

Knowledge and Learning: Global Empowerment

Proceedings of the Management, Knowledge and Learning International Conference 2012

20–22 June 2012
Celje · Slovenia

- Pre/Post-Conference Programme
- Regional Economic Development through Local Heritage, Knowledge, and Learning, 20 June 2012
 - PhD Students' Workshop, 22–23 June 2012
 - Summer School, 25 June–6 July 2012



make
learn

Management,
Knowledge and Learning
International Conference 2012

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MakeLearn 2012: Knowledge and Learning: Global Empowerment

Proceedings of the Management, Knowledge and Learning
 International Conference 2012; 20–22 June 2012, Celje, Slovenia

Organized by

International School for Social and Business Studies, Slovenia

Co-organizers

Kasetsart University, Thailand
 Maria Curie-Skłodowska University, Poland
 Al Akhawayn University, Morocco

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Welcome Address

It is a great honour and pleasure to welcome you to the Management, Knowledge and Learning – MakeLearn International Conference 2012. The conference is a great opportunity to make your contribution to and share the most recent developments in the field of knowledge management with Slovenian and foreign experts.

International School for Social and Business Studies (ISSBS) is organising MakeLearn 2012 in cooperation with foreign partners, i.e. Kasetsart University, Thailand, Maria Curie-Skłodowska University, Poland, and Al Akhawayn University in Ifrane, Morocco. The conference deals with the management of knowledge and learning in businesses and other organisations, particularly with issues brought forward by the current financial and economic crisis. We believe that knowledge drives innovation and economic recovery, hence the focus of the conference on knowledge as a business opportunity.

In recent years, knowledge management has been given a lot of attention in businesses and other organisations as well as in rapidly increasing numbers of scientific and expert publications. After the first conference MakeLearn 2011, the ISSBS encourages the discussion and exchange of knowledge also through the new *International Journal of Management, Knowledge and Learning*.

We welcome 165 conference participants and authors of the papers from 24 countries. We would also like to thank everyone who helped us to organise MakeLearn 2012, and wish you all a successful conference and a pleasant stay in Celje.

Dr. Srečko Natek, Dean of the ISSBS

with co-organisers

Kasetsart University, Thailand

Maria Curie-Skłodowska University, Poland

Al Akhawayn University, Morocco



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

Conference Boards

Conference Board

- Dr. Srečko Natek, Dean, International School for Social and Business Studies, Slovenia, General Chair
- Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia, Conference Chair
- Dr. Binshan Lin, BellSouth Corporation Professor in Business Administration at College of Business Administration, Louisiana State University, USA, Conference Director
- Dr. Bordin Rassameethes, Dean, Faculty of Business Administration, Kasetsart University, Thailand, Co-Organiser
- Dr. Zbigniew Pastuszak, Director of the Institute of Management, Faculty of Economics, Maria Curie-Skłodowska University, Poland, Co-Organiser
- Dr. Mohamed Dahbi, Dean, Al Akhawayn University in Ifrane, Morocco, Co-Organiser

Programme Board

- Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, Programme Chair
- Dr. Pornthep Anussornnitisarn, Deputy Director, International Graduate Program in Industrial Engineering, Faculty of Engineering, Kasetsart University, Thailand
- Dr. Zaid Bouziane, Assistant Professor of Communication Studies and Undergraduate Programmes Coordinator, School of Humanities and Social Sciences, Al Akhawayn University in Ifrane, Morocco
- Dr. Anca Draghici, University of Timisoara, Romania
- Dr. Dejan Hozjan, International School for Social and Business Studies, Slovenia, and Faculty of Education, University of Primorska, Slovenia
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- Dr. Dušan Lesjak, International School for Social and Business Studies, Slovenia, and Faculty of Management, University of Primorska, Slovenia
- Dr. Agnieszka Leszczynska, Faculty of Economics, Maria Curie-Skłodowska University, Poland
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- Dr. Karim Moustaghfir, School of Humanities and Social Sciences, Al Akhawayn University in Ifrane, Morocco
- Dr. Haruthai Numprasertchai, Associate Dean of Academics, Faculty of Business Administration, Kasetsart University, Thailand
- Dr. Daniela Pasnicu, Spiru Haret University, Romania
- Dr. Kongkiti Phusavat, Director, Center of Advanced Science in Industrial Technology, Kasetsart University, Thailand

Dr. Anna Rakowska, Head of the Enterprise Management Department, Faculty of Economics, Maria Curie-Skłodowska University, Poland
 Dr. Cezar Scarlat, University Politehnica of Bucharest, Romania
 Dr. Agnieszka Sitko-Lutek, Vice Dean of the Faculty of Economics for Research and International Cooperation, Maria Curie-Skłodowska University, Poland
 Dr. Elzbieta Skrzypek, Head of the Quality and Knowledge Management Department, Faculty of Economics, Maria Curie-Skłodowska University, Poland
 Dr. Urszula Skurzynska-Sikora, Faculty of Economics, Maria Curie-Skłodowska University, Poland
 Dr. Seweryn Spalek, Faculty of Organization and Management, Silesian University of Technology, Poland
 Dr. Abdouli Touhami, Faculty of Arts and Humanities, University of Sousse, Tunisia
 Dr. Bartłomiej Zinczuk, Faculty of Economics, Maria Curie-Skłodowska University, Poland
 Dr. Egon Žižmond, Faculty of Management, University of Primorska, Slovenia
 Dr. Daniela de Carvalho Wilks, Universidade Portucalense, Portugal

Organising Board

Goran Đaković, Head of Research Department, International School for Social and Business Studies, Slovenia, Head of Organising Board
 The administrative and technical staff from ISSBS: Mia Kočevar, Katja Kolenc, Jasmina Mohorko, Marko Smrkolj, and Danijel Žabić.

Conference Aims

International scientific conference MakeLearn 2012 encourages the sharing of most recent findings in the field of management of knowledge and learning in business and other organizations (e.g. public institutions, non-profit organizations). In particular, this year's conference focuses on the issues of knowledge and learning as global empowerment tools, which is reflected in the subtitle of the conference 'Knowledge and Learning: Global Empowerment.'

These are the concepts usually associated with individual, organisational and social performance. Practitioners and researchers believe they have a potential to build sustainable competitive advantages and core capabilities of both organisations and society; only the individuals, organisations and societies able to sustain innovation, develop high-tech products and capitalise new knowledge will be successful. It is becoming more and more obvious that knowledge and learning are an important source of global power. MakeLearn 2012 conference stresses the importance of topics related to knowledge and learning at the personal level and at the level of organisations and societies.

Education Directed on Requirements of Business



Maciej Maniecki

Founder and owner of IT companies Solet and WebChili; president of the Enterprise Council for the Lublin Region (Rada Przedsiębiorczości Lubelszczyzny), Poland

Thursday, 21 June 2012 • 9.45–10.15

Maciej Maniecki graduated from Technical University of Warsaw in 1987. In 1990 he and his group of friends, set up SAFO LLC. Initially, the company employed 9 staff members who developed software. In 2005 the company employed approximately 150 staff members becoming

one of the largest providers of ERP systems on the domestic market. In 2007 Maciej Maniecki decided to merge with three other Polish IT companies. This is how Asseco Business Solutions came into being in which he held the position of Vice President of the Management Board. In 2007 Asseco Business Solutions went public and is now listed on the Warsaw Stock Exchange. The company allocated substantial funds acquired on selling and became one of the biggest Polish IT companies employing in 2009 over 800 employees. In 2009 he came to the conclusion that his mission was completed and upon terminating his membership in the Company's Management Board he became President of its Supervisory Board. At present he is the founder and owner of two IT companies: Solet specialises in BI systems and WebChili in Internet solutions. In addition to working in the capacity of investor and advisor in some of the companies which he has established he is also President of Rada Przedsiębiorczości Lubelszczyzny (Enterprise Council for the Lublin Region). Established in 2007 as an association of local entrepreneurs, he was one of its founding fathers. The primary aim of the Enterprise Council for the Lublin Region is ongoing support of the regional economic development. Since 2009 Maciej Maniecki is a member of the Convention at the Maria Curie-Skłodowska University. In January 2011 he became a member of the Convention at Technical University of Lublin. He is also an advisor to President of Lublin Krzysztof Żuk since December 2010.

How to Foster Excellence in Slovenian Higher Education?



Dr. Milan Vodopivec

World Bank, USA; International School for Social and Business Studies, Slovenia, and Faculty of Management, University of Primorska, Slovenia

Friday, 22 June 2012 • 11.00–11.30

Dr. Milan Vodopivec finished his PhD in the field of economics at the University of Maryland, USA. His research interests include mainly the labour market, social benefits and education, resulting in more than 100 scientific and professional articles in reputable foreign scientific journals. In 1989 he joined the World Bank in Washington,

where he participated in several studies of labour markets in countries in transition, and advised the governments of Armenia, Estonia, Yugoslavia, China, Kyrgyzstan, Macedonia, Slovenia and Turkey. In the years 1995–1996 he was State Secretary at the Ministry of Labour, Family and Social Affairs of the Republic of Slovenia. In 1998 he re-employed in the World Bank. In the last year, he is active as professor and researcher at the International School for Social and Business Studies, Slovenia, and Faculty of Management, University of Primorska, Slovenia.

Managing Academic Leadership via Accountability and Responsibility

Forum Chair: Dr. Srečko Natek

International School for Social and Business Studies, Slovenia

Thursday, 21 June 2012 • 13:30–14:30

The role of higher education institutions are changing and in many countries their relation to central government is also evolving. Institutions are becoming more responsible for the development of their own strategies and for the management of their operations. Accountability and responsibility are part of framework. During this Forum, academic leaders will address lessons from managing accountability and responsibility in higher education:

- Building Trust with Stakeholders
- Culture Diversity and Responsibility in the Global Context
- Financing and Budgeting in Higher Education
- Higher Education Governance in a Global Base
- Joint Programs and Degrees
- Lessons from the Corporate World
- Roles and Responsibilities
- Synergy between College and Business Community
- Trust, Markets, and Accountability
- University Governance
- Vision for 2013 and Beyond

Panelists

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

Dr. Alex Koohang, Macon State College, USA

Dr. Andrej Koren, National Leaderships School, Slovenia

Dr. Joseph Mifsud, EMUNI University, Slovenia

Dr. Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco

Dr. Kongkiti Phusavat, Faculty of Engineering, Kasetsart University, Thailand

Dr. Bordin Rassameethes, Faculty of Business Administration, Kasetsart University, Thailand

Dr. Cezar Scarlat, Universitatea Politehnica Bucuresti, Romania

Dr. Steve Kuang-Hsun Shih, Academic Affairs, Chinese Culture University, Taiwan

Dr. Agnieszka Sitko-Lutek, Faculty of Economics, Maria Curie-Skłodowska University, Poland

Dr. Antonio Uricchio, Faculty of Law and Faculty of Economy, University of Bari, Italy

Dr. Darko Zupanc, National Examinations Centre, Slovenia

Insights from Journal Editors

Panel Chair: Dr. Binshan Lin

Industrial Management & Data Systems, www.emeraldinsight.com/imds.htm

Louisiana State University in Shreveport, USA

Friday, 22 June 2012 • 9:30–10:30

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

Panel Members

Dr. Štefan Bojnec

Management, www.mng.fm-kp.si

Managing Global Transitions, www.mgt.fm-kp.si

University of Primorska, Slovenia

Dr. Gorazd Justinek

International Journal of Diplomacy and Economy, www.inderscience.com/ijdi

International Journal of Globalisation and Small Business, www.inderscience.com/ijgsb

International School for Social and Business Studies, Slovenia

Dr. Alex Koohang

Interdisciplinary Journal of E-Learning and Learning Objects, <http://ijello.org>

Macon State College, USA

Dr. Andrej Koren and Mateja Brejc, MSc

Leadership in Education, <http://www.solazaravnatelje.si/zaloznistvo/revija-vodenje/>

National School for Leadership in Education, Slovenia

Dr. Dušan Lesjak

International Journal of Management in Education, www.inderscience.com/ijmie

International School for Social and Business Studies, Slovenia

Dr. Lučka Lorber

International Journal of Euro-Mediterranean Studies, www.ijems.emuni.si

University of Maribor, Slovenia

Dr. Sasivimol Meeampol

International Journal of Accounting Practice and Research,

Kasetsart University, Thailand

Dr. Haruthai Numprasertchai

International Journal of Business Development and Research, www.bus.ku.ac.th

Kasetsart University, Thailand

Dr. Joanna Paliszkievicz

Management and Production Engineering Review, www.review.univtech.eu

Warsaw University of Life Sciences, Poland

Dr. Zbigniew Pastuszak

International Journal of Services and Standards, www.inderscience.com/ijss

Maria Curie-Skłodowska University, Poland

Dr. Kongkiti Phusavat

International Journal of Innovation and Learning, www.inderscience.com/ijil

Kasetsart University, Thailand

Dr. Steve Kuang-Hsun Shih

International Journal of Performance Measurement,

<http://performancesforum.org/index.html> Chinese Culture University, Taiwan

Journal of Accounting, Finance & Management Strategy,

<https://sites.google.com/site/journaljafms/>

Chinese Culture University, Taiwan

Dr. Suparek Sooksmarn

International Journal of Sustainable Strategy and Research

Kasetsart University, Thailand

Dr. Darko Štrajn

Šolsko polje (School Field), www.pei.si/pei_english.aspx

Educational Research Institute

Dr. Nada Trunk Širca

International Journal of Management, Knowledge and Learning, <http://www.ijmkl.si>

International School for Social and Business Studies, Slovenia

Dr. Agnieszka Sitko-Lutek

International Journal of Synergy and Research, www.ijsr.umcs.lublin.pl

Maria Curie-Skłodowska University, Poland

Dr. Egon Žižmond

International Journal of Sustainable Economy, www.inderscience.com/ijse

University of Primorska, Slovenia

Entrepreneurship Opportunities in a Globalised World

Forum Chair: Rado Pezdir

International School for Social and Business Studies, Slovenia

Friday, 22 June 2012 • 12.00–13.00

Business Excellence Forum is an opportunity to identify and discuss entrepreneurial and business challenges in a globalizing international environment. Entrepreneurs and businessmen from Europe and elsewhere will highlight practical experiences, good practices and opportunities which they have identified in their activities. The Forum is also an opportunity to reflect on the relevant business and academic responses to existing and future corporate and business challenges.

Speakers who will, in accordance with business practice and their own experience, present their views on the topic of the Forum 'Entrepreneurship Opportunities in a Globalised World,' are:

Mr. Matija Novak, Commercial Director, Steklarna Rogaška d.d., Slovenia

Mr. Anton Škrabl, Construction and Restoration of Pipe Organs and Other Instruments, Slovenia

Dr. Bordin Rassameethes, Kasetsart University, Thailand

Dr. Anna Rakowska, Maria Curie-Skłodowska University, Poland

Dr. Mitja I. Tavčar, International School for Social and Business Studies, Slovenia



Conference Programme

Wednesday, 20 June 2012

- 16.00–18.00 Pre-Conference Programme • Room A
- 18.15–19.30 Guided tour around Celje's historical centre to the Water Tower Celje. Meeting point in front of ISSBS building, in front of Hotel Štorman and in front of Hotel Evropa.
- 19.00–20.00 Registration • The Water Tower Celje (Hotel Evropa)
- 20.00–21.30 Welcome addresses and welcome reception • The Water Tower Celje
ISSBS Dean with all organisers

Thursday, 21 June 2012

- 8.30–9.00 Registration • 2nd floor lobby
- 9.00–9.30 Conference opening • Room A
Dr. Srečko Natek, Dean of International School for Social and Business Studies, Slovenia
Mrs. Darja Turk, Vice Major of Celje
Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia, Programme Chair
Dr. Binshan Lin, College of Business Administration, Louisiana State University, USA, Conference Director
- 9.30–10.10 Keynote speaker 1 • Room A
Mr. Maciej Maniecki
Discussion
- 10.30–10.15 Photo session
- 10.15–10.45 Coffee break • 2nd floor lobby
- 10.45–12.00 Concurrent sessions A1, B2, B5, C3, C6, E1, G1
- 12.00–13.30 Lunch • Hotel Štorman
- 13.30–14.30 Academic Leadership Forum • Room A
- 14.30–15.00 Coffee break • 2nd floor lobby
- 15.00–16.15 Concurrent sessions A2, B3, C1, C4, D1, F1, G2
- 16.15–16.30 Break
- 16.30–17.45 Concurrent sessions B1, B4, C2, C5, D2, F2, H1
- 18.30 Bus tour to Celje's Old Castle and Dobrna; meeting point in front of ISSBS building and in front of hotel Evropa
- 20.30–23.00 Dinner and social event • Hotel Vita Dobrna

Friday, 22 June 2012

- 9.00–9.30 Demonstration: Tailor Made Texts for Study Purposes • Room G
Ms. Erzsebet Csibi, Pearson

9.30–10.30	Editors' Panel • Room G
10.30–11.00	Coffee break with Exhibition of Journals, networking for publishing opportunities • 2nd floor lobby
11.00–11.30	Keynote speaker 2 • Room G <i>Dr. Milan Vodopivec</i> Discussion
11.30–12.00	Break for networking and bilateral meetings • 2nd floor lobby
12.00–13.00	Business Excellence Forum • Room G
13.00	Closing of the conference • Room G
13.00–14.00	Programme Board meeting (working lunch for invited guests only) • English Room in Hotel Štorman

Sessions Timetable – Thursday, 21 June 2012

	Room B	Room C	Room D	Room E	Room F	Room G	Room A
10.45–12.00	A1	B2	B5	C3	C6	E1	G1
15.00–16.15	A2	B3	C1	C4	D1	F1	G2
16.30–17.45	B1	B4	C2	C5	D2	F2	H1

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

Sessions

- Knowledge Management (A1, A2)
- Management, Strategic Management, Organisational Behaviour (B1, B2, B3, B4, B5)
- Learning, Education, Training (C1, C2, C3, C4, C5, C6)
- Human Resources (D1, D2)
- Business, Marketing and Competitiveness (E1)
- Innovation, Entrepreneurship (F1, F2)
- Technology, Informatics, Methodology (G1, G2)
- Knowledge Management Practices (H1)

Post-Conference Programme

- PhD Students' Workshop 2012 – Academic Writing for Publishing Scientific Papers in International Journals, 22–23 June 2012
- Summer School 2012, 25 June–6 July 2012 – Innovation in Business: Environmental Challenges

A1 Knowledge Management 1

Thursday, 21 June 2012 • 10.45–12.00 • Room B

Session Chair: Peter Meža

Product Management and Knowledge Management

Peter Meža, International School for Social and Business Studies, Slovenia

Keywords: knowledge management, product management, knowledge, information, strategy

[Full Text](#)

Knowledge Management in the Innovation Potential of Enterprises

Tomasz Norek, University of Szczecin, Poland

Keywords: knowledge management, innovation potential, benchmarking

[Full Text](#)

Possibilities of Knowledge Management in Supporting Marketing Activities of Firms

Veronika Svatošová, University of Pardubice, Faculty of Economics and Administration, Czech Republic

Keywords: knowledge management, knowledge and information, marketing, new trends of marketing, knowledge marketing

[Full Text](#)

Relationship between Knowledge Management and Market Orientation in SMEs

Roman Kmiecik, Silesian University of Technology, Poland

Anna Michna, Silesian University of Technology, Poland

Keywords: knowledge management, market orientation, SMEs

[Full Text](#)

Integration of Academic Libraries' E-Services into Learning Management System: Students' Perception

Anita Papić, Faculty of Philosophy, University J. J. Strossmayer, Croatia

Ivanka Stričević, University of Zadar, Croatia

Keywords: learning management system, teachers, students, academic libraries, information literacy

[Full Text](#)

The Importance of Concepts of Knowledge Management and Learning Organization in Managing the Knowledge-Flow in Organizations

Marija Dzunić, Jelena Djordjević Boljanović, and Jana Subotić,

Faculty of Economics, Finance and Administration, University Singidunum, Serbia

Keywords: knowledge economy, knowledge-flow, knowledge management, learning organization, competitive advantage

[Full Text](#)



A2 Knowledge management 2

Thursday, 21 June 2012 • 15.00–16.15 • Room B

Session Chair: Stanislav Tripes

Leveraging Knowledge for Improved Sport Club Performance Management

Stanislav Tripes, Faculty of Management, University of Economics, Czech Republic

Jan Voracek, Faculty of Management, University of Economics, Czech Republic

Keywords: sport club, performance management, knowledge conceptualization, dynamic modelling

[Full Text](#)

Commitment Enhances Knowledge Sharing against Opportunism in New Product Development

Richard C.M. Yam, City University of Hong Kong, Hong Kong

Esther P.Y. Tang, Hong Kong Polytechnic University, Hong Kong

Cliff C.H. Chan, City University of Hong Kong, Hong Kong

Keywords: knowledge sharing, opportunism, contract, commitment, trust

[Full Text](#)

Japanese Way, Western Way: Two Narratives of Knowledge Management

Robert Joseph Skovira, Robert Morris University, USA

Keywords: tacit knowledge, explicit knowledge, personal knowing, organizational knowing, Japanese narrative, Western narrative

[Full Text](#)

Product Package Second Life: Exploratory Research of Secondary Use

Monika Nalewajek, Maria Curie-Skłodowska University, Poland

Radosław Mącik, Maria Curie-Skłodowska University, Poland

Keywords: package, product second-life, photostory, self-reports

[Full Text](#)

Measurement of Intellectual Capital in a Company

Artur Paździor, College of Enterprise and Administration, Poland

Maria Paździor, College of Enterprise and Administration, Poland

Keywords: intellectual capital, synthetic methods, analytical methods

[Full Text](#)

Managing Knowledge and Information in the Process of Customer Needs Identification

Elżbieta Skrzypek, Maria Curie-Skłodowska University, Poland

Grzegorz Grela, Maria Curie-Skłodowska University, Poland

Agnieszka Piasecka, Maria Curie-Skłodowska University, Poland

Mariusz Hofman, Maria Curie-Skłodowska University, Poland

Keywords: customer focus, knowledge and information, ISO 10014

[Full Text](#)

B1 Management, Strategic Management, Organisational Behaviour 1

Thursday, 21 June 2012 • 16.30–17.45 • Room B

Session Chair: Gyula Fülöp

Corporate Sustainability: Strategic Alternatives and Methodology; Implementation

Gyula Fülöp, Institute of Business Sciences, University of Miskolc, Hungary

Bettina Hódi Hernádi, Institute of Business Sciences, University of Miskolc, Hungary

Keywords: sustainability, corporate strategy, balanced scorecard

[Full Text](#)

Quality as a Strategy for the Development of Competitive Advantages in the health Institutions for Achieving Business Success

Veselin Dickov, Faculty of International Management, European University, Serbia

Keywords: strategic analysis, economic indicators, balanced scorecard, the financial indicators, pharmaceutical marketing strategies

[Full Text](#)

Global Supply Chain Compliance Issues: A Cultural Perspective

Linda C. Gordon, University of La Verne, USA

David S. Kung, University of La Verne, USA

Nancy R. Tao, University of Wisconsin, USA

Harold Dyck, California State University, USA

Keywords: globalization, supply chain management, cultural management

[Full Text](#)

Orientation on Trust and Organizational Performance

Joanna Paliszkievicz, Warsaw University of Life Sciences, Poland

Keywords: trust, trust management, organizational performance

[Full Text](#)

The Challenges of Globalization: The Changing Role of Cultural Intelligence in the 21st Century

Réka Polák-Weldon, University of Pannonia, Hungary

Ágnes Balogh, University of Pannonia, Hungary

Eszter Bogdány, University of Pannonia, Hungary

Tibor Cizmádia, University of Pannonia, Hungary

Keywords: changing role of cultural intelligence, globalization, success attitude

[Full Text](#)

B2 Management, Strategic Management, Organisational Behaviour 2

Thursday, 21 June 2012 • 10.45–12.00 • Room C

Session Chair: Anna Rakowska

Instances of Corporate Social Responsibility in Coal Mining:

An Example of Chosen Polish Mines

Anna Rakowska, Marie Curie-Skłodowska University, Poland

Marzena Cichorzewska, Lublin University of Technology, Poland

Keywords: CSR, safety, wellbeing, culture, environment

[Full Text](#)

Future Employee Preferences in the Light Of Organizational Culture

Eszter Bogdány, University of Pannonia, Hungary

Ágnes Balogh, University of Pannonia, Hungary

Tibor Csizmadia, University of Pannonia, Hungary

Réka Polák-Weldon, University of Pannonia, Hungary

Keywords: change management, organizational culture, changing preferences

[Full Text](#)

Making Knowledge Strategies Based on Organizational Life Cycle:

A Case Study in Automobile Industry

Mohammad Reza Ostad Ali Naghi Kashani, Islamic Azad University (IAU),

Tehran Central Branch (TCB), Iran

Keywords: knowledge management, knowledge strategies, organization lifecycle

[Full Text](#)

Adaptation to Climate Change As a Process of Organizational Learning

Agnieszka Leszczynska, Maria Curie-Skłodowska University, Poland

Keywords: climate change, adaptation, organizational learning

[Full Text](#)

Corporate Social Responsibility and its Application in the Enterprise

Bartłomiej Zinczuk, University of Maria Curie-Skłodowska, Poland

Keywords: CSR, relationship, environment

[Full Text](#)

B3 Management, Strategic Management, Organisational Behaviour 3

Thursday, 21 June 2012 • 15.00–16.15 • Room C

Session Chair: Mitja Gorenak

The Importance of Organizational Values for Organization

Mitja Gorenak, International School for Social and Business Studies, Slovenia

Suzana Košir, International School for Social and Business Studies, Slovenia

Keywords: indicate organizational values, organization, explicit or implicit notes of values, performance

[Full Text](#)

Enterprise Flight Envelope: Conceptual Dynamic Framework for Crisis Management

Veronika Zelena, Faculty of Management, University of Economics, Czech Republic

Jan Voracek, Faculty of Management, University of Economics, Czech Republic

Keywords: crisis management, performance measure, flight management simulators, redesign, reengineering

[Full Text](#)

Shaping Alumni's Sensitivity to Issues of Social Logistics

Sebastian Twaróg, University of Economics in Katowice, Poland

Jacek Szołtysek, University of Economics in Katowice, Poland

Rafał Otręba, Complex of John Paul II Comprehensive Schools No. 3 in Ruda Śląska, Poland

Keywords: logistics, social logistics, social sensitivity

[Full Text](#)

3Rs Absorptive Capacity: Responsive, Realized, and Reconfigured

Yuh-Yuan Tsai, National Dong Hwa University, Taiwan

Chien-Nan Chen, National Dong Hwa University, Taiwan

Chin-Li Tseng, National Dong Hwa University, Taiwan

Keywords: absorptive capacity, organizational innovation, reconceptualization

[Full Text](#)

Intercultural Communication: The Effect of Cultural Differences in Everyday Working Environment of Companies (from Germany, Switzerland, Austria) in Hungary

Krisztina Frankó, University of Debrecen, Faculty of Economics and Business Administration, Hungary

Keywords: intercultural management, cultural differences, intercultural interaction, compromise, leadership, Hungary, Germany, Austria, Switzerland

[Full Text](#)

B4 Management, Strategic Management, Organisational Behaviour 4

Thursday, 21 June 2012 • 16.30–17.45 • Room C

Session Chair: Valerij Dermal

Relationship between Mission Statement and Company Performance

Valerij Dermal, International School for Social and Business Studies, Slovenia

Keywords: company mission, mission statement, company performance

[Full Text](#)

Strategic Management of air Transport Resources in Fuel Crisis Conditions

Katarzyna Wąsowska, Siedlce University of Natural Sciences and Humanities, Poland

Keywords: air transport, fuel crisis

[Full Text](#)

The New Mechanism for Performance Evaluation of the Co-Operatives

Chamaru De Alwis, Faculty of Management and Economics, Tomas Bata University, Czech Republic

Keywords: co-operatives, values, principles, financial performance, value performances

[Full Text](#)

Private Equity Opportunities in the Countries of Central and Eastern Europe

Darina Saxunova, Comenius University, Slovakia

Keywords: private equity, mergers and acquisitions, PE funds, CEE region

[Full Text](#)

Feasibility of Cotton Cultivation in Thailand

Punnamee Sachakamol, Kasetsart University, Thailand

Keywords: cotton, feasibility study, forecasting, simulation, commodity trading

[Full Text](#)

B5 Management, Strategic Management, Organisational Behaviour 5

Thursday, 21 June 2012 • 10.45–12.00 • Room D

Session Chair: Sasivimol Meeampol

An Empirical Analysis of the Relation between Corporate Governance and Earnings Management: Case Study of Thailand

Sasivimol Meeampol, Kasetsart University, Thailand

Sarayut Rueangsuwan, Kasetsart University, Thailand

Pairin Jaithat, Kasetsart University, Thailand

Keywords: corporate governance, earnings management, discretionary accruals

[Full Text](#)

Coopetition in the Context of Assumptions of the Resource Based View

Piotr Markiewicz, Cracow University of Economics, Poland

Keywords: strategy, coopetition, learning, creation of value

[Full Text](#)

Ranking and Visualizing the Keywords in Mission Statements of Slovenian Companies

Kristijan Breznik, International School for Social and Business Studies, Slovenia

Keywords: mission statement, social network analysis, ranking, visualization

[Full Text](#)

Effectiveness of Communication in Relation to Training of Sales Staff

Gregor Jagodič, International School for Social and Business Studies, Slovenia

Keywords: training, communication, business performance

[Full Text](#)

Implementing JIT Philosophy in Push Based Production System

Jiravut Wattananusornand, Faculty of Engineering, Kasetsart University, Thailand

Pornthep Anussornnitarn, Faculty of Engineering, Kasetsart University, Thailand

Bordin Rassameethes, Faculty of Business Administration, Kasetsart University, Thailand

Keywords: CONWIP, JIT control mechanism, constant work-in-process

[Full Text](#)

Root Cause Analysis Using Internal Benchmarking

Maleewan Sapcharoenkul, Faculty of Engineering, Kasetsart University, Thailand

Pornthep Anussornnitarn, Faculty of Engineering, Kasetsart University, Thailand

Suparek Sooksmarn, Faculty of Business Administration, Kasetsart University, Thailand

Keywords: internal benchmarking, Little's law, constant work-in-process

[Full Text](#)

C1 Learning, Education, Training 1

Thursday, 21 June 2012 • 15.00–16.15 • Room D

Session Chair: Sonja Pravilović

Influence of the Cooperation with Professional Consultants on the Improvement in the Effectiveness of the Enterprises

Urszula Skurzynska-Sikora, Maria Curie-Sklodowska University, Poland

Keywords: competence gap, reducing competence gap, enterprise's effectiveness

[Full Text](#)

Team Re-Shuffle (Three Years Study)

Václav Švec, Czech University of Life Sciences Prague, Czech Republic

Ivana Tichá, Czech University of Life Sciences Prague, Czech Republic

Tereza Kadeřábková, Czech University of Life Sciences Prague, Czech Republic

Keywords: team learning, management, team, competencies

[Full Text](#)

Relative Efficiency of Secondary Education: A Comparative Analysis of Slovenia and Croatia

Aleksander Aristovnik, University of Ljubljana, Slovenia

Keywords: secondary education, technical efficiency, DEA, Slovenia, Croatia, EU, OECD

[Full Text](#)

Why Learning by Exporting May Not Be As Common As You Think

Tomasz Serwach, University of Lodz, Poland

Keywords: learning by exporting, trade and heterogeneous firms

[Full Text](#)

A Study on Taiwanese University Student'S Personality Traits and Motivations of Overseas Internship

Jin-Jun Fan, National Pingtung Institute of Commerce, Taiwan, ROC

Hsiang-Yung Feng, National United University, Taiwan, ROC

Keywords: overseas internship, personality traits, motivations, confirmatory factor analysis

[Full Text](#)

C2 Learning, Education, Training 2

Thursday, 21 June 2012 • 16.30–17.45 • Room D

Session Chair: Vaska Pejić

Comparison between Logistics Experts in Commercial and Transport Companies

Vaska Pejić, University of Maribor, Faculty of Logistics, Slovenia

Irena Gorenak, University of Maribor, Faculty of Logistics, Slovenia

Sonja Mlaker Kač, University of Maribor, Faculty of Logistics, Slovenia

Keywords: competencies, logistics expert, commercial companies, transport companies

[Full Text](#)

Internationalization through Web Based Learning? An Assessment of the Virtualization of German Universities

Marc Cuypers, University of Duisburg-Essen, Germany

Keywords: internationalization, virtualization, rationales

[Full Text](#)

Challenges and Responses: Learning in Nonprofit Organizations

Katalin Dobrai, University of Pécs, Hungary

Ferenc Farkas, University of Pécs, Hungary

Keywords: non-profit organizations, professionalization, learning, managerialism, organizational development

[Full Text](#)

Collaborative Process Learning on the Shop-Floor from the Perspectives of Lean Management

Milan Fekete, Comenius University in Bratislava, Slovak Republic

Zuzana Miklošiková, Comenius University in Bratislava, Slovak Republic

Keywords: collaborative learning, process learning, lean management, knowledge management, acquiring and sharing the knowledge

[Full Text](#)

The Development of Expertise in Education and Training Management

Julia Breßler, Chemnitz University of Technology, Germany

Keywords: expertise, innovation, education and training management, educational goal

[Full Text](#)



C3 Learning, Education, Training 3

Thursday, 21 June 2012 • 10.45–12.00 • Room E

Session Chair: Sabina Đonlagić

Determining Key Factors for Knowledge Economy Development in Bosnia and Hercegovina

Adil Kurtić, Faculty of Economics, University in Tuzla, Bosnia and Herzegovina

Sabina Đonlagić, Faculty of Economics, University in Tuzla, Bosnia and Herzegovina

Keywords: knowledge economy, knowledge economy factors, higher education in knowledge economy

[Full Text](#)

The Use of Modern Technologies in Higher Schools As One of the Elements of Value Innovation

Bogdan Nogalski, Gdańsk University, Poland

Marzena Wójcik-Augustyniak, Siedlce University of Natural Sciences and Humanities, Poland

Keywords: modern technologies, higher schools, value innovation

[Full Text](#)

Entrepreneurship Education, Democratic Empowerment and Subjective Well-Being

Zsuzsanna Horváth, College of Commerce, Catering and Tourism, Budapest Business School, Hungary

Keywords: tourism education, democratic deficit, entrepreneurship education, empowerment, subjective well-being

[Full Text](#)

Assessing the Emotional Intelligence of Sri Lankan High School Students: A Case Study

L.N.A. Chandana Jayawardena, Faculty of Management and Economics, Tomas Bata University in Zlin, Czech Republic and University of Peradeniya, Sri Lanka

L.N.A. Ishanthi Jayawardena, Sacred Heart Convent, Sri Lanka

Keywords: emotional intelligence, high school students, adolescence

[Full Text](#)

Role of Inter-Organizational Relations in Obtaining Sponsorship for Academic Initiatives

Wioletta Wereda, Faculty of Management, Siedlce University of Natural Sciences and Humanities, Poland

Keywords: inter-organizational relations, sponsorship, academic initiatives, coopetition

[Full Text](#)

C4 Learning, Education, Training 4

Thursday, 21 June 2012 • 15.00–16.15 • Room E

Session Chair: Natascha Zeitel-Bank

‘Networked Learning’ at the Management Center Innsbruck, Austria

Natascha Zeitel-Bank, Management Center Innsbruck, Austria

Ute Tat, Management Center Innsbruck, Austria

Keywords: networked learning, experiential learning, integrated learning

[Full Text](#)

Strategy of the Field of Study Choice: Research Among Male Students/Future Graduates in the Vysocina Region; Focus on Nursing

Martina Chalupova, College of Polytechnics Jihlava, Czech Republic

Keywords: senior male students, field of study choice factors, nursing, Vysocina region

[Full Text](#)

Reaching Maturity through Project-Based Learning

Seweryn Spalek, Silesian University of Technology, Faculty of Organisation and Management, Poland

Keywords: project-based learning, maturity, educational organisations, practical knowledge, industrial companies' expectations

[Full Text](#)

Whose Interest Serves the Internationalisation of Higher Education?

Tanja Potočnik Mesarič, University of Ljubljana, Slovenia

Keywords: internationalisation, higher education, Bologna process, motives

[Full Text](#)

The Role of Mentoring in Organisational Learning: Case Study on the University

Martyna Wronka, University of Economics in Katowice, Poland

Keywords: mentoring, university, mentee, mentor, learning organisation

[Full Text](#)



C5 Learning, Education, Training 5

Thursday, 21 June 2012 • 16.30–17.45 • Room E

Session Chair: Nina Harapin

Expects of Informing Students about Future Study

Nina Harapin, Gimnazija Brežice, Slovenia

Suzana Košir, International School for Social and Business Studies, Slovenia

Keywords: education, cooperation, secondary school, higher education, faculty

[Full Text](#)

Business Process Management Training and Certification Program: A Slovenian-Romanian Collaboration Experience

Anca Draghici, Politehnica University of Timisoara, Romania

Cristian Olariu, Politehnica University of Timisoara, Romania

Tomislav Rozman, Bicero d.o.o., Slovenia

Keywords: business process management, skill set, qualification, training program, certification, European Certification and Qualification Association

[Full Text](#)

The Experience of Setting up a New Learning Environment Model in Management Education: Challenges and Frustrations

Jorge Santos, Federal University of Viçosa, MG, Brazil

Simone Martins, Federal University of Viçosa, MG, Brazil

Keywords: experiential learning, learning environments, management education

[Full Text](#)

On the Need of Humanistic Preparatory Courses at Business and Technical Schools

Dominika Boroń, Maria Curie-Skłodowska University, Poland

Keywords: humanistic education, culture, social responsibility, communication crisis, humanistic management

[Full Text](#)

Experience of Erasmus Students Studying in Poland

Marcin Lipowski, Maria Curie-Skłodowska University, Poland

Keywords: student mobility, Erasmus students, study abroad, student needs

[Full Text](#)

C6 Learning, Education, Training 6

Thursday, 21 June 2012 • 10.45–12.00 • Room F

Session Chair: Vesna Skrbinjek

Enrolment Trends in Full-Time Undergraduate Tertiary Education Studies in Slovenia

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

Keywords: tertiary education, Slovenia, enrolment, enrolment trends, full-time studies

[Full Text](#)

Competences of University Graduates from Economics and Management, as Perceived by University Students and Employers

Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland
Monika Jakubiak, Maria Curie-Skłodowska University, Poland

Keywords: competences, economics and management students, significance of competences at work, the level of competences gained during studies

[Full Text](#)

Quality Evaluation of Higher Education Programmes: Process and Challenges in Latvia

Ieva Brence, Latvian Academy of Sciences, Latvia
Baiba Rivza, Latvian Academy of Sciences, Latvia

Keywords: higher education programmes, evaluation, quality of higher education

[Full Text](#)

Internationalization of Higher Education: A Case Study of Leonardo da Vinci Project

Elżbieta Miłoś, College of Business and Administration in Lublin, Poland
Marek Miłoś, Lublin University of Technology, Poland
Jean-Michel Adam, Pierre Mendes France University, France and Laboratory of Informatics of Grenoble (LIG), France
Sergio Lujan Mora, University of Alicante, Spain
Nada Trunk Širca, International School for Social and Business Studies, Slovenia

Keywords: higher education, internationalization, knowledge exchange, multicultural environment

[Full Text](#)

Research into Hofstede's Thesis

Frederick G. Kohun, Robert Morris University, USA
Vladimír Burčík, Comenius University, Slovakia
Robert Joseph Skovira, Robert Morris University, USA

Keywords: Hofstede, knowledge management tool, global socio-economic change

[Full Text](#)

D1 Human Resources 1

Thursday, 21 June 2012 • 15.00–16.15 • Room F

Session Chair: Karim Moustaghfir

Predicting Employees' Behavior: An Application of the Theory of Planned Behavior; The Case of the Moroccan Forestry Department (HCEFLCD)

Redouan Innan, Haut Commissariat aux Eaux et Forêts et à la Lutte Contre la Désertification, Morocco

Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco

Keywords: theory of planned behaviour, complementary healthcare insurance, attitude, subjective norm, perceived behavioural control

[Full Text](#)

Chances of Men and Women to Return to the Labour Market after Child-Care Leave

Andrea Bencsik, Széchenyi István Egyetem, Hungary

Juhász Tímea, LAH Hungaria Kereskedelmi Kft., Hungary

Keywords: reconciliation of work and private life, child-care leave, return to the labour market

[Full Text](#)

Assessment Survey on Management Abilities and Knowledge of Managers of SMEs

Gábor Zsakay, University of Pécs, Faculty of Business and Economics, Hungary

Keywords: measurement of management skills, assumed knowledge, real knowledge, SMEs

[Full Text](#)

Empowerment in High Performance Work Systems from a Systems Theory Perspective

Thomas Wallner, University of Applied Sciences Upper Austria, Austria

Martin Menrad, University of Applied Sciences Upper Austria, Austria

Stefan Thurner, University of Applied Sciences Upper Austria, Austria

Keywords: high performance work systems, high performance work practices, systems theory, complex adaptive systems, empowerment

[Full Text](#)

Youth Unemployment: Should We Detect Talents and Develop Career Paths Earlier?

Ivana Čančar, Institute for Developmental and Strategic Analysis, Slovenia

Darka Podmenik, Institute for Developmental and Strategic Analysis, Slovenia

Keywords: youth unemployment, talents, career, early career paths

[Full Text](#)

D2 Human Resources 2

Thursday, 21 June 2012 • 16.30–17.45 • Room F

Session Chair: Vilma Alina Šoba

Some Legislative and Social Obstacles in Career of Slovene Women in Science

Vilma Alina Šoba, International School for Social and Business Studies, Slovenia

Jana Goriup, Faculty of Arts, University of Maribor, Slovenia

Keywords: women, science, education, domestic work, family, balance, discrimination, inequality, Slovene society

[Full Text](#)

Conflicts and Cooperation in the Shifting Social Environment:

The Case of Lithuania

Juozas Lakis, Bialystok University of Technology, Poland

Keywords: transformations, Lithuania, conflict management, alternative dispute resolution (ADR)

[Full Text](#)

Relationships between Organization of R&D Department and Innovativeness of a Company: Recommendations for HRM

Tomasz Ingram, University of Economics in Katowice, Poland

Keywords: organizational innovativeness, human resource management

[Full Text](#)

The Employee Appraisal Method Based on the Agreement on Objectives

Christian Seitz, Slovak University of Agriculture, Slovak Republic

Keywords: employee appraisal, objective agreement, management by objectives, objective theory

[Full Text](#)

Workforce Localization Policies in Saudi Arabia: The Determinants of Successful Implementation in Multi-National Enterprises

Abdullah Alanezi, Brunel University London, Great Britain

Keywords: localization policies, Saudization, institutional theory, HR practices, role of HR director

[Full Text](#)

The Relationship between Human Resource Development System and Job Satisfaction

Nada Trunk Širca, International School for Social and Business Studies, Slovenia

Katarina Babnik, University of Primorska, Faculty of Health Sciences, Slovenia

Kristijan Breznik, International School for Social and Business Studies, Slovenia

Keywords: job satisfaction, HR development system, HR function, social exchange theory, psychological climate

[Full Text](#)

E1 Business, Marketing and Competitiveness

Thursday, 21 June 2012 • 10.45–12.00 • Room G

Session Chair: Štefan Bojnec

Launching of a New Product with the Brand Extension Strategy

Tina Vukasovič, International school for social and business studies, Slovenia

Keywords: brand extension, food industry, marketing

[Full Text](#)

Price Regulation for Medicinal Products in Slovenia

Štefan Bojnec, University of Primorska, Faculty of Management, Slovenia

Romana Kajdiž, Agency for Medicinal Products and Medical Devices of the Republic of Slovenia, Slovenia

Keywords: prices for medicinal products, reference price system, public expenditures for medicinal products

[Full Text](#)

Continuing Education Services: Perceived Service Value and Related Constructs

Otto Krickl, University of Graz, Austria

Susan Geertshuis, University of Auckland, New Zealand

Keywords: continuing education, perceived service value, community education, willingness to pay

[Full Text](#)

Implementation of the Process Approach and Business Process Management Concept in Croatian Shipyards

Ivana Mikačić, University of Split, Faculty of Economics, Croatia

Željana Dulčić, University of Zagreb, Faculty of Philosophy, Croatia

Keywords: global market, competition, process approach, business process management, Croatian shipyards

[Full Text](#)

Knowledge as the Power of New Consumers in the Global Environment

Ružica Kovač Žnideršič, Aleksandar Grubor, Suzana Salai, and Dražen Marić, Faculty of Economics Subotica, University of Novi Sad, Serbia

Keywords: new consumers, values, new time, knowledge, learning

[Full Text](#)

E-Marketing Activities and Perceived Competitive Advantage in the Context of Globalization: Study of Lublin Region Firms

Radosław Mącik, Maria Curie-Skłodowska University, Poland

Bartosz Jóźwik, The John Paul II Catholic University of Lublin, Poland

Monika Nalewajek, Maria Curie-Skłodowska University, Poland

Keywords: globalization, e-marketing, competitive advantage, SMEs

[Full Text](#)

F1 Innovation, Entrepreneurship 1

Thursday, 21 June 2012 • 15.00–16.15 • Room G

Session Chair: Gorazd Justinek

Global Economic and Financial Crisis: A Threat for Innovative SMEs

Tanja Sedej, International School for Social and Business Studies, Slovenia

Gorazd Justinek, International School for Social and Business Studies, Slovenia

Keywords: global crisis, innovation, SMEs

[Full Text](#)

Learning from the Palomar5 Innovation Camp: Towards a Framework for a New User Innovation Methodology

Aiko Karaschewitz, Technische Universität Berlin, Germany

Katharina Hölzle, Universität Potsdam, Germany

Keywords: Palomar5, knowledge management, innovation camp framework

[Full Text](#)

School and Development of Innovation

Franc Cankar, National Education Institute, Slovenia

Stanka Setnikar Cankar, University of Ljubljana, Faculty of Administration, Slovenia

Keywords: school, teachers, innovation

[Full Text](#)

Innovation and Export Performance: Evidence from Lublin Voivodeship

Aneta Karasek, Maria Curie-Skłodowska University, Poland

Keywords: innovation, export, SMEs

[Full Text](#)



F2 Innovation, Entrepreneurship 2

Thursday, 21 June 2012 • 16.30–17.45 • Room G

Session Chair: Tudorel Popescu

Entrepreneurial vs. Administrative Management in Not-for-Profit Organizations – Public Administration and Universities

Cezar Scarlat, University 'Politehnica' of Bucharest, Romania

Bogdan Brustureanu, National Council for Higher Education Funding (CNFIS), Romania

Daniela Borangic, University 'Politehnica' of Bucharest, Romania

Tudorel Popescu, University 'Politehnica' of Bucharest, Romania

Keywords: entrepreneurial management, administrative management, balanced-management, entrepreneurial university, entrepreneurial public administration

[Full Text](#)

Globalization as a Source of Innovation in Hard Coal Mining

Izabela Jonek-Kowalska, Silesian University of Technology, Poland

Keywords: mining enterprises, innovation, globalization

[Full Text](#)

The Relationship of the Spin-off Process and the Higher Education in Hungary

Krisztina Németh, Budapest Business School, College of Finance and Accountancy, Hungary, and Széchenyi István University, Doctoral School of Regional and Economic Sciences, Hungary

Szilárd Németh, Széchenyi István University, Hungary

Keywords: career goals, higher education environment, entrepreneurial courses

[Full Text](#)

Creativity Online: Violation of Copyright and Protection of Copyleft

Augusto Sebastio, University of Bari, Italy

Keywords: creativity, innovation, learning capability, copyright and copyleft

[Full Text](#)

G1 Technology, Informatics, Methodology 1

Thursday, 21 June 2012 • 10.45–12.00 • Room A

Session Chair: Yasemin Bal

The Importance of Using Human Resources Information Systems (HRIS) and a Research on Determining the Success of HRIS

Yasemin Bal, Yıldız Technical University, Turkey

Serdar Bozkurt, Yıldız Technical University, Turkey

Esin Ertemsir, Yıldız Technical University, Turkey

Keywords: management information systems, human resources information systems

[Full Text](#)

Error Correction Model for the Service Company

Aleksander Janeš, University of Primorska, Faculty of Management, Slovenia

Keywords: microeconomic level, error correction model, cointegration, error correction term, KPIs

[Full Text](#)

Information Asymmetry in the Artificial Financial Market Represented by Scale-Free Network

Ognjen Radović, Faculty of Economics, University of Niš, Serbia

Jelena Stanković, Faculty of Economics, University of Niš, Serbia

Keywords: information asymmetry, artificial financial market, scale-free network

[Full Text](#)

Effectiveness of Information Systems Implementation:

The Case of the Polish Small and Medium Enterprises

Łukasz Wiechetek, Maria Curie-Skłodowska University, Poland

Keywords: ICT effectiveness, ICT implementation, SME, implementation perception

[Full Text](#)

Active Learning in Online Courses: An Examination of Students' Learning Experience

Alex Koohang, Macon State College, USA

Keywords: e-learning, active learning, online education, learning experience

[Full Text](#)

G2 Technology, Informatics, Methodology 2

Thursday, 21 June 2012 • 15.00–16.15 • Room A

Session Chair: Marek Miłośz

Individual and Multi-User Digital Identities of Employees in Polish Enterprises: Survey Results

Marek Miłośz, Lublin University of Technology, Poland

Marta Juszczyk, Lublin University of Technology, Poland

Keywords: information security, digital identity, human factors

[Full Text](#)

Educational Approach to Accounting Informational System and Business Organizations

Božidar Jager, Slovenia

Keywords: accounting code, accounting principles, accounting standards, expert auditor

[Full Text](#)

Quantitative Model for Information Security Risk Management

Rok Bojanc, ZZI d.o.o., Slovenia

Keywords: information technology management, modelling security technology, risk management

[Full Text](#)

Pros and Cons of International Collaboration: A Case of Serbia and the United States

Alex Koohang, Macon State College, USA

Keywords: international collaboration, higher education institutions, Serbia, United States

[Full Text](#)

Comparative Educational Empowerment and Performance of Racial Groups in American Schools

Olajide O. Agunloye, Augusta State University, USA

Keywords: educational empowerment, performance, policy

[Full Text](#)

H1 Knowledge Management Practices 1

Thursday, 21 June 2012 • 16.30–17.45 • Room A

Session Chair: Svetlana Lazović

The Role and Importance of Emotional Intelligence in Knowledge Management

Svetlana Lazović, International School for Social and Business Studies, Slovenia

Keywords: knowledge, emotional intelligence, leadership, human resources

[Full Text](#)

Training in a Company by Means of Knowledge Management

Leon Lešnik, International School for Social and Business Studies, Slovenia

Urška Grabar, International School for Social and Business Studies, Slovenia

Marjeta Rukav, International School for Social and Business Studies, Slovenia

Franci Toplišek, International School for Social and Business Studies, Slovenia

Dragica Plivac Kolar, International School for Social and Business Studies, Slovenia

Matjaž Kovač, International School for Social and Business Studies, Slovenia

Keywords: management of knowledge, training, systematic and analytical model, questionnaire inquiry, deductive research method, project proposition, reflexive model of training

[Full Text](#)

Online Marketing and Networking of Company

Aleksander Hren, International School for Social and Business Studies, Slovenia

Saša Hren, International School for Social and Business Studies, Slovenia

Saša Mohor, International School for Social and Business Studies, Slovenia

Aljoša Gačnik, International School for Social and Business Studies, Slovenia

Andrej Čuček, International School for Social and Business Studies, Slovenia

Denis Padjan, International School for Social and Business Studies, Slovenia

Keywords: online marketing, networking, World Wide Web, virtual enterprise, web marketing

[Full Text](#)

Regional Economic Development through Local Heritage, Knowledge, and Learning

Wednesday, 20 June 2012 • 16:00–18:00

Programme Moderator: Gregor Jagodič

International School for Social and Business Studies, Slovenia

Forum on 'Regional Economic Development through Local Heritage, Knowledge and Learning' presents opportunities and strategies to promote and raise the profile of the region by emphasizing tradition and typical regional products and services. Special emphasis is put on a very successful project 'OTOP (One Town One Product)', which takes place in Thailand with the help of the King, and which is today recognized by tourists in Thailand at every step. By this project individual regions identify themselves through specific products and thus contribute to the visibility of the region. Parallel to the OTOP project the Network business incubator Vrelec in Rogaska Slatina (glassworks, tourism services, etc.) and the Centre for Development Litija and their project 'Heart of Slovenia' is also presented.

Wednesday, 20 June 2012

- | | |
|-------------|--|
| 16.00 | Dean's welcome – <i>Dr. Srečko Natek</i> , International School for Social and Business Studies, Slovenia |
| 16.00–16.30 | Presentation of »OTOP – One Town One Product«
<i>Dr. Pornthep Anussornnitisarn</i> , Kasetsart University, Thailand |
| 16.30–17.00 | <i>Ms Mojca Štepic</i> , Centre for development Litija, Slovenia |
| 17.00–17.30 | <i>Ms Branka Aralica</i> , Business Incubator Vrelec d.o.o., Rogaška Slatina, Slovenia |
| 17.30–18.00 | Discussion |

Pre-conference programme may be subject of change. The programme is free of charge for all MakeLearn and Doctoral Students' Workshop 2012 participants.

Academic Writing for Publishing Scientific Papers in International Journals

Doctoral Students' Workshop • 22–23 June 2012

dr. Binshan Lin

College of Business Administration, Louisiana State University, USA

The workshop provides a great opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals. Workshop is implemented by internationally recognized scholar, prof. dr. Binshan Lin, BellSouth Corporation Professor in Business Administration at College of Business Administration, Louisiana State University, USA. It consists of presentation of scientific research process and strategy; structural equation modelling; enhancing relevance, quality, and impact of scientific research; one-to-one coaching; answering participants' questions and more.

Professor Dr. Binshan Lin is the BellSouth Corporation Professor at Louisiana State University in Shreveport. He received his Ph.D. from the Louisiana State University. Dr. Lin is a nine-time recipient of the Outstanding Faculty Award at LSUS. Professor Lin received the Computer Educator of the Year award by the International Association for Computer Information Systems (IACIS) in 2005, Ben Bauman Award for Excellence in IACIS 2003, Distinguished Service Award at the Southwest Decision Sciences Institute (SWDSI) in 2007, and Outstanding Educator Award at the SWDSI in 2004. He has published over 240 articles in refereed journals. He is Editor-in-Chief of *Industrial Management & Data Systems* journal – the ISI Impact Factor 2009 of IMDS is 1.535.

Friday, 22 June 2012

- 13.00–14.00 Registration • 2nd floor lobby
- 14.00–14.15 Welcoming remarks by ISSBS Dean dr. Srečko Natek • Room B
- 14.15–17.00 Scientific research process and strategy • Room B
- 17.00–17.30 Coffee break • 2nd floor lobby
- 17.30–19.00 Structural equation modelling – 1st part • Room B
- 20.00 Dinner • Hotel Štorman

Saturday, 23 June 2012

- 9.00–10.30 Structural equation modelling – 2nd part • Room B
- 10.30–11.00 Coffee break • 2nd floor lobby
- 11.00–13.45 Enhancing relevance, quality, and impact of scientific research • Room B
- 13.45–14.00 Closing remarks • Room B
- 15.00–17.00 City-tour Celje. Meeting point in front of ISSBS building.

International Journal Of Management, Knowledge and Learning

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International Journal Of Management, Knowledge and Learning (IJMKL) aims to bring together the researchers and practitioners in business, education and other sectors to provide advanced knowledge in the areas of management, knowing and learning in organisations, education, business, social science, entrepreneurship, and innovation in businesses and others. It encourages the exchange of the latest academic research and provides all those involved in research and practice with news, research findings, case examples and discussions. It brings new ideas and offers practical case studies to researchers, practitioners, consultants, and doctoral students worldwide.

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IJMKL publishes original and review papers, technical reports, case studies, comparative studies and literature reviews using quantitative, qualitative or mixed methods approaches. Contributions may be by submission or invitation, and suggestions for special issues and publications are welcome. All manuscripts will be subjected to a double-blind review procedure.

Manuscripts should be double-spaced throughout and submitted via email attachment in MS Word format to Editor-in-Chief, Dr. Nada Trunk Širca at ijmkl@issbs.si with a brief bio sketch, 2–10 keywords and an abstract of approximately 50–100 words. For detailed instructions, please check the author guidelines at www.ijmkl.si. We do not process any submission that does not comply with IJMKL guidelines.

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International Journal of Management in Education

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International Journal of Management in Education (IJMIE) aims to publish papers, which analyze all aspects of international education, researchers and professionals from education have the opportunity to discuss the most demanding issues regarding the development and leadership of education at all levels and in all areas of education management.

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International Journal of Synergy and Research

ISSN 2083-0025 • www.ijsr.umcs.lublin.pl

International Journal of Synergy and Research (IJSR) journal aims to provide a multidisciplinary platform for the advancement of knowledge in the areas of services, engineering, business, management, education and social sciences in the area of synergy. Synergy seems to be the main expected factor of different business and/or social activities in nowadays, networked, electronic, interconnected, real-time, knowledge-based economy.

The journal publishes original and review papers, technical reports, case studies and literature reviews using both quantitative and qualitative modelling techniques. Contribution may be by submission or invitation, and suggestions for special issues and publications are welcome.

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Manuscripts should be double-spaced throughout and submitted via email attachment in MS Word format to Editor, Dr. Zbigniew Pastuszak at z.pastuszak@umcs.lublin.pl with a brief biosketch, 1-10 keywords and an abstract of approximately 50-100 words. Please check our web site at www.ijsr.umcs.lublin.pl concerning the format, style, and guide to authors. Manuscripts could be original papers, empirical studies, literature and research reviews providing new perspectives, studies based on a synergy of sustainable economy, enterprise development, comparative studies, or case studies. Each paper submitted will be subjected to the double-blind review procedures of IJSR.

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ISSN 1471-8197 • www.inderscience.com/ijil

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IJIL is celebrating 6 years of publication. Furthermore, the IJIL is moving quickly towards higher publication standards. IJIL has been recognized and included in the following databases British Education Index, Educational Research Abstracts, Educational Technology Abstracts, Geobase, Google Scholar, Inspec, Library and Information Science Abstracts (LISA), Pascal, Scirus, Scopus. The IJIL is listed in the Cabell's Directory of Publishing Opportunities and is accepted in many universities for credit towards tenure and promotion.

Subject coverage: accounting systems and its security in e-learning environment, collaborative learning/collaborative product design, continuous improvements, corporate communications and learning, cross-cultural issues in e-learning, design thinking, distance learning models and strategies, dynamics of innovation and learning/innovation-driven learning, e-learning group support systems and learning, improving the breadth and quality of access, incubation process/ innovation process and strategy, innovation and learning in biotech industry, innovative environmental management, innovation and business intelligence, intellectual capital and properties, km systems and value creation/knowledge sharing, knowledge-building community/knowledge management, leadership in knowledge-based society, lean manufacturing learning and instructions, learning design, machine learning, management innovation, media richness theory, mind maps, mobile learning, multimedia synchronization controls, new product development, online learning/online collaboration, online communities/virtual communities, open source and new learning models, organizational blogs and knowledge sharing, organizational learning and knowledge creation, production planning, resource-based learning and innovation, retention in online learning, rfid: innovative strategy, semantic web for e-learning, simulation games by design, standards and standardization in innovation process, technological standardization in innovation and learning, technology transfer, total quality management, unlearning and learning for technological innovation, virtual collaboration in the workplace, web-based km planning, web services innovation.

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International Journal of Performance Measurement

ISSN 2165-6371 • <http://performancesforum.org/index.html>

International Journal of Performance Measurement (IJPM) aims to publish the advancement of knowledge papers in several fields, the refereed articles covering both theoretical and applied aspects of performance measurement and its application. We consider about how to establish the Performance Measurement and its application in business, economics, education, engineering, finance, information technology, marketing, management, operation research, public affairs and all kind of subjects that involve the Performance Measurement. Performance measurement is a multidisciplinary theory gathering the strength of those researches which were interested in utilizing different research techniques to investigate the related performance measurement areas. The Journal was supposed to be established as an authoritative journal, which publish the high quality articles from people all over the world who are interested in the research of performance measurement. Refereed & Cabell Indexed.

The IJPM is the official publication of the Academy of Performance Measurement published on a semiannually basis, and will be extended to a quarterly basis before 2014. The Journal is a refereed publication containing articles related to Performance Measurement research including innovative and advanced knowledge. The guidelines that must be followed when submitting a manuscript to be reviewed for publication can be retrieved in the official website. Manuscripts must be word processed and electronically submitted as a Word document attached to an e-mail to Editor-in-Chief: Professor Steve Kuang-Hsun Shih at theijpm@gmail.com. Hard copy submissions will not be accepted.

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International Journal of Business Development and Research (IJBDR) is a fully refereed journal with editorial members from various countries. The journal aims to present relevant information on current and emerging practices in business and industry as well as research in the areas of business innovation, applied technologies, and industrial & organizational management. IJBDR intends to assist professionals, researchers, educators, and policy-makers to disseminate knowledge and to learn from each other's work.

IJBDR will publish at least 2 issues a year, both in printed and electronic formats. One issue contains 5-7 articles. Submissions should follow the author guidelines which can be found at www.bus.ku.ac.th/journal.

Subject areas: accounting practices, activity-based costing, life-cycle costing, and cost of quality, acquisition logistics - life-cycle design, commonality, and interchangeability, business strategy development and deployment, collaborative supply chain management, commercial logistics - computer applications, warehouse and inventory, and transportation and distribution, customer delight and loyalty, customer relations and management, emerging new practices in business & industry, enterprise planning and development, enterprise resources planning and integration, finance and cost of capital consideration, innovation management, it applications in operational management , incubation and smes development, intellectual capital and properties, investment framework and decisions, knowledge management, lean manufacturing, life-cycle management, management system design and analysis, manufacturing and operational strategies, marketing and business development, new product/ service design and development, organizational management and development , performance management, quality and productivity measurement, analysis, and improvement, risk management, technology management, technology transfer, total quality management, social marketing, sustainability, value-chain and supply-chain management, web-based services.

To submit a manuscript or for further information, please contact the Editor-in-Chief, Dr. Haruthai Numprasertchai, at haruthai.p@ku.ac.th.

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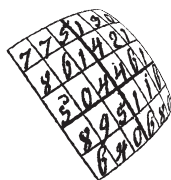


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The International Scientific Conference on Management of Knowledge and Learning (MakeLearn) is organised by the International School for Social and Business Studies (ISSBS) in cooperation with foreign partner universities, international institutes and organisations chosen in accordance with its annual theme. The conference takes place every June; its participation is international. The official language of the conference is English.

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