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
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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
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
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Dr. Mohamed Dahbi, Dean, Al Akhawayn University in Ifrane, Morocco, Co-Organiser

Programme Board
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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
Dr. Andrej Koren, National School of Leadership in Education, Slovenia
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
Dr. Miroslaw Loboda, the CEO of the UMCS Development Foundation, 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. Elżbieta 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 Daković, 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.
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, Universitalea Politehnica Bucuresti, Romania
Dr. Steve Kuang-Hsun Shih, Academic Affairs, Chinese Culture University, Taiwan
Dr. Agnieszka Sitko-Lutek, Faculty of Economics, Maria Currie-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

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 Bojnc

*Management, [www.mng.fm-kp.si](http://www.mng.fm-kp.si)*
*Managing Global Transitions, [www.mgt.fm-kp.si](http://www.mgt.fm-kp.si)*
University of Primorska, Slovenia

Dr. Gorazd Justinek

International School for Social and Business Studies, Slovenia

Dr. Alex Koohang

*Interdisciplinary Journal of E-Learning and Learning Objects, [http://ijello.org](http://ijello.org)*
Macon State College, USA

Dr. Andrej Koren and Mateja Brejc, MSc

National School for Leadership in Education, Slovenia

Dr. Dušan Lesjak

International School for Social and Business Studies, Slovenia

Dr. Lučka Lorber

*International Journal of Euro-Mediterranean Studies, [www.ijems.emuni.si](http://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](http://www.bus.ku.ac.th)
Kasetsart University, Thailand
Dr. Joanna Paliszkiewicz
Warsaw University of Life Sciences, Poland

Dr. Zbigniew Pastuszak
Maria Curie-Skłodowska University, Poland

Dr. Kongkiti Phusavat
Kasetsart University, Thailand

Dr. Steve Kuang-Hsun Shih
*International Journal of Performance Measurement*,
http://performancesforum.org/index.html Chinese Culture University, Taiwan

Dr. Kongkiti Phusavat
Kasetsart University, Thailand

Dr. Steve Kuang-Hsun Shih
*International Journal of Performance Measurement*,
http://performancesforum.org/index.html Chinese Culture University, Taiwan

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

Dr. Agnieszka Sitko-Lutek
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

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 Mayor 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
10.15–10.45 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
   Dr. Milan Vodopivec
   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

<table>
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<tr>
<th>Time</th>
<th>Room B</th>
<th>Room C</th>
<th>Room D</th>
<th>Room E</th>
<th>Room F</th>
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<th>Room A</th>
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<td>10.45–12.00</td>
<td>A1</td>
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<td>C3</td>
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<td>15.00–16.15</td>
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<td>16.30–17.45</td>
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<td>C5</td>
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<td>H1</td>
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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
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 Kmieciak, 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 Strižević, 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 Paliszkiewicz, 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 Cizmadia, University of Pannonia, Hungary
Keywords: changing role of cultural intelligence, globalization, success attitude
Full Text
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 Slaska, 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 Dermol

Relationship between Mission Statement and Company Performance
Valerij Dermol, 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 Wattananusornmand, Faculty of Engineering, Kasetsart University, Thailand
Pornthep Anussornnitisarn, 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 Sapharoonkul, Faculty of Engineering, Kasetsart University, Thailand
Pornthep Anussornnitisarn, Faculty of Engineering, Kasetsart University, Thailand
Suparerk 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-Skłodowska 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 Miklošíková, 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 Herzegovina
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 Mesarić, 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 Milosz, College of Business and Administration in Lublin, Poland
Marek Milosz, 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
Vladimir 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 Timea, 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 Gorup, 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 Žnideršić, 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 Macik, 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
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

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

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

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

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
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<th>Title</th>
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<tr>
<td>Individual and Multi-User Digital Identities of Employees in Polish Enterprises: Survey Results</td>
<td>Marek Miłosz, Lublin University of Technology, Poland \ Marta Juszczyk, Lublin University of Technology, Poland</td>
<td>information security, digital identity, human factors</td>
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<td>Quantitative Model for Information Security Risk Management</td>
<td>Rok Bojanc, ZZI d.o.o., Slovenia</td>
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<td>Pros and Cons of International Collaboration: A Case of Serbia and the United States</td>
<td>Alex Koohang, Macon State College, USA</td>
<td>international collaboration, higher education institutions, Serbia, United States</td>
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<td>Comparative Educational Empowerment and Performance of Racial Groups in American Schools</td>
<td>Olajide O. Agunloye, Augusta State University, USA</td>
<td>educational empowerment, performance, policy</td>
<td><a href="#">Full Text</a></td>
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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 – Dr. Srečko Natek, International School for Social and Business Studies, Slovenia
16.00–16.30 Presentation of »OTOP – One Town One Product«
Dr. Pornthep Anussornnitisarn, Kasetsart University, Thailand
16.30–17.00 Ms Mojca Štepic, Centre for development Litija, Slovenia
17.00–17.30 Ms Branka Aralica, 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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The IJMIE strives to provide constructive and developmental reviews to authors within approximately two months. To accomplish this objective, the IJMIE maintains a rapid electronic submission, review and publication process. On average, the double-blind review process for the IJMIE takes 6-8 weeks for an initial submission. The review process is designed to promote expedited reviews, developmental feedback, and a service culture of professionalism and collegiality. In the past 12 months, the IJMIE received more than 100 manuscripts. The current acceptance rate is 18%.

You are kindly invited to submit papers. All papers should be submitted via email attachment in one single MS Word format file to me at dusan.lesjak@mfdps.si and ijmie@issbs.si. Please check our web site at http://www.inderscience.com/ijmie concerning the format, style, and guide to authors.

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*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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International Journal of Innovation and Learning (IJIL), a fully refereed journal, is an authoritative source presenting information on the current practice, content, technology, and services in the area of innovation and learning. IJIL aims to help professionals working in the field, academic educators and policy-makers to contribute, to disseminate knowledge, and to learn from each other's work.

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, Inspect, 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.

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International Journal of Performance Measurement

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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.

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Management, Knowledge and Learning International Conference 2013
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.

Through MakeLearn, the ISSBS encourages the sharing of most recent developments in the field of knowledge management between Slovene and foreign experts, as well as promotes itself and higher education in the Savinja region of Slovenia and Europe. By including individuals from major regional businesses, MakeLearn also encourages discussion and the exchange of knowledge between the academia and the economy. Although the general theme of the conference, i.e. management of knowledge and learning in businesses and other organisations, remains the same, each year the focus of the conference is adapted to regional and global findings, occurrences and needs of the time.