



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



University of Primorska
Faculty of Management Koper



University of Sousse

جامعة سوسة

MIC 2009: Creativity, Innovation and Management

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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 Nouredine Helal, University of Sousse, Tunisia
Dr. Joseph Mifsud, EMUNI University, Slovenia

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

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Neila Harbi, University of Sousse, Tunisia

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Faculty of Management Koper, Slovenia

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MANAGEMENT International Conference (2009 ; Sousse)

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Programme Committee

- Dr. Touhami Abdouli, University of Sousse, Tunisia
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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 Mifsud*, 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 Nouredine 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

		Conference room 1	Conference room 2	Conference room 3	Conference room 4	Conference room 5
November 26	11:30–12:30	A1	A2	A3	A4	—
	14:00–15:00	B1	B2	B3	B4	B5
	15:10–16:10	C1	C2	C3	C4	C5
	17:50–18:50	D1	D2	D3	D4	D5
November 27	11:30–12:30	E1	E2	E3	E4	E5
	14:00–15:00	F1	F2	F3	F4	F5

A1 Innovation and Creativity I

Thursday, November 26 · 11:30–12:30 · Conference Room 1
Session Chair: Heli Hookana

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, CRIISEA, 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](#)

A2 **Growth and Efficiency**

Thursday, November 26 · 11:30–12:30 · Conference Room 2
Session Chair: Štefan Bojnec

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 Trnavčević, 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 Ilgın, 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](#)

A4 **Small Business Innovation**

Thursday, November 26 · 11:30–12:30 · Conference Room 4
Session Chair: Janez Šušteršič

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

Śławomir Juszczak, 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 competition, microbreweries, Slovenia

Abstract

B1 Changes

Thursday, November 26 · 14:00–15:00 · Conference Room 1

Session Chair: Štefan Bojnec

Problems with Valuation of Cost of Capital at the Times of Financial Instability

Artur Paździor, 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](#)

B2 **Organizational Success Factors**

Thursday, November 26 · 14:00–15:00 · Conference Room 2

Session Chair: Mireia Fernández-Ardèvol

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 Göksel 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 Masllorens, Open University of Catalonia, Spain

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

[Abstract](#)

B3

Culture and Entrepreneurship

Thursday, November 26 · 14:00–15:00 · Conference Room 3

Session Chair: Rune Ellemose Gulev

Organizational Culture and Environmental Performance of Organizations

Agnieszka Leszczynska, Maria Skłodowska 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](#)

Culture and Entrepreneurship: Critical Review of the State-of-the-Science and Proposing New Research Agendas

Rune Ellemose Gulev, University of Primorska, Slovenia

Key Words: culture, entrepreneurship, innovative, research practices

[Abstract](#)

B4 Social Issues

Thursday, November 26 · 14:00–15:00 · Conference Room 4

Session Chair: Anita Trnavčević

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 Trnavčević and Suzana Sedmak, University of Primorska, Slovenia

Key Words: media, media coverage, crisis, neoliberalism

[Abstract](#)

B5 Education

Thursday, November 26 · 14:00–15:00 · Conference Room 5

Session Chair: Luisa Cerdeira

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](#)

C1 Innovation and Creativity II

Thursday, November 26 · 15:10–16:10 · Conference Room 1
Session Chair: Zoltán Bakucs

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 Meşter, 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](#)

C2 Tourism

Thursday, November 26 · 15:10–16:10 · Conference Room 2
Session Chair: Gorazd Sedmak

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](#)

C3

Learning and Information

Thursday, November 26 · 15:10–16:10 · Conference Room 3
Session Chair: Iulia Chivu

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 Khfacha 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](#)

C4

Factors of the Internationalization Growth

Thursday, November 26 · 15:10–16:10 · Conference Room 4

Session Chair: Cezar Scarlat

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](#)

C5 Higher Education

Thursday, November 26 · 15:10–16:10 · Conference Room 5
Session Chair: Dušan Lesjak

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](#)

D1 **E-Business**

Thursday, November 26 · 17:50–18:50 · Conference Room 1
Session Chair: Zbigniew Pastuszak

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-Skłodowska University, Poland

Key Words: net readiness, e-business reception, Internet sensibility, Poland

[Abstract](#)

D2 Sustainable Energy Sources

Thursday, November 26 · 17:50–18:50 · Conference Room 2

Session Chair: Giovanni Lagioia

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](#)

D3 **Organizational Competitiveness**

Thursday, November 26 · 17:50–18:50 · Conference Room 3
Session Chair: Cene Bavec

Chosen Methods of Building Friendly Business Relations in the Interpersonal Contacts with Customers

Aleksander Binsztok and Kazimierz Perekuda,
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](#)

D4 **Legal Issues**

Thursday, November 26 · 17:50–18:50 · Conference Room 4
Session Chair: Rado Bohinc

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

D5

Distribution and Mobility

Thursday, November 26 · 17:50–18:50 · Conference Room 5
Session Chair: Ajda Fošner

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](#)

Evaluation of the ‘Training of Initiation to the Professional Life 1’ Employment Policy in Tunisia: An Approach by Matching Mode

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](#)

E2 Sustainable Development

Friday, November 27 · 11:30–12:30 · Conference Room 2

Session Chair: Raúl León-Soriano

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](#)

E3

Knowledge and Organizations

Friday, November 27 · 11:30–12:30 · Conference Room 3

Session Chair: Joanna Olga Palisziewicz

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 Palisziewicz, Warsaw University of Life Sciences, Poland

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

[Abstract](#)

E4 Research Methods I

Friday, November 27 · 11:30–12:30 · Conference Room 4
Session Chair: Josu Takala

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](#)

E5

Resource Planning

Friday, November 27 · 11:30–12:30 · Conference Room 5
Session Chair: Urszula Skurzynska-Sikora

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 Phusavat,
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](#)

F1 Finance

Friday, November 27 · 14:00–15:00 · Conference Room 1

Session Chair: Igor Stubelj

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](#)

F2 **Doing Business in the Mediterranean**

Friday, November 27 · 14:00–15:00 · Conference Room 2

Session Chair: Elisabetta Pavan

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](#)

F3 Management in Education

Friday, November 27 · 14:00–15:00 · Conference Room 3
Session Chair: Anita Trnavčević

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 Trnavčević, 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

F4 Corporate Governance

Friday, November 27 · 14:00–15:00 · Conference Room 4

Session Chair: Čedomir Ljubojević

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](#)

F5

Research Methods II

Friday, November 27 · 14:00–15:00 · Conference Room 5
Session Chair: Huei-Min Chiang

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

[Abstract](#)

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