

Povzetki *Abstracts*

Merjenje zaznane kakovosti storitev s pomočjo modela SERVQUAL: primer hrvaške hotelske dejavnosti

Suzana Marković in Sanja Raspor

Namen raziskave je ugotoviti, kako kakovostne se odjemalcem zdijo storitve v hrvaških hotelih; cilj je oceniti zaznano kakovost hotelskih storitev in ugotoviti njeno faktorsko strukturo. Za oceno zaznane kakovosti storitev domačih in tujih turistov je bil uporabljen modificirani model SERVQUAL. Podatki so bili zbrani s pomočjo anketnega vprašalnika v petnajstih hotelih na Opatijski rivijeri; opravljene so bile deskriptivna analiza, eksploratorna faktorska analiza in analiza znesljivosti. Rezultati raziskave kažejo na dokaj visoko stopnjo zadovoljstva hotelskih gostov s kakovostjo storitev. Gostje so predvsem pohvalili »zanesljivost«, »ljubeznivost in strokovnost zaposlenih«, »dostopnost« in »materialni dokaze«. Rezultati kvantitativne raziskave zaznane kakovosti storitev lahko dajo informacije o tem, kako odjemalci ocenjujejo kakovost storitev v določenem hotelu, zato se lahko managerji hotelov nanje oprejo, kadar želijo izboljšati glavne parametre kakovosti ter povečati kakovost storitev in poslovno uspešnost.

Ključne besede: kakovost storitev, SERVQUAL, faktorska analiza, analiza zanesljivosti, hotelska dejavnost

Impact of the Global Economic Crisis on International Trade

Sabina Koleša

The world economy is facing a global crisis that spilled over from the financial sector to the real economy in the last quarter of 2008. The crisis led to falls in industrial production and foreign direct investments as well as to a sharp decrease in international trade volume. The article will focus on the reasons for the decrease of global trade, analyze the change of external trade policies (implementation of protectionist measures), also in comparison with the 1930s and 1970s crisis, and related activities of international organisations: World Trade Organisation (WTO), Organisation for Economic Cooperation and Development (OECD), International Monetary Fund (IMF), World Bank (WB) and European Commission (EC).

Key words: global crisis, external trade policy, protectionist measures

Analysis of Factors of the Second-Hand Housing Prices in the City and Vicinity of Ljubljana

Sonja Friškovec and Aleksander Janeš

The article discusses factors of the second-hand housing advertised prices in the city and surroundings of Ljubljana. In the theoretical part

of the article are presented previous researches into the real estate prices factors, which serve as the basis of the present empirical research. In order to explain the variability of advertised prices of second-hand housing and differences in factors in the city and vicinity of Ljubljana we formed two separate linear regression models. The article also represents a contribution to understanding the determinants of the creation of advertised prices. The survey results indicate that the advertised price of the second-hand housing in the city of Ljubljana is affected by the size of the housing, floor height, number of bathrooms and mansard presence. In the vicinity of Ljubljana, the advertised price of second-hand housing is affected by the size of the housing, the presence of a garage and basement storage, age of housing and vacancy.

Key words: real estate market, real estate prices factors, advertised price, used apartment, regression model

Opinions on Competitive Supply and Efficient Energy Use

Drago Papler in Štefan Bojnec

This paper presents the unique survey results on knowledge and perceptions of energy users on competitive supply and efficient energy use. In the survey, results are included for the four target groups of users from social sciences, natural sciences, electroenergy, and energy management. As the methods of analyses are used descriptive statistics, comparison of average values for two independent samples, correlation, regression, and multivariate factor analyses. The empirical results indicate similarities and differences in the opinions among the professional users' groups with a special focus on the opinions of the social science group. Among the common factors for the competitive supply and efficient energy use three groups of factors are identified: sustainable development in the efficient energy use, price competitive supply of energy, and energy sustainable development of the economy.

Key words: competitive supply, efficient use, energy

Cues of Nonverbal Communication and Persuasiveness of the Individual

Marija Paladin

Beside verbal messages there are also very important non-verbal cues. We trust them more than verbal ones. One of the functions of non-verbal communication is persuasion. Past studies have found that eye contact, dress style, certain vocalic characteristics and some types of touch used by the persuader affect the persuasiveness of the individual. Our survey showed that participants believe that for someone who wants to be persuasive it is important how he/she provides the information. Opinions about cues of non-verbal communication that may

have an impact on persuasiveness are influenced by different factors. The results of our survey showed some interesting differences compared to previous research.

Key words: nonverbal communication, persuasion, mimics, touch, appearance, vocalic features

Neural Networks as a New Method of Solving Problems in Business and Possibilities of Their Use in Management

Anton Zidar and Roberto Biloslavo

Neural networks are a relatively young developmental area. They imitate the principles of the biological brain and can therefore be variously applied in different fields. Neural networks have a characteristic of learning. They solve problems in a similar way as the biological brain. Neural networks are a powerful tool for solving different problems in management. However, in Slovenia there is a lack of literature on neural networks that would serve as an introduction to the field for experts in the social sciences. The little literature that is available is intended for experts in natural sciences and for technicians. The article deals with an introduction to the basic understanding of neural networks and possibilities of their use in management. Further, it provides a description of neural networks and shows ways of using them when solving different business problems.

Key words: neural networks, tools, methods, models, management

4th International Moodle.si Conference

Viktorija Sulčič

Slovenian users of Moodle, an open-source learning management system, met at the 4th International Moodle.si Conference, which stands out in comparison to previous editions due to the largest number of papers yet contributed. A larger response was noticed from international Moodle users, as Moodle users from Austria, Italy and Serbia participated in the conference.

Key words: MoodleMoot, Moodle, moodle.si