

7th INTERNATIONAL CONFERENCE

“An Enterprise Odyssey: Leadership, Innovation and Development for
Responsible Economy”

PROGRAM

June 4-7, 2014

Program Overview

June 4th

Registration 9:00 – 20:00

PhD Workshop 10:00 – 17:30

10:00 – 10:15	Official PhD Workshop Opening
10:15 – 11:00	Plenary Workshop Session
11:00 – 11:30	Coffee break
11:30 – 13:30	Parallel Workshop Sessions I
13:30 – 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 5th

Registration 09:00 – 18:00

10:00 – 10:30	Official Opening
10:30 – 12:00	Plenary Session I
12:00 – 12:30	Coffee break
12:30 – 14:00	Parallel Sessions I
14:00 – 15:00	Lunch
15:00 – 16:30	Parallel Sessions II
16:30 – 17:00	Coffee break
17:00 – 18:30	Parallel Sessions III
18:45	City tour

June 6th

Registration 08:30 – 12:00

10:00 – 10:45	Plenary Session II
10:45 – 11:15	Coffee break
11:15 – 12:45	Parallel Sessions IV
12:45 – 14:30	Lunch
14:30 – 16:00	Parallel Sessions V
16:00 – 16:30	Coffee break
16:30 – 18:00	Parallel Sessions VI
18:00 – 18:30	Conference Closing
9:30 – 17:30	Special event: 1 st ISACA Croatia Chapter Regional Conference on Information System Governance, Security and Audit
20:00 –	Gala dinner

June 7th

8:30 – 18:00

Excursion to Kornati National Park

Program for the various Sessions at the Conference

PhD Workshop Program

Wednesday, June 4th

10:00 – 10:15	Official PhD Workshop Opening
10:15 – 11:00	Plenary Workshop Session
11:00 – 11:30	Coffee break
11:30 – 13:30	Parallel Workshop Sessions I
13:30 – 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

Conference Program

Thursday, June 5th

10:00 – 10:30 Official Opening

10:30 – 12:00 Plenary Session I

12:00 – 12:30 Coffee break

12:30 – 14:00 Parallel Sessions I

Room 1 – Management	Management, strategic management and leadership
Room 3 – Economics	Energy
Room 10 – Tourism	Sustainable tourism development

14:00 – 15:00 Lunch

15:00 – 16:30 Parallel Sessions II

Room 1 – Management	Human resource management
Room 3 – Economics	Sustainability and environment
Room 10 – IT	IT governance and business alignment
Room Mala dvorana – Marketing	Marketing issues

16:30 – 17:00 Coffee break

17:00 – 18:30 Parallel Sessions III

Room 1 – Management	Quality management and corporate social responsibility
Room 3 – Economics	Croatian economy
Room 10 – IT	E-business

18:45 – City tour

Friday, June 6th

10:00 – 10:45 Plenary Session II

10:45 – 11:15 Coffee break

11:15 – 12:45 Parallel Sessions IV

Room 1 – Management	Organization
Room 3 – Economics	Hysteresis, European Union and trade balance
Room 10 – Education	Education issues

12:45 – 14:30 Lunch

14:30 – 16:00 Parallel Sessions V

Room 1 – Management	Integration and corporate governance
Room 3 – Economics	Policy, growth and competitiveness

Room 10 – Finance	Corporate finance and accounting
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16:00 – 16:30 Coffee break

16:30 – 18:00 Parallel Sessions VI

Room 1 – Management	Learning, knowledge management and intellectual capital
Room 3 – Economics	Social entrepreneurship, integrative leadership and student performance
Room 10 – Finance	Banking, finance and development

18:00 – 18:30 Conference Closing

20:00 – Gala dinner

Saturday, June 7th

8:30 – 18:00 Excursion to Kornati National Park

Registration

June 4th from 09:00 to 20:00

June 5th from 09:00 to 18:00

June 6th from 08:30 to 12:00

THURSDAY, JUNE 5TH

OFFICIAL OPENING – Congress Room 2, 10:00 – 10:30

Official Opening of the Conference

PLENARY SESSION I – Congress Room 2, 10:30 – 12:00

Key note speaker:

Professor Velimir Srića

University of Zagreb, Faculty of Economics & Business, Croatia

“Harmonious Leadership: In Search of a New Paradigm”

Key note speaker:

Professor Junsoo Lee

University of Alabama, USA

“Net Treatment Effects of Free Trade Agreements”

12:00 – 12:30 Coffee break

PARALLEL SESSIONS I**12:30 – 14:00****Room 1 – Management**

- **Management, strategic management and leadership**

Session Chair: Károly Balaton

Session Co-Chair: Tomasz Dyczkowski

Dimovski, V., Grah, B., Uhan, M., Peterlin, J.	Advanced approaches to leadership: leading towards sustainability
Dyczkowski, T., Dyczkowska, J.	Organization of management control in public institutions in Poland
Balaton, K.	Enterprise strategies for successful growth after the last financial and economic crisis
Franić, S.	Determining the framework of antecedents of decision-making processes of business angels

Room 3 – Economics

- **Energy**

Session Chair: Hafez Abdo

Session Co-Chair: Andreja Hustić

Abdo, H.	Investigating the effectiveness of UK energy policy in promoting renewable investments and reducing carbon emissions
Sabolić, D., Dvornik, D., Hustić, A.	Electricity transmission in context of the EU energy policy
Sabolić, D., Dvornik, D., Hustić, A.	Economic challenges of power system decarbonization

Room 10 – Tourism

- **Sustainable tourism development**

Session Chair: William C. Gartner

Session Co-Chair: Agnieszka Niezgoda

Korez-Vide, R.	Creative tourism as a source of innovativeness and sustainability in tourism
Niezgoda, A., Žylak, D.	The impact of the economic crisis on Poles' trips to Croatia
Bartoluci, M., Kesar, O., Hendija, Z.	Critical analysis of economic sustainability of tourism development in Continental Croatia
Pavlić, I., Portolan, A.	Residents' attitudes towards the role of authenticity in sustainable tourism development
Budimski, V., Čavlek, N., Ferjanić Hodak, D.	Challenges in choosing the key indicators for measuring sustainable tourism development

14:00 – 15:00**Lunch**

PARALLEL SESSIONS II

15:00 – 16:30

Room 1 – Management

- **Human resource management**

Session Chair: Michael Cant

Session Co-Chair: Monika Březinová

Holátová, D., Březinová, M., Řehoř, P., Doležalová, V.	Management of human resources in SMEs
Dyczkowska, J., Dyczkowski, T.	Relations between planning systems and employee reward schemes in Polish enterprises
Ljubica, J., Dulčić, Ž.	Influence of the international exposure to the expatriate intent among bussines students in Croatia
Van Niekerk, C., Cant, M., Wiid, J.	Disparities between the personal and business moral values of South African entrepreneurs

Room 3 – Economics

- **Sustainability and environment**

Session Chair: Nataša Drvenkar

Session Co-Chair: István Kuti

Šandrak Nukić, I., Lovoković, D., Holmik, D.	Managing sustainable infrastructure projects: the case of the waste water treatment plant Osijek
Karcagi-Kováts, A.	Evolutionary game theory and sustainability
Kuti, I., Karcagi-Kováts, A., Dombi, M.	Sustainability and material stock analysis
Drvenkar, N., Marošević, K.	The green industry and the regional competitiveness
Klarin, T.	Croatian fiscal policy and sustainable tourism development

Room 10 – IT

- **IT governance and business alignment**

Session Chair: Mario Spremić

Session Co-Chair: Aurora Volarević

Vasiljeva, T., Treiguts, E.	Information technoogy and business alignment as essential factor for successful euro introduction (case of Latvia)
Panian, Ž.	Delivering business intelligence and value from big data
Insa-Ciriza, R., Pujol-Jover, M., Riera-Prunera, C.	E-government: the youngest brother
Volarević, A., Volarević, M., Švigir, A.	New dimension of crisis management for efficient business continuity
Ivanov, M., Varga, M., Pejić Bach, M.	Government open data portal: how government strategies should be more open
Spremić, M.	Considering IT governance mechanisms in business continuity management

Room Mala dvorana – Marketing

- **Marketing issues**

Session Chair: Milan Jurše
 Session Co-Chair: Saša Vujić

Vujić, S., Vujić, S., Abduzaimovic, A.	Developing relations between a leasing company and dealers in leasing service sales on the example of B&H
Jurše, M., Jager, J.	Complexities of the firm marketing channel strategy management in international markets
Biloš, A., Ružić, I., Kelić, I.	Online and offline media effectiveness based on shopping center communication objectives
Mahmutović, K.	The role of the Internet in the process of purchasing passenger cars in Bosnia and Herzegovina
Strezovski, Z., Gramatnikovski, S., Milenkovska, A.	The role of E –marketing in function of promoting Ohrid&Struga region as a tourist destination abroad

16:30 – 17:00 Coffee break

PARALLEL SESSIONS III

17:00 – 18:30

Room 1 – Management

- **Quality management and corporate social responsibility**

Session Chair: Marzanna Witek-Hajduk
 Session Co-Chair: Anna Maryniak

Spaho, K.	Integrated management system of quality as a framework for corporate social responsibility
Witek-Hajduk, M. K.	Objectives of CSR strategy- the example of Polish companies
Řehoř, P., Březinová, M., Holátová, D., Doležalová, V.	Instruments of quality management in the Czech municipalities
Ivančić, V., Žic, M., Jelenc, L.	CSR management profiles - the gap between thinking and doing
Maryniak, A.	Corporate social responsibility in a supply chain

Room 3 – Economics

- **Croatian economy**

Session Chair: Saša Jakšić
 Session Co-Chair: Meri Šuman Tolić

Jakšić, S., Žmuk, B.	Modelling Croatian export dynamics using global macroeconometric model
Pupavac, D.	Corruption – constant or ephemeral phenomenon of Croatian society
Svilokos, T., Šuman Tolić, M., Pavlić, I.	Economic growth and tourism demand in Croatia: the cyclical component analysis
Cota, B., Bogdan, Ž., Rogić, L.	Export and domestic demand: some empirical evidence in Croatia

Room 10 – IT

- **E-business**

Session Chair: Aleš Groznik

Session Co-Chair: Ivan Strugar

Vojvodić, K., Matić, M.	University students' attitudes towards disadvantages of online shopping
Prelas Kovačević, A., Vrhovski, I., Britvić, J.	Use of web 2.0 technology in higher education in the Republic of Croatia
Suša, D., Požgaj, Ž., Bosilj Vukšić, V.	Unified communications
Strugar, I., Osmanagić Bedenik, N.	Student's perceptions of e-learning in Croatia
Jaković, B., Kraševac, M., Šebek, V.	Marketing and commercial activities offered on camping sites web sites: the case of Croatia and selected EU countries

18:45 -

City tour (meeting point Registration desk)

FRIDAY, JUNE 6TH

PLENARY SESSION II – Congress Room 2, 10:00 – 10:45

Key note speaker:
Professor Martin Peitz
University of Mannheim, Germany

“Net Neutrality and the Economics of the Internet”

10:45 – 11:15 **Coffee break**

PARALLEL SESSIONS IV

11:15 – 12:45

Room 1 – Management

- **Organization**

Session Chair: Jean-Paul Thommen

Session Co-Chair: Ivana Marić

Perkov, D., Perkov, M., Papić, M.	Reasons for failure of change implementation and causes of resistance to organizational changes in Croatian enterprises
Zovko, V., Marić, I.	New model of elementary school organization in Croatia – financial aspects
Aleksić, A.	Contribution and role of organizational capabilities in growth and performance of Croatian companies
Načinović Braje, I., Galetić, L.	Corruption and corporate culture: exploring the connection

Room 3 – Economics

- **Hysteresis, European Union and trade balance**

Session Chair: Vlatka Bilas

Session Co-Chair: Karlo Bezak

Bezak, K.	Model of nonlinear dynamic system of sustainable forest management
Bilas, V., Franc, S., Bošnjak, M.	Determinants of merchandise trade balance in a small open economy: example of Croatia
Meng, M., Strazicich, M. C., Lee, J.	Hysteresis in unemployment? Evidence from linear and nonlinear unit root tests and non-normal errors
Galetić, F.	The change in the GDP per capita values across the countries of the European Union before and during the crisis
Herceg, T.	(In)efficiency of the sugar production in European Union - a microeconomic approach

Room 10 – Education

- **Education issues**

Session Chair: Ritva Pyykkönen

Session Co-Chair: Daniela Garbin Praničević

Pyykkönen, R., Kananen, J.	Enterprises, teachers and students co-creating business with the market as a forum
Garbin Praničević, D., Šerić, M.	The role of ICT in education: a longitudinal study based on tourism students perceptions
Sladoljev, J., Šišara, J., Kardum Goleš, I.	Innovation and education as key factors for further improvement of tourism and competitiveness of the Šibenik-Knin county
Neuvonen, H., Hautanen, J., Huotari, J., Krawczyk, P., Saukkonen, J., Topolewski, M.	Intensive campus-wide innovation week and it's impact on student attitude towards and intended learning outcomes aiming at entrepreneurial mindset

12:45 – 14:30 Lunch

PARALLEL SESSIONS V

14:30 – 16:00

Room 1 – Management

- **Integration and corporate governance**

Session Chair: Magdalena Popowska

Session Co-Chair: Maja Klindžić

Popowska, M., Segreto, L.	Corporate governance and ownership structure in the top 30-listed non financial companies in Poland
Vizjak, A., Vizjak, M.	Theoretical analysis of integration processes in the world and Europe
Bečić, E., Lahovnik, M., Windsperger, J.	Key determinants of the franchising model: an empirical study
Klindžić, M., Galetić, L.	Developing organization through strategic alliances – cross-sectional analysis of alliance characteristics in Croatia

Room 3 – Economics

- **Policy, growth and competitiveness**

Session Chair: Pevcin Primož

Session Co-Chair: Miroslav Ilić

Pevcin, P.	Crisis management of Slovenian government: policy and governance issues
Đuričin, D., Vuksanović, I.	Determinants of national (un)competitiveness: lessons for policy makers in Serbia
Lipnik, A., Cergol Lipnik, M.	South East Europe clusters policy review
Ilić, M.	Entrepreneurial finance and relations with economic growth

Room 10 – Finance

- **Corporate finance and accounting**

Session Chair: Peter Hofer

Session Co-Chair: Ilmars Kreituss

Keglević Kozjak, S., Šestanji-Perić, T., Bešvir, B.	Assessment of bankruptcy prediction models' applicability in Croatia
Kreituss, I., Neimane, D.	Impact of financial market regulation to non-bank lenders market concentration
Hofer, P., Hattinger, M., Eisl, C., Mayr, A.	Forecasting methods for volatile factors in budgeting – an empirical analysis of large Austrian companies
Mayr, A., Hofer, P., Eisl, C.	External controlling by public accountants – an empirical analysis of small enterprises and public accountants in Upper Austria

16:00 – 16:30 **Coffee break**

PARALLEL SESSIONS VI

16:30 – 18:00

Room 1 – Management

- **Learning, knowledge management and intellectual capital**

Session Chair: Nataša Rupčić

Session Co-Chair: Dalija Kuvačić

Kuvačić, D., Papić, M.	The role of intellectual capital in competitiveness of small entrepreneurship in the hospitality industry
Ferincz, A., Hortoványi, L.	Beyond human-computer collaboration: supporting and hindering factors of on-the-job learning
Buntak, K., Droždek, I., Baksa, V.	Knowledge as a resource and review of knowledge management concepts
Rupčić, N., Jakopič, M.	Coordination modalities as vehicles for successful learning supply chain partnerships

Room 3 – Economics

- **Social entrepreneurship, integrative leadership and student performance**

Session Chair: Boris Urban

Session Co-Chair: Ieva Brence

Urban, B.	Social entrepreneurship: the importance of institutions and self-efficacy on social outcomes
Buntak, K., Sesar, V., Droždek, I.	The influence of integrative leadership on public sector excellence from the aspect of common assessment framework application
Vidić, G., Kree Miočić, B.	Evaluation of the impact of students' attitudes on the labour market
Brence, I.	Students workload as intrinsic component for measuring the study process

Special event: 1st ISACA Croatia Chapter Regional Conference on Information System Governance, Security and Audit

Congress room Kolovare

9:30 – 11:00 Plenarni dio

Aurora Volarević	Uvod i pozdrav
Renato Burazer	IT revizija na steroidima ili kako uloviti megatrend usmjerenja pomoću IT revizije
Mario Spremić	Revizija IS kao dodana vrijednost i alat upravljanja informatikom i poslovanjem
Marijo Volarević	Informacijska sigurnost nakon iPhone-a i Facebook-a

11:00 – 11:30 Pauza za kavu

11:30 – 13:00 Radionice

Slaven Smojver	Upravljanje kontinuitetom poslovanja u kreditnim institucijama
Damir Blažeković	Eksternalizacija aktivnosti vezanih uz informacijske sustave

13:00 – 15:00 Pauza za ručak

15:00 – 16:00 Radionice

Lidija Baković	Razlike između CobiT-a 5 i CobiT-a 4.1.
Mario Spremić	Testiranje upravljanja identitetima, ovlastima i operativnim i sistemskim zapisima

16:00 – 16:30 Pauza za kavu

16:30 – 17:30 Radionice

Višnja Komnenić	Kontrole pristupa informacijskom sustavu
Krešimir Miloslavić	Testiranje probojnosti sustava i sigurnosti plaćanja putem Interneta

17:30 Zaključak i zatvaranje

Saturday, June 7th

8:30 – 18:00

Excursion to Kornati National Park