

Povzetki *Abstracts*

Globalizacija hindujske filmske industrije

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Filmska industrija v Indiji je v zadnjem stoletju doživela prenekatero spremembo. Iz prvih tresočih se slik na ekranu se je razvila v cvetoč ekonomski imperij. Danes je Bollywood največji filmski studio na svetu, ki je posnel že 27.000 igranih filmov ter nekaj tisoč dokumentarcev. Filmska industrija v Indiji je napredovala na vseh področjih, vključno z maloprodajo, financiranjem, oglaševanjem in distribucijo. S povečanjem števila indijskih izseljencev in vse večjo priljubljenostjo blagovne znamke »Brand India« si je indijski film utrl pot na svetovni trg in napredoval tudi z vidika globalizacije. Kljub temu da določeni filmi večjo prodajo beležijo v tujini kot doma, je pred filmsko industrijo še dolga pot, saj bo le-ta za pridobitev večjega tržnega deleža morala vložiti več denarja in truda v mednarodno oglaševanje in distribucijo.

Ključne besede: hindujska filmska inustrija, globalizacija

Oblikovanje oskrbne verige na primeru radijske postaje: študija primera v Bolgariji

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Članek podaja okviren opis značilnosti oskrbne verige za radijsko postajo Radio Varna. Njeni sestavni deli so hitro posredovanje novic, zadovoljstvo poslušalcev ter načrtovanje finančnega in novinarskega nadzora, medtem ko nekateri primarni pokazatelji nimajo nikakršnega vpliva na oskrbno verigo. Primer študije oskrbne verige na primeru Radia Varna je pokazal, da je določene dele verige potrebno spremeniti oziroma prirediti.

Ključne besede: načrt radia, logistični načrt, logistične storitve

Supply Chain Concept: A Case Study

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Supply chain management knowledge has been dramatically growing in the past few years. The traditional concept of management with the aim to maximize profits and minimize cost of a company's functions, is being replaced by the concept of supply chain management (scm). The principal idea of a supply chain builds on companies partnering together to create mutual confidence and in addition to this to synchronize the performance of a single partner with the whole chain. The empirical study we present in this paper shows that Slovenian companies have theoretical knowledge of supply chains, however, they rarely apply it to their benefit. The research also shows that there are signifi-

cant differences between service and production companies as well as big and small companies. The key to faster growth and bigger competitive advantage is to find and understand the obstacles that prevent a company to apply the concept of supply chain management. scm thus represents an important field of academic research with the aim of implementing the global networking process.

Key words: supply chain management (scm), risk, Slovenia

Human Capital, Research and Development and Productivity Growth: Empirical Analysis for Slovenia

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The aim of this article is to present empirical estimates about the impact of human capital on labor productivity growth in the case of Slovenia. Instead the conventional methodology the methodology principally aimed at estimating the real convergence of labor productivity was used. The basic difference between both methodological frameworks is in the bias of the result. The conventional methodology estimates the growth impact of human capital directly and for this purpose empirical data on the amount of human capital are needed. However, human capital is in itself an imaginary category and there is no exact methodology for measuring its value. The results about the impact of human capital on labor productivity are therefore questionable and potentially biased. In such cases the use of methodological frameworks which estimate the growth impact of human capital indirectly is more appropriate. This was also the main reason why the methodology principally used for convergence analysis was employed in the research. In this way the obtained empirical estimates at sectoral level indicated that the basic pillars of economic growth in the case of Slovenia are in line with theoretical expectations. The results are at the same time also an argument in favor of the proposed empirical method.

Key words: economic growth, human capital, research and development (R&D), productivity, technological progress

Level and Determinants of Housing Prices in Slovenia at Micro Level

Martin Romih and Štefan Bojnec

The hedonic price function is estimated for housing in Slovenia. The prices of housing in Slovenia vary by regions. Slovenian regions analyzed in the article are, according to the prices of housing, classified into three groups. The most expensive groups are Ljubljana (the capital), its suburbs and Primorska, the middle price group includes Gorenjska, whereas the least expensive housing can be found in the North-Eastern part of Slovenia. The equality test, a post-hoc analysis and the analysis of contrasts confirm these findings. The regression

hedonic price analysis shows different behaviour among the groups of regional explanatory variables (size, age and floor of housing). In regions with the most expensive housing the size of housing has a significant impact on the price per square meter. The pattern is less obvious in middle and lower price range regions. The age and floor of housing have significant impacts on price in the most and in the least expensive housing regions, whereas the influence is less strong in the middle price region. Some crucial determinants of housing prices at micro level reflecting the inhomogeneous housing characteristic are therefore location, size, age and the floor.

Key words: hedonic price analysis, housing market, regional differences, Slovenia

19. mednarodna konferenca SPACE

Rune Ellemtose Gulev

19. mednarodna konferenca SPACE, evropskega združenja za poslovne študije in jezike, ki je v aprilu potekala v Valenciji, je ponudila široko paleto koristnih nasvetov glede internacionalizacije visokega šolstva. Posebej zanimiva je bila predstavitev metod za internacionalizacijo visokošolskih zavodov skozi programe mobilnosti in skupnih diplom. Konferenca je organizirala tudi okrogle mize, kjer so strokovnjaki lahko razglabljali o perečih temah v visokem šolstvu, ki so se na letošnji konferenci večinoma vrtele okoli medkulturnega zavedanja in dialoga. Konferenca je v akademskem in administrativnem smislu prispevala k vedenju tistih organizacij, ki bi se v združenje želele vključiti v prihodnosti.

Ključne besede: mobilnost, internacionalizacija visokošolskih zavodov, medkulturno zavedanje

27th International Conference on Organizational Science Development

Massimo Manzin, Marijana Sikošek, and Mateja Jerman

In this paper the organization and execution of the 27th International Conference on Organizational Science Development, entitled Knowledge for Sustainable Development is presented. The conference is a traditional event and for a number of years it has been organised in Congress Centre Bernardin. This year the conference took place from 19th to 21st March 2008. The topicality of the conference and its contents from the fields of organization, computer science and human resources are confirmed by the fact that more than 385 participants attended the event. Not only did they come from Slovenia but also from Germany, the Czech Republic, Austria, the Netherlands, Serbia and Croatia.

Key words: international conference, knowledge, sustainable development