

6th INTERNATIONAL CONFERENCE

“An Enterprise Odyssey: Corporate governance and public policy – path to sustainable future”

PROGRAM

June 13-16, 2012

Program Overview

June 13th

Registration 9:00 – 20:00

PhD Workshop 10:00 – 17:30

10:00 – 10:15	Official PhD Workshop Opening
10:15 – 11:45	Plenary Workshop Session
11:45 – 12:00	Coffee break
12:00 – 14:00	Parallel Workshop Sessions I
14:00 – 15:00	Lunch
15:00 – 17:30	Parallel Workshop Sessions II
18:00 – 19:00	Program and Organizing Committee meeting
20:30 –	Welcome cocktail party

June 14th

Registration 08:00 – 18:00

09:30 – 10:00	Official Opening
10:00 – 11:30	Plenary Session
11:30 – 12:00	Coffee break
12:00 – 13:30	Parallel Sessions I
13:30 – 15:00	Lunch
15:00 – 16:30	Parallel Sessions II
16:30 – 17:00	Coffee break
17:00 – 18:30	Parallel Sessions III

June 15th

Registration 08:30 – 12:00

09:30 – 11:00	Parallel Sessions IV
11:00 – 11:30	Coffee break
11:30 – 13:00	Parallel Sessions V
13:00 – 15:00	Lunch
15:00 – 16:30	Parallel Sessions VI
16:30 – 17:00	Conference Closing
20:00 –	Gala dinner

June 16th

9:00 – Excursion to Šibenik and Krka National Park

Program for the various Sessions at the Conference

PhD Workshop Program

Wednesday, June 13th

10:00 – 10:15	Official PhD Workshop Opening
10:15 – 11:45	Plenary Workshop Session
11:45 – 12:00	Coffee break
12:00 – 14:00	Parallel Workshop Sessions I
14:00 – 15:00	Lunch
15:00 – 17:30	Parallel Workshop Sessions II

12:00 – 14:00 Parallel Sessions I

Room Žirje	Initial session
Room Kaprije	Advanced session

14:00 – 15:00 Lunch

15:00 – 17:30 Parallel Sessions II

Room Žirje	Initial session
Room Kaprije	Advanced session

18:00 – 19:00 Program and Organizing Committee meeting

20:30 – Welcome cocktail party

Conference Program

Thursday, June 14th

09:30 – 10:00 Official Opening

10:00 – 11:30 Plenary Session

11:30 – 12:00 Coffee break

12:00 – 13:30 Parallel Sessions I

Room Žirje – Finance	Banking and finance
Room Kaprije – Management	Human resources management
Room Krapanj – Economics	Energy and environment
Room Prvić – Tourism	Managing special interest tourism

13:30 – 15:00 Lunch

15:00 – 16:30 Parallel Sessions II

Room Žirje – Finance	Financial stability and economic growth
Room Kaprije – Management	Total quality management
Room Krapanj – Economics	Croatian macroeconomics
Room Prvić – Tourism	Tourism destination competitiveness

16:30 – 17:00 Coffee break

17:00 – 18:30 Parallel Sessions III

Room Žirje – IT	ICT Governance and e-business
Room Kaprije – Management	Multinationals and corporate governance
Room Krapanj – Economics	Trade and capital flows
Room Prvić – Tourism	Sustainable development of a tourism destination

Friday, June 15th

09:30 – 11:00 Parallel Sessions IV

Room Žirje – Finance	Financial management
Room Kaprije – Management	Various aspects of organization and management
Room Krapanj – Economics	Sustainable development
Room Prvić – Marketing	Marketing issues

11:00 – 11:30 Coffee break

11:30 – 13:00 Parallel Sessions V

Room Žirje – Finance	Public finance and taxation
Room Kaprije – Management	Corporate social responsibility
Room Krapanj – Economics	Corporate and public funding
Room Prvić – Tourism	Analyzing impacts and measuring quality of tourism

13:00 – 15:00 Lunch

15:00 – 16:30 Parallel Sessions VI

Room Žirje – Management 1	Strategic management
Room Kaprije – Management 2	Innovations and knowledge management
Room Prvić – Education	Education

16:30 – 17:00 Conference Closing

20:00 – Gala dinner

Saturday, June 16th

9:00 – Excursion to Šibenik and Krka National Park

Registration

June 13th from 09:00 to 20:00

June 14th from 08:00 to 18:00

June 15th from 08:30 to 12:00

THURSDAY, JUNE 14TH

OFFICIAL OPENING – Congress Room Kornati, 09:30 – 10:00

Official Opening of the Conference

PLENARY SESSION – Congress Room Kornati, 10:00 – 11:30

Key note speaker:
Professor Krešimir Žigić
CERGE-EI, Charles University, Prague

"Endogenous market structure approach in economics: theory and applications"

Key note speaker:
Professor Nickolaos G. Travlos
ALBA Graduate Business School, Athens

"Corporate governance, capital markets and corporate activities and performance"

Room Žirje – Finance

- **Banking and finance**

Session Chair: Dražen Koški

Session Co-Chair: Fran Galetić

Globan, T.	Regional disparities in pre- and post-crisis global capital flows
Galetić, F.	The heterogeneity of bank market concentration in the European Union
Koški, D.	Interdependence of Euroization and currency clauses in the Republic of Croatia

Room Kaprije – Management

- **Human resources management**

Session Chair: Srećko Goić

Session Co-Chair: Nina Pološki Vokić

Pološki Vokić, N., Rimac, M.	Managerial competencies for sustainable future – perceptions of graduate students
Goić, S., Mimica, L.	Employee satisfaction in higher education – a comparative study from two faculties in Croatia
Alanezi, A.	Workforce localization policies in Saudi Arabia: the determinants of successful implementation in multi-national enterprises
Galetić, L., Labaš, D.	Behavioral economics and decision making: importance, application and development tendencies

Room Krapanj – Economics

- **Energy and environment**

Session Chair: Zvonimira Šverko Grdić

Session Co-Chair: Štefan Bojnec

Bojnec, Š., Papler, D.	Competitive energy supply and efficient energy use: the consumers' perceptions by the type of education
Krstinić Nižić, M., Šverko Grdić, Z.	The potential of economic instruments for reducing CO ₂ emission from energy sources
Yevdokimov, Y., Šohinger, J., Herceg, T.	Climate change impacts on economic growth in the European union
Grzegorzczak, F.	The influence of public policy on corporate governance – the example of the European union's energy policy

Room Prvić – Tourism

- **Managing special interest tourism**

Session Chair: Nevenka Čavlek

Session Co-Chair: Dora Smolčić Jurdana

Pavlic, I., Portolan, A.	The positive and negative impacts of the cruise tourism on sustainable micro tourism destination
Krce Miočić, B., Alfirević, N., Pavičić, J.	Fundamental determinants of e-business implementation in tourism: the case of nautical tourism in Croatia
Smolčić Jurdana, D., Soldić Frleta, D.	Economic and social aspects of rural tourism
Bosnić, I., Bakan, R.	Prospects for development of ecotourism in regional park Mura-Drava

13:30 – 15:00 Lunch

PARALLEL SESSIONS II

15:00 – 16:30

Room Žirje – Finance

- **Financial stability and economic growth**

Session Chair: Alen Stojanović

Session Co-Chair: Sanja Broz Tominac

Kundid, A.	How much is the choice of capital structure important for bank profitability in Croatia?
Broz Tominac, S., Posavec, M.	Managing credit risk on the basis of Basel regulation in building societies
Ilić, M.	An analysis of the relationship between insurance sector activity and economic growth
Stojanović, A., Krišto, J.	Designing macroprudential regulation: policy, tools and early warning signals

Room Kaprije – Management

- **Total quality management**

Session Chair: Dragana Grubišić

Session Co-Chair: Mirha Bičo Ćar

Žmuk., B.	Monitoring quality costs through the loss function and the process capability analysis
Vynaryk, V.	The firm's motivation for quality management system implementation: the emerging economies case
Malić Bandur, K., Grubišić, D.	Degree of stakeholder satisfaction as a consequence of quality management system implementation
Bezdrob, M., Bičo Ćar, M.	Performance measurement model – developing and testing a measurement model based on the simplified balanced scorecard method

Room Krapanj – Economics

- **Croatian macroeconomics**

Session Chair: Ksenija Dumičić

Session Co-Chair: Saša Jakšić

Šergo, Z., Poropat, A., Budimir, A.	The twin deficits hypothesis - a case study of Croatia
Erjavec, N., Cota, B., Jakšić, S.	Impact of macroeconomic shocks on real output fluctuations in Croatia
Dumičić, K., Palić, I., Mušin, M.	The analysis of private savings time series forecasting models in Croatia
Miroslav, D., Trstenjak, J.	Modelling of labour productivity in Croatia
Nadoveza, O., Šimurina, J.	Price-specie-flow mechanism the case of Croatia

Room Prvić – Tourism

- **Tourism destination competitiveness**

Session Chair: Darko Prebežac

Session Co-Chair: Mili Razović

Peručić, D., Vrdoljak Raguž, I.	Enhancing competitiveness of cruise destination by implementing Porter's generic strategies
Barišić, P., Prebežac, D., Mikulić, J.	The image and identity of Croatia as a tourist destination: an exploratory study
Razović, M.	Campers' satisfaction and loyalty and tourism destination marketing
Zekanović-Korona, Lj., Bakija, V., Klarin, T.	Crisis management as a response to seasonality: case of restaurant industry in City of Zadar

16:30 – 17:00 Coffee break

Room Žirje – IT

- **ICT Governance and e-business**

Session Chair: Bernhard Gaertner

Session Co-Chair: Albert Mayr

Gaertner, B., Feldbauer-Durstmüller, B.	ERP-systems and management accounting: a literature review and future research
Vukotić, D., Tanković, N., Žagar, M.	Novel ICT trends that can empower business again
Hofer, P., Eisl, C., Mayr, A.	Performance measurement in internet companies
Bosanac, N., Matotek, D., Ivančić, I.	Analysis of security threats to the process of ICT support to corporate governance
Spremić, M., Galetić, F., Jaković, B.	Group-buying web portals: the case of Croatia

Room Kaprije – Management

- **Multinationals and corporate governance**

Session Chair: Željko Lovrinčević

Session Co-Chair: Marjan Svetličić

Dulyak, J.	The evolution of the board of directors role in Russian companies
Svetličić, M., Jaklič, A.	Slovene multinational enterprises' reaction to the crises
Barisic, A., F., Poór, J.	HRM in transition in Croatian subsidiaries of MNCS in line with a Central and Eastern European survey – 2010
Lovrinčević, Ž., Katičić, Lj.	Corporate asset management
Rabadija, M., Katavić, I.	Developing knowledge resources base for defense against corporate hostile takeover in Croatia

Room Krapanj – Economics

- **Trade and capital flows**

Session Chair: Tiit Paas

Session Co-Chair: Dijana Čičin-Šain

Lira, C., Lee, J., Ki Lee, B.	Free trade agreements and fair trade for all
Globan, T., Arčabić, V., Raguž, I.	Is there a long-term relationship between the stock market and foreign direct investment in Croatia?
Paas, T., Halapuu, V.	Economic growth in the framework of Florida 3T model: theoretical considerations and empirical evidence
Črnjar, M., Skala, Z.	It's time to review the basics
Čičin-Šain, D., Punoš, R., Milić, J., Rados, A., Jurlina, M.	Tailored market basket

Room Prvić – Tourism

- **Sustainable development of a tourism destination**

Session Chair: Katarzyna Czernek

Session Co-Chair: Želimir Dulčić

Czernek, K., Niezgoda, A.	Barriers to public-private cooperation towards sustainable development of a tourist destination
Barac, A., Dragicevic, M., Letunic, S.	Cultural attractions in the function of sustainable development-the case of Dubrovnik
Žilić, I., Dulčić, Ž.	The strategy of social responsibility of high - class Croatian hotels
Škorić, S.	Planning the level of accommodation capacities in winter sport destinations

FRIDAY, JUNE 15TH

PARALLEL SESSIONS IV

09:30 – 11:00

Room Žirje – Finance

- **Financial management**

Session Chair: Ivana Dražić Lutilsky

Session Co-Chair: Ivana Sever

Guth, S. C., Fernandes, A. J., Pereira, E. T.	The construction of an investment grade indicator to corporations: a theoretical essay
Hladika, M., Vašiček, V., Dragija, M.	Challenges in management the transition from cash to accrual accounting in the public sector
Mamić Sačer, I., Sever, I., Dečman, N.	Influence of accounting regulation harmonization on the financial reporting of selected EU countries
Dražić Lutilsky, I., Broz Tominac, S., Ivić, M.	New methodology of costs in telecommunication industry
Prša Krunić, D., Dražić Lutilsky, I.	Recognition of revenues and expenses in Croatian non-profit organizations

Room Kaprije – Management

- **Various aspects of organization and management**

Session Chair: Vladimír Benáček

Session Co-Chair: Katja Zajc Kejžar

Bekić, I., Katavić, I., Kopecki, D.	Developing a social networking system to achieve sustainable development in Croatia
Benáček, V., Michalíková, E.	Family businesses in Europe and the factors of their growth
Galetić, L., Načinović, I., Klindžić, M.	Transforming the organizational structure and culture to sustain long-term competitiveness
Zajc Kejžar, K., Ponikvar, N.	Technology, industry dynamics and firm survival
Galetić, L., Marić, I., Aleksić, A.	How contingency factors determine organization: re-examining their influence in building organizational structure

Room Krapanj – Economics

- **Sustainable development**

Session Chair: Katarina Marošević

Session Co-Chair: Mikulić Davor

Jara, M., Harrison, D., S., Newlands, D.	‘Watt’ we are doing for integrated safety and sustainability: an applied work in process & sustainability course development
Lovrinčević, Ž., Mikulić, D., Galić Nagyszombat, A.	Is GDP an appropriate indicator of sustainable economic development?
Marošević, K., Drvenkar, N.	Sustainable development as the basis of economic growth: the case of Croatia
Wawrosz, P.	Inflation targeting - the way to the sustainable development or to the crisis?
Redek, T., Ograjensek, I., Kostevc, Č., Godnov, U.	On the value system as a precondition for sustainability: an overview of preliminary survey results for Slovenia

Room Prvić – Marketing

- **Marketing issues**

Session Chair: Milan Jurše

Session Co-Chair: Dragan Benazić

Jurše, M., Lejko, I.	Marketing and institutional aspects of rapidly internationalizing small and medium-sized firms in transition countries: the case of Slovenia
Benazić, D.	The role of after sales marketing activities in the maintenance of long-term business relationships with management consulting services customers
Mandić, M., Vranešević, T.	Successful customer relationship management implementation

11:00 – 11:30 Coffee break

Room Žirje – Finance

- **Public finance and taxation**

Session Chair: Verica Budimir

Session Co-Chair: Ivana Dražić Lutitsky

Dražić Lutitsky, I., Dragija, M.	Comparison of taxation of non-profit organizations in the European Union and Croatia
Dražić Lutitsky, I., Dragija, M.	Does the optimal model for taxing capital gains exist?
Budimir, V., Jeleč Raguž, M., Župan, M.	Development of the balanced scorecard performance management for public sector and budgetary users in Croatia
Filipchuk, O.	Comparative analysis of Russian and German budget policies as basis for forming optimal federal revenues' budget structure

Room Kaprije – Management

- **Corporate social responsibility**

Session Chair: Aleš Lipnik

Session Co-Chair: Vidoje Vujić

Lipnik, A., Cergol Lipnik, M.	Health and safety as a socially responsible practice in Slovenian wood industry - case study
Vujić, V., Ivaniš, M.	The concept of corporate social responsibility
Čuturaš, A., Jelušić, J.	Corporate social responsibility towards the employees in gambling industry
Spaho, K.	Conflict management as key factor of company success – case study of Bosnia and Herzegovina
Pešorda, L., Gregov, Z., Vrhovski, M.	War veteran entrepreneurship: veterans' cooperatives in Croatia

Room Krapanj – Economics

- **Corporate and public funding**

Session Chair: Primož Pevcin

Session Co-Chair: Alka Obadić

Pevcin, P.	Expenditure effects of municipal transfer revenues in Slovenia
Obadić, A., Goričanec, J.	The European Union pre-accession funds utilization in Croatia and Poland
Pereira, E., T., Jardim, C., P.	Bankruptcy of Portuguese firms
Šimurina, J., Marković, M., Vouk, M.	FDI flows in economic crisis
Rogić, L., Bogdan, Ž.	Current account balance and structural adjustment in the Republic of Croatia
Insa-Ciriza, R., Riera- Prunera, C.	Government: a never ending growth?

Room Prvić – Tourism

- **Analyzing impacts and measuring quality of tourism**

Session Chair: William C. Gartner

Session Co-Chair: Nevenka Čavlek

Bartoluci, M., Dumičić, K., Hendija, Z.	Impact analysis of international tourism on export of goods and services in Croatia
Klarin, T.	Household consumption preferences and tourism in Croatia
Avelini Holjevac, I., Vrtodušić Hrgović, A.	Long-term analysis of labour productivity in the Croatian hotel industry
Peñaloza, R.	Measuring the quality of tourism: a multidimensional index based on ordinal variables with endogenous weights

13:00 – 15:00 Lunch

PARALLEL SESSIONS VI

15:00 – 16:30

Room Žirje – Management 1

- **Strategic management**

Session Chair: Matej Lahovnik

Session Co-Chair: Marijana Sumpor

Sumpor, M., Đokić, I.	Strategic planning as a tool for better public policy governance – the case of Croatia
Lahovnik, M.,	Business strategy and performance of horizontal acquisitions
Ivančić, V., Jelenc, L.	Differentiation of differentiation
Kosir, M., Cingula, M., Slišković, T.	The use of strategic portfolio matrices in creation of business strategy for food industry companies
Djuričin, D., Vuksanović, I.	How macroeconomic policies erode business competitiveness: Serbia's experience

Room Kaprije – Management 2

- **Innovations and knowledge management**

Session Chair: Nataša Rupčić

Session Co-Chair: Szymon Truskolaski

Majewska, J., Truskolaski, S.	The role of KIS-related policy in stimulating innovativeness in Poland
Stojčić, N., Bečić, M., Vojinić, P.	Decision to export and decision to innovate: empirical evidence on firm behavior in CEECs and SEECs
Bratić, D., Načinović, I.	An assessment of independent factors shaping knowledge management in project work
Rupčić, N., Borovac Zekan, S.	Business environment scanning: prerequisite for sustainable learning company
Grgić, D., Šimundža, M.	Intangible assets: management framework
Zemplinerova, A., Hromadkova, E.	Market and non-market determinants of firm innovation and growth

Room Prvić – Education

- **Education**

Session Chair: Vesna Bosilj-Vukšić

Session Co-Chair: Valentina Gerasimenko

Aristovnik, A., Obadić, A.	Measuring the technical efficiency of secondary education in Slovenia and Croatia: a DEA approach
Prelas Kovačević, A., Špoljarić, M., Heđi, I.	Cloud-based collaboration in higher education
Bosilj-Vukšić, V., Požgaj, Ž., Polašek, I.	Business process management education in Croatian universities
Gerasimenko, V., Ochkovskaya, M., Rybalko, M.	The lifelong learning universities cooperation - connecting people internationally
Mujić, N., Mikrut, M.	Education for the future: Humboldt and knowledge economy