous area of the South-western region in Macedonia with its cultural and historical heritage has potential for development of ecotourism. Already the cycling and walking trails are at the place, with an intention for expansion of their network. The purpose of the paper is through the analysis of the current and planned transport infrastructure, to devise recommendations for development of sustainable tourism that has inoffensive environmental impacts. Hence, this paper constitutes an important contribution to the further debate on the need to make tourism more environmentally friendly and sound, not just in the South-western region in Macedonia as the most touristic region, but also at the nation level for the whole country.*

Keywords: *sustainability, transport, tourism*

[37] Faculty of Technical Sciences, Bitola, Macedonia
[38] Faculty of Technical Sciences, Bitola, Macedonia

INDICATORS FOR ASSESSING SMART AND RESILIENT CITIES[39]

Attila Buzási[40]

Abstract: *Cities as a home of majority of global population are responsible for huge amount of consumed materials and emitted outputs. Greenhouse gases from fossil fuel burning and the sharply increasing consumption patterns are the main conributors to make our urban areas less sustainable and less resilient. Assessing smartness and resilience of cities by using indicator method is a highly heterogenous issue regarding selecting methodology. Mathematical-statistical methods are often applied tools for reducing data demand, since huge amount of information is needed to evaluate above mentioned features of urban areas. Present paper aims to collect relevant indicators based on international literature review, followed by data-demand reduction and grouping methods. The main challenge of this research is to treat smartness and resilient of urban areas in a common way to elaborate a well-applicable and easy-to-use set of indicators. Hungarian regions (called "megye" as NUTS-3 entities) and medium-sized cities are currently starting to develop their own climate strategies without focus of smartness. Therefore the elaborated set of indicators can contribute to tackle both climate- and smartness-related urban challenges in a simultaneous way which is not efficiently developed in the relevant literature. Based on these indicators, cities can reveal two different, but often overlapping challenges: firstly, climate-induced problems as a complex system approach and secondly, extreme consumption patterns can be reduced by using smart systems to achieve sustainability goals. Consequently, decision makers will have the potential to understand their cities' processes and to adjust them in order to cope with above mentioned smartness and climate-related challenges.*

Keywords: *smart, resilience, indicator, cities*

---

[39] The research reported in this paper was supported by the BME- Artificial Intelligence FIKP grant of EMMI (BME FIKP-MI/SC).
[40] Budapest University of Technology and Economics, Hungary

SUSTAINABILITY ASSESSMENT OF SMART URBAN DEVELOPMENT

Mária Szalmáné Csete[41]

Abstract: *In relation of the possible effects of climate change international conferences, treaties and accords, an increasing number of actors from science, research and technology are calling attention to potential solutions. The expected impacts of climate change are difficult to forecast with total certainty, creating challenges for the analysis of the capacity and willingness to adapt in different social and economic systems. Adaptation and sustainability are closely interconnected and reinforce each other. Innovating for sustainability has a crucial role on global and local level as well. Globalization, urbanization processes lead to the development of more frequent and intense bottom up approaches in several communities worldwide also related to climate issues especially focusing on smart cities. The possible impacts of climate change make the transition toward sustainability more complicated especially in the preparation for expected impacts, prevention, management and recovery. Climate change related consequences can also have significant influence for instance on the local quality of life, income, health etc., which make up the basis for a sustainable settlement. Present paper aims to interconnect aspects among smart urban development, sustainability and climate change issues, such as mitigation and adaptation by applying a special indicator method. Currently the examination of innovative solutions due to different internet of things (IoT) products and services also can play a pivotal role supporting local sustainability, adaptation processes and smart urban development. According to our local level examinations it can be stated that there is a lack of sustainability assessment tools considering local development processes. The effectiveness of monitoring phase can be supported in relation to the practical implementation of smart and sustainable urban development with an indicator based measuring system based on local socio-economic and environmental circumstances. The research reported in this paper was supported by the Higher Education Excellence Program of the Ministry of Human Capacities in the frame of Artificial Intelligence research area of Budapest University of Technology and Economics (BME FIKP-MI/SC).*

Keywords: *smart urban development, sustainability, indicators*

[41] Budapest University of Technology and Economics, Department of Environmental Economics, 1111- Budapest Muegyetem Rkp 3, Hungary

SUSTAINABLE DEVELOPMENT IN POLAND – AN INDICATOR-BASED APPROACH

Bartosz Bartniczak[42]

Abstract: *Sustainable development is an approach that integrates social, economic, environmental and institutional-political aspects. It is also a widely accepted category of development that should be implemented at every level of management from international, through national, regional to local. The progress in its implementation must be monitored. The most effectiveness tool are sustainable development indicators. They allow to show the spatial diversity between the examined objects and show the changes of the studied phenomenon over time.*
The article attempts to analyze the implementation of the concept of sustainable development for Poland based on indicators published by the Central Statistical Office from Poland as part of the set of sustainable development indicators. That set is publicly available tool serving dissemination and presentation of indicators monitoring Sustainable Development Goals (SDGs) of the 2030 Agenda (with data for Poland) and a set of indicators for monitoring sustainable development on the level of the country, regions, province and counties. Tools for data visualization in the form of graphs and maps, as well as a comprehensive collection of metadata, facilitate the analysis of information. The indicators are grouped according to the Sustainable Development Goals (in terms of the 2030 Agenda).
The main goal of the paper is to show how Poland implements this concept of development. Regarding to which areas can be talked about in progress and in which cases about the lack of positive changes.
After reading the article, the readers will have information on the implementation of the sustainable development concept. They could get to know the areas in which the most progress has occurred. The areas in which the largest works should be done will also be defined.
In the paper static analysis methods were used. These were mainly measures of dynamics.

Keywords: *Sustainable development, Poland, indicators*

---

[42] Wrocław University of Economics, Poland

MANAGEMENT OF THE RENEWABLE ENERGY RESOURCES IN SERBIA – SUSTAINABLE DEVELOPMENT OF ECOLOGICAL PARKS

Biljana Ilić[43]
Dragica Stojanović[44]
Milan Grujović[45]

Abstract: *On the world global level, governments are leading the national policy for development of modern technology and alternative energy resources. Tendencies of sustainable development are reflected in the realization of using renewable energy resources that contribute to more diversified and more efficient use of clean energy. In the world and in the European Union's, energy strategy recognizes the importance of renewable energy resources, as defined by the directives, studies and plans. The global and national strategies provide incentives to conduct adequate policies for realization development of technology in the energy sector. Countries that have recognized the importance of "clean" energy, using with other countries' experiences and synergetic effects, have been able to develop and expand renewable energy resources, despite the financial crisis. The energy sector has great importance to all production sectors and households that supply with energy. Successful management and promotional activities can contribute for attracting investment and strengthen in the energy sector. Legal regulations, energy policy, short term, medium and long-term strategy with a stimulating policy, can contribute for achieving adequate results. They would be reflected in the development of eco-industrial parks and clean energy that contribute development of new companies, employment, on the level of the state budget and local government. The aim of this paper is to represent adequate responses to the efficient management at the state level that created all necessary conditions for sustainable development and energy efficiency using renewable energy resources in Serbia.*

Keywords: *Renewable energy, Management, Government policy, Energy efficiency, European Union, Serbia, Sustainable development, Investments, Ecological parks.*

---

[43] Megatrend university, Belgrade, Faculty of Management, Zajecar, Serbia
[44] Megatrend university, Belgrade, Faculty of Management, Zajecar, Serbia
[45] Megatrend university, Belgrade, Faculty of Management, Zajecar, Serbia

CHANGES IN THE STRUCTURE IN EU COUNTRIES

Manuela Raisova[46]

Abstract: *The divergent developments in productivity and employment over the past two decades, as well as the crisis and subsequent recovery of the global economy have led to significant changes in different parts of the economic structure in all EU countries. The aim of our study was to examine changes in the basic segments of the economic structure of European countries. The development of segments is assessed through the indicator of gross added value (in current prices) and employment in the period 1995 to 2017. We compared the situation of the two main groups of European countries - the original and new EU countries. We note that there are significant differences between these groups, especially in the 1990s. Subsequently, there have been changes in the structure of new countries that have narrowed the gap between countries. The structural gap between countries has slowly diminished in average. However, the crisis has significantly delayed the process of convergence and the economic recovery period has not recovered to the pre-crisis situation. On the contrary, after the end of crisis the structural gap has thus re-expanded in a number of cases. In this article we target on the comparison of Estonia and Germany. Estonia represents precisely the group of countries whose structural gap has widened after the end of the crisis. On the other hand, the German economy is seen as a stable backbone of European politics and economics. We considered Germany the most economically strong representative of the old EU countries. From this point of view, our research was based on the assumption that Estonia wants to bring its economy closer to Germany's economy. We monitored whether the Estonian economy was getting closer or moved away from the German economy. Our results confirmed that Germany's economy is stable and more or less unchanged for more than 20 years. However, the assumption that Estonia's economy is moving closer to Germany's economy has not been confirmed. The opposite is probably true.*

Keywords: *Structural Gap, Structural deviation, Estonia, Germany, Gross Value Added, Employment*

[46] Technical University of Kosice, Faculty of Economics, Nemcovej 32, 040 01 Kosice, Slovakia

TOTAL EFFECTS ANALYSIS OF THE PRODUCTIVE SECTORS ON THE GROWTH AND DEVELOPMENT OF THE CROATIAN ECONOMY – INPUT-OUTPUT APPROACH

Damira Keček[47]
Marin Milković[48]
Valter Boljunčić[49]

Abstract: *Economic contribution of productive sectors to the growth and development of a national economy can be measured by different methods of quantitative macroeconomic analysis. The most common approach which quantifies direct, indirect and induced effects of particular sectors of interest to the national economy is input-output analysis. The aim of this paper is to quantify total effects of productive sectors on the Croatian economy in terms of output and employment for the year 2010. The open input-output model is used for quantifying indirect effects, while the closed input-output model is applied for quantifying total effects which include effects of induced personal consumption. The output multipliers type I and type II and employment multipliers type I and type II for all productive sectors in Croatia are analyzed. In the group of sectors with the largest output multiplier type I and type II sectors CPA_N79 - Travel agency, tour operator and other reservation services, CPA_C30 - Other transport equipment and CPA_H51 - Air transport services are included. On the other hand, the lowest output multiplier type I and type II are recorded for sector CPA_L68A – Imputed rents of owner-occupied dwellings. Productive sectors with the highest number of jobs directly or indirectly related to deliveries of final products worth 1 million HRK, both in open and closed input-output model, are sectors CPA_A01 - Products of agriculture, hunting and related services, CPA_H53 - Postal and courier services and CPA_Q87_Q88 - Social work services. The lowest number of employees on the 1 million HRK of delivered final goods and services was recorded in sector CPA_L68A - Imputed rents of owner-occupied dwellings.*

Keywords: *input-output analysis, output multipliers, employment multipliers, productive sectors*

---

[47] University North, 104. brigade 1, 42 000 Varaždin, Croatia
[48] University North, Jurja Križanića 31b, 42 000 Varaždin, Croatia
[49] Juraj Dobrila University of Pula, Zagrebačka 30, 52 100 Pula, Croatia

DOES PROFIT SHARING ENHANCE PRODUCTIVITY? EVIDENCE FROM THE RETAIL FOOD INDUSTRY IN CANADA

Mahmoud Yousef Askari[50]
Ghaleb A. El Refae[51]

Abstract: *In this paper, we provide further support for using profit sharing to enhance productivity and profitability from the retail food industry in Canada. The overall Gross Profit Percentage (GP %) of a retail store was used as a measure of productivity and profitability for the store. In addition, and as another measure of productivity, the study compared the performance of one of the most sensitive departments in a food retail store, and that is the GP% of the Produce department. Results show that the overall actual GP% of the studied location has increased by 1.74% in the first quarter of using profit sharing, when compared with the previous quarter. Results also show an actual GP% increase of 1.12% for the profit sharing quarter when compared with the previous year that preceded the shift to profit sharing compensation system. For the produce department, results show a 2.4% increase in the actual GP% of the produce department of the store in the profit sharing quarter when compared with the previous quarter.*

Keywords: *Profit Sharing, Productivity, Motivation, Performance, Incentives.*

---

[50] Department of Business Administration, College of Business Al Ain University of Science and Technology, UAE, P O Box 64141, Al Ain – UAE
[51] Department of Business Administration, College of Business, Al Ain University of Science and Technology, P O Box 64141, Al Ain – UAE

ECONOMIC GROWTH V.S. ECONOMIC DEVELOPMENT - COMPLEMENTARY INDICATORS

Vera Karadjova[52]
Snezhana Dichevska[53]

Abstract: *The paper deals with a topic relating to the economic growth, development and general welfare of a national economy, a wider region, or even the entire world, through indicators that differentiate growth from development. It is a complex subject that contains numerous aspects of the life of a community in a certain space, which, because of its complexity, cannot be limited exclusively to economic aspects, so because of that cannot be limited exclusively to economic or monetary indicators. Life in a community besides the economic includes also legal, sociological, philosophical, psychological and other aspects, from which it logically results that measuring the development and welfare is a complex process that can hardly be limited to one indicator. In that sense, the paper addresses issues relating to production, distribution, fairness and equality, employment, unemployment, poverty, productivity, economic stability, sustainable development, human development, a sense of well-being and happiness, etc., in the direction of the thesis for the use of complementary development indicators. The complexity of the process of harmonizing the numerous indicators is further complicated by the need to calculate the degree of their mutual correlation, especially if it concerns divergent indicators or indicators that are mutually exclusive or have a negative correlation.*

The issue of welfare has been the subject of economic science interest since its very beginnings, even from the time of the first ancient thinkers when it was not singled out as an independent science, through the utopians, to contemporary economic thought. The economic operation and the rational use of limited resources in order to meet unlimited human needs is the heart of the economy. The basic indicator used to measure economic growth is undoubtedly the GDP and GDP per capita. But one has to take into account the distinction between quantitative growth and qualitative development, whereby GDP is an indicator of growth. Development is a broader concept that covers growth, but also technological and any other kind of advancement of the social community. Development as a qualitative feature means the advancement of the qualitative characteristics of society and the well-being of individuals, and the well-being is not only the increase of GDP, but the subjective sense of the people in the community that they live better, a sense of improving the quality of life. Growth and development together make the progress of the community. In this sense the paper elaborates just a few indicators of growth and development that are used parallel, such as GDP, Human Development Index, and the World Happiness index, *that do not exclude each other and whose interwoven use gives a fuller picture of growth and development although the ranking of countries around the world according to one of*

---

[52] Faculty of Tourism and Hospitality - Ohrid, Kej Makedonija 95, Ohrid, Macedonia
[53] Faculty of Tourism and Hospitality - Ohrid, Kej Makedonija 95, Ohrid, Macedonia

these indicators may be quite different with respect to the ranking according to the other indicator. This only confirms the thesis of the need for a more comprehensive analysis of the analyzed issues and suggestions for a more comprehensive indicator that would be a complementary set of several alternative and complementary ones that would eliminate the shortcomings of its constituent parts, thereby obtaining a relevant indicator of economic development and welfare, without any intention to propose a concrete solution.

Keywords: *economic growth, economic development, welfare, prosperity, GDP, Human Development Index, the World Happiness score*

FINANCIAL POSITION OF HUNGARIAN AGRICULTURAL COMPANIES BEFORE, DURING, AND AFTER THE GLOBAL FINANCIAL CRISIS

Jeno Faro[54]
Maria Lakatos[55]
Eva Karai[56]

Abstract: *The objective of our research is to describe how the financial crisis affected the operational profitability of Hungarian companies in the agricultural sector through fluctuations in lending, net investments, and net sales. Based on research conducted in Central Europe, we analyze the financial position of companies, clustered by their size, between 2007 and 2013, seeking relations between the indicators that changed as a result of the crisis. As a conclusion, we identify 2009 and 2010 as the business years that were affected by the crisis the most; in this period micro- and small-sized companies were particularly exposed to adverse changes. Separate testing of the parameters of regression models explaining the changes in operating profit demonstrates that the above changes were not independent of each other. An analysis of the models evidences a causal nexus between the fall in operating profit (EBIT) in 2009 and the decrease in net sales revenue as well as between the outlier increase in the same in 2011 and the growth of net sales revenue and the strong marginal effect of net investments.*

Keywords: *financial crisis, profitability, agriculture.*

---

[54] Eötvös Lorand University, 1053 Budapest, Egyetem ter 1-3., Hungary
[55] John von Neumann University, 6000 Kecskemet, Izsaki ut 10., Hungary
[56] Eötvös Lorand University, 1053 Budapest, Egyetem ter 1-3., Hungary

SLOVAKIA AND AUSTRIA – A COMPARISON OF AGRICULTURE AND FOOD SECTORS

Ľudmila Bartóková[57]

Abstract: *Input-output tables with input-output data represent a relatively simple but useful tool to analyze the structure of the economy or undergoing structural changes. These tables enable to quantify direct and indirect linkages within each economy, as well as to study demand or supply relationships between particular sectors. The aim of this paper is to present and compare the main characteristics of 2 selected sectors for Slovakia and Austria. The focus is on the agriculture and food sector and their characteristics using the input output data and analysis. We compared basic input and output multipliers in order to verify the similarities in the position and the development of these sectors in selected countries. Other objectives were analysis of sectors' backward and forward linkages, "measuring" of their strengths, the identification of key industries and concentration of their impacts. With accordance to our previous research and general trends, we expected a certain decline of importance over the analyzed period of 2000-2014.*

Keywords: *input-output analysis, multipliers, backward and forward linkages, agriculture sector, food sector, demand, supply, impact, Slovakia, Austria*

---

[57] Faculty of Economics, Technical University of Košice, Nemcovej 32, 040 01 Košice, Slovakia

THE ROLE AND PRESENCE OF INTERGENERATIONAL SYNERGY IN MEDIUM AND LARGE SLOVENIAN COMPANIES

Maja Rožman[58]
Polona Tominc[59]

Abstract: *The share of older people in the population will increase globally in the years to come; therefore, appropriate approaches are necessary to manage issues related to age in the workplace. Intergenerational synergy and thus the exchange of knowledge, is the key element in the implementation of various tasks, finding solutions, obtaining and exchanging important information. Those companies that are aware of the importance of the age diversity of their employees are more competitive and successful than the other ones, because each generation brings different skills and talents. The main aim of the paper is to present intergenerational synergy and to determine the impact of intergenerational synergy on the work engagement of employees in large and medium-sized companies in Slovenia. In the empirical research 407 companies and 814 employees were included by random sampling. In each company, two employees answered the questionnaire. Research results revealed that employers on general pay attention to intergenerational synergy in companies in Slovenia, but there are still opportunities to raise awareness among employers about intergenerational synergy and their emphasis on intergenerational synergy for better performance of business operations, such as sales activities to customers of different age profiles, and similar. Results also suggest that intergenerational synergy in companies has a statistically significant positive impact on the work engagement of employees in large and medium-sized companies in Slovenia. In this context, an appropriate environment should be created to respect the diversity of the workforce. The age diversity of employees must become a part of the general strategy of a company for equity and diversity. Promoting intergenerational synergy helps to increase the added value of the company, which is reflected in better problem solving, exchange of knowledge and experience, increased creativity and innovation, increased organizational flexibility, improved quality of employees by better selection and retention of personnel, and improved market strategies.*

Keywords: *Intergenerational synergy, employees, work engagement*

[58] Faculty of Economics and Business, University of Maribor, Maribor, Slovenia
[59] Faculty of Economics and Business, University of Maribor, Maribor, Slovenia

NEW PROCESSES OF STRUCTURAL INNOVATION IN MEDIUM-SIZED ITALIAN FIRMS: CASE ANALYSIS IN THE FASHION INDUSTRY

Maria Rosaria Marcone[60]

Abstract: *This paper aims to provide the empirical evidence of the interaction mechanism in the open innovation system with particular attention to aesthetic and rational innovation in a creative sector. The purpose of this paper is to provide empirical evidence of the specific open innovation mechanism to improve the design value of innovation processes that focus on aesthetic and rational factors.*

Previous research has attracted the attention of research on technological innovation in the technological fields as the main research contexts (Duysters and Lokshin, 2011; Jiang et al., 2010; Spender et al., 2017). Therefore, to obtain a broader picture of the structural characteristics of the innovation ecosystem, this document aims to provide an understanding of aesthetic innovation by focusing on exploring the role of actors (area managers, suppliers, buyers, institutional actors) and of supply chain relationships to facilitate or less innovation in the creative sector.

In this research, we wanted to investigate whether the area of research and development could contribute to the rationalization of design and specification activities and, concretely, they found that they could amplify the needs of defining projects and characteristics, especially in strategies for sustainability, which companies are increasingly sensitive, and in particular in opening innovative strategies such as start-ups or incubators. Research and development activities also in situations where they are applied to the style office and the productive activity is still much oversized compared to the operational needs of the enterprise.

The resources that an enterprise owns and has full control (specific resources of the company) and resources that the access of an enterprise through the direct connection with other companies belonging to the same supply chain (specific resources of the sector) will have a impact on constant innovation when effectively used by the company. While previous research has examined these factors separately, the author has a holistic view and looks at their effects on radical innovation in a creative sense simultaneously. Although these studies contributed to our understanding of the role of internal and inter-company resources that drive innovative and radical processes in production-oriented companies, there is still a lack of research that simultaneously.

Keywords: *sustainable supply chain, open innovation, manufacturing system*

[60] Department of Management, Polytechnic University of Marche, P.le Martelli, n. 8; 60121, Ancona, Italy

INNOVATION PROCESS - TOWARDS ACHIEVING ORGANIZATIONAL AMBIDEXTERITY: RESEARCH RESULTS[61]

Paweł Mielcarek[62]

Abstract: *Innovation process is one of activities that have strategic importance for long term success of company due to possibility to develop and change key competencies, capabilities and competitive advantages. However one of crucial issues of managing organization is achieving balance between securing present revenue streams and ability of creating new value for customers. Therefore the main goal of this paper is to recognize the relation between different configurations of innovation process and achieved results of organization`s ambidexterity level. These issues were subject of survey covering 400 medium and large size Polish entities and period of 2015-2017. Most important finding is that there is positive correlation between implementation level of innovation process and achieved ambidexterity level. This paper is addressed to researchers as well for practitioners of management, especially R+D managers, COO and CEO.*

Keywords: *Innovation process, ambidexterity, value capture, value creation, innovation*

[61] This text was created using funds from a scientific grant awarded by the National Science Center, Poland as part of the project with the number UMO-2016/21 / D / HS4 / 00696 entitled "Improving the processes of open innovation and strategic renewal of the enterprise". (Project leader dr Paweł Mielcarek)

[62] Poznan University of Business and Economics, al. Niepodległości 10, 61-875 Poznań, Poland

BUSINESS MODEL INNOVATIONS IN THE AGE OF DIGITALIZATION AND INDUSTRY 4.0

Dragos Tohanean[63]

Abstract: *The aims of the paper are to present the relationship between the concepts of innovative business models and digitalization in Industry 4.0, and to illustrate the impact those components have on current companies.*

In times of increasing dynamics, complexity and digital transformation of society and market, the demand for innovation applies not only for products, services and processes or day to day activities, but also for business models. Digitalization represents a key feature of the fourth industrial revolution or the so-called "Industry 4.0", a new phase in the development of industry all over the world. In Industry 4.0, products, logistics and services are technically and organizationally merged with one another by using cyber-physical systems in such a way that an increased and self-controlling production flow is created. For the economic success, it is of central importance to recognize future developments and trends in time, and to initiate corresponding measures and thus to address them by anticipating them with the goal of future market requirements and to generate long-term competitive advantages.

Business model innovations in Industry 4.0 and digital transformation have reached companies. Yet, there are big differences in the speed of implementation of business model ideas. Most companies prefer a slow development of business models, as this does not radically change the evolution of the company. But there are also companies that enhance radical shifts which affect their whole logic of value creation.

In order to reach the aims of the paper the authors used a quantitative research method and a case study. The findings of the research showed that digitalization and innovative business models improve the performance of today's organizations and, in the case of European companies, lead to providing safer products for customers and achieving better results. The paper contributes to the development of the scientific literature by emphasizing the key role played by digitalization and innovative business models in Industry 4.0.

Keywords: *business model, digitalization, Industry 4.0*

[63] Bucharest Academy of Economic Studies, Bucharest, Romania

THE INVOLVEMENT OF SLOVAKIA IN INTERMEDIATE TRADE

Júlia Ďurčová[64]
Dominika Oravcová[65]

Abstract: *Fragmentation of production processes across borders represents a new paradigm of foreign trade. The new organization of production processes at the global or regional level opposite to a national level has been manifested by huge increase of trade in intermediate inputs. The world trade is growing fast and is largely driven by the intermediate trade. Countries that do not significantly engage in intermediate trade and achieve low labour productivity growth rates, have seen lower growth rates of value added. Therefore, the aim of this article is to investigate the involvement of Slovakia in use and trade in intermediates. We analyze the import and export of intermediates using data from world input-output database. The results for Slovakia show that the trade in intermediates has experienced a significant shift over last 14 years. The volume of intermediate trade remarkably grown moreover the dynamic of its change overcomes the growth of gross output as well as value added. At the same time, the Slovak industrial sectors have increased demand for imported intermediate inputs; furthermore the difference between imported and exported intermediate inputs rises.*

Keywords: *Trade in intermediates, Global value chains, Input-output tables, WIOD*

---

[64] Faculty of Economics, Technical University of Košice, Nemcovej 32, 04001 Košice, Slovak Republic
[65] Faculty of Economics, Technical University of Košice, Nemcovej 32, 04001 Košice, Slovak Republic

DEVELOPMENT OF CIRCULAR ECONOMY – OPPORTUNITIES AND IMPEDIMENTS

Vania Ivanova[66]

Abstract: *The objective of this paper is to outline the potential and outlooks of development of circular economy in Bulgaria, as well as demonstrate the need for adequate measures on part of public authorities to encourage this change. The research is based on a primary survey of Bulgarian employers' attitudes towards pursuing a corporate policy relating to the principles of sustainable development, which was conducted among 400 enterprises. The analysis reveals untapped potential not only with regard to a more efficient use of resources, in both the private and public sectors, but also in terms of underestimating the significance of the issue. The firms could significantly reduce their costs, improve their compatibility and their export potential if they apply new business models and new innovative technologies, which are both resource-efficient and eco-friendly.*

The research and analytical methods used for the development of the paper involve graphical and table presentation of statistical and empirical data and survey of available legal and analytical research on the topic.

The conclusions reached reveal a number of obstacles slowing down the transition to a real circular economy model. That would require speeding up the reform in the eco-fiscal and innovative government policies.

The paper's added value lies not only in the analytical examination of the issues, but above all in deriving recommendations for future actions.

Keywords: *circular economy, sustainable development, energy efficiency, waste management, eco-fiscal policy, ecological transformation*

[66] Department of Economics, University of National and World Economy, UNWE, Studentski Grad, 1700 Sofia, Bulgaria

INDUSTRIAL POLICY IN EAST ASIA

Milena Lutovac[67]

Abstract: *One of the most debated questions in the development literature is the role of government intervention in East Asia, especially the role of industrial policy, and its relevance to developing countries. East Asia holds a record in high and sustainable economic growth. In less than three decades, from 1965 to 1990, twenty-three countries of East Asia grew faster than all other regions of the world. The major part of this achievement can be attributed to a miraculous growth in just eight economies: Japan, the Four Tigers - Hong Kong, South Korea, Singapore and Taiwan, China and the three newly industrialized economies (NIE) of Southeast Asia, Indonesia, Malaysia and Thailand. What has caused the success of the countries of East Asia? Their experience demonstrated that competitiveness was not always exogenously determined by 'comparative advantage'. This paper summarizes the debate on East Asian industrial policy*.

Keywords: *industrial policy, East Asia, development model, developing countries*

[67] University of Belgrade, Faculty of Economics, Serbia

EFFECTS OF ECONOMIC POLICIES ON STABILITY OF COMPANIES AND EMPLOYEES

Năftănăilă Cristina Alina[68]
Zărnescu Odi Mihaela[69]
Braga Filofteia Viorica[70]
Hurloiu Lacramioara Rodica[71]

Abstract: *The current study investigates domestic and international economic and financial developments, analyzes the ability of Romanian firms to adapt to the challenges of integration in the euro area and identifies the economic and financial performance of Romanian companies. The economy of the euro area has seen positive developments in the first half of 2017. Economic growth recorded a 0.7% gain in the second quarter of 2017, after 0.6% in the first quarter. Also the profitability of euro area banks has improved but the main problem in the euro area is the high level of public and private debt. Romania recorded one of the highest economic growth rates in the EU in the first nine months of 2017. However, the analysis of the main macroeconomic indicators reveals the build-up of tensions.*

Keywords: *economic stability, economic evolutions, financial developments, profitability indicators*

---

[68] Spiru Haret University, Faculty of Economic Sciences, Câmpulung, Romania
[69] Spiru Haret University, Faculty of Economic Sciences, Câmpulung, Romania
[70] Spiru Haret University, Faculty of Economic Sciences, Campulung. Romania
[71] Spiru Haret University, Faculty of Economic Sciences Bucharest, Romania

WHERE DO EAST CENTRAL AND SOUTHERN EUROPEAN MULTINATIONALS INVEST?

Magdolna Sass[72]

Abstract: *Outward foreign direct investment (OFDI) from East Central and Southern European countries has grown dynamically after 2000, indicating the emergence of locally controlled or locally owned multinational companies. However, OFDI data, published by the national banks contain statistics on outward investments realised by resident entities, regardless of their ownership and control structure, thus they contain data on foreign investments carried out not only by indigenous, locally owned or controlled firms, but also by foreign-owned resident companies, i.e. subsidiaries of foreign multinational corporations operating in the country in question. (This latter is called indirect OFDI, which thus means the utilization of affiliates abroad as intermediaries for investment in third countries.) New inward FDI data according to the BPM6 and BMD4 methodology, elaborated by the IMF and OECD, are broken down according to the ultimate controlling owner of FDI in a given country and thus can be used as mirror statistics for tracing the real extent of locally managed or controlled firms' FDI from the analysed region. Unfortunately, data are available only for a few countries and a few years only (2014, 2015 and 2016).*
The main contribution of the paper is to shed a light on the real extent of FDI realised by locally owned/controlled firms in the East Central and Southern European region, thus indicates the real extent of foreign activities of CEE and SEE multinationals.
The paper is based on the FDI data provided by the national banks according to the ultimate controlling owner of inward FDI in the respective countries, available at present for 11 European countries and the United States. It shows that there is a considerable difference between the extent of foreign activities of East Central and Southern European multinationals is in 2016 and the data published previously, thus indicating the relatively large extent of indirect OFDI.

Keywords: *OFDI, CEE, SEE, multinationals*

[72] Center for Economic and Regional Studies, Hungarian Academy of Sciences, Hungary

TRANSITION FROM LINEAR TO REGENERATIVE ECONOMY: APPROACH TO MEASURE THE GROWTH

Diana Kopeva[73]
Nikolay Shterev[74]
Monika Sabeva[75]

Abstract: *Dynamic development of science, innovations, implementation of new technologies in practice, requires new approaches towards use of resources. Economies have to face scarce and limited availability of resources and need to fulfill environmental requirements. Last years are marked with a great change of understanding that Earth is not a commodity but a community, and we have to start living in accordance and to team up with the nature. This philosophy found strategic understanding and expression in the Global Goals for Sustainable Development, as well as practical implementation in slow but continuous transition from linear to circular, and consecutively to restorative and later to regenerative economy. This transition requires achieving sustainability. It is not enough to be implemented restorative sustainability, which is defined as restoring the capability of socio-economic and ecological systems to a health state. The target should be achieving regenerative sustainability which guarantees regenerating relationships that allow of socioeconomic and ecological systems to continuously evolve. Regenerative economy is supposed to mark growth.*

As the industrial growth concept serves the linear economy ("LE"), this transition requires a general, revolutionary change and adjustment not only in the way of thinking and behavior of all economic agents, but also elaboration of set of indicators to measure the positive/negative changes in economy and efficiency of these changes. The transition towards a regenerative economy ("RE") is complex and multidimensional process but imperative in view of its application acclaims substantial economic and societal benefits. In the paper it is claimed that existing, common indicators which are used to measure the economic growth are relevant only for linear economy. It is not possible to use them in restorative and regenerative economy in order to measure the complexity of benefits (economic, social and ecological). The contemporary growth theory is based on the Schumpeterian entrepreneurial theory, and it is relevant to circular economy. Thus, the economic growth is result of overall system's development that is run by increasing inputs of labour, capital and the technological, human and product innovations. So, the growth involves introduction of new ideas and technologies, in order new business model and societal behaviour to be introduced.

The paper analyzes key specific and complex characteristics of restorative and regenerative economy, and suggests set of indicators relevant to new dimensions of

[73] Business Faculty, University of National and World Economy, Sofia, Bulgaria
[74] Business Faculty, University of National and World Economy, Sofia, Bulgaria
[75] Business Faculty, University of National and World Economy, Sofia, Bulgaria

economy thoughts, that could be used to measure the growth of restorative/regenerative economy. Suggested set of indicators are included in an econometric model that measures economic growth, and their practical application is tested.

Keywords: *linear, restorative economy, regenerative economy, growth*

STUDY ON OPTIMISATION OF RESOURCES IN PHARMACY: A CASE STUDY OF A TERTIARY HEALTH CARE SERVICE IN INDIA

Sweta Saurabh[76]
Sachi Dwivedi[77]

Abstract:
Purpose: *The study is aimed at providing solution to the problem faced by patients or their attendants waiting to be attended to, at the pharmacy of a tertiary healthcare system in India. The purpose of the study is to identify the operational problems in the dispensing procedure at a pharmacy. This is also to examine the waiting time of the patients at various intervals during the day and on all the days of the week and to suggest a possible solution to the cause of intervention.*
Methods: *The study was carried out in Fortis Hospital in Sector 62, NOIDA. The respondents were outpatients and/ or their attendants who were ready to participate in the study. The data related to the waiting time was collected using observation method and a validated questionnaire was used as the survey instrument to study the level of satisfaction of the respondents with the services rendered at the pharmacy. The questionnaire was distributed to the respondents using convenience sampling method. A short cross-sectional descriptive study was conducted on 200 respondents at pharmacy in the hospital. The queuing theory was adopted to study and estimate the queue length and waiting time using probabilistic model. The waiting time, inter arrival time between two consecutive respondents were calculated in addition to the daily data (foot fall rate, conversion rate & transfer out rates etc.) of the pharmacy. IBM SPSS 20.0 was used to analyze the survey data.*
Results: *The Arrival time at the pharmacy was highly stochastic in nature. The rush days were on Mondays and Saturdays. The peak arrival hours were from 12 hrs to 15 hours. Out of the 200 respondents questioned, 3% were satisfied, 20% were neutral, 46% were dissatisfied and 31% were highly dissatisfied with the customer service at the pharmacy. When asked on average wait time at the pharmacy, 39% said that they had to wait for 10-15 minutes, 35% had to wait for 15-30 minutes, 14% had to wait for 30-45 minutes, 11% had to wait for 45-60 minutes and the rest 1% said they had to wait for more than 60 minutes.*
Conclusion: *The suggestion made is that the number of counters to be made operational during peak hours has to be increased. Also the number of staff assisting the customers should be altered based on the time of the hour and the days of the week.*

Keywords: *Optimization, waiting time, inter-arrival time, pharmacy*

---

[76] Symbiosis Law School, NOIDA, A 41-42; Sector- 62, India
[77] NCU; Gurgaon, Sector-23, Gurgaon, India

MERGERS AND ACQUISITIONS AS A CONSEQUENCE OF DECLINING INNOVATION PRODUCTIVITY IN PHARMACEUTICALS: EVIDENCE FROM CROATIA[78]

Davor Mance[79]
Nenad Vretenar[80]
Antonija Gudelj[81]

Abstract: *Declining productivity of pharmaceutical innovation resulted in an increased number of mergers & acquisitions in the pharmaceutical industry. We teach our students that research and development is the key driver of competitive advantages. What we actually observe in the pharmaceutical sector, is a constantly decreasing productivity of innovation. Increased investments into research & development lack the resulting increases in patentable new substances. As a final coup, the once market leaders are not buying their followers, but the generics producers are buying unsuccessful innovators instead. We show a brief history of a once regional pharmacy leader: the Croatian Pliva, and its dismal decline into a generics producer's subsidiary. The Pliva sought new ideas by acquiring several research centers around the world. After these acquisitions produced no visible results, the company itself was a target, first by another unsuccessful R&D based company, the Barr Pharmaceuticals, and lastly, by a successful generics producer, the Teva Pharmaceutical Industries.*

Keywords: *M&As, pharmaceutical industry, R&D*

---

[78] This paper has been financially supported by the University of Rijeka, for the project ZP UNIRI 10/17.
[79] University of Rijeka, Faculty of Economics, Rijeka, Croatia
[80] University of Rijeka, Faculty of Economics, Rijeka, Croatia
[81] Jadranski Galenski Laboratorij d.d., Rijeka, Croatia

AN ANALYSIS OF FINANCIAL INCLUSION IN MUSLIM COUNTRIES

Ekin Ayşe Özşuca[82]

Abstract: *In recent years, expanding financial inclusion has been recognized as a key to ensure sustainable development and poverty alleviation globally. International statistics reveal that the share of population who use financial services worldwide continues to rise, yet several indicators of financial inclusion have remained to be lower in Muslim countries. When compared with several developing regions of the world, many Muslim countries lag behind most of their emerging economy counterparts in terms of use and access to financial services, as the percentage of adults having an account was realized as 39 for Muslim countries in 2017. Part of the reason is Muslim's voluntary financial exclusion for religious concerns. Against this backdrop, this paper aims to analyze the main financial inclusion patterns and major obstacles for participation in the formal financial system in Muslim countries by using 2017 Global Findex database. Furthermore, the potential role of Islamic finance industry as a way to advance financial inclusion is explored.*

Keywords: *financial inclusion, Muslim countries, Islamic finance industry*

[82] Çankaya University, Eskişehir Yolu 29. Km, Yukarıyurtçu Mahallesi Mimar Sinan Caddesi No:4 06790, Etimesgut/ANKARA, Turkey

CONTEMPORARY CHALLENGES OF INTERNATIONAL ECONOMIC RELATIONS – CONSEQUENCES AT GLOBAL AND NATIONAL LEVEL

Vesna Petrović[83]

Abstract: *The main aim of this paper is to analyse the contemporary challenges that have affected movements in the foreign trade sector of the global economy. The paper will focus on the causes and consequences of the fundamental changes in international economic relations, the challenges that are facing the creators of the trade policies. The analysis is based on the following data: the value of world trade, export and import, dynamics and structure of exchange. The contemporary faces of the world economy such as transnationalisation, intra-sector trade, increasing value of trade in services and on-line trade, have also been unavoidable part of this work. Depending on the stage of development, global changes have specific consequences on developed countries, growing and developing economies. The paper in its final part focuses on the analysis of how geopolitical factors affect relations among the key global stakeholders* - *China, USA, Russia and the European Union, and how these relations affect economic, and above all trade relations.*

Keywords*: international trade, economic development, contemporary challenges, consequences, global and national level*

---

[83] University of East Sarajevo, Faculty of Business Economics, Semberskih ratara bb, 76300 Bijeljina, Bosnia and Herzegovina

FINANCIAL MARKET DEVELOPMENT IN EUROPEAN AND ASIAN COUNTRIES: A COMPARATIVE ANALYSIS*

Kıvanç Halil Ariç[84]

Abstract: *Sound financial system is an important factor to access sustainable economic growth. Efficiently working financial system also improves the efficiency of the stock of capital by canalizing the total savings to the real economy. Functional capital stock gives rise to increasing production and higher incomes. Hence, improvement of financial market facilities is one of the main determinants for sound economic conditions. In this study financial market development similarities of Asian and European countries are analyzed by using hierarchical cluster analysis. Data was collected from the Global Competitiveness Report 2017-2018 which is published by World Economic Forum. Seven variable; affordability of financial services, financing through local equity market, ease of access to loans, venture capital availability, soundness of banks, regulation of securities exchanges and legal rights index were used respectively.*

Table: Cluster Analysis Results in Accordance to Financial Market Development (2017)

Cluster 1	**Cluster 2**	**Cluster 3**	**Cluster 4**
Austria	Belgium	Bulgaria	**Croatia**
Czech Republic	Finland	Hungary	**Cyprus**
Denmark	Germany	Ireland	**Greece**
Estonia	Luxemburg	Lithuania	**Italy**
France	Netherlands	Poland	**Latvia**
Malta	Sweden	Spain	**Portugal**
Slovakia	United Kingdom	*Pakistan*	**Romania**
China	*Japan*	*South Korea*	**Slovenia**
India	*Malaysia*	*Turkey*	***Kazakhstan***
Indonesia	*Singapore*	*Vietnam*	***Kyrgyzstan***
Philippines	*Taiwan*		
Thailand			

According to analysis results, European countries which are located on the west and middle of the Europe region are grouped in the same clusters as cluster 1 and cluster 2. It can be said that generally, the common feature of these European countries is classifying as high income and developed countries in the world. However, for Asian countries only Japan and Singapore classified in high income countries. Other Asian countries of in these two clusters; China, India, Indonesia, Philippines, Thailand and

* This work is supported by the Scientific Research Project Fund of Sivas Cumhuriyet University under the project number İKT-118.

[84] Sivas Cumhuriyet University, Faculty of Economics and Administrative Sciences, Department of International Trade and Logistics, Sivas, 58140, Turkey

Malaysia are not high income countries. Also they are mentioned as emerging countries.
In the cluster 3 and cluster 4, European countries are located in the south and east side of the Europe region. Also these countries have different income levels as high income and upper middle income. Nevertheless, Asian countries are classified as upper middle income and lower middle income countries.
According the analysis results India, Indonesia and Philippines are classified as lower middle income countries. However, their financial market development is similar with high income and developed European countries. South Korea is classified in high income countries but it is not grouped with the developed European countries. It can be said emerging Asian economies improved their financial markets and they are similar with developed European countries.

Keywords: *Financial market development, European countries, Asian countries, cluster analysis*

SUSTAINABLE POST-CRISIS CAPITAL MARKET RECOVERY – THE CASE OF EURO STOXX 50

Vladimir Tsenkov[85]
Kiril Mirchev[86]

Abstract: *In the context of the last global financial crisis of 2008 and the subsequent post-crisis recovery of international capital markets, the question of the sustainability of that recovery process has been raised. To test that we use the presence and the magnitude of manifestation of market phenomena called volatility paradox. This paradox raises the question whether its presence in the conditions of the sustainable ascending market trend during the post-crisis recovery is not a signal marking the potential for a new forthcoming financial crisis. Studying the periods before and after the 2008 global financial crisis can give us a pattern market dynamics of volatility paradox manifestation in the pre-crisis period which can be traced out in the post-crisis period. If the existence of volatility paradox is possible, it should be seen in the pre-crisis period up to 2008. Its power of manifestation during this period should serve as a benchmark for verifying the post-crisis VP, both as an existence and as a size of manifestation compared to the demonstrated until 2008. The empirical results show that the market dynamics of the EURO STOXX 50 index proves the existents of volatility paradox, both in the pre- and the post-crisis period. For the same two periods for the shares included in the EURO STOXX 50 the existence of volatility paradox is not detected. Moreover, the shares of the EURO STOXX 50 index show higher market efficiency in the context of EMH in comparison with the index itself. The empirical research was made using market dynamics of the EURO STOXX 50 index and the shares it's incorporated in the period 2005 - 2017. In this research, we use the daily returns of the explored index and shares whose volatility was modeled by TGARCH models.*

Keywords: *Efficient Market Hypothesis, volatility paradox, information efficiency and asymmetry, TGARCH, EURO STOXX 50.*

---

[85] South-West University "Neofit Rilski", Faculty of Economics, 60 Ivan Mihailov str., 2700 Blagoevgrad, Bulgaria
[86] South-West University "Neofit Rilski", Faculty of Economics, 60 Ivan Mihailov str., 2700 Blagoevgrad, Bulgaria

THE POST-ACQUISITION CHANGES IN MANAGEMENT OF TARGET COMPANIES: CASES IN SOUTH EASTERN EUROPE

Nikola Perovic[87]

Abstract: *This paper analyses the post-acquisition changes, which are very applicable for international management and marketing. The results presented here had a focus on twenty-four target companies and management changes that have occurred after international acquisitions in different countries of the region of South Eastern Europe. Every management change was analyzed separately with comments about its repercussions on the future survival of the businesses. Based on the findings from this research it is possible to define eleven recommendations important for practical management of international acquisitions, especially for the phase of post-acquisition integration.*

Keywords: *Acquisition, Management, Marketing, Strategy, Finance*

[87] Higher Colleges of Technology, Dubai, UAE

IMPACT OF PUBLIC DEBT IN ECONOMY GROWTH IN KOSOVO

Roberta Bajrami[88]
Fitim Hoxha[89]

Abstract: *The main purpose of this paper is to examine the impact of public debt in relation to economic growth. The current public debt and economic growth surveys show that the threshold where public debt yields positive results in GDP growth for transition countries is 70-80% of GDP and from this level of above has negative effects in economic growth. Based on this data, this paper analyzed the current public debt threshold and its effects in the future in Kosovo.*
The methodology used in this paper is through the empirical method. The data were analyzed through the STATA program and showed the threshold in which Kosovo is currently in public debt. By using VAR (vector autoregression) model we measured the impact of public debt, government expenditure, gross fixed capital formation, inflation and government saving on economic growth in Kosovo for the period time 2006 to 2016 (monthly data are measured).

Keywords: *Public Debt, Economic Growth, VAR model*

[88] AAB College, Pristina
[89] AAB College, Pristina

DRIVERS OF COMPANIES' MIGRATION FLOWS: A MODEL BASED ON COMPARABLE INDICATORS (LSV)

Luca Giovangiuseppe Liminta[90]
Massimiliano Serati[91]
Andrea Venegoni[92]

Abstract: *One of the most debated topics in the early literature about globalization was the risk that the rise of so-called "third-world countries" could harm the western, developed economies. The narrative wanted that, as firms from such countries were "admitted" on the developed markets, they would eventually end up to exclude their western competitors through lower costs of production, especially lower labour costs, harming the social welfare of world's main economies. Nowadays these concerns are on top of the political agenda and are driving the electoral polls, given that globalization has become the scapegoat to which is attributed the dramatic decrease in the economic stability and population welfare registered in the developed countries after the economic crisis. Our paper aims to introduce a new, synthetic measure that describes the ability of a region to attract firms and productive activities. Through the construction of a set of indicators and the implementation of a dynamic factor model on a NUTS 2 dataset that includes more than sixty variables of heterogeneous nature (from economic and demographic to social and infrastructural ones), we are able to provide a measure able to explain the determinants of corporations' migration flows. Our indicator (LSV) measures levels of attractiveness related to each area of interest and it is perfectly comparable in case of different regions even if these areas exhibit strong differences. This work can have high policy relevance: firstly it provides an up-to-date measure of regional competitiveness in attracting new investments and generating new employment opportunities; secondly, it can help to understand the main drivers that concur in shaping the attractiveness of an area for new firms' establishments. These two features combined together allow designing specific policy interventions in order to boost regional economic activity, helping to understand where the government intervention is much needed and what is the item that needs to be overhauled.*

Keywords: *Firms, Companies, Cluster, Migration flows, Companies Migration*

.

[90] Department of Economics, University Carlo Cattaneo - LIUC, C.so Matteotti, 22, 21053 Castellanza (VA), Italy
[91] Department of Economics, University Carlo Cattaneo - LIUC, C.so Matteotti, 22, 21053 Castellanza (VA), Italy
[92] Department of Economics, University Carlo Cattaneo - LIUC, C.so Matteotti, 22, 21053 Castellanza (VA), Italy

ECONOMIC REALITY OF SERBIA

Nada Kosanovic[93]
Danijela Novakovic[94]

Abstract: *"There is no economic theory for all cases of life", - J. Hicks, not just one day thinking about individual economic problems. The latest economic crisis has begun to forgive the neoclassical economic paradigm. The basis of the economy in the Western world is neoliberalism. However, the initial concept of liberal capitalism experienced a major crisis at the beginning of the 20th century. In order to get out of the economic crisis, all developed capitalist countries adopted the concept of state capitalism and state planning that lasted until the 1970s, when it gradually switched to neoliberalism imposed on countries in transition. In some countries it has yielded solid results / Czech Republic, Poland, Hungary /, while Ukraine and Moldova experienced a real economic disaster. Slovenia did not succumb to the pressures of the IMF, it did not embark on a privatization, but today there are many state-owned enterprises that do well. It was best in the transition period of the system change. Since 2000, a similar economic policy has been adopted by Putin's Russia, and China moves with safe steps to capitalism, although not yet neoliberal. Economists today do not agree on the cause of the latest economic crisis, nor about the issue of measures for its definitive overcoming. In this work, analysis of the economic situation after the 5 October changes in the Republic of Serbia were conducted with the recommendations of the author - which economic direction Serbia should take.*

Keywords: e*conomic theory, liberalism, capitalism, neoliberalism, Republic of Serbia.*

[93] Meat industry "Kosanovic", Vojvođanska 64, Martinci, Republic of Serbia
[94] Faculty of Culture and Media in Belgrade, Megatrend University, Serbia

APPLYING THE PRINCIPLES OF NEW PUBLIC MANAGEMENT TO MEASURE THE PERFORMANCE IN EDUCATION – VALUE FOR MONEY

Jana Štrangfeldová[95]
Štefan Hronec[96]
Jana Hroncová Vicianová[97]
Nikola Štefanišinová[98]

Abstract: *Education is a key area, the results of which play an important role in the development of each society. The role of education focused on the inclusion of children into school groups, to prepare students to enter the labour market or continue their studies in the context of tertiary education is a sufficient argument to enable beginning to look for answers and possible solutions to the difficult question of the quality of schools. Constant pressure from the public forces them to monitor and improve the provision of public services, and continually enhance their own performance in order to achieve long-term existential security. These facts consequently require a comprehensive measurement of their performance. This opens up opportunities for applying the concept of Value for Money based on the principles of New Public Management. The purpose of the scientific study is to show the potential uses of Value for Money on the example of education. The suggestion of methodology of VFM to measure the performance in education presented in this study shows possibilities to measure, evaluate, monitor and achieve necessary and especially relevant information about the situation of education and subsequent decision-making not only for public forces, but also, it can be the suitable tool for public grammar schools themselves. The article is co-financed by the project VEGA 1/0651/17.*

Keywords: *efficiency, economy, effectiveness, value for money, education*

---

[95] Matej Bel University in Banská Bystrica, Faculty of Economics, Department of Public Economics and Regional Development, Tajovského 10, 975 90 Banská Bystrica, Slovakia
[96] Matej Bel University in Banská Bystrica, Faculty of Economics, Department of Public Economics and Regional Development, Tajovského 10, 975 90 Banská Bystrica, Slovakia
[97] Matej Bel University in Banská Bystrica, Faculty of Economics, Department of Corporate Economics and Management, Tajovského 10, 975 90 Banská Bystrica, Slovakia
[98] Matej Bel University in Banská Bystrica, Faculty of Economics, Department of Public Economics and Regional Development, Tajovského 10, 975 90 Banská Bystrica, Slovakia

TIME HORIZON AND ITS IMPACT ON THE ACCURACY OF PRIVATE FIRM VALUATION MULTIPLES: EVIDENCE FROM THE EUROZONE

Stefan O. Grbenic[99]

Abstract: *In choosing multiples for Private Firm Valuation, a decision has to be made on the time horizon the value driver is based on, that means, whether a trailing multiple or a forward-looking multiple is used. While trailing multiples base the value driver on historical data, forward multiples base it on estimated future data.*
This paper aims on examining the accuracy of basing the multiple on historical or on future data. The research hypothesis states that forward-looking multiples outperform trailing multiples. The computations are performed for the three main types of Enterprise Value Multiples, Enterprise Value to Sales, Enterprise Value to EBITDA and Enterprise Value to EBIT. The measurement of the accuracy is based on a measurement error model under the assumption of market efficiency. Assuming that Equity Multiples represent the true value, the results of the Enterprise Value Multiples are measured with their absolute valuation error relative to that benchmark. To compute the absolute valuation error, the multiples are based on the median value of the multiple of peer groups consisting of ten peers. All calculations are based on transaction data of 11 developed countries in the Eurozone taken place in the period January 1, 2017 as to December 31, 2017. In total, 894 transactions are included.
The results show that forward-looking multiples (based on both a one-year and a tow-year forecast of the value driver) clearly outperform trailing multiples for all three types of Enterprise Value Multiples. This result holds for all different methods compressing the valuation errors used, i. e. the median, the arithmetic mean, the first and the third quartile as well as the below fifteen percent and the below twenty-five percent fraction of valuation errors. Comparing the accuracy of the valuation errors between the three different time horizons specified (trailing, one-year forward and two-years forward) directly shows distinguished results. Based on the median compression, overall for all three types of multiples as well as for the Sales, EBITDA and EBIT multiple individually, one-year and two-years forward-looking multiples outperform trailing multiples and one-year forward-looking multiples outperform two-years forward-looking multiples. In contrary, using the below twenty-five percent fraction of multiples, overally, trailing multiples outperform both the one-year and the two-years forward-looking multiples and two-years forward-looking multiples outperform one-year forward multiples. Comparing the different types of multiples individually further shows various results.

Keywords: *Private Firm Valuation, Forward Multiples, Trailing Multiples, Enterprise Value Multiples, Transaction Multiples*

---

[99] Institute of Business Economics and Industrial Sociology, Working Group of Management Control, Accounting and Finance, Graz University of Technology, Austria

TRADE LIBERALIZATION AND ECONOMIC GROWTH IN NEW EU MEMBER COUNTRIES: PERSPECTIVES AND CHALLENGES

Gabrijela Veličković[100]
Jelena Stanojević[101]

Abstract: *The recent developments in the economic theory argue that international trade plays an important role in the economy of each individual country and that having a completely liberalized market is the most efficient way to boost the economic growth. The European Union's economic and trade policy has made the EU the strongest and most competitive single economy in the world, playing a leading role in international trade and trade negotiations. The trade liberalization in EU countries is often found to be the key determinant of fostering economic growth due to greater economic efficiency that is induced by lower trade and transaction costs, increased specialization, scale economy and competitive pressure, which boost the economic performance and growth rate of a country. The paper aims to analyze the effects of trade liberalization on economic growth of latest EU member countries (Romania, Bulgaria and Croatia).*

Keywords: *international trade, economic growth, market liberalization, transition economies.*

---

[100] International Business College Mitrovica, Cara Dusana n.n., Mitrovica
[101] International Business College Mitrovica, Cara Dusana n.n., Mitrovica

STATISTICAL ANALYSIS OF THE EUROPEAN UNION COUNTRIES BASED ON SELECTED SOCIO-ECONOMIC AND DEMOGRAPHIC INDICATORS

Ľubica Hurbánková[102]
Dominika Krasňanská[103]

Abstract: *The aim of the paper is to compare the European Union countries on the basis of selected socio-economic and demographic indicators for the year 2016. The following indicators are selected for analysis: gross domestic product per capita, government gross debt as a percentage of gross domestic product, inflation rate, unemployment rate, total fertility rate, infant mortality rate and crude divorce rate.*
The contribution of the paper is a division of the countries of the European Union into several groups using cluster analysis so that the countries belonging to the same cluster are as similar as possible and the countries belonging to different clusters are the least similar, or rather the most different. The cluster analysis consists of several steps: a selection of the type of clustering process (hierarchical and non-hierarchical, the hierarchical can be agglomerated or divisive), a selection of the aggregation method (the nearest neighbor method, the furthest neighbor method, the average distance method, the centroid method, the median method, the Ward method, the typical points method, the k-means method, a method of optimum centers or medoids and fuzzy clustering, all of which can be used as the aggregation method), a selection of similarity rate (such as the Euclidean distance, the Hamming distance, the Minkow distance, the Mahalabonis distance), a specification of the number of significant clusters (based on the standard deviation of variables creating one cluster, the determination coefficient, the semi partial coefficient of determination, the distances of clusters, the cubic clustering criterion), a cluster interpretation (the description of each cluster based on the observed characteristics).
The application of individual statistical methods is implemented through the statistical programme SAS Enterprise.

Keywords: *Cluster analyses, European Union Countries, Method*

---

[102] University of Economics in Bratislava, Dolnozemská cesta 1, 852 35 Bratislava, Slovak Republic
[103] University of Economics in Bratislava, Dolnozemská cesta 1, 852 35 Bratislava, Slovak Republic

DETERMINATION OF THE SEASONING PERIOD BASED ON THE INDUSTRY – RESEARCH CONCEPT

Amila Omazic[104]

Abstract: *Previous studies on the Discount for Lack of Marketability (DLOM) resulted in overestimation of DLOM and at the same time underestimation of the company value. Two factors were identified as having the most influence on this: time and industry.*

This study aims to answer the question is it possible to determine seasoning period based on the industry. Seasoning period is the time frame needed for the price of the company to stabilize after going public.

This contribution includes an empirical study that uses secondary data from the stock market as well as private transaction data bases. In this study the European data on valuation of small and medium sized enterprises (SMEs) are used, since 98% of the companies in the European Union are SMEs.

Supported by the body of literature and quantitative analysis this study aims to expand the current knowledge on DLOM. Research based on European data represents a debut for the body of literature and the findings could also be used in valuation practice.

Keywords: *business valuation, valuation of privately held companies, valuation of small and medium enterprises, lack of marketability discount, IPO studies, IPO data, seasoning period, time, industry*

---

[104] Graz University of Technology, Kopernikusgasse 24/II, 8010 Graz, Austria

CRYPTOCURRENCIES AND HOW THEY ARE SHAPING THE FUTURE

Simona Liliana (Paramon) Craciunescu[105]

Abstract: *A peer-to-peer network appeared almost 10 years ago, at a point in time when the trust in public institutions was dropping, making decentralized cryptocurrencies to gain more and more attention. This disruptive technology is paving the way for a change in current payment system that has been in place for decades. It may not change or remove fiat currency but it will divide financial systems, institutions, countries. From the first virtual coin called Bitcoin to over 2500 new currencies called altcoins, we are witnessing a general enthusiasm regarding cryptocurrencies. The way the markets are connected today, via internet, continuously seek to get better, accepting this new way of payment as an improvement and upgrade, removing the barriers of national currencies or exchange rates. Technology it's advancing at an alarming rate and changes in the way we trade and what we trade may see a change as well. A SWOT analysis may give us more insight on this technology (blockchain and cryptocurrency) that is conquering the future.*

Keywords: *cryptocurrency, bitcoin, altcoin, financial market, stock, block-chain, SWOT*

---

105 Bucharest University of Economic Studies, Bucharest, Romania

INTRODUCTION OF A DIGITALIZED CUSTOMER SERVICE PROCESS MODEL: INSIGHTS FROM A CASE STUDY IN THE MANUFACTURING INDUSTRY

David Oblak[106]
Gabriel Gruber[107]
Bernd Markus Zunk[108]

Abstract: *A considerable number of manufacturing companies are already utilizing the potential of digitalisation to increase the efficiency of their production, maintenance and service processes. Practicioners report that the development of digitalized customer service processes are lagging behind the developments in production processes and that this lack of efficiency in customer service processes cause high internal costs. Especially manufacturing firms in saturated industrial markets are forced to change their business models from a mere production to an extended production, spare parts and service business. For that reason the establishment and optimization of customer service processes play an increasingly important role for manufacturing firms. Management literature reports that manufacturers try to solve these business problems by combining the customer support, customer integration and technical consulting processes by digitalization measures and strategies. Thus, the aim of this contribution is to present a process-based digitalized communication model by answering the following guiding research questions: (i) What changes does digitalization bring to customer service processes of manufacturing firms? (ii) How to model an efficient customer service process against the background of a changing business model from production to services in manufacturing firms? (iii) What is the ideal-typical design of an implementation road map and (iv) which cost reduction is to expect in case of an implementation?*

To find management-relevant answers for these questions a collaboration with an European heating solution provider was established. As a consequence, the research process was set up as a single case study and divided into four phases: In the first phase the actual customer service processes of the partner firm was analysed. Based on that a detailed check-up of core processes (e. g. the telephone service hotline process) has been carried out. The modelling of an ideal-typical customer service process was in the focus of the third phase. In the fourth phase an evaluation of the designed customer service process was carried out by calculating the expected cost reduction. Additionally, further steps to improve the introduced and implemented model were discussed.

The results show that significant improvements in the customer service and communication process can already be achieved by simple means like the

---

[106] Graz University of Technology, Kopernikusgasse 24/II, 8010 Graz, Austria
[107] Graz University of Technology, Inffeldgasse 23/II, 8010 Graz, Austria
[108] Graz University of Technology, Kopernikusgasse 24/II, 8010 Graz, Austria

implementation of a scheduling software. Particularly challenging during the implementation of the modelled digitalized customer service process was the management of the software interface of the new with the existing software tools. Furthermore, the motivation of employees to start a learning process in order to handle the automated processes is still at the centre of the ongoing intensive efforts to achieve sustained cost reductions. The outcome of this research may provide useful insights for management practioners in manufacturing firms who are responsible for the realization of digitization initiatives whilst ensuring at the same time a high level of useability without causing unreasonable burden for the employees.

Keywords: *Customer Service, Process Management, Digitalisation, Cost Reduction.*

THE ROLE OF ALBANIAN FINANCIAL MANAGEMENT INFORMATION SYSTEM IN RAISING THE EFFECTIVENESS OF THE GOVERNMENT BUDGETING

Fatma Jaupaj[109]
Ogerta Elezaj[110]

Abstract. *The focus of this study is to analyze the critical success factors of Albanian Integrated Financial Management Systems, which is a system focused on improving decision-making, policy analysis and reporting on the implementation of the Albanian Integrated Planning System. In this study are identified the factors that influences a successful implementation of the system in countries like Albania, for the country's budget reform agenda often regarded as a precondition for achieving effective management of budgetary resources. A survey is conducted targeting 40 employees in the Ministry of Finance in Albania, where relevant data are collecting using questionnaires. Most of the questions asked are related key factors that influence the financial system such as change management, technological changes, human capital etc. The data are processed using SPSS software. The survey results found that AFMIS has positive effects in improving financial performance and budget resources. The system plays an important role in modernizing the overall financial management system in the county. The study concluded that IFMIS improves financial performance in the country.*

Keywords: *Integrated Financial Management Information System, Accountability, Change Management.*

---

[109] University of Tirana, Faculty of Economy, Albania
[110] University of Tirana, Faculty of Economy, Albania

TECHNO-PSYCHOSOCIAL APPROACH: A CROWD MANAGEMENT FRAMEWORK

Ahmad Jaffar[111]
Rommel P. Sergio[112]
Soheil Mohammed Sharaf[113]
Munir Bala Abdullah[114]

Abstract: *In a global scale, crowd management has served a prime concern for individual, group, community, and government agencies at many levels. This is pivotal to the fact that local, national, and international events hype a great number of people in an aggregate that can stir crowd-based catastrophes and related accidents. This is not only rooted on behaviors of discipline and safety but also on issues related to the inception of smart technology that can address catastrophic outcomes in crowd dispersal and control. The facilities and smart technology combined in reference to predictive behavioral approach address real-time decision making in a sense that a particular crowd can be dispersed as soon as it is observed to yield a negative effect. Hence, the use of positive psychology in managing a huge crowd calls for the promotion of internal, individual awareness, use of more positive attitudes that would enrich subjective experiences among people. As there are a few studies supporting the effective crowd management system using predictive analytics, it is indeed timely to conduct the current study. In a nutshell, the current study proposes a framework that operates on Internet-of-Things in exploring data within a setting and eventually uses such data in designing a system to address over-crowding and prevent untoward incidents such as accidents and other catastrophes. The techno-psychosocial framework can then lead to a techno-structural design of a crowd management system from the predictive data analytics considering socio-demographic characteristics of the people in a setting.*

Keywords: *Crowd Management; Positive Psychology, Reactive Decision; Techno-Psychosocial Framework*

---

[111] Canadian University Dubai, 1st Interchange, Sjeikh Zayed Rd., PO Box. 117781, Dubai, United Arab Emirates
[112] Canadian University Dubai, 1st Interchange, Sjeikh Zayed Rd., PO Box. 117781, Dubai, United Arab Emirates
[113] Canadian University Dubai, 1st Interchange, Sjeikh Zayed Rd., PO Box. 117781, Dubai, United Arab Emirates
[114] Canadian University Dubai, 1st Interchange, Sjeikh Zayed Rd., PO Box. 117781, Dubai, United Arab Emirates

THE QUALITY OF SUSTAINABLE REPORTING AMONG COMPANIES IN POLAND

Tomasz Brzozowski[115]

Abstract: *Sustainability reporting is more and more popular among companies in Poland. The number of published reports increases, but their quality is still average. The aim of article is to present the results of the analysis two aspects of sustainability reports quality. First aspect is a sort and amount of information that was presented in the reports. In this area, it is important to disclose corporate operations and results in the context of sustainability. Second aspect is the way in which the content was presented in reports. In this area, it is important to presented information easy to understand, readable and unequivocal. In addition, it is important to use indicators, diagrams and other graphic elements. The analysis of reports included development of criteria and assessment of reports. Ten reports were selected in the analysis, which won the best social report award in Poland in the last years.*

Keywords*: sustainability-reporting, quality, Poland*

---

[115] Wroclaw University of Economics, Komandorska 118/120, 53-345 Wroclaw, Poland

CORPORATE SOCIAL RESPONSIBILITY BY FOOD INDUSTRY UNDERTAKINGS IN THE SLOVAK REPUBLIC

Renáta Pakšiová[116]
Kornélia Lovciová[117]

Abstract: *The food industry is one of the main sectors of the economy in terms of each country's self-sufficiency and is subject to stricter monitoring than other sectors in the European Union. The reporting of non-financial information significantly complements the image of the company and makes a very effective contribution to the decision-making of its users. Interest in non-financial business information is currently increasing, and - in the social, environmental, and economic spheres - it is important to determine the specifics of reporting in the food industry to achieve sustainable development. The aim of this work is a quantitative analysis of the reporting of non-financial information in the food industry by undertakings in the Slovak republic 2017 in the SK NACE structure in the context of the legal aspects of this reporting.*

Keywords: *food industry, accounting act, Slovak Republic, annual report, Corporate Social Responsibility, Sustainable development*

---

[116] University of Economics in Bratislava, Faculty of Economic Informatics, Department Accounting and Auditing, Dolnozemská cesta 1/b, 852 35 Bratislava, Slovakia
[117] University of Economics in Bratislava, Faculty of Economic Informatics, Department Accounting and Auditing, Dolnozemská cesta 1/b, 852 35 Bratislava, Slovakia

THE CONNECTION BETWEEN CORPORATE REPUTATION AND THE INTENTION OF RESIGNMENT FROM THE CORPORATION; A PRACTICE IN SERVICE INDUSTRY

Abdullah Karaman[118]
Kürşad Sayin[119]
Nimet Kaya

Abstract: *Today, developing technology, globalization and new management techniques carry the competition beyond the product and service quality. Therefore reputable corporations are one step ahead of their competitors and are able to improve their status which are already better in terms of competition and quality.*
Corporate reputation is seen as a matter of great importance for enterprises. In today's marketplace, where change and competition are rapidly increasing, reputable corporations have the access to financial opportunities, are able to be tolerated and appreciated on eliminating any problems that may issue with their sharers and are able to attract talented workforce to corporate organization easily and can market their services and products easily and expensively with the advantage of their corporate reputation. Enterprises that use their easily attracted -compared to their competitors- talented workforce's creative behaviour on behalf of their corporation, are taking an important competition advantage in terms of corporate reputation by job satisfaction that they present to their personnel and their motivation improving human resource programmes.
Corporate reputation has become an important element in human resources in the last few years. Especially qualified personnel joining the corporation and keeping the personnel in the corporation is affecting the corporate reputation in a positive way. Enterprises whose corporate reputation is eminent has been favored by employees and corporations have spent less time and effort to keep the personnel.
This study is important from the point of determining connection between corporate reputation and the intention of resignment from the corporation. Study's base aim is to analyze the connection between the term, corporate reputation which has become an important tool of competition used by the corporations that operate in the service industry and the intention of resignment from the corporation by taking demographic factors from the viewpoints of hotel personnel into consideration. This study was applied to 453 hotel personnel that work in -star hotels situated in Erzurum, İzmir and Cyprus. Firstly the literature was analyzed. Then 5 point Likert questionnaires were prepared and personnel were asked to answer the questions face-to-face. The answers given were evaluated with SPSS packed software. A percentage frequency table was created for the findings obtained and a conclusion was reached. It is thought that the literature will benefit from the study.

[118] Tourism Faculty, Selcuk Universıty, Konya, Turkey
[119] Post Vocational School Of Silifke Taşucu, Selcuk University, Mersin, Turkey

In the study the connection between corporate reputation and the hotel personnel who have intention of resigning from the corporation was analyzed from viewpoint of personnel and it is concluded that personnel who are working for highly reputable corporations are less willing to resign compared to personnel who are working for less reputable corporations.

Keywords: *Corporate reputation, competition, hotel personnel, service ındustry*

THE IMPORTANCE OF CUSTOMER RESEARCH AND SATISFACTION IN BANK AS A COMPLEX ADAPTIVE SYSTEM

Ionuț Costinel Nica[120]

Abstract: *Economics, seen as a complex adaptive system, has a structure consisting of a multitude of distinct cybernetic systems, from Enterprise to the whole national economy system. Natural ecosystems, air traffic, road traffic, social organizations, terrorist groups, markets, etc. are complex adaptive systems. In an economy where there are frequent episodes of turbulence or chaos, commercial banks should be pillars of stability and restoration of macroeconomic balances. Like any other system in the market economy, most of the time banks are aiming to make ever-increasing profit. Many mathematical models have been inspired by the environment, nature and mental patterns. Including system dynamics shows examples such as mental models. Many studies have shown that not always quantitative methods have led to the most optimal solutions. This research is based on the question have been asked several times: How much does the opinion of customers, suppliers, everyday people in the development of a business, increase its performance or keep it at a high standard of quality. At present, the focus is on the customer's opinion and satisfaction in any enterprise. For example, when the client wants to invest, one must be aware that the investment is not a lottery, as the investment market does not work to meet its own needs, but to continually seek the balance between supply and demand. Thus, the investor does not confuse the desire to earn certain sources of money with the possibility of obtaining them. Most traps in front of the investor are psychological and affect their decisions. In this research paper, we will analyze the behavior of the consumer in different situations, using the sentiment analysis and the theory of the complex system. Therefore, we will analyze how important this customer knowledge behavior is to increase the performance of a bank's indicators, what are the benefits, and what methods are used for the subject.*

Keywords: c*ybernetics models, financial institution, data mining, sentiment analysis*

---

[120] Faculty of Cybernetics, Statistics and Economic Informatics, The Academy of Economic Studies, Bucharest, Romania

THE CUSTOMERS' PERCEPTION OF THE SELLERS IN THE CONTEXT OF GENDER DIFFERENCES

Jana Kovaľová[121]
Ivana Ondrijová[122]
Dagmara Ratnayake Kaščáková[123]

Abstract: *Personal selling has its own specifics and allows sellers to interact directly with the customer. The aim of the proposed paper is to find out statistically significant differences in the perception factor affecting personal selling from the customer's perspective in the context of gender differences. A differential analysis was conducted on the sample of 243 respondents (112 male customers and 131 female customers); on the basis of the data obtained by means of an original methodology for detecting the factors influencing the customers' perception of the sellers in personal selling. Gender differences in customer perceptions were confirmed in six items of observed factors: seller's image, seller's willingness and empathy, and his or her communication skills. The results of the analysis confirmed the existence of statistically significant differences between the male and the female in their perception of the sellers. Based on these results it may be concluded that, male and female differently view the seller's image, his or her willingness and empathy towards customers, as well as its communication skills.*

Keywords: *Gender differences, personal selling, buying behavior, seller*

---

[121]Prešovskáuniverzita v Prešove, Fakultamanažmentu, Konštantínova 16, 08001 Prešov, Slovakia
[122]Prešovskáuniverzita v Prešove, Fakultamanažmentu, Konštantínova 16, 08001 Prešov, Slovakia
[123]Prešovskáuniverzita v Prešove, Fakultamanažmentu, Konštantínova 16, 08001 Prešov, Slovakia

COOPERATION AS A MEDIATOR BETWEEN ENTREPRENEURIAL KSA'S AND ENTREPRENEURIAL GROWTH INTENTIONS

Dušan Bobera[124]
Bojan Leković[125]

Abstract: *Most entrepreneurs have adequate knowledge and skills, however, they lack internal resources for commercialization of products on foreign markets. This group of entrepreneurs recognizes the chance through collaboration with other organizations, ensuring the engagement of new technologies which contribute to fast and early entrepreneurial venture growth. The key issue, as well as the overall orientation of this research, is related to the analysis of the impact of entrepreneurs' knowledge, skills and abilities (KSA's) on cooperation with other organization as well as on growth expectations. In order to provide deeper insight, subject of research is also expanded with the field of new technology usage, as a moderator variable, in order to consider its role of strengthening the relationship between cooperation with other organizations and growth intentions. The aim of this paper is to analyze the impact of entrepreneurial KSA's on cooperation with other organization and its mediated influence on growth expectations through their cooperative behavior in the South East Europe region. The main source of data in this study is the GEM research database for 2013. For the purposes of this research, the authors included six countries in research sample of South East Europe region: Slovenia, Croatia, Hungary, Romania, Bosnia and Herzegovina, and FYR of Macedonia. The results of path analyses of Structure Equation Modelling indicate a positive direct and indirect impact of entrepreneurial intentions on cooperation and growth expectations. Results also indicate that the usage of new technologies, as a moderator variable, strengthens the relationship between cooperation and internationalization of new venture.*

Keywords: *Entrepreneurship, open innovation, growth intentions*

---

124 Faculty of Economics in Subotica, Segedinski put 9-11, 24000 Subotica, Serbia
125 Faculty of Economics in Subotica, Segedinski put 9-11, 24000 Subotica, Serbia

CORPORATE SOCIAL RESPONSIBILITY AND THE ROLE OF THE STATE

Nadia Oliva[126]

Abstract: *According to the traditional approach, the aim of firms is principally the maximization of profits, so the stakeholders who deserve attention in the management of firms are mainly the shareholders. On the other hand, the corporate social responsibility approach recognizes in the spread and increasing of the well-being of a broad set of stakeholders – that includes, in addition to the shareholders, the employees, the suppliers, the local communities, the consumers and the future generations – the real and unquestionable aim of firms.*
The different view of the CSR approach is justified by a series of ethical and economic arguments that lead the supporters of this approach to believe that a greater corporate responsibility increases the firms' reputation and the corporate performances. Literature, moreover, focuses mainly on the accounting mechanisms of social action of firms under the assumption that the genesis of the systems of responsibility emerge spontaneously as result of a wide cultural change concerning the 'social variable' and its weight in the choices of economic agents.
One of the main problems of the consolidation of the responsible firm model concerns, however, the quantification of the well-being of the stakeholders and its effects on profits of firms. The implementation of a system of CSR is in fact expensive and not necessarily profitable for firms, especially when the competition is mainly based on the reduction of monetary costs rather than on the innovation, product quality, process quality and labour productivity.
If this kind of competition prevails, the CSR can be subject to a sort of failure with the risk of causing the responsible firms to abandon the projects of responsibility in order to consolidate the profit target. To avoid this, the role of the State assumes strategic importance.
The objective of the work is twofold: on one hand it furnishes a critical reconstruction of the debate around the endogenous mechanism of implementation of the CSR as well as its effects on the corporate performances. On the other hand, starting from the criticalities and limits linked to the spontaneous mechanism of spread of the social responsibility among firms, the work tries to offer also an analysis of the strategic role of the State in the process of implementation and spread of CSR proposing possible programmatic planes, tools and incentives of support of the systems of social responsibility among firms and stimulating, as final result, the spread of a more ethical and virtuous competition.

Keywords: *corporate social responsibility, ethics, State, stakeholders, profits*

---

[126] University Giustino Fortunato, via Raffaele Delcogliano, 12 - Benevento - Italy

FROM E-COMMERCE TO SOCIAL COMMERCE. MAIN DRIVERS IN ADOPTING SOCIAL COMMERCE: CASE STUDY OF ROMANIAN YOUNG CONSUMERS

Cîrstea Elena Alice[127]

Abstract: *Over the years e-commerce was a hot topic on business environment. Its components and influence in business models were widely analyzed by researchers all over the world. Nevertheless, starting with the high access to mobile devices, e-commerce commenced to migrate on mobile devices, and thus m-commerce was born. In the same time, social media trough social networks such as Facebook, Tweeter, Instagram or LinkedIn become very popular and gained more and more of user's time and attention. The massive growth of e-commerce combined with the popularity of online social networks gave rise to a new type of online commerce: social commerce. This paper aim is to gain an understanding of the key factors that influence consumer's decisions to use social commerce as a form of online shopping and also to reveal the factors perceived as barriers in adopting it.*

The study showed that online network sharing as a form of "word of mouth", shared personal experiences, self-presentation and ease of access are the key drivers which pulled the customers into social commerce and gained their trust into it. Nevertheless, the study also revealed that the most important barriers in adopting social commerce are related to privacy concerns, perceived decisiveness and postpones. Moreover, the research finds out that the customers feel close to or familiar with other members on social commerce, this being also a social commerce driver. Hence, the study helps online retailers in understanding customer's behavior and needs, and turns the value exchanged through social interactions into sales and profits.

Keywords: *social commerce, consumer behavior, online privacy, Romanian young consumers*

---

[127] Academy of Economic Studies from Bucharest, Romania

LEGAL FRAMEWORK OF THE SOCIAL ENTERPRISES IN BULGARIA AND THEIR SOCIO-ECONOMIC EFFECTS

Irina Atanasova[128]

Abstract: *The social enterprise can be seen as an instrument, which aim is to harmonize the socio-economic development in Bulgaria. The social enterprise differs significantly from the traditional business organization on one hand, and from charitable organizations on other. The social enterprise has a crucial social effect - characterized by the balance between the pursuit of profit and the direct support of the social status of certain groups of individuals.*

A key point in considering the nature and the importance of the social enterprise is its legal regulation. For each of the EU countries, it has its own image and national legal framework. Bulgarian legislation does not give a legal, clear and precise definition of the term "social enterprise". It lacks, as well any rules governing the conditions, the organization and the order in which social enterprises operate and interact with the state and the municipalities.

The social enterprises in the Republic of Bulgaria carry out their activities in several directions: delivery of social services; provision of employment for people with disabilities; provision of health services; activity in the sphere of education, etc. The completion of these activities is not connected with the production, but with the social effect for the individuals. Important effects derived from the establishment and functioning of the social enterprises are: economic development; creating employment and labor integration for the individuals from vulnerable groups; improving the well-being of certain targeted groups; social sustainability; accumulation of funds to meet certain social goals; financial security; increasing the motivation of employees in the social enterprise to participate in economic and social life.

Keywords: *social enterprise; legal framework of the social enterprise, socio-economic effects*

[128] South West University- ‘Neofit Rilski’, Blagoevgrad, Faculty of Economics, Bulgaria

STATISTICAL ANALYSIS OF INVESTMENTS IN TRANSPORT INFRASTRUCTURE, PASSENGER NUMBERS, AND ENERGY CONSUMPTION BY MODES OF TRANSPORT IN ROMANIA

Alexandru-Eugen Stătescu[129]

Abstract: *Economic and financial analysis is a method of knowing the mechanism of formation and modification of the economic phenomena by their decomposition into the component elements and by identifying the factors of influence. The object of decomposition by elements or factors may be a result (structural analysis), or a change in the result from a basis of comparison (causal analysis).*

The methods of qualitative analysis aim at studying the structure of the phenomena, the factors that determine them and the causal relations between factors and phenomena. Qualitative analysis precedes and determines the results of quantitative analysis and is used in the exercise of all management functions, conditioning, to a certain extent, the efficiency of the solutions adopted by the management.

The methods of quantitative analysis are intended to give purpose to causal links, to quantify the action of various factors, to hierarchize the factors in order of their importance, to establish the existing reserves and the extent to which they have been capitalized.

In the present paper an analysis of the investments according to the number of passengers and the consumption of energy on national transport modes in Romania within a period of 15 years, respectively between 2000 and 2015 was conducted. For this purpose the data that will be used was published by the National Institute of Statistics, namely three indicators: investments in transport infrastructure, the weight of each mode in passenger transport and the consumption of energy by modes of transport.

Energy consumption by modes of transport is the final energy consumption of transport activity by modes of transport, expressed in tones oil equivalent (toe). The quantities of energy used in international maritime and air transport and pipeline transport are not included. The main types of fuels used are the main fuels covered by petroleum products, electricity and small amounts of gas and biofuels.

The weight of each mode in passenger transport is defined as the percentage share of each mode of transport in total domestic passenger transport. The modes of transport considered are: a) cars, b) buses and coaches, and c) trains (metro and trams and light metro are excluded). Domestic passenger transport includes data referring only to national transport, irrespective of the nationality of the transport vehicle. The weight is calculated from the passenger-km indicator (pkm), defined as the transport of a passenger over one kilometer.

The investments in the transport infrastructure represent the construction works carried out for the development of the transport infrastructure.

[129] Bucharest University of Economic Studies, Economic Cybernetics and Statistics Doctoral School, Romania

In order to carry out the statistical analysis of the investments in the transport infrastructure, the number of passengers and the energy consumption in transport modes in Romania, multiple linear regression models and time series analysis will be used.

In general, a multifactorial explanatory model is defined by the following relation: $y = f(x_j) + u$, *where* y = *endogenous, dependent or explained variable;* x_j = *exogenous, independent or explanatory variables;* $j = \overline{1,k}$, k = *number of exogenous variables;* u = *residual or random variable or error;* $f(x_j)$ = *the regression function by which the values of the variable will be estimated (approximated) y, determined only by the influence* x_j, *considered essential, main, decisive, unless other factors influence of the phenomenon y, factors that are considered nonessential, insignificant explain the emergence and evolution in time and space of the phenomenon y, them being treated separately using the residual variable u. The econometric model should be construed as a formal expression of the method econometric investigation of an economic purpose:*

The Reality (y) = The Theory $[f(x_j)]$ *+ Random (u)*

Time series is a form of orderly presentation of statistical data which reflect the manifestation of phenomena in a given moment or time. In other words, the time series is a sequence of values of an economic indicator or other observed over time, reflecting the process of change and development of a statistical sample in successive periods of time.

The statistical modeling of time series is based on accepting assumptions about the evolution of these series, namely:

- the temporal movement of a socio-economic phenomenon is the result of the action of a large set of factors that, although some of them will change their actions over the course of time, their influence will not cause sudden and significant perturbations on the legitimacy of the evolution of the phenomenon, continuing its movement under the impulse of the inertial effect;

- the law of motion of the phenomenon over time, the trend cannot be known only by researching past and present phenomena socioeconomic development that has been seen as a result of a system characterized by a set of relations which are relatively stable over time.

Starting from the structure of the factors that determine the evolution of a phenomenon, the statistical description of the time series can be made using the following models:

1. *Addition models*

$yt = f(t) + s(t) + c(t) + u(t)$

2. *Multiplicative models*

$yt = f(t) \cdot s(t) \cdot c(t) \cdot u(t)$

where:

f(t) = the trend component, the effect of the action of the key factors;
s(t) = seasonal component, effect of seasonal factors action;
c(t) = the cyclical component generated by the action of cyclic factors;
u(t) = the residual component, which expresses the influence of the random factors on the evolution of the phenomenon.

Keywords: *Financial and economic analysis, Multiple linear regression, Time series, Adjustment function, ARIMA models*

IMPACT OF SIMULATION TECHNIQUES ON PERFORMANCE CONTROL OF A PROJECT IN THE OIL AND GAS INDUSTRY

Ionuț Costinel Nica[130]

Abstract: *The oil industry includes a number of global processes such as mining, extraction, refining, transport (road, rail, ship and pipeline) and oil products. The products of this industry with the highest degree of utilization are gasoline and diesel but the portfolio is much broader, kerosene, bitumen, fuel and raw materials for other chemicals such as solvents, pesticides, fertilizers and materials plastic. The oil industry comprises three major areas: "upstream" extraction; refining - "midstream" and transportation and marketing of downstream products. In most cases, refining is considered to be part of downstream. Oil and petroleum products are essential for many industries and their importance is vital in maintaining and developing the industrial area in the current configuration. Considering the above, this product is a critical issue for many nations. The production, distribution, refining and sale of petroleum products, viewed as a whole, is the industry characterized by the highest cash flow. Technological processes in the oil industry, if the parameters come out of the operational tire, can produce accidental pollution of the soil, water and the atmosphere. The oil market is a vast and interesting area that can serve as a context for the application of a wide range of economic methodologies. In this research work, we will try to apply project management techniques in the context created by a specific project in the oil and gas industry, more specifically, a project for the disposal of hazardous waste, soil decontamination and land redevelopment. We will develop a probabilistic model that can be used to monitor and control a project. The ability to accurately predict the evolution of a project is of major importance and, as a result, a number of techniques have been developed to address this issue. Their nature can be both deterministic and probabilistic, and it is at the discretion of the project manager to decide which methodology is more appropriate to the information available to him at a certain point in time. Using the Monte Carlo simulation method, we will make predictions about the evolution of the various factors of influence or criticism within a project*

Keywords: C*ybernetics models, Monte Carlo simulation, Project Management, theory of probabilities*

---

[130] Faculty of Cybernetics, Statistics and Economic Informatics The Academy of Economic Studies, Bucharest, Romania

GENERIC SKILLS DETERMINING QUALITY OF HUMAN RESOURCES – LESSONS FROM MANAGERS

Rogala Piotr[131]

Abstract: *Human resources are recognized as one of the key factors of success. The generic skills significantly determine the quality of those resources. The paper aims at identifying a set of generic skills which are the most expected by managers. The discussion is based on the results of a survey which was carried out among the representatives of the pulp and paper industry. The responses came from 34 managers (including 17 top managers) from 17 different countries. The 10 most significant (most wanted by the managers) generic skills were identified as: (1) teamwork, (2) flexibility, (3) initiative, (4) leadership, (5) drive, (6) analyzing and investigating, (7) global skills, (8) planning and organizing, (9) verbal communication and (10) computer skills.*

Keywords: *Generic skills, quality of human resources, the pulp and paper industry*

---

[131] Wrocław University of Economics, ul. Nowowiejska 3, 58-500 Jelenia Góra, Poland

SELF-MANAGEMENT DEVELOPMENT METHODS

Nailya Shaukatovna Valeyeva[132]
Roman Vladimirovich Kupriyanov[133]
Elvira Rinatovna Valeyeva[134]

Abstract:
Aims: *Study the methods of self-management development of students*
Objectives:

1. *Consider the reflection as the basis for the self-management skills development.*
2. *Explore the methods of self-management skills development of high school students.*
3. *Describe the experiment results of self-management skills development.*

Methods: *Research problem related psychological and pedagogical literature review; testing; ascertaining and forming experiment; the obtained during the study results statistical analysis (Wilcoxon test); the study results qualitative analysis.*
Results*: Reflective skills play an important role for self-management skills development. Skills of intellectual reflection allow a person to evaluate correctly a situation and make efficient decisions.*
Methods of developmental teaching include: (i) Methods to develop self-esteem and self-control; and (ii) Methods to develop reflective practice.
The pilot study was organized on the basis of Kazan National Research Technological University and has proved that methods defined above are an effective way of students' self-management skills development.

Keywords: *self-management skills, reflective skills, developmental education.*

---

[132] Department of Social Work, Pedagogy & Psychology, Kazan National Research Technological University, 68, Karl Marx St., City of Kazan, 420015 Russian Federation; Research and Testing Laboratory "Intelligent Technologies of Text Management" of Kazan (Volga Region) Federal University, 14, Kremlin St., City of Kazan, 420008 Russian Federation
[133] Department of Social Work, Pedagogy & Psychology, Kazan National Research Technological University, 68, Karl Marx St., City of Kazan, 420015 Russian Federation; Research and Testing Laboratory "Intelligent Technologies of Text Management" of Kazan (Volga Region) Federal University, 14, Kremlin St., City of Kazan, 420008 Russian Federation
[134] Department of Social Work, Pedagogy & Psychology, Kazan National Research Technological University, 68, Karl Marx St., City of Kazan, 420015 Russian Federation

ANALYSIS OF RELATIONSHIP BETWEEN LEADERSHIP STYLES AND EMPLOYEE ENGAGEMENT

Anton Vorina[135]
Tina Ojsteršek[136]

Abstract: *This paper examines the correlation between leadership styles and employee engagement. For the purpose of our research, we have used a random sample of 594 respondents who are employed in both the public and the private sector in Slovenia. The main goal of the research is to contribute to the understanding of how one independent variable (X_1- a Dummy variable for Leadership style; X_1= 0 mostly or over 50% of the leaders use the autocratic style of leadership; X_1= 1 otherwise) impacts the Y variable (employee engagement). Online surveys combined with face-to-face as well as online interviews were carried out from 4 January to 14 March 2016. For statistical analysis, IBM SPSS 20 has been used and linear regression analysis applied. Based on the linear regression $F (1, 586) =1.786$, p-value = 0.182, R-square = 0.003), we have found out that there is not any statistically significant (at the 5% significance level) correlation between leadership style and employee engagement. We have also come to a conclusion that autocratic style is mainly used in employee management by Slovenian leaders. Moreover, there is no statistically significant difference at the 5% significance level in leadership styles that are used between genders.*

Keywords: *leadership style, employee, engagement, linear regressions*

[135] Ekonomska šola Celje Višja strokovna šola, Mariborska 2, 3000 Celje, Slovenia
[136] Jezikovni center Memorija d.o.o., Vizjakova 1, 3202 Ljubečna pri Celju, Slovenia

HOW THE WAY OF LEARNING OF DNS SHOULD CHANGE IN ORDER TO ADAPT TO THE NEW WORKFORCE SCENARIOS

Beatrix Bókayné Andráskó[137]
Zoltán Baracskai

Abstract: *The new Digital age is here due to the spread of Artificial Intelligence. There were times when the 'normal' as we call and live today were called Utopies – it would be a shame to repeat this mistake. Also, it is impossible to prove why a Utopie did not come true, and it is impossible to tell which notion about the future was better than another. The problem about understanding the future is not that we do not know which scenario will eventually become our reality, but that we do not know how to adapt and prepare for it. The second part of the problem is that the cardinality (number) of the scenarios is depending on our creativity and fantasy. The starting points of the presented and known scenarios are based on the big consulting firms' analysis (f.e. Deloitte) and we started our research in the trace of varieties which lead to the world as we know it today.*

We cannot think of events which are not feeding from our history and experiences, thus in our research we assume that we would be able to replicate the future scenarios with three actions and how their relationships develop. The first is the speed of the technological shift, then comes the learning ability of the employers and the culture of their mobility.

We originate our research in limitary mobility and that technological changes will determine how the future of work will look like and that the learning ability of the empowerment depends on their flexibility and ability to adapt to the challenges of the new world.

In our research, we will only focus on the learning ability of the empowerment, which has two main elements. The cognitive capacity will receive little tune in this paper, and we will examine the environment instead. The environment in our research will go beyond the notion that the milieu where we learn is the school and/or our workplace. Our main finding was that there will be a massive shift between the empowerments' working hours and their spare-time. In our future-vision, these two concepts shall not be separated in time from one another and the empowerment will not be evaluated based on the working hours they perform, nor will it be possible to quantify their quality of work done.

Keywords: *Digital age, learning, empowerment, environment, workforce*

---

[137] Doctoral School of Regional Sciences and Business Administration, Széchenyi University

MOBILE AUGMENTED REALITY AS A METHOD OF PRESENTING TEACHING CONTENT

Slavica Radosavljevic[138]
Biljana Grgurovic[139]
Vitomir Radosavljevic[140]

Abstract: *The need to introduce new technologies into traditional education primarily has to do with creating easier access to lecture contents, regardless of the student's physical location. Taking into account the omnipresence of mobile technologies in our everyday lives, there is an obvious opportunity to adjust the mobile learning system to all forms of education. The increase in interactivity and cooperation between students and teachers in the teaching process results in a more active approach, which increases the efficacy of learning. Adjusting lecture contents through augmented reality technologies can enable faster and more efficient understanding of said contents, as well as better mutual cooperation. The paper describes in detail the procedure of preparing the augmented context, as well as the visualization of augmented reality through mobile devices. In addition, the application of mobile augmented reality with the goal of presenting lecture contents is shown through the example of the Postal-Logistical Systems study program.*

Keywords: *Mobile Augmented Reality, education, method, teaching content*

---

[138] ICT College, Belgrade, Serbia
[139] ICT College, Belgrade, Serbia
[140] ICT College, Belgrade, Serbia

THE SYNTHESIS OF "BUSINESS ECONOMICS" AND "TECHNOLOGY": INTRODUCING "TECHNO-ECONOMICS" AS AN INTERDISCIPLINARY AND FUTURE-ORIENTED RESEARCH AND TEACHING FRAMEWORK

Bernd Markus Zunk[141]

Abstract: *In academic practice – understood as professional work which directly contributes to the generation and dissemination of knowledge – the potential of applying interdisciplinary research to solve complex real-life problems receives high attention. Literature reports about various attempts to combine different standardised FOS (Fields of Science and Technology) to new fields of research like for instance biomedical engineering or biochemistry. Therefore, this contribution presents a literature-based attempt to synthesize the scientific disciplines "Business Economics" and "Technology" into "Techno-Economics" as a reference frame for teaching and research.*

Teaching in "Techno-Economics" positions itself at the intersection of the disciplines "Technology" and "Economics" (in terms of Micro-Economics resp. Business Economics). According to the FOS classifications by the Organisation for Economic Co-operation and Development (OECD), "Techno-Economics" can be ranged between "engineering and technology" and "economics and business". This approach (with reference to the FOS by the OECD) clarifies the attempt to create transdisciplinary areas within the development of new disciplines and research fields in order to beneficially link the insights of individual scientific areas. Whereas Techno-Economics (labelled as "industrial engineering and management" in the context of didactics) combines technological and economic contents in teaching, research in this field requires an interdisciplinary perspective, blending case studies with technical basics. A reference to technology can either result from the type of company ("technology-oriented company"), the services provided ("technological-industrial service") or from the environment in which companies are active ("technology-oriented environment").

Finally, "Techno-Economics" as an academic discipline deals with the science-driven interdisciplinary transfer of knowledge, which applies the disciplinary (micro-) economic theory (A/N: understood as part of social sciences) to applied science-oriented (in terms of technological) issues of social and practical relevance in a perception-driven and application-oriented way. In Techno-Economics teaching, technological and economical perspectives are combined and made available to students, building on the impartation of practical problems and concepts, frequently based on case studies. The teaching goal is to allow students to develop an understanding of the economic aspects delimiting engineering resp. the use of technology. This is supposed to widen students' perspectives and to help them to better understand other actors' viewpoints and – in the long run – shape the engineering resp. technology discipline in an economical and future-oriented way.

[141] Graz University of Technology, Kopernikusgasse 24/II, 8010 Graz, Austria

Keywords: *Techno-Economics, Research and Teaching Approach, Interdisciplinarity.*

INDUSTRIAL ENGINEERING AND MANAGEMENT: EDUCATION AND CAREER OPPORTUNITIES IN AUSTRIA - SURVEY 2018

Karina Priebernig[142]
Sigrid Weller[143]
Ulrich Bauer[144]

Abstract: *The requirements for students and professionals change as the digital world expands. Curriculums need to be up to date since companies demand new qualifications. Therefore a study was conducted to analyze the major changes.*
The conducted study is about Industrial Engineering and Management (IEM) in Austria with three main scopes: The first one is to show a table and comparative chart of all IEM degree programs on Higher Education Institutions (HEIs). The second scope is to show the needed qualifications and competences of IEM students and professionals throughout their career. The third scope is to present the wanted qualification profile and competences of IEM graduates according to Austrian companies.
The first scope includes the results of the IEM degree program analysis. 16 HEIs in Austria offer 50 IEM study programs. The qualification profiles are the results of a survey among IEM students, IEM professionals and Human Resource Managers (HRM).
The survey leads to the following main results: An IEM program should consist of a technical (about 60%) and an economic (about 40%) part. Project and General management are considered the most important subjects. The ideal ratio of social and methodological competencies and expertise is one third each. IEMs in general are considered to have good or very good career opportunities. More than 90% of the IEM professionals and HRM consider English as the most important language skill, followed by French and Spanish. 21,6% of the IEM professionals spent one or more semesters in another country and have international experiences. 60,2% of the IEM professionals started their career by writing a diploma thesis in the company they worked first. Also it is illustrated in which industry IEM professionals got their (executive) positions.

Keywords: *Industrial Engineering and Management, Higher Education Institution, Career Path, Competences*

---

[142] Institute of Business Economics and Industrial Sociology, Kopernikusgasse 24/II, A-8010 Graz, Austria
[143] Institute of Business Economics and Industrial Sociology, Kopernikusgasse 24/II, A-8010 Graz, Austria
[144] Institute of Business Economics and Industrial Sociology, Kopernikusgasse 24/II, A-8010 Graz, Austria

STUDENT SATISFACTION AS A PERFORMANCE INDICATOR OF HIGHER EDUCATION INSTITUTION

Aleksandra Nastasic[145]
Koviljka Banjevic[146]
Dragana Gardasevic[147]

Abstract: *Modern performance measurement systems include customer satisfaction as an important performance indicator. From the standpoint of the Higher Education Institution (hereinafter HEI) in Serbia, key performance indicators are quality indicators used to assess the current situation; to identify service failures and to take on service recovery; to improve total quality of the institution and to determine the future development of the institution. In increasingly competitive and dynamic educational environment, the management of a HEI is aware of the importance of student satisfaction in the context of student motivation and retention, recommendations to potential freshmen, recruiting efforts and funding, as well as performance management. There are numerous direct and indirect indicators of student satisfaction. The main objective of this paper is to identify the parameters of educational process and non-teaching support that have the greatest impact on student satisfaction. Data analysis, conducted in this paper, provide information on the degree of student satisfaction and possible improvements in this area. This study uses standard and hierarchical regression to examine possible causes of student satisfaction. It is based on answers of 1541 students of the College of Professional Studies – Belgrade Polytechnic, collected during a four-year research.*

Keywords: *performance indicator, student satisfaction, educational process, higher education, non-teaching support*

---

[145] College of Professional Studies-Belgrade Polytechnic, Katarine Ambrozic 3, Belgrade, Serbia
[146] College of Professional Studies-Belgrade Polytechnic, Katarine Ambrozic 3, Belgrade, Serbia
[147] College of Professional Studies-Belgrade Polytechnic, Katarine Ambrozic 3, Belgrade, Serbia

STUDENTS' ARDUINO COURSES FOR SMART HOUSE PROJECT

Ivana Berković[148]
Boris Kirćanski[149]
Svetozar Kirćanski[150]
Nemanja Jovanović[151]

Abstract: *This paper presents a low cost and flexible home control and environmental monitoring system and shows how you students can learn to create and control smart home monitoring system that is equipped with lighting, heating, and electronic devices controlled remotely by smartphone or via the internet in order to save energy.*
In series of video tutorials students will learn how to convert standard home to an internet based Smart home that focuses on controlling home electronic devices whether you are inside or outside the house. Arduino sensors and their programing, design of 3D shell are to be conducted during tutoring. It employs an Arduino microcontroller, with IP connectivity for accessing and controlling devices and appliances remotely. All devices such as light switches, power plug, temperature sensor, gas sensor and motion sensors have been integrated with the proposed home control system and can be controlled through a web application or via Bluetooth Android based Smart phone application.

Keywords: *Arduino, smart house, student courses, sensors, programing, 3D design.*

---

[148] University of Novi Sad, Technical Faculty „Mihajlo Pupin“ Zrenjanin, Đure Đakovića bb, Zrenjanin, Serbia
[149] International Language and Computer Science School „Provida Futuri“, Nemanjina 7a, Zrenjanin, Serbia
[150] International Language and Computer Science School „Provida Futuri“, Nemanjina 7a, Zrenjanin, Serbia
[151] EFT Trade D.O.O, Španskih boraca 3/IV, Belgrade, Serbia

A STUDY ON DETERMINATION OF BASIC FIRST AID INFORMATION; A STUDY ON VOCATIONAL SCHOOL STUDENTS

Kürşad Sayin[152]
Abdullah Karaman[153]

Abstract: *Throughout their lives, people encounter involuntary and unexpected circumstances that may cause physical injury and loss of life, called accidents. To minimize the harm people need to be sufficiently informed about first aid. First aid is the first response to an injury in the event of an accident to prevent the person's health from deteriorating.*

First aid is the first application done to the victim or the sufferer in the event of an accident or sickness by the bystanders or the people nearby before health professionals arrive to the scene. In learning first aid it is important to learn what not to do as much as learning what to do. A person can come across situations that require first aid knowledge in any time.

It is more likely to encounter accidents in workplaces than in daily life. Electrocution, loss of limbs, falling, bleeding, and burns can be regarded as frequent accidents that come across in work places. In addition, work places can put up difficulties in arrival to the scene which makes first aid organizations an essential necessity for work places. The necessity of first aid education is a small precaution taken to insure the continuation of human life in times of accidents, in both workplaces and in daily life. A small conscious maneuver is capable of resurrecting and making sure the person survives.

Vocational Schools are higher education institutions that train highly practitioner members of profession. In Vocational Schools two years of education is given. The aim of Vocational Schools is to realize the teaching of middle level technical personnel which the industry really needs. Vocational Schools train middle level personnel for services and the industry. The students can also come across unexpected workplace accidents. Therefore, Vocational School students who are planning to work in the sector should have information of basic first aid.

This is a descriptive study that aims to determine the Vocational School students' levels of information about first aid. Vocational Schools students make the population of the study. Firstly, the literature was studied. Benefiting from the literature, a questionnaire form was created. 259 students were met face-to-face and asked to answer the questions. The answers given were marked and evaluated with SPSS statistics programme. A percentage frequency table was created for the findings obtained. Most correct answers given by the students are;Eliminating the life-threatening hazards is one of first aid's top priorities (95%), If there aren't any hazards such as explosion, fire etc. the injured should not be moved (93,8%), Artificial respiration is applied if the person is unable to breathe. (87,3%). Most wrong answers

[152] Post Vocational School Of Silifke Taşucu, Selcuk University, Mersin, TURKEY
[153] Tourism Faculty, Selcuk Universıty, Konya, TURKEY

given by the students are; First aid is done by people educated in health (83,8%) In drownings, firstly the person is laid down face-up and then the swallowed water is tried to get out by pressing the drowned person's abdomen (69,9%) Cardiac massage is applied on top of the heart (65,6%). In general, it is concluded that university students are not knowledgeable enough in first aid applications.

Keywords*: First aid, First aid information, Vocational School, First aid applications*

TRANSPORT INFRASTRUCTURE – A PILLAR OF PROSPERITY

Ioana Coralia Zavera[154]

Abstract. *Although transport infrastructure is not among the nine pillars considered by the Legatum Prosperity Index, it influences part of them, so it contributes to economic development by facilitating and boosting economic activity. In this paper, the hypothesis is that the role of the transport sector in the process of generating prosperity can be studied from several perspectives. The first one is the treatment of the economic growth process as a vector of boosting the demand for transport (quantity, type, location and mode). The second analytical perspective concerns investments in transport sector in connection with the mechanisms for setting the transport tariffs, which may influence the emergence of technological intensive clusters. In this article, highlight is on transport infrastructure contribution to economic development and improvement of quality of life. As we assist in advancing the process of "tertiaryisation" of the European economy, the applicative part of the study will aim to capture the correlation between the transport infrastructure and the number of tourists attracted in the EU member countries.*

Keywords*: prosperity, transport infrastructure, quality of life, transport tariffs*

[154] Bucharest University of Economic Studies, 57A Camil Ressu Avenue, Bucharest, Romania

ENERGY WOOD BIOMASS IN LATVIAN FORESTS

Aigars Indriksons[155]

Abstract: *Forest resources are the most significant natural resources of the state of Latvia. According to the second stage data of Forest Resource Monitoring, in 2014, Latvia has 3575 thousand hectares of forest land, which accounts for approximately 55.3 percent of the total territory of Latvia, while the total wood stock is estimated at 668 million cubic meters. A considerable part of it can be used for energy production, thus practically providing most of the necessary heat energy, a large part of the amount of electricity, as well as the amount of energy needed to provide transport movement. In recent years, the consumption of certain woody biomass products, such as chips and pellets, has a tendency to grow, due to a number of factors: the opportunity to use its own resources, export them, the increase in international financing for renewable energy projects etc. The fossil fuel price increases and the development of strategic and regulatory decisions contribute to this. The forest undergrowth and understorey which according of the Rules for cutting trees in forest lands are suggested partially to be preserved, contain a considerable amount of potential energy wood. In the forthcoming study on the assessment of energy wood resources, a sufficient number of plots to be established in drained forests are foreseen, in order to ascertain the exact potential of their energy extraction in the drained forest site types in the country, as they reach or are close to the cutting age. The results obtained in Myrtillosa mel. forest site type suggest that the biomass of naturally humid wood of shrubs of understorey comprises of 22 665 kg per hectare but calculated the dry mass - 12 590 kg per hectare. The results suggest that this biomass is considerable and it is reasonable to use it for energy wood extraction simultaneously with final felling.*

Keywords: *energy wood, biomass, understorey, Myrtillosa mel. forest site type.*

[155] Department of Silviculture, Latvia University of Life Sciences and Technologies, Latvia

THE EU/GDPR AS A NEW SYSTEM OF PROTECTION OF PERSONAL DATA AND SOME RELATED PROBLEMS

Dusan Soltes[156]

Abstract: *The paper is dealing with the new EU regulation popularly already known as the GDPR or the General Data Protection Regulation. However, the first experiences with the GDPR are quite mixed ones. First of all, the very and extended concept of personal data is in some cases difficult to protect under the current modern communication means and ways. For example such personal data like telephone numbers, e-mail addresses, etc. it is very difficult to protect under the current wide spread mobile communications. Unfortunately, the GDPR has also not brought with itself any clear explanations of some important innovations in the protection of personal data. For example who and how have to be providing certification for personal data operators as national authorities for protection of personal data have not at all any capacities to carry our such certifications. How should be proceeded in case of risk identifications especially in the conditions of all modern global Internet, e-communications, cloud computing, etc. How to apply and require explicit and direct consent from owners of personal data in the current widespread use of mobile phones used as photo and video cameras, etc. Many companies and service providers are still recording all phone communications and are not respecting that they have to get in advance an explicit and direct consent, etc. It is also not clear why the limit for child age has been in the GDPR stated at 16 years as according to the existing UN Convention on the right of child it has been 18 years. And last but not least the GDPR has absolutely no chance to protect any personal data already being in the cyberspace accumulated during the previous years since the beginning of the current information society, Internet, social networks, big data, etc. Definitely, the GDPR has been bringing many positive aspects into the system of protection of personal data but it still will need some more systematic work in removing still existing of its negatives and weaknesses. Just threating by high penalties is definitely not enough to remove all remaining problems in protection of personal data. Our paper is going to present some of the existing problems as we have identified them within our research under the ongoing EU funded INFORM project.*

Keywords: *GDPR, personal data, protection*

---

[156] Faculty of Management, Comenius University in Bratislava, Slovakia

SOME CONSIDERATIONS REGARDING THE CIVIL LIABILITY IN THE EVENT OF CAUSING SOME PATRIMONIAL DAMAGES

Diana Gorun[157]

Abstract: *According to the provisions of the Romanian Civil Code, the following conditions must be fulfilled cumulatively for the assumption of civil liability: the existence of an unlawful act, the existence of a causal link between the unlawful deed and the damage, the existence of a damage, the existence of the offender's guilt.*
As regards the existence of the damage, considering that there can be no civil liability for damages if no damage has occurred, the damage must be certain, that is to say, in terms of its existence and the possibilities of its assessment.
In order for the right to reparation to arise, the damage must have certain characteristics. It must be clear, personal, direct and result from the attainment of a right or at least a legitimate interest.
The damage must be certain, both in terms of its existence and of the possibility of determining its extent. If it is not certain that the damage exists, it cannot be known whether a right to reparation was born, and if the uncertainty is to determine the extent of the damage, the subject of the claim for damages cannot be established.
This condition as to the certainty of the damage requires that the action in court to be exercised in order to recover the damage from the point of view both of its existence and of its assessment possibilities.

Keywords: *Romanian Civil Code, civil liability, damage*

---

[157] Romanian-American University, Bucharest, Romania

THE ROLE AND CONSEQUENCES OF THE YOUNG EMPLOYEES PROFESSIONAL EDUCATION

Majid Hamid Hazim[158]

Abstract: *Staff could be a crucial ingredient for quality youth-serving organizations. Programs usually attribute their success to effective youth employees and analysis shows that skilled development will enhance the talents of each new and old staffers. The construct of skilled development isn't new, its significance for youth employees has been gaining momentum slowly.*
Professional development opportunities for youth employees are numerous and embrace totally different parts not being restricted to them: pedagogy coaching (continuing education courses and degree programs); pre-service coaching and orientation for brand spanking new staff; in-service coaching provided by programs to current staff; coaching seminars and resource centers provided by external organizations; native and national credentialing systems and programs; native and national conferences; mentoring programs; current informal resources, like newsletters, on-line discussion boards, and "brown bag" lunches for workers members to share ideas and experience.
In the light-weight of the crucial link between young people's expertise in programs and therefore the skills and data program workers must support youth employees, a growing movement has emerged to make some agreement for a couple of set of core skills that each one youth development employees ought to possess.
The investigation begins from the (AED) meanings of center abilities as a result of the information, aptitudes, and private properties of youth improvement representatives, and subsequently the "exhibited limits" that license an adolescent advancement worker to be an asset to youth, associations, and networks.

Keywords: *professional education, youth, employees, performances*

[158] Bucharest University of Economic Studies, Bucharest ion Bogdan street Number 23, Bucharest, Romania

ANALYSIS OF THE COMPETITIVE ADVANTAGES AND THE IMPACT OF THE GREEN ENERGY RESOURCES UTILIZATION AT THE MICRO AND MACRO-ECONOMIC LEVEL - FINANCIAL ANALYSIS AND EVALUATION

Majid Layth Hazim[159]

Abstract: *Current energy accession address natural output including ecologically good innovations to structure energy supplies and empower cleaner, not a bit proficient life use, and address air inflection, nursery impact, a worldwide temperature change, and environmental change.*
The requirements for energy regarding the direction to meet human, social, financial perfection, growth with wellbeing are developing.
The newcomer to sustainable power root which helps relieve environmental change is a fanciful methodology that must be sensible to meet the vitality requests of who and what is to come.

Keywords: *renewable root; sustainability; neat energy; carbon footmark; environmental engineering.*

---

[159] Bucharest University of Economic Studies, Bucharest ion Bogdan street number 23, Romania

DIFFERENCES IN DECISION MAKING BETWEEN THE PRIVATE AND PUBLIC SECTOR

Ilda Kadrimi (Blaceri)[160]

Abstract: *The purpose of this article is the presentation and analysis of the various factors that affect the decision making process. There are not only analyzed factors related to dispositions and individual characteristics, but there are also taken into account external factors and the impact of the institution where decision makers work, which in this case are professors.*

The process of decision-making has been a subject of study in different contexts and cultures, and this, for the vital importance that have all kinds of decisions in the effective continuity of each activity. The study was conducted on a sample of 100 professors, 50 of them part of public universities in the country, while 50 others are part of private universities. The study was based on a single questionnaire, divided into two main sections which represent the individual and those organizational factors that influence decision-making.

Analysis and presentation of data obtained from questionnaires were made through methods and statistical tests. In this study we analyze the key factors that influence decision-making, factors that do not relate solely to personal tendencies and influence of institutions, but also with own gender, age and work experience.

Keywords: *personal characteristics, organizational features, performance, decision-making process*

[160] ALBANIAN UNIVERSITY, DURRES, LAGJA NR 7. STREET HAJDAR DEMIRI

ECONOMIC FREEDOM AND FREEDOM OF PRESS IN SOUTH EASTERN EUROPE

Katerina Shapkova Kocevska[161]

Abstract*: Economic freedom is one of the cornerstones of the free market economies. This concept incorporates freedom of the individuals to produce, trade and consume any goods and services without the use of force, fraud or theft. Very often, economic freedom is understood as limited role of the government in exchange and markets.*

For over twenty years, Fraser Institute has been publishing Economic Freedom of the World Index (EFW index). This index is measuring the extent to which the institutions and policies of a nation are consistent with the freedom of individuals to make their own economic decisions. In fact, the credo of this index is to measure how institutions and policies of different countries match with a limited government doctrine. The EFW index is focusing on five key areas: size of government; legal system and security of property rights; sound money; freedom to trade internationally; and regulation. In the latest report published in 2018, total 162 countries and territories were included. Data is published on annual basis and dates back to 1970s.

On the other hand, Heritage Foundation, starting from 1995 has been preparing and publishing the Index of Economic Freedom (IEF). This index is composited from 12 different freedoms, grouped into four general categories of economic freedom. Thus, Rule of law category covers the property rights, government integrity and judicial effectiveness. Government size, on the other hand is focused on government spending, tax burden and fiscal health. The third category is Regulatory efficiency covering business freedom, labor freedom and monetary freedom. The last pillar Open markets include trade freedom, investment freedom and financial freedom). The coverage of the index is 186 countries and territories in 2018.

Likewise economic freedom, freedom of expression also constitutes one of the pillars of human rights. The Universal Declaration of Human Rights defines freedom of expression as the right of every individual to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Freedom of expression presumes existence of free and independent media. As a measurement of freedom of expression, we use the World Press Freedom Index, published by the Reporters of the World. This index presents the degree of freedom available to journalists. In 2018, the index was constructed based on answers of experts to a questionnaire answered in 180 countries around the world. The questionnaire that was developed for the purposes of the survey covers several topics: pluralism, media independence, media environment and self-censorship, legislative framework, transparency, and the quality of the infrastructure that supports the production of news and information.

---

[161] Faculty of Law "Iustinianus Primus", University "Ss. Cyril and Methodius" – Skopje, blvd. Goce Delchev 9b, 1000 Skopje, Macedonia

Our work examines the coherence between economic freedom and freedom of press in selected economies from South Eastern Europe. Transition process from social economies to plural democracies and market economies is essential imprint of many countries from this part of the European continent. The main hypothesis we start from is that these different freedoms are correlated between each other. The conclusions of the correlation analysis can be further used for creating and improving public policies in order to enhance quality of life in these countries.

Keywords: *economic freedom, freedom of press, formal institutions, South Eastern Europe*