MIC 2009: Creativity, Innovation and Management
Abstracts of the 10th International Conference
Organised by the University of Primorska,
Faculty of Management Koper, Slovenia,
Euro-Mediterranean University, Slovenia,
and University of Sousse, Tunisia
25–28 November 2009
Sousse, Tunisia

Conference Chairs: Dr. Egon Žižmond, University of Primorska,
Faculty of Management Koper, Slovenia
Dr. Ahmed Noureddine Helal, University of Sousse, Tunisia
Dr. Joseph Mifsud, EMUNI University, Slovenia

Programme Chair: Dr. Janez Šušteršič, University of Primorska,
Faculty of Management Koper, Slovenia

Conference Directors: Dr. Nada Trunk Širca, EMUNI
University, Slovenia
Dr. Touhami Abdouli, University of Sousse, Tunisia

Programme Chair Assistants: Suzana Sedmak, University
of Primorska, Faculty of Management Koper, Slovenia
Dr. Bojan Nastav, University of Primorska,
Faculty of Management Koper, Slovenia
Dr. Rune Ellemose Gulev, University of Primorska,
Faculty of Management Koper, Slovenia

Conference Director Assistants: Marijana Pregarac, University
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Jana Jurjec, EMUNI University, Slovenia
Neila Harbi, University of Sousse, Tunisia

Abstracts Editor: Alen Ježovnik, University of Primorska,
Faculty of Management Koper, Slovenia

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Programme Committee

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Dr. Art Whatley, Hawaii Pacific University, USA
Dr. Ming-Hsien Yang, Fu Jen Catholic University, Taiwan
MIC Quality Assurance Policy

We have developed a number of policies to ensure that the MIC conference meets the standards expected by the academic community.

Every paper that is submitted to MIC is subject to a double-blind review process. The reviewers are mostly members of the international programme committee.

The Conference Proceedings include only full-length papers that have successfully passed the review process. The Proceedings are published in the form of an electronic book – that is, they have all the features of an academic publication, including its own ISBN number. That makes them into a fully refereed conference publication.

To induce participation at the conference and facilitate exchange among a high number of participants, we encourage contributions on a wide array of topics. To that end, we also accept presentations of work-in-progress – that is, we allow people who do not submit full papers to present their work in the form of presentations and short abstracts. Short abstracts of all papers presented at the conference are available in an electronic Book of Abstracts.

For conferences with a high number of participants, it is never easy to assure that most participants attend most sessions. In order to mitigate the no show-up problem, we ask the session chairs to report to us presenters who did not attend the session where they were supposed to present their papers. We may in future refuse contributions from people who neglect the duty of presenting their accepted papers at the conference.

We pay special attention to smooth and friendly organisation of the conference. The local organizers are selected by an open call published on our website. We have prepared written guidelines for local organizers to ensure that the conference organisation meets our high expectations. We also do our best to keep the costs within the limits that can be covered by existing levels of the participation fee.

Finally, the general guidelines for the conference are set by a broad international programme committee. The committee meets every year during the conference, evaluates it and proposes improvements for the next year. It also proposes and discusses possible focal topics for the next conferences.
Conference Programme

Wednesday, November 25
14:30–19:00 Half-day trip
19:00–21:00 Conference registration
20:00–21:00 Welcome reception

Thursday, November 26
08:00–12:00 Conference registration
09:00–10:00 Conference opening
   Mr. Lazhar Bououny, Minister of Higher Education of Tunisia
   Dr. Ahmed Nouredine Helal, Conference Chair and Rector, University of Sousse, Tunisia
   Dr. Rado Bohinc, Rector, University of Primorska, Slovenia
   Dr. Joseph Miśud, Conference Chair and President, EMUNI University, Slovenia
   Dr. Boštjan Antončič, Acting Dean, University of Primorska, Faculty of Management Koper, Slovenia
   Dr. Egon Žižmond, Conference Chair, University of Primorska, Faculty of Management Koper, Slovenia
   Dr. Janez Šušteršič, Programme Chair, University of Primorska, Faculty of Management Koper, Slovenia
   Dr. Nada Trunk Širca, Conference Director, EMUNI University, Slovenia
10:00–10:30 Keynote speaker
   Dr. Tahar Hfaiedh, General Manager, National Center for Computing, Tunisia
10:30–11:00 Keynote speaker
   Dr. Žiga Turk, Professor, University of Ljubljana, Slovenia
11:00–11:30 Coffee Break
11:30–12:30 Concurrent Sessions A1, A2, A3, A4
11:30–12:30 Round Table
   Pedagogic Partnership: North-South in Mediterranean Area in Fields of Innovation and Entrepreneurship
12:30–14:00 Luncheon
14:00–15:00 Concurrent Sessions B1, B2, B3, B4, B5
15:00–15:10 Break
15:10–16:10 Concurrent Sessions C1, C2, C3, C4, C5
16:10–16:40 Coffee Break
16:40–17:40  Rectors'/Presidents' Forum  
*Chair: Dr. Ahmed Noureddine Helal, Rector, University of Sousse, Tunisia*

17:40–17:50  Break

17:50–18:50  Concurrent Sessions D1, D2, D3, D4, D5

20:30  Dinner

**Friday, November 27**

09:00–10:00  Editors’ Panel  
*Chair: Dr. Touhami Abdouli, Professor, University of Sousse, Tunisia*

10:00–10:30  Keynote speaker  
*Dr. John Bessant, Professor, Exeter University, UK*

10:30–11:00  Keynote speaker  
*Dr. Wim Vanhaverbeke, Professor, University of Hasselt, Belgium*

11:00–11:30  Coffee Break

11:30–12:30  Concurrent Sessions E1, E2, E3, E4, E5

12:30–14:00  Luncheon

14:00–15:00  Concurrent Sessions F1, F2, F3, F4, F5

15:00–15:30  Coffee Break

15:30–16:30  Deans’ Panel  
*Chair: Dr. Joseph Mifsud, President, EMUNI University, Slovenia*

16:40–17:40  Programme Committees Meeting (Programme Committee members only)

19:30  Dinner with social event (departure from the Conference Hotel at 19:00)

**Saturday, November 28**

9:00–14:00  Half-day trip
## Sessions Timetable

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The Role of Managers, Entrepreneurs and Leaders in Sustaining the Organization
Philip A. Dover, Babson College, USA
Udo Dierk, MEL-Institute, Germany
Key Words: managers, leaders, entrepreneurs, innovation, ambidexterity
Abstract

The Effect of Big Five Personality in Creative Decision Making
Shamsul Baharin Saihani, Syed Shah Alam, Azreen Joanna Abdul, and Suryana Sarbini,
University of Teknologi MARA, Selangor, Malaysia
Key Words: big five, five factor model, creative decision making, agreeableness, neuroticism, openness, conscientiousness and extraversion
Abstract

Health Network in France: Cooperation and Management Innovation
Asma Kaâniche and Hayat Bazzah, CRIIEA, Amiens, France
Key Words: health network, cooperation, innovation, IT
Abstract

Determinants of Innovation in Organisations and Individuals: The Case of IBM
Katarzyna Krot, Technical University in Białystok, Poland
Dagmara Lewicka, AGH University of Science and Technology, Poland
Key Words: innovation, personnel procedures, personality, HRM, IBM, Poland
Abstract

The Challenges to Create Accounting Innovations within Combining Public-Sector Services
Heli Hookana, Turku School of Economics, Finland
Key Words: accounting innovations, dissemination of information, networks, accountability
Abstract
Dynamics of Large Enterprises on Small Enterprises and Shadow Economy in the Wood Industry in Slovenia
Jože Kocjančič and Štefan Bojnec, University of Primorska, Slovenia
Key Words: enterprise dynamics, entrepreneurship, shadow economy, wood industry
Abstract

Food Market in Poland (Current State and Trends)
Joanna Szwacka-Mokrzycka, Warsaw Agricultural University, Poland
Key Words: food market, econometric research, demand for food
Abstract

Creative Cultures versus Mercantile Trade: What Creates Growth in the Community?
Thomas Blom and Lotta Braunerhielm, Karlstad University, Sweden
Key Words: creative cultures, mercantile trade, growth
Abstract

Factors of Efficiency of Multinational Companies in Slovenia
Štefan Bojnec and Katja Gašparič, University of Primorska, Slovenia
Key Words: multinational companies, international business, enterprise efficiency, determinants of efficiency, Slovenia
Abstract
A3 Social Values

Thursday, November 26 · 11:30–12:30 · Conference Room 3
Session Chair: Marja-Liisa Kakkonen

Researching Unknown: A Case of Measuring Parental Satisfaction with Kindergarten
Anita Trnavčevič, University of Primorska, Slovenia
Janez Jerman, University of Ljubljana, Slovenia
Suzana Antič, Kindergarten Trnovo, Ljubljana, Slovenia
Key Words: parental satisfaction, kindergarten, Slovenia
Abstract

Developing a Code of Ethics for the Globalization of Companies
Timo Herold and Christopher Stehr, Ulm University, Germany
Key Words: globalization, business ethics, code of ethics, hypernorm, international standards
Abstract

The Relationship between Emotional Intelligence and Organizational Citizenship Behaviors and the Moderating Effects of Gender on This Relationship
Burcu Ilgin, Semra Güney, Azize Ergeneli, and Özge Tayfur, Hacettepe University, Turkey
Key Words: emotional intelligence, organizational citizenship behaviors, gender
Abstract

Corporate Social Responsibility and Job Satisfaction: A Competitive Model
Maria Victoria Sanagustín, José Antonio Moseñe, Alexis Fornós, and José Mariano Moneva,
University of Zaragoza, Spain
Key Words: social sustainability, study case, social information improvement, competitiveness, job satisfaction
Abstract

A Cross-Cultural Study of Students' Perceptions of Entrepreneurship
Marja-Liisa Kakkonen and Kristiina Kinnunen,
Mikkeli University of Applied Sciences, Finland
Key Words: entrepreneurship, cultural differences, students' perceptions, values
Abstract
Cluster Initiatives in the Republic of Croatia
Đuro Horvat, Agrokor, Croatia
Marcel Meler, University of Osijek, Croatia
Key Words: clusters, competitiveness, SMEs, Croatia
Abstract

Entrepreneurial Networks and Multiplexity of Exchange Content: Past, Present and Future Research
Tina Bratkovič and Boštjan Antončič, University of Primorska, Slovenia
Key Words: entrepreneurial networks, resource acquisition, information acquisition, friendship, multiplexity
Abstract

The Role of Small Business and Entrepreneurship in the Development of the Economy of States in the Euro-Mediterranean Region
Mourad Barmo, University of Bari, CUM, EMUNI University, Slovenia
Key Words: small business, big enterprise, entrepreneurship, Euro-Mediterranean region
Abstract

The Creative Ways of Improvement of Enterprise's Financial Outcome
Sławomir Juszczyk, Warsaw University of Life Sciences (SGGW), Poland
Key Words: rational activity, ways of improvement of the financial outcome, the rational managing principle in so far and a broaden meaning
Abstract

Is Common Market a Common Good for Small Brewers?
Janez Šušteršič, University of Primorska, Slovenia
Snežana Šušteršič, Re-forma, Research and Development, Slovenia
Key Words: market structure, import competiton, microbreweries, Slovenia
Abstract
Problems with Valuation of Cost of Capital at the Times of Financial Instability
ArturPaździor, Lublin University of Technology, Poland

*Key Words:* financial crunch, valuation of companies, market value, book value, cost of capital

Abstract

Governance of Aquaculture: Global Perspectives
Nathanael Hishamunda, Department of Fisheries and Aquaculture, FAO of the UN, Rome
Neil Ridler, University of New Brunswick, Saint John, Canada

*Key Words:* governance, aquaculture

Abstract

Geographic Determinants of Overseas R&D Activities of Multinational Enterprises: Evidence from Spain
Nadia Ayari and Pedro Mendi, University of Navarre, Spain

*Key Words:* geographic distance, external R&D, internal R&D, multinational enterprises

Abstract

The Changing Role of the Defence Sector in the Slovenian Economy
Štefan Bojnec, University of Primorska, Slovenia

*Key Words:* defence sector, importance in the economy, enterprise, Slovenia, European Union

Abstract
The Deterministic Global Optimal Approach of Decision Support System in Transnational Glasses Industry
Hao-Chun Lu, Ming-Jyh Tsai, and Yu-Hsiang Su, Fu Jen Catholic University, Taiwan

Key Words: decision support system, glasses industry, global optimization

Abstract

Interorganizational Relationships Climate Attributes and Interorganizational Information Systems in the Supply Chain; Literature Review
Tharwa Najar, University of Mannouba, Tunisia
Mokhtar Amami, MIS and Supply Chain Business Administration RMC, Kingston, Canada

Key Words: IOS, IORs climate, supply chain, supply chain management

Abstract

Indicators of Corporate Failure for SMEs
Mehmet Baha Karan, Özgür Arslan, and Gökser Özkul, Hacettepe University, Turkey

Key Words: risk management, corporate default, SMEs, logistic regression

Abstract

The Cognitive and Socio-Cultural Determinants of Choice of Successor in Family Business: The Tunisian Case
Med Karim Ben Hadj Mbarek, Yosra Mani, and Maha Bouhlel, Higher Institute of Management of Sousse, Tunisia

Key Words: successor, incumbent, succession, family business

Abstract

Science-Based Cooperation and Business Success: Transmittal Mechanisms in a Sample of Small and Micro Firms
Mireia Fernández-Ardèvol, Open University of Catalonia, Spain
Josep Lladós Maslorens, Open University of Catalonia, Spain

Key Words: micro and small-sized enterprises (MSEs), science-based cooperation, absorption capacity, business success factors

Abstract
Organizational Culture and Environmental Performance of Organizations
Agnieszka Leszczynska, Maria Sklodowska Curie University, Poland
Key Words: organizational culture, environmental performance
Abstract

Determinants of Entrepreneurship: Are Women Different?
Fernanda Llussá, New University of Lisbon, Portugal, and Massachusetts Institute of Technology (MIT), USA
Key Words: entrepreneurship, gender, cross-country comparisons
Abstract

Business Startups: Cultural-Economic Controversy
Nejat Erk and Sinan Fikret Erk, Cukurova University, Turkey
Key Words: business startups, Hofstede’s model
Abstract

Rune Ellemose Gulev, University of Primorska, Slovenia
Key Words: culture, entrepreneurship, innovative, research practices
Abstract
Review of Arabic Textual Terminology Tools for Ontologies Building
Soraya Zaidi and M. T. Laskri,
Badji Mokhtar University of Annaba, Algeria
(Presenting in French)
Key Words: corpus processing, text-based ontologies building, Arabic language processing, terms extraction, relations extraction
Abstract

Crisis and Subjective Well-Being of Employees on Basis of Their Requisite Holism
Simona Šarotar Žižek, Matjaž Mulej, and Sonja Treven,
University of Maribor, Slovenia
Key Words: crisis, individuals, subjective well-being, requisite holism
Abstract

Consumers’ Attitudes towards Global Brands: Cultural Differences and Similarities
Anna Sobczyk-Kolbuch, Katowice School of Economics, Poland
Key Words: consumers’ behaviour, global marketing, global brands, international marketing research
Abstract

Media Coverage of Global Crisis in Local Context
Anita Trnavčevič and Suzana Sedmak, University of Primorska, Slovenia
Key Words: media, media coverage, crisis, neoliberalism
Abstract
The Finance of Higher Education in Portugal: A Cost-Sharing Policy
Luisa Cerdeira and Tomás Patrocínio,
University of Lisbon, Portugal

*Key Words:* cost-sharing, education and living costs, tuition fees, grants, loans

**Abstract**

Measuring Quality of Service in Online Higher-Education via Importance-Performance Analysis
María J. Martínez-Argüelles, Angel A. Juan, and Josep Lladós,
Open University of Catalonia, Spain

*Key Words:* quality management, online higher education, importance-performance analysis, qualitative models, consumer perceptions

**Abstract**

The Educational and Living Costs of the Portuguese Higher Education Students in the International Context
Luisa Cerdeira and Belmiro Cabrito,
University of Lisbon, Portugal

*Key Words:* funding, cost-sharing, higher education costs, financing support, higher education accessibility and affordability

**Abstract**
The Impact of Innovation on Manufacturing Trade in OECD Countries
Štefan Bojnec, University of Primorska, Slovenia
Imre Fertő, Hungarian Academy of Sciences, Hungary
Key Words: innovation, international trade, gravity model, manufacturing, OECD countries
Abstract

The Competitive Advantages of the Romanian Manufacturing Industry
Liana Meșter, Nicoleta Bugnar, Dana Petrica, and Simona Bodog, University of Oradea, Romania
Key Words: competitive advantages, manufacturing industry, development, productivity, technical and managerial performance
Abstract

Reference Price System and Prices of Medicinal Products
Štefan Bojnec, University of Primorska, Slovenia
Romana Kajdiž, Agency for Medicinal Products and Medical Devices of the Republic of Slovenia, Slovenia
Key Words: prices for medicinal products, price regulation for medicinal products, reference price system, public expenditures for medicinal products
Abstract

Innovation and Output in OECD Countries: Implications upon Transition Economies
Zoltán Bakucs and Imre Fertő, Hungarian Academy of Science, Hungary
Key Words: R&D, GDP, emerging economies, panel cointegration
Abstract
Cultural Routes: An Innovating Tool for Creative Tourism
Wided Majdoub, University of Sousse, Tunisia

Key Words: cultural routes and itineraries, experiential behaviour, creative tourism

Abstract

The Effect of Tourism on Sustainable Development in Rural Areas (Case Study: Slovenia)
Tarek Abdulrazek, Beirut Arab University, Lebanon

Key Words: sustainable development, rural education, ecotourism, social development, environment protection

Abstract

Management and Sustainable Development in Tourism Industry
Alenka Čopi, Local Tourist Organization Bovec, Slovenia

Key Words: sustainable development, competitiveness, innovation

Abstract

Networking in Slovenian Hospitality Business: Opportunities and Hindrances
Gorazd Sedmak, University of Primorska, Slovenia

Key Words: industrial networking, hospitality, Slovenian coast

Abstract
**The Organizational Learning Process as Facilitator of Innovativeness**
Jesús David Sánchez de Pablo González del Campo, University of Castilla – La Mancha, Spain
Miha Škerlavaj, University of Ljubljana, Slovenia
*Key Words:* innovativeness, organizational learning process, behavioral and cognitive changes

**Abstract**

**Drug Information Management**
Karin Kasesnik, IPH, Slovenia
*Key Words:* drug information, communication approaches, promotion, advertising, information (im)balance

**Abstract**

**Governance Structures in Tunisian Public Higher Education Establishments**
Islem Khefacha and Lotfi Belkacem,
Institute of Higher Studies in Management of Sousse, Tunisia
*Key Words:* decision-making process, decision-making models, university governance, Tunisian public higher education establishments

**Abstract**

**The Profile of the Romanian Entrepreneur and its Compatibility with the Characteristics of a Learning Organization**
Iulia Chivu, Cristiana Artenie, and Dan Popescu,
The Academy of Economic Studies Bucharest, Romania
*Key Words:* entrepreneur, Romania, learning organization

**Abstract**
Small and Medium Sized Enterprises and their Globalization Strategy
Christopher Stehr, Ulm University, Germany

Key Words: globalization, small business, globalization strategy, entrepreneurial globalization potential, strategy implementation

Abstract

Diversity of Slovenian High-Growth Companies
Karin Širec and Katja Crnogaj, University of Maribor, Slovenia

Key Words: high-growth companies, gazelles, dynamic entrepreneurship, high-tech versus low-tech companies, entrepreneurship policy

Abstract

Cognitive Profile and Speed of Internationalization
Aziza Saïda Slimane and Faysal Mansouri, University of Sousse, Tunisia

Key Words: internationalization, speed of internationalization, international orientation, entrepreneurial orientation

Abstract

Romanian Experience on Successful Privatisation and Viable Capital Market Development
Cezar Scarlat, University ‘Politehnica’ of Bucharest, Romania
Dan Anghel, UNDP Romania
Eugen I. Scarlat, University ‘Politehnica’ of Bucharest, Romania

Key Words: matrix model of economic systems, model of economic transition, correlation between privatisation and capital market development

Abstract
Is Romanian Higher Education on the Edge of Chaos?
Elena Doval and Oriana Doval,
Spiru Haret University, Romania

Key Words: change management, higher education, edge of chaos

Abstract

Group Dynamics in Team: Promoting Innovation and Creativity
Aleksandra Ocvirk, University of Primorska, Slovenia,
Nada Trunk Širca, University EMUNI, Slovenia

Key Words: team work, innovation, group dynamics, organization

Abstract

Young Researchers in Slovenia: Human Resource Development and Social Aspects
Katarina Košmrlj and Ana Arzenšek,
University of Primorska, Slovenia

Key Words: young researchers, higher education, human resource development

Abstract

Financing of Higher Education and the Role and Dilemmas of Tariff Groups
Dušan Lesjak, University of Primorska, Slovenia,
Duša Marjetič, CMEPIUS, Slovenia

Key Words: higher education, finance, public funding, lump sum, tariff groups

Abstract
System Lifecycle Analysis of E-Government Implementations
Reggie Davidrajuh and Øystein Jensen,
University of Stavanger, Norway
Key Words: e-government, e-government implementations, system lifecycle analysis
Abstract

Consumer’s Decision-Making Styles and E-Commerce Adoption: Two Samples Comparison
Radosław Mącik, Maria Curie-Skłodowska University, Poland
Dorota Mącik, School of Finance and Management, Poland
Key Words: online shopping adoption, consumer styles, path modeling, Poland
Abstract

The Importance of Interactivity in E-Commerce: The Mediating Role of Consumer Trust
Daniel Belanche, Luis V. Casaló, Carlos Flavián, and Miguel Guinalíu,
University of Zaragoza, Spain
Key Words: interactivity, trust, future purchase intentions, e-commerce
Abstract

E-Business Reception in Low and High Internet Sensibility Level Companies
Zbigniew Pastuszak, Maria Curie-Sklodowska University, Poland
Key Words: net readiness, e-business reception, Internet sensibility, Poland
Abstract
Segmentation of Electricity Market for Households in Slovenia
Štefan Bojnec, University of Primorska, Slovenia
Drago Papler, Electro Gorenjska, Slovenia
Key Words: electricity market, market segmentation, market concentration, demand function, Slovenia
Abstract

The Slovenian Wholesale Electricity Market
Štefan Bojnec, University of Primorska, Slovenia
Drago Papler, Electro Gorenjska, Slovenia
Key Words: electricity market, wholesale market, market concentration, determinants of supply, Slovenia
Abstract

Isomorphism and Environmental Reporting in Electricity Sector
José Antonio Moseñe, Maria Victoria Sanagustín, and José Mariano Moneva, University of Zaragoza, Spain
Key Words: environmental reporting, institutional theory, isomorphism
Abstract

Development of Solar Electricity Plants in Slovenia
Štefan Bojnec, University of Primorska, Slovenia
Drago Papler, Electro Gorenjska, Slovenia
Key Words: solar energy, production function, revenue function, climatic conditions, sustainable energy development, Slovenia
Abstract

Towards Sustainable Competitiveness in Biofuel Using in Bulgaria
Teodoro Gallucci and Giovanni Lagioia, University of Bari, Italy
Vesselina Dimitrova, University of Economics Varna, Bulgaria
Key Words: biofuel, Bulgaria, input/output analysis, economic analysis, sustainability
Abstract
Chosen Methods of Building Friendly Business Relations in the Interpersonal Contacts with Customers
Aleksander Binsztok and Kazimierz Perechuda, University of Economics, Poland
Key Words: friendly business, relations, customers
Abstract

The Organizational Trust and Innovation: Study of Polish Firm
Katarzyna Krot, Technical University in Białystok, Poland
Dagmara Lewicka, University of Science and Technology, Poland
Key Words: organizational trust, group level of trust, innovation
Abstract

Firm Competitiveness – Knowledge as One of the Sources
Doris Gomezelj Omerzel and Rune Ellemose Gulev, University of Primorska, Slovenia
Key Words: knowledge, competitiveness, firm performance, knowledge-based theory
Abstract

Models Choice of Mobile Phone Diffusion in Tunisia
Mounira Snoussi, ISG Tunis, Tunisia
Key Words: innovation, mobile telecommunication, diffusion, forecasting
Abstract

National Creative Climate and Competitiveness in the EU
Cene Bavec, University of Primorska, Slovenia
Key Words: national competitiveness, national innovativeness, national creative climate, EU countries
Abstract
Legal and Human Resource Management Perspectives on Remuneration and Compensation of Innovativeness in Employment Relationship
Elizabeta Zirnstein and Valentina Franca, University of Primorska, Slovenia

*Key Words:* innovation, employment relationship, remuneration, employees’ inventions

Abstract

The Legal Bases for the Successful Management in Collective Bargaining Procedures in the Conditions of the Economic Instability
Zvone Vodovnik and Aniko Noemi Turi, University of Primorska, Slovenia

*Key Words:* economic instability, managerial activities, social dialogue, collective bargaining, collective contract, social partners, trade unions, conflict prevention and conflict resolution

Abstract

University and Corporate Governance
Rado Bohinc, University of Primorska, Slovenia

*Key Words:* corporate governance, accountability, autonomy, Bologna process

Abstract
The Value of Travel Time
Ben Abdallah Khaled, University of Sousse, Tunisia

Key Words: travel time, value, Tunisia

Abstract

Polycentrism and Sustainable Mobility: Which Compromises?
Aymen Missaoui and Houda Boujnah, University of Sousse, Tunisia,

Key Words: polycentrism, sustainable mobility, proximity, connexity, distances, residence-work

Abstract

An Integrated Model for Employee Performance Estimation and Trend Analysis of Distribution Centers
Yu-Jen Wu and Jiang-Liang Hou, National Tsing Hua University Hsinchu, Taiwan

Key Words: employee performance, performance trend, external variations, decision support information

Abstract

Traffic Flow
Ajda Fošner, University of Primorska, Slovenia

Key Words: traffic flow, systems of linear equations, highways

Abstract
E1 Competencies and Management Efficiency

Friday, November 27 · 11:30–12:30 · Conference Room 1
Session Chair: Justyna Franc-Dąbrowska

Crisis Management: Theory & Practice
Nidžara Osmanagić Bedenik and Ivan Strugar,
Graduate School of Economics & Business, Zagreb, Croatia
Key Words: crisis management, Croatia
Abstract

Perception of Organizational Competencies by Polish Managers
Anna Rakowska, Lublin University of Technology, Poland
Key Words: organizational competencies, capabilities, modern organization, entrepreneurship, development, managerial competencies
Abstract

Leila Aloui, University of Kairouan, Tunisia
Anis Bou Abid and Lotfi Belkacem, University of Sousse, Tunisia
Key Words: matching function, panel cointegration, Tunisian labour market, SIVP1, employment policy
Abstract

Management Efficiency of Polish Agricultural Enterprises; Model Approach
Justyna Franc-Dąbrowska, Warsaw University of Life Sciences, Poland
Key Words: effectiveness, agricultural enterprise, fixed effects model, random effects model
Abstract
Socially Responsible Investing: Sustainability Indices, ESG Rating and Information Provider Agencies
Elena Escrig-Olmedo, María Jesús Muñoz-Torres, and María Ángeles Fernández-Izquierdo, University Jaume I de Castellón, Spain

Key Words: environmental, social, and governance information provider agencies (ESG IPAs), ESG rating agencies (ESG RAs), sustainability indices, socially responsible investing (SRI), corporate social responsibility (CSR)

Abstract

Towards a Sustainable and Socially Responsible Management of Public Universities
María Ángeles Fernández-Izquierdo, María Jesús Muñoz-Torres, and Juana María Rivera-Lirio, University Jaume I de Castellón, Spain

Key Words: corporate social responsibility, public universities, EU

Abstract

Sustainable Development in Project Management: Utilizing Risk Management Methods to Diminish Risks in Green Projects
Denise D. Eggersman, Capella University, USA

Key Words: green building projects, green projects, sustainable development

Abstract

Model and Indicators of Sustainable Development in Rural Areas from the Local Perspective
Mieczysław Adamowicz, Warsaw University of Life Sciences, Poland
Agnieszka Smarzewska, State School of Higher Vocational Education, Poland

Key Words: sustainable development, indicators, local district, rural areas

Abstract

ERP for Sustainability Management
Raúl León-Soriano, María Jesús Muñoz-Torres, and Ricardo Chalmeta-Rosaleñ, University Jaume I de Castellón, Spain

Key Words: enterprise resource planning (ERP), business information systems, software architecture, corporate social responsibility (CSR), sustainability

Abstract
Organizational Learning as a Prerequisite for Competences Development
Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland

Key Words: organizational learning, competency, organizational competency

Abstract

Cultivating Knowledge – a Model of Knowledge Flow Elements in Context
Marietjie Schutte and Retha Snyman,
University of Pretoria, South Africa

Key Words: knowledge flow model, knowledge flow, knowledge management

Abstract

Through Lifelong Learning and Learning Organizations towards Sustainable Future
Renata Čepić and Jasna Krstović,
University of Rijeka, Croatia

Key Words: lifelong learning, learning organization, continuous professional development, knowledge management, sustainable future

Abstract

The Characteristic of Knowledge Management Processes in Medium Enterprises
Joanna Olga Paliszkiewicz, Warsaw University of Life Sciences, Poland

Key Words: enterprise development, knowledge management, processes of knowledge management

Abstract
Deriving Latent Structure Matrix from Sample Covariance Matrix
Chi-Ming Tsou, Lunghwa University of Science and Technology, Taiwan
Deng-Yuan Huang, Fu-Jen Catholic University, Taiwan
Key Words: SEM, LISREL, latent structure model
Abstract

Prospector, Analyzer and Defender Models in Directions of Outcome in Transformational Leadership
Yanshuang Li and Josu Takala, University of Vaasa, Finland
Dusan Malindžak, Technical University Kosice, Slovakia
Key Words: transformational leadership, reactor, AHP, regression
Abstract

Research Methods and Strategies Used in E-Government Systems/Applications
Marilena Zingale, UN, USA
Maria Moise, Romanian American University, Romania
Key Words: e-government, methods, strategies, challenges, risks
Abstract

Reactive Quality Improvements by Sense and Respond Method
Elina Katajamäki and Josu Takala,
University of Vaasa, Finland
Key Words: customer satisfaction, quality, service, process improvement, critical factor index
Abstract
Developing Service Production Process by Critical Factor Index
Ilkka Tahkola and Josu Takala,
University of Vaasa, Finland
Key Words: service production process, critical factor index, customer satisfaction, process improvement, multi-criteria decision making
Abstract

Business Value-Chains: The Viewpoints from Thailand
Bordin Rassameethes, Nuntaporn Kaewchimpre, and Kongkiti Phusavit,
Kasetsart University Bangkok, Thailand
Kris M. Y. Law, The Hong Kong Polytechnic University, Taiwan
Key Words: business value-chains, Thailand
Abstract

Modelling the Long-term Sustainability of Slovenian Pension System
Mateja Posavec, Slovenian Pension and Disability Fund, Slovenia
Primož Dolenc and Igor Stubelj, University of Primorska, Slovenia
Key Words: Slovenian obligatory pension system, sustainability, contributions, expenditures, state budget transfers
Abstract

Professional Consulting Services in Reducing Competence Gap in an Enterprise
Urszula Skurzynska-Sikora, Maria Curie-Skłodowska University, Poland
Key Words: professional consulting, organizational competencies, competence gap, reducing competence gap
Abstract
Readiness of Palestinian Financial Service Providers for CRM Implementation
Niveen Eid and Grace Khoury, Birzeit University, Palestine

Key Words: customer relationship management (CRM), business process reengineering (BPR), information technology (IT), financial service providers

Abstract

Corporate Governance in Spanish Banking System: The Effect of Organizational Structure and Top Executive Pay on Performance
Idoya Ferrero Ferrero, María Ángeles Fernández-Izquierdo, and María Jesús Muñoz-Torres, University Jaume I de Castellón, Spain

Key Words: executive compensation, profitability, corporate governance, Spanish banking system, generalized method of moments (GMM)

Abstract

Financial Crisis and Problems of Fiscal Sustainability in EU
Primož Dolenc and Igor Stubelj, University of Primorska, Slovenia

Key Words: public finance, sustainability, budget balance, deficit, public debt

Abstract

Sustainable Stock Exchange Indexes and Portfolio Risk Reduction: Evidence from FTSE4GOOD-IBEX
José M. Moneva and Eduardo Ortas, University of Zaragoza, Spain

Key Words: sustainable stock exchange indexes, FTSE4Good, conditional volatility, socially responsible investment, multivariate GARCH

Abstract

Estimating the Cost of Equity Capital in Transition Economies: The Case of Slovenia
Igor Stubelj and Primož Dolenc, University of Primorska, Slovenia

Key Words: cost of equity capital, CAPM, return, risk

Abstract
Gender-Specific Pricing and Hedging Unit-Linked Life Insurance Contracts with Guaranteed Minimum Life Benefit
Sana Ben Salah and Lotfi Belkacem, University of Sousse, Tunisia

Key Words: equity-linked life insurance contracts, quantile hedging, mortality models, default risk, longevity risk

Abstract

Survey of the Shadow Economy in Slovenia
Bojan Nastav and Štefan Bojnec, University of Primorska, Slovenia

Key Words: shadow economy, survey, Slovenia

Abstract

Intervention of Incubator and Its Impacts on Entrepreneur’s Success through Social Capital View
Imen Maalel and Med Karim Ben Hadj Mbarek, ISG Sousse, Tunisia

Key Words: incubator, process, social capital

Abstract

Branding Strategy of Mediterranean Region as a Tourism Destination
Vesna Damnjanović, University of Belgrade, Serbia
Milena Kravic and Tarek Abdulrazek, University EMUNI, Slovenia

Key Words: branding strategy, Mediterranean region, tourism destination

Abstract

Doing Business in the Mediterranean Region: A Study on Interpersonal/Intercultural Communication between Italian, Greeks and Algerian Entrepreneurs
Elisabetta Pavan, University Cà Foscari Venice, Italy

Key Words: case study, intercultural communication, cross-cultural communication, international management, cultural differences

Abstract
Some Evidence on E-Learning in Slovenia
Štefan Bojnec and Ajda Fošner,
University of Primorska, Slovenia

Key Words: information society, e-learning, education, Slovenia, European Union

Abstract

Teaching's Creating and Innovation of Algorithm Design through Gowin's V Meta-Cognitive and New Technologies in Mexico
Beatriz Dolores Guardian Soto, National Polytechnic Institute, Mexico
Fermín González García, Public University of Navarre, Spain
Abel Camacho Galván, National Autonomous University of Mexico, Mexico
Roberto Osornio Soto, National Polytechnic Institute, Mexico

Key Words: innovation, algorithms, Gowin's V, computer programming, misconceptions, meaningful learning, concept maps

Abstract

Development of the Digital Competence
Oliver Buček, Primary School Breg, Ptuj, Slovenia

Key Words: ICT, digital competence, virtual learning, e-learning

Abstract

Promotion of Science and Technology Studies: Case Study
Anita Trnavčevič, University of Primorska, Slovenia
Branka Hrast Debeljak, Gymnasium Tolmin, Slovenia
Roberto Biloslavo, University of Primorska, Slovenia

Key Words: promotion, science, technology studies, case study

Abstract
Crisis Management of Chinese State-Owned Manufacturing Enterprises in Global Context
Yang Liu and Josu Takala,
University of Vaasa, Finland
Key Words: manufacturing strategy, transformational leadership, decision-making, analytical hierarchy process (AHP), analytical model
Abstract

Corporate Governance and Company's Performance of the Palestine Securities Exchange Listed Firms
Khadija Ijbara and Grace Khoury,
Birzeit University, Palestine
Key Words: corporate governance, board independence, CEO duality, board of directors
Abstract

Board Structure and Corporate Performance
Özgür Arslan and , Hacettepe University, Turkey
Cihan Ekşi, Halk Bankası, Turkey
Key Words: board size, board independence, ROA, Tobin's Q
Abstract

Improving the Stakeholder Satisfaction by Corporate Governance Quality
Čedomir Ljubojević, Modern Business School, Belgrade, Serbia
Gordana Ljubojević, Higher School of Professional Business Studies, Novi Sad, Serbia
Key Words: corporate governance quality, stakeholder, satisfaction, SERVQUAL
Abstract
The ROA Analysis of Microenterprise of Agricultural Industry – in the Light of the Model
Małgorzata Porada-Rochoń, University of Szczecin, Poland

Key Words: profitability, agricultural enterprise, ROA

Abstract

Solving the Multi-Label Text Categorization Problems-Application of Radial Basis Function Neural Network
Huei-Min Chiang, Institute of Technology, Taiwan
Tai-Yue Wang, National Cheng Kung University, Taiwan
Yu-Min Chiang, I-Shou University, Taiwan

Key Words: radial basis function neural network (RBFNN), orthogonal least squares (OLS), threshold function, multi-label

Abstract

A Partial Least Squares Approach for Measuring Relation between Manufacturing Strategies and Performance of Textile and Apparel Companies in Tunisia
Nihed Ghaoui, University of Sousse, Tunisia

Key Words: manufacturing strategy, firm performance, PLS approach, management, structural equation modeling

Abstract

Customer Segmentation and Marketing Decision Using Data Mining Techniques
Yu-Min Chiang, I-Shou University, Taiwan
Huei-Min Chiang, Nan Jeon Institute of Technology, Taiwan

Key Words: customer segmentation, customer value, data mining, neural networks, RFM model

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