

Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society

**Proceedings of the
MakeLearn and TIIM
Joint International
Conference**

**27–29 May 2015
Bari • Italy**

International School for Social and Business Studies, Slovenia
University of Bari Aldo Moro, Italy
Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland
<http://makelearn.issbs.si>



Management,
Knowledge and Learning
Joint International Conference 2015
Technology, Innovation
and Industrial Management

MakeLearn 2015: Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society

Proceedings of the MakeLearn and TIIM Joint International Conference
27–29 May 2015, Bari, Italy

Organized by

International School for Social and Business Studies, Slovenia
University of Bari Aldo Moro, Italy

Co-Organizers

Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland

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Valerij Dermol, Aleš Trunk, Goran Đaković and Marko Smrkolj

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279599616

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Mednarodna fakulteta
za družbene in poslovne študije
International School
for Social and Business Studies
Celje · Slovenia · Europe

Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn & TIIM 2015 Joint International Conference. The conference is a great opportunity to make your contribution to and share the most recent developments in the field of knowledge management with experts from all over the world. The title of the MakeLearn & TIIM 2015 Joint International Conference is Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society.

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2015 in cooperation with co-organizers University of Bari Aldo Moro, Italy, Kasetsart University, Thailand, and Maria Curie-Skłodowska University, Poland. The conference deals with the intangible assets such as organizational structure with organizational culture, employee's capacity and management relationships. This creates additional value and helps an enterprise to acquire competitive advantage on the market. One of most challenging processes in this respect is how to manage the intellectual capital. Managing Intellectual Capital includes managing human capital and managing innovation. Human capital consists of various skills and knowledge possessed by employees for the sustainable development of the enterprise, but also the entire economy and society. Strengthening human capital and encouraging innovation then positively relates to the creation of sustainable and inclusive society.

In recent years, knowledge management has been given a lot of attention in companies and other organisations as well as in rapidly increasing numbers of scientific and expert publications. The ISSBS encourages the discussion and exchange of knowledge also through the International Journal of Management, Knowledge and Learning, as well as through the Academic International Publisher ToKnowPress.

We are proud to present 308 papers from 44 countries and would especially like to welcome our keynote speakers: Dr. Bart J. Debicki (Towson University, USA) and Dr. Angelo Vacca (University of Bari Aldo Moro, Italy). We would also like to thank everyone who helped us organise MakeLearn & TIIM 2015, and wish you all a successful conference and a pleasant stay in Bari.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers

University of Bari Aldo Moro, Italy

Kasetsart University, Thailand

Maria Curie-Skłodowska University, Poland

Conference Boards

Honorary Board

The representatives of organizations who organized previous MakeLearn and TIIM conferences.

Dr. Srečko Natek, International School for Social and Business Studies, Slovenia,
general chair and organiser of MakeLearn conferences

Dr. Antonio Felice Uricchio, University of Bari Aldo Moro, Italy, conference
co-organiser of MakeLearn & TIIM 2015

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Dr. Dušan Lesjak, EMUNI University, International School for Social and Business
Studies, Slovenia and Faculty of Management Koper, University of Primorska,
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Dr. Leonardo Marušić, University of Zadar, Croatia, local co-organiser
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Dr. Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco, co-organiser
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Dr. Viorel-Aurel Şerban, Universitatea Politehnica Timisoara, Romania,
local co-organiser of MakeLearn 2016

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2011

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Conference Board

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Organizing Team

- Goran Đaković, International School for Social and Business Studies, Slovenia,
head of organising board
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Dr. Teodoro Gallucci, University of Bari Aldo Moro, Italy
Dr. Silvana Mariel Sirico, University of Bari Aldo Moro, Italy
Dr. Graziella Todisco, University of Bari Aldo Moro, Italy

Conference Aims

MakeLearn & TIIM 2015 conference theme focuses on Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society. Intellectual Capital integrates intangible assets such as organizational structure with organizational culture, employee's capacity and management relationships. This creates additional value and helps an enterprise to acquire competitive advantage on the market. One of most challenging processes in this respect is how to manage the intellectual capital. Managing Intellectual Capital includes managing human capital and managing innovation. Human capital consists of various skills and knowledge possessed by employees for the sustainable development of the enterprise, but also the entire economy and society. Strengthening human capital and encouraging innovation then positively relates to the creation of sustainable and inclusive society.

Knowledge Management is therefore in the core of Intellectual Capital management. It is not only about managing knowledge, but also about managing innovation, managing sustainable development and the creation of inclusive society.



Polignano | Photo: Alen Ježovnik

Conference Programme

Wednesday, 27 May 2015 • Palace Hotel Bari

- 12.00–20.00 Registration • Palace Hotel Bari lobby
- 13.00 University fair • Palace hotel Bari lobby
(exhibition will be held all day on Wednesday and Thursday)
- 13.00–14.15 Concurrent sessions
- 14.00–16.00 City tour (guided tour) – group 1,
meeting point in front of Palace Hotel Bari
- 14.15–15.30 Concurrent sessions
- 15.30–15.45 Break
- 16.00–18.00 City tour (guided tour) – group 2,
meeting point in front of Palace Hotel Bari
- 15.45–17.00 Concurrent sessions
- 17.00–18.15 Concurrent sessions
- 18.30–21.00 Welcome address and welcome reception • Palace Hotel Bari terrace
Dr. Srećko Natek, general chair and organiser of MakeLearn & TIIM
2015 conference, with dr. Antonio Felice Uricchio, conference organ-
iser, University of Bari Aldo Moro, Italy

Thursday morning, 28 May 2015 • University of Bari Rectorate

- 09.00–09.30 Conference opening • Aula Magna and Salone degli Affreschi,
University of Bari Rectorate
Dr. Antonio Felice Uricchio, Rector of University of Bari Aldo Moro
Dr. Binshan Lin, College of Business Administration,
Louisiana State University, USA, conference director
Mr. Angela D'Onghia, Vice-Minister for Education of Republic of Italy
Mr. Antonio Decaro, Mayor of Bari
Dr. Valerij Dermol, International School for Social and Business
Studies, Slovenia, programme chair
- 9.30–10.30 Keynote speaker 1 • dr. Bart J. Debicki, discussion
Keynote speaker 2 • dr. Angelo Vacca (TBC), discussion
- 10.30–11.15 Photo session and coffee break • Stairs from Aula Magna
to Salone degli Affreschi
- 11.15–12.30 Rectors Forum • Aula Magna and Salone degli Affreschi,
University of Bari Rectorate
- 12.30–12.45 Invitation to MakeLearn and TIIM Joint International Conference 2016,
Timisoara, Romania
- 12.45 Walking to Palace Hotel Bari

Thursday afternoon, 28 May 2015 • Palace Hotel Bari

- 12.30–13.15 Registration • Palace Hotel Bari lobby
13.15–14.45 Lunch • Restaurant of Palace Hotel Bari
14.45–16.00 Concurrent Sessions
16.00–16.30 Coffee Break with Poster Session • Palace Hotel Bari lobby
16.30–17.45 Concurrent Sessions
17.45–19.00 Concurrent Sessions
19.00–20.15 Concurrent Sessions
20.30–23.00 Dinner and social event with best paper announcement •
Restaurant of Palace Hotel Bari

Friday, 29 May 2015 • Palace Hotel Bari

- 08.00–13.00 Exhibition of Journals • Palace Hotel Bari lobby
08.00–09.15 Concurrent Sessions
09.15–09.45 Pearson – Personalized Learning Solutions (presentation) • Room Festa
09.45–10.00 Break
10.00–11.00 Editors' Panel • Room Festa
11.00–11.30 Coffee break with networking for publishing opportunities
11.30–12.30 Research-Education-Practice Forum • Room Festa
12.45–13.45 Cocktail Lunch • Palace Hotel Bari lobby
13.45 Meeting point in front of Palace Hotel Bari
13.45–21.00 Academic networking with trip. Conference closing.
Free evening in Bari

Saturday, 30 May 2015 • Palace Hotel Bari

- 08.00–10.00 Programme Board meeting • Palace Hotel Bari lobby
(invited guests only)

Post-Conference Programme

Doctoral Students' Workshop on Academic Writing for Publishing Scientific Papers
in International Journals, 29–30 May 2015 (see p. [74](#)).

Sessions Timetable

Date	Time	Appula	Ausonia	Egnazia-Sveva	Japigia	Abrescia	Jonia
Wednesday, 27 May	13.00–14.15	A1	B6	C1	E1	G2	H1
	14.15–15.30	A2	B7	C2	E2	G3	H2
	15.45–17.00	B1	B8	D1	F1	G4	H3
	17.00–18.15	B2	B9	D2	F2	G5	I1
Thursday, 28 May	14.45–16.00	A3	B10	C3	E3	G6	I2
	16.30–17.45	A4	B11	D3	E4	G7	H4
	17.45–19.00	B3	B12	D4	F3	G8	J1
	19.00–20.15	B4	B13	D5	F4	G9	J2
Friday, 29 May	08.00–09.15	B5	B14	D6	G1	G10	H5

The distribution of papers by session is of informative nature and is subject to change.
The final information will be available on-site.

Sessions

- Knowledge Based Society and Knowledge Based Economy (A1, A2, A3, A4)
- Management, Business and Entrepreneurship (B1, B2, B3, B4, B5, B6, B7, B8, B9, B10, B11, B12, B13, B14)
- Education and Learning, Organizational Learning (C1, C2, C3)
- Human Resources Management, Intergenerational Cooperation (D1, D2, D3, D4, D5, D6)
- Economics, Finance and Accounting (E1, E2, E3, E4)
- E-commerce Management and Marketing (F1, F2, F3, F4)
- Innovations in Public Sector and Business (G1, G2, G3, G4, G5, G6, G7, G8, G9, G10)
- Information Systems Management and Decision Support Systems (H1, H2, H3, H4, H5)
- European Integration and EU Policy (I1, I2)
- Legal Issues, Taxation, Labour and Employment Law (J1, J2)

Family Business Research: An Overview of Topical Areas, Trends and Opportunities

Dr. Bart J. Debicki

University Professor at Towson University in Maryland, USA

The keynote presentation will address the following:

- foundations and current state of affairs in family business research;
- trends, opportunities and the future of family business research;
- topic areas within family business studies;
- family business research outlets;
- individual and collaborative family business scholarship, as well as research institutions and organizations.

Bart J. Debicki received his PhD in Management from Mississippi State University. His research interests are primarily in family business management, management strategy, international and multicultural management, management history and management education. His research has appeared in journals such as *Entrepreneurship: Theory and Practice*, *Family Business Review* and *Journal of Management History*. He teaches Management, International Business and Multicultural Management courses at Towson University in Maryland, USA and the Quality Leadership University in Panama City, Panama. He is a member of the Academy of Management and the Southern Management Association. He is a member of the Editorial Board of the *Family Business Review* and the Associate Editor of the *International Journal of Management and Enterprise Development*.



Trani | Photo: Alen Ježovnik

The Human Capacity Building and the Environmental Sustainability in Higher Education: Green University – University of Bari as an Example

Dr. Angelo Vacca

Full Professor in Internal Medicine at the University of Bari Aldo Moro, and Chief of the Unit of Internal Medicine (Clinica Medica G. Baccelli) of the same University

The keynote presentation will address the following:

- research and innovation: synergism with the European and regional strategic agendas;
- human capacity building: tools for promoting scientific excellence;
- the creativity of young as a tool for social inclusion;
- Green University: University of Bari as an example.

Angelo Vacca is PhD in Clinical Immunology since 1989. His present position is Full Professor in Internal Medicine at the University of Bari Aldo Moro, and Chief of the Unit of Internal Medicine (Clinica Medica G. Baccelli) of the same University. He is President of the National Society of Immunology, Clinical Immunology and Allergology (SIICA). Prof. Vacca has published over 300 papers in international medical journals. Research areas are: (a) angiogenesis in patients with lymphoproliferative diseases, such as multiple myeloma and non-Hodgkin's lymphomas, (b) angiogenesis by inflammatory cells, and (c) TK inhibitors.

This presentation was prepared in collaboration with Dr. Filomena Corbo and Dr. Annamaria De Marinis Loiotile.

Abstract



Bari | Photo: Alen Ježovnik

Rectors' Forum

Forum Chair: Dr. Antonio Felice Uricchio

Rector, University of Bari Aldo Moro, Italy

The Rectors Forum aims to bring distinguished Rectors and Presidents around the world to share their ideas about intellectual capital, innovation and technology for sustainable and inclusive society. The event will be followed by Rectors' Seminar for Internationalization of Higher Education Institutions (from 15:00 to 17:00 on the same day, only with invitation).

Forum Members

Dr. Ryszard Debicki, Vice Rector, Maria Curie-Sklodowska University, Poland

Dr. Zamir Dika, Rector, South East European University, Republic of Macedonia

Dr. Van Son Dinh, President, Vietnam University of Commerce, Vietnam

Dr. A. Hamid El-Zoheiry, President, EMUNI University, Slovenia

Dr. Keng-Boon Ooi, Deputy Vice Chancellor, Linton University College, Malaysia

Dr. Driss Ouaouicha, President, Al Akhawayn University in Ifrane, Morocco

Dr. Bordin Rassameethes, Vice President, Kasetsart University, Thailand

Dr. Viorel-Aurel Şerban, Rector, Politehnica University of Timisoara, Romania



University of Bari Aldo Moro | Photo: Alen Ježovnik

Insights from Journal Editors

Panel Chair: Dr. Binshan Lin

Editor-in-Chief, *Expert Systems with Applications*,
Louisiana State University in Shreveport, USA

The Editors' Panel aims to bring top editors from leading international journals around the world to share their ideas about selection consideration and criteria for a potential publication. This discussion is expected to benefit and strengthen possible publications among doctoral students as well as junior faculties. The editors' insights and viewpoints are important for a submission preparation.

Panel Members

Dr. Tapie Rohm, Publisher-in-Chief,
Journal of International Technology and Information Management,
Communications of the IIMA,
Journal of International Information Management
California State University – Bernardino, USA

Dr. Haruthai Numprasertchai, Editor-in-Chief,
International Journal of Business Development and Research
Kasetsart University, Thailand

Dr. Tzong-Ru (Jiun-Shen) Lee, Associate Editor,
International Journal of Electronic Customer Relationship Management,
International Journal of Logistics Economics and Globalization
National Chung Hsing University, Taiwan

Dr. Kongkiti Phusavat, Editor-in-Chief,
International Journal of Innovation and Learning
Kasetsart University, Thailand

Dr. Pornthep Anussornnitisarn, Guest Editor of Special Issue,
International Journal of Innovation and Learning
Kasetsart University, Thailand

Dr. Antonio Felice Uricchio, Editor-in-Chief,
International Journal of Law and Tax
University of Bari Aldo Moro, Italy

Dr. Dušan Lesjak, Editor-in-Chief,
International Journal of Management in Education
International School for Social and Business Studies, Slovenia

Dr. Zbigniew Pastuszak, Editor-in-Chief,
International Journal of Management & Enterprise Development
Maria Curie-Skłodowska University, Poland

Dr. Bart J. Debicki, Guest Editor of Special Issue,
International Journal of Management & Enterprise Development
Towson University, USA

Dr. Nada Trunk Širc, Editor-in-Chief,
International Journal of Management, Knowledge and Learning
International School for Social and Business Studies, Slovenia

Dr. Valerij Dermol, Guest Editor of Special Issue
International Journal of Management, Knowledge and Learning
International School for Social and Business Studies, Slovenia

Dr. Keng-Boon Ooi, Editor-in-Chief,
International Journal of Modelling in Operations Management
Linton University College, Malaysia

Dr. Agnieszka Sitko-Lutek, Editor-in-Chief,
International Journal of Synergy and Research
Maria Curie-Skłodowska University, Poland

Dr. Anna Rakowska, Guest Editor of Special Issue,
International Journal of Synergy and Research
Maria Curie-Skłodowska University, Poland

Dr. Radosław Mącik, Guest Editor of Special Issue,
International Journal of Synergy and Research
Maria Curie-Skłodowska University, Poland

Dr. Jackie Ming-Lang Tseng, Editor-in-Chief,
Journal of Asia Pacific Business Innovation and Technology Management
Lunghwa University of Science & Technology, Taiwan

Dr. Kuo-Ping Lin, Guest Editor of Special Issue,
Journal of Asia Pacific Business Innovation and Technology Management
Lunghwa University of Science & Technology, Taiwan

Dr. Daryl Nord, Executive Editor, *Journal of Computer Information Systems*
Oklahoma State University, USA

Dr. Mateja Brejc, Editor-in-Chief, *Leadership in Education*
National School for Leadership in Education, Slovenia

Dr. Josu Takala, Guest Editor of Special Issue, *Management*
University of Vaasa, Finland

Dr. Joanna Palisziewicz, Deputy Editor-in-Chief
Management and Production Engineering Review
Warsaw University of Life Sciences, Poland

Dr. Olesea Sirbu, Editor-in-Chief,
Eastern European Regional Studies
Centre for European Integration Studies, Moldova

Leadership Behaviour for Sustainable Organizations

Forum Chair: Dr. Anca Draghici,
Politehnica University of Timisoara, Romania

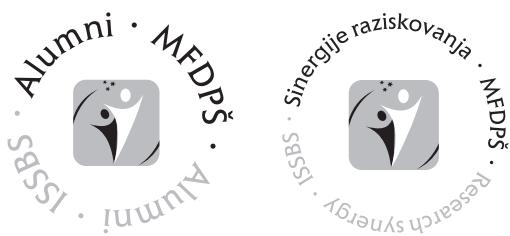
Forum Co-Chair: Gabriela Fistis,
Managing Director of Denkstatt Romania,
Project Manager LeadSUS, Romania

Forum Co-Chair: Dr. Valerij Dermol, Project Member iHRM,
International School for Social and Business Studies, Slovenia

The Research-Education-Practice Forum will create the debate context around the following questions:

- How Research can better interact with Education actors in order to develop leaders' skills and competencies for sustainable organizations?
- How Research and different Education actors' can support different types of organizations to promote and implement sustainable development strategies through an agile leadership?
- How can inclusive human resource practices support organisations to handle the problems of ageing labour force?

The Forum discussions will underline the main skills, competencies and expertise of the leadership behavior together with the new business challenges in the contemporary society. Forum participants will be part of a brainstorming session, sharing practical experiences, good practices, and opportunities for defining a strong message for the MakeLearn and TIIM community and also, for next year conference.



Forum Members

- Dr. Shu-Kai S. Fan, Associate Dean and Executive Director, National Taipei University of Technology, Taiwan
- Dr. Teresa L. Ju, Director, Lunghwa University of Science and Technology, Taiwan
- Dr. Pekka Kess, Director, University of Oulu, Finland
- Dr. Jerry Koehler, MBA Director, University of South Florida, USA
- Dr. Alex Koohang, Dean, Middle Georgia State College, USA
- Dr. Tzong-Ru (Jiun-Shen) Lee, Vice Dean, National Chung Hsing University, Taiwan
- Dr. Jeretta Horn Nord, Director, Oklahoma State University, USA
- Dr. Joanna Paliszkiewicz, Director, Warsaw University of Life Sciences, Poland
- Dr. Zbigniew Pastuszak, Dean, Maria Curie-Sklodowska University, Poland
- Dr. Marek Pawlak, Vice Dean, The John Paul II Catholic University of Lublin, Poland
- Dr. Kongkiti Phusavat, Director, Kasetsart University, Thailand
- Dr. Daniela Popescu, Dean, Technical University of Cluj-Napoca, Romania
- Dr. Tapie Rohm, Executive Director, California State University – Bernardino, USA
- Dr. Ali Türkyilmaz, Chair, Fatih University, Turkey
- Dr. Manh Chieh Vu, Director of the Science and Foreign Affairs,
Vietnam University of Commerce, Vietnam



Academic Networking with Trip to Sassi di Matera

MakeLearn & TIIM 2015 international conference includes the special opportunity for academic networking with a trip to Sassi di Matera.

Meeting in an informal setting is an opportunity for younger and experienced participants from different countries to create a lasting personal and professional connection. These are important at planning and implementation of joint research, mobility of teachers and also for development and publishing joint scientific articles.



Matera | Photo: JFL Photography



Matera | Photo: JFL Photography

A1 Knowledge Based Society and Knowledge Based Economy 1

Session Chair: Anna Mazur

Designing Knowledge Management System in a Social Enterprise

Wasinee Noonpakdee and Acharaphun Phothichai, Thammasat University, Thailand

Keywords: knowledge management system, knowledge management, system design, social enterprise

[Full Text](#)

E-Learning and Anti-Human Trafficking/Modern Slavery

Marion Mansberger, FHWN, Austria

Keywords: e-learning, human trafficking/modern slavery, knowledge transfer, attitude change

[Abstract](#)

Knowledge Mapping in Thai Weaving Industry

Anyanitha Distanont, College of Innovation, Thammasat University, Thailand

Keywords: knowledge mapping, knowledge capture, weaving industry, social enterprise

[Full Text](#)

The Influence of Public Expenditures on Education on Its Quality:

The Case of Poland

Karolina Leonarcik, Maria Curie-Skłodowska University, Poland

Keywords: knowledge based society, education, public expenditures, international comparison

[Full Text](#)

How Firms Use External Knowledge to Improve Innovation Performance:

Evidence from Polish Manufacturing Industry

Tomasz Kijek, University of Life Sciences in Lublin, Poland

Keywords: external knowledge, innovation capital, innovation performance, absorptive capacity, knowledge production function

[Abstract](#)

Knowledge Oriented Approach to Portfolio Management Application

Anna Mazur, Warsaw School of Economics, Poland

Jan Chadał, Gaz-System, Poland

Keywords: project portfolio management, knowledge management, project maturity, corporate strategy

[Full Text](#)

A2 Knowledge Based Society and Knowledge Based Economy 2

Session Chair: Matti Muhos

A Knowledge Management Framework of the Information Technology-Based Approach for Improving Occupational Safety Training of Young Workers

Irena Hejduk, Warsaw School of Economics, Poland

Waldemar Karwowski, University of Central Florida, USA

Keywords: knowledge workers, safety culture, young workers, know technology

[Full Text](#)

Analysis of the Effectiveness Brand Positioning With the Importance of Knowledge Management

Tina Vukasović, International School for Social and Business Studies, Slovenia

Martina Barkovič, Ministry of the Interior, Police, Police Station Brežice, Slovenia

Keywords: marketing, brand, brand positioning, knowledge, knowledge management

[Full Text](#)

Knowledge as a Key Factor of IT Migrations

Peter Kazimir and Jozef Hvorecky, School of Management, Slovakia

Keywords: knowledge management, IT migration, sustainability, project execution

[Full Text](#)

Inter-Organizational Knowledge Transfer Mechanisms in Taiwanese SMEs

Kuo-Nan (Nick) Hsieh, Yuan Ze University, Taiwan

Keywords: open innovation, knowledge transfer, information richness, small and medium-sized enterprises (SMEs)

Abstract

Review of Business Growth Models: Research Strategies and Empirical Evidence

Matti Muhos, University of Oulu, Finland

Keywords: business mentoring, internationalisation, knowledge management, growth, entrepreneurship, Norway, California

[Full Text](#)

Exploring Principles Associated with Mentoring in International Contexts

Matti Muhos, Martti Saarela, Harri Jokela and Ville Isoherranen; University of Oulu, Finland

Keywords: business mentoring, internationalisation, knowledge management, growth, entrepreneurship, Norway, California

[Full Text](#)

A3 Knowledge Based Society and Knowledge Based Economy 3

Session Chair: Marcin Soniewicki

The Impact of Knowledge Sources on Knowledge Creation

Khalid Abdul Wahid, Universiti Teknologi Mara (UiTM), Malaysia

Haruthai Numprasertchai, Yuraporn Sudharatna, Tipparat Laohavichien,
and Somchai Numprasertchai, Kasetsart University, Thailand

Keywords: organizational knowledge, market orientation, knowledge creation, SEM

[Full Text](#)

Impact Analysis of Knowledge Sharing Using Knowledge Management System on Effectiveness, Efficiency and Innovation: A Case Study of Bank Indonesia

Putu Wuri Handayani, Rizal Pahlevi, and Ave Adriana Pinem,
Univeritas Indonesia, Indonesia

Keywords: effectiveness, efficiency, innovation, knowledge management,
knowledge management system, knowledge sharing, partial least square

[Full Text](#)

A Knowledge Management Approach for Risk Management

Hugo Weinschrott, Alin Gaureanu, Bianca Cirjaliu, and Viorica Baesu,
Politehnica University of Timisoara, Romania

Keywords: knowledge, risk, management, knowledge map, heath care

[Full Text](#)

A Step towards Incorporation of Rural Area Population of Pakistan to Knowledge Based Society

Zobia Rehman and Claudiu V. Kifor, Lucian Blaga, University of Sibiu, Romania

Keywords: knowledge based society, knowledge management, natural language
processing, rural areas of Pakistan

[Abstract](#)

Process Maturity of Companies: A Knowledge Perspective

Agnieszka Bitkowska and Elżbieta Weiss,

University of Finance and Management in Warsaw, Poland

Keywords: business process maturity, business process management, knowledge,
knowledge management

[Abstract](#)

Interdependence between Forms of Companies International Activity and Use of External Knowledge Sources

Marcin Soniewicki, Poznan University of Economics, Poland

Keywords: knowledge, internationalization, knowledge management, external
knowledge sources

[Full Text](#)

A4 Knowledge Based Society and Knowledge Based Economy 4

Session Chair: Joanna Palisziewicz

Leadership, Trust and Knowledge Management in Relation to Organizational Performance: Advancing a Framework

Joanna Palisziewicz, Warsaw University of Life Sciences, Poland

Jerzy Gołuchowski, University of Economics in Katowice, Poland

Alex Koohang, Middle Georgia State College, USA

Keywords: knowledge management, trust, leadership, organizational performance

Abstract

Perception of Knowledge in a Knowledge-Base Society: A Case Study

Eva Klemenčič, Educational Research Institute (ERI), Slovenia

Valentina Jošt Lešer, International School for Social and Business Studies, Slovenia

Keywords: perception of knowledge, value of knowledge, knowledge-base society, priorities of knowledge, central position of knowledge, knowledge

Abstract

Efficacy of the Association of South East Asian Nations (ASEAN)

Tuomo Rautakivi and Ritthikorn Siriprasertchok, Burapha University, Thailand

Keywords: ASEAN, cultural agency theory, complex system, efficacy, harmony, intelligence

Abstract

Supporting the Competent Practitioner

Jolan Velencei, Obuda University, Hungary

Zoltán Baracska, Doctus Consulting Ltd, Hungary

Viktor Dörfler, University of Strathclyde Business School, United Kingdom

Keywords: knowledge engineering, knowledge based expert systems, transdisciplinarity, problem solving

Abstract

How Organizations Cope with Knowledge Economy?

Alexandru-Ionut Pohontu, Groupe de Recherche Angevin en Économie et Management (GRANEM), France

Keywords: learning by sharing, differentiation, competitive advantage, methodology, individual and organizational benefits

Full Text

A Servicity View on the EU Projects

Adina Barbulescu and Alexandru Jivan, West University of Timisoara, Romania

Keywords: knowledge-based society, servicity, EU projects

Full Text

B1 Management, Business and Entrepreneurship 1

Session Chair: Mara Del Baldo

Entrepreneurial and Renewal Capital of Finnish and Italian Firms

Mara Del Baldo and Francesca Maria Cesaroni, University of Urbino Carlo Bo, Italy

Paola Demartini, University of Rome III, Italy

Paola Paoloni, Niccolò Cusano University, Italy

Keywords: entrepreneurial capital, renewal capital, entrepreneurship, innovation, intangible assets, medium and large firms

[**Abstract**](#)

Sustainability Transitions and Financial Constraints

Edgardo Sica, University of Foggia, Italy

Keywords: sustainability, eco-innovations, socio-technical transitions, financial constraints

[**Full Text**](#)

Optimization of 3G WCDMA Base Stations in Bangkok, Thailand

Ailada Treerattrakoon and Patamaporn Soponumpornsenee,

Kasetsart University, Thailand

Keywords: base stations management, propagation delay problem, mobile user forecasting, Mentum CellPlanner simulation

[**Full Text**](#)

The Lean-Resources Based Construction Project Planning and Control System

Tzu-An Chiang, National Taipei University of Business, Taiwan

Z. H. Che and Bo-Jing Zeng, National Taipei University of Technology, Taiwan

Keywords: construction project management, construction project process planning, construction project process control, lean resource allocation, efficient frontier

[**Full Text**](#)

The Roles of Stakeholders in an NPD Project: A Case Study

Jukka Majava and Harri Haapasalo, University of Oulu, Finland

Keywords: new product development (NPD), stakeholders, project, product management, research and development (R&D)

[**Full Text**](#)

Comparison of Leadership and Management Styles of Managers

in the Czech Republic and Austria

Kamila Dedinova, University of Economics in Prague, Czech Republic

Keywords: leadership style, management, SMEs, organizational design, level of innovation

[**Full Text**](#)

B2 Management, Business and Entrepreneurship 2

Session Chair: Dawid Lahutta

Fixed Charge Unbalanced Transportation Problem in Inventory Pooling with Multiple Retailers

Ramidayu Yousuk, Kasetsart University, Thailand

Huynh Trung Luong, Asian Institute of Technology, Thailand

Keywords: inventory, inventory pooling, transshipment, preventive lateral transshipment, multiple retailers, fixed charge transportation problem

[Full Text](#)

Challenges with Industrialization in a Supply Chain Network:

A Supplier Perspective

Per Hilletoft, Paraskeva Wlazlak, Glenn Johansson, and Kristina Säfsten, Jönköping University, Sweden

Keywords: industrialization, production ramp-up, supply chain, supplier

[Full Text](#)

Federal-Owned Enterprises and Corporate Governance in Federal-Owned Enterprises in United States

Paweł Baltyn, Maria Curie-Skłodowska University, Poland

Keywords: federal-owned enterprises, government enterprises, corporate governance, United States

[Full Text](#)

Customer Profitability Analysis with Time-Driven Activity-Based Costing

Dawid Lahutta and Paweł Wroński,

Maria Curie-Skłodowska University, Poland

Keywords: cost accounting, cost management, activity-based management, time-driven activity-based costing, customer profitability analysis, case study

[Full Text](#)

Ownership Structure for Sustainable Growth

Elżbieta Wrońska-Bukalska and Mariola Golec,

Maria Curie Skłodowska University, Poland

Keywords: ownership concentration, firm performance, agency theory, ownership structure

[Full Text](#)

How Asian Entrepreneurs Balance Business and Family Life

Tzong-Ru (Jiun-Shen) Lee and Szu-Yu Liu, National Chung Hsing University, Taiwan

Per Hilletoft, Jönköping University, Sweden

Keywords: entrepreneurship, Eastern culture, Asian, Taiwan, vinegar, fu niang fang

[Full Text](#)

B3 Management, Business and Entrepreneurship 3

Session Chair: Oscar F. Bustinza

A Comparative Study of Tastes and Preferences for Local and Foreign Wines in Bulgaria

Petyo Boshnakov, University of Economics Varna, Bulgaria

Keywords: demand for wine, Bulgarian wine, regional varieties of wine

[Full Text](#)

Importance and Evaluation of Complexity-Causing and Increasing Factors as a Determining Success Indicator in Outsourcing Operations

Frank Rennung, Caius Luminosu, and Anca Draghici,
Universitatea Politehnica Timisoara, Romania

Keywords: complexity trap, complexity management, process management,
management model for complexity

[Full Text](#)

The Linkage between Product-Service Portfolio and Customer Value

Oscar F. Bustinza, University of Granada, Spain

Vasileios Myrthianos, Universitat Politècnica de Catalunya, Spain

Glenn Parry, University of the West of England, United Kingdom

Keywords: business model, digitalization, music industry, product-service portfolio

[Full Text](#)

Modelling the Macro-Environmental Factors of International Distribution

Supachart Iamratanakul, Kasetsart University, Thailand

Keywords: international distribution, macro-environmental factors, interpretive
structural modelling, MICMAC analysis, bibliometrics, expert panel, South East Asian,
market, Supply Chain Management

[Full Text](#)

Operational Drivers of Business Valuations in the E-Commerce Sector

Adelin Trusulescu, Goetzpartners Corporate Finance GmbH, Germany

Claudiu-Tiberiu Albulesscu and Anca Draghici,
Politehnica University of Timisoara, Romania

Keywords: e-commerce valuation, internet retail valuation, valuation, valuation
drivers, e-commerce industry development, revenue valuation vs. EBITDA valuation

[Full Text](#)

An Integrated Framework for Superior and Sustainable Business Performance

Binod Timilsina, University of Vaasa, Finland

Keywords: Resource base view, competitive advantage, competitively distinct
operations, business performance

[Abstract](#)

B4 Management, Business and Entrepreneurship 4

Session Chair: Matej Valach

Assessing the Status of Sustainability Report of Petrochemical and Energy Sectors in Thailand

Chavatip Chindavijak and Kongkiti Phusavat, Kasetsart University, Thailand

Pekka Kess, University of Oulu, Finland

Keywords: Sustainability reporting, social responsibility reporting, sustainability indicators, petrochemical and energy in Thailand

[Full Text](#)

Telecommuting Opportunity to Use the Economic Potential of People with Disabilities in the Polish Economy

Stanisław Żukowski, Maria Curie Skłodowska University, Poland

Keywords: disabilities, telecommuting, employment support programs, employment, job market

[Full Text](#)

Life Cycle Assessment of Canned Sweet Corn in Chiang Mai

Pheeraya Ngarmsa-ard and Punnamee Sachakamol,

Kasetsart University, Thailand

Keywords: canned sweet corn, Life Cycle Assessment (LCA), carbon footprint, water footprint

[Full Text](#)

Sector Business Process Offshoring in Poland

Katarzyna Budzyńska, Maria Curie Skłodowska University, Poland

Keywords: offshoring, BPO, SSC, attractiveness

[Abstract](#)

Profit Maximization, Social Welfare and Creating Opportunities for Corporate Social Responsibility in Slovakia

Matej Valach, University of Economics in Bratislava, Slovakia

Keywords: social welfare, social responsibility, sustainable development profit maximizing

[Full Text](#)

A Taxonomy of Service Quality Strategies

Ping-Kuo Chen, Aletheia University, Taiwan

Keywords: service quality, strategic, taxonomy, competitiveness

[Full Text](#)

B5 Management, Business and Entrepreneurship 5

Session Chair: Maria Hermel-Stanescu

Cracking the Chinese SME Innovation Frontier: Crossing the Imitation Chasm

Kim Hua Tan, Nottingham University Business School, United Kingdom

Leanne Chung, Cardiff Business School, United Kingdom

Keywords: Chinese innovation, SME, product development, imitation, absorptive capacity

[Full Text](#)

Exploring the Early Stages of Service-Based Firms

Matti Muhos, University of Oulu, Finland

Keywords: stages of growth, growth process, growth management, service-based firm, business development, meta-analysis, review

[Full Text](#)

Effective Coaching

Maria Hermel-Stanescu, University Politehnica of Bucharest, Romania

Keywords: coaching, efficiency, management, entrepreneurship

[Full Text](#)

Financial Literacy of SMEs Managers

Novo Plakalović, Ekonomski fakultet Pale, Bosnia and Herzegovina

Keywords: knowledge, human capital, financial literacy, financial behavior, financial awareness, SME managers, education

[Full Text](#)

Tourism, Globalisation and Sustainable Development

Ana Vizjak and Maja Vizjak, Faculty of Tourism and Hospitality Management, Croatia

Keywords: tourism, globalisation, sustainable development, management

[Full Text](#)

Relationship between Implementation of the Learning Organization Concept and the Business Results in Small Croatian Enterprises

Srećko Goić and Mimica Lovel, University of Split, Croatia

Keywords: learning organization, small enterprises, business results, Croatia

[Abstract](#)

Apply the Analytic Hierarchy Process Method for Selecting Supplier in Automotive Business

Supakit Laksanasiri, Naprud Paisansin, and Pornthep Anussornnitisarn, Kasetsart University, Thailand

Keywords: analytic hierarchy process, evaluation, multi-criteria evaluation

[Full Text](#)

B6 Management, Business and Entrepreneurship 6

Session Chair: Sophia Mirchova

Characterizing Cross-Functional Teams in Service Companies

Eider Arantes de Oliveira and Márcio Lopes Pimenta,

Federal University of Uberlândia, Brazil

Per Hilletoth, Jönköping University, Sweden

Keywords: integration, cross-functional teams, services

[Full Text](#)

Forecasting the Number of Passengers Serviced at the Bulgarian Railway Stations

Sophia Mirchova and Preslav Dimitrov, SWU Neofit Rilski, Bulgaria

Keywords: railway transport, strategic documents, railway infrastructure policy, double exponential smoothing method forecasting, Holt method, linear trend

[Full Text](#)

Risk Consideration and Cost Estimation in Construction Projects Using Monte Carlo Simulation

Claudiu Peleskei, Vasile Dorca, Radu A. Munteanu, and Radu Munteanu,

Universitatea Tehnica din Cluj-Napoca, Romania

Keywords: risk management, Monte Carlo simulation, construction, probability distribution

[Abstract](#)

A Business Model to Operate an Online Business Successfully

Tzong-Ru (Jiun-Shen) Lee and Pei-Ning Huang,

National Chung Hsing University, Taiwan, ROC

Pekka Kess, University of Oulu, Finland

Keywords: electronic commerce, entrepreneurship, festivals, creativity, mid-autumn festival, baking industry

[Full Text](#)

Business Ecosystem in Built Environment: Stakeholders and Their Classification

Tuomas Lappi, Harri Haapasalo, and Kirsi Aaltonen, University of Oulu, Finland

Keywords: business ecosystem, stakeholder management, salience model, business in built environment, life cycle management

[Abstract](#)

The International Orientation of Entrepreneurial Intention of Portuguese Higher Education Students

Sónia Carneiro and Vitor Braga, Porto Polytechnic, CLICESI, Portugal

Keywords: international entry, entrepreneurial Intention, start-ups, Portugal, higher education, risk and innovation

[Abstract](#)

B7 Management, Business and Entrepreneurship 7

Session Chair: Antonio Bassi

General Management Principles in the Project Management Context

Antonio Bassi, SUPSI, Switzerland

Keywords: project management, project culture, general management, continuous improvement, historical information, knowledge management

[**Abstract**](#)

Virtual Quality Management Elements in Optimized New Product Development Using Genetic Algorithms

Stefan Bodí, Sorin Popescu, Calin Drageanu, and Dorin Popescu,
Technical University of Cluj-Napoca, Romania

Keywords: new product development, information technology, genetic algorithms, virtual quality management

[**Full Text**](#)

The World's Biggest Airlines

Michał Ratajczak, Maria Curie Skłodowska University, Poland

Keywords: management, economy, aviation, airline, cargo

[**Full Text**](#)

A Cross-National Comparison of the Relationship between Human Values and Reaction to CSR Announcements

Sathiadev Mahesh, University of New Orleans, USA

Marek Pawlak, The John Paul II Catholic University of Lublin, Poland

Keywords: human values, CSR announcement, reaction to CSR announcement, Shalom-Schwartz theory

[**Abstract**](#)

Sustainable Packaging in an Environmental Marketing Strategy: The Case of Apple

Fabrizio Baldassarre and Raffaele Campo, University of Bari Aldo Moro, Italy

Keywords: environmental marketing, sustainable packaging, green strategy, Apple

[**Abstract**](#)

Production Planning Challenges in the Steel Production: Case SSAB

Ville Isoherranen and Pekka Kess, University of Oulu, Finland

Keywords: production planning, steel production, continuous improvement, operations management, SSAB

[**Abstract**](#)

B8 Management, Business and Entrepreneurship 8

Session Chair: Katarzyna Andrzejczak

Inflaming Users' Intention to Embrace Mobile E-Books

Jun-Jie Hew, Voon-Hsien Lee, Garry Wei-Han Tan, and Keng-Boon Ooi,
Linton University College, Malaysia

Keywords: UTAUT2, technology readiness, moderating effects, gender, mobile e-books, Malaysia

[Full Text](#)

How Do Suppliers Contribute to Market Competitiveness of Buyers?

Yu-Xiang Yen, Yuan Ze University, Taiwan
Shiu-Wan Hung, National Central University, Taiwan

Keywords: asset specificity, alternative attractiveness, commitment, opportunism, market competitiveness

[Abstract](#)

The Challenge of Marketing Interventions in Global Markets

Bistra Vassileva, University of Economics Varna, Bulgaria
Keywords: marketing interventions, global markets, complexity, power laws, Sheppard's index

[Full Text](#)

Technical and Economic Considerations on Energy Efficiency of Existing Buildings through Refurbishment

Diana Rusu, Dorin Popescu, and Daniela Popescu,
Technical University of Cluj-Napoca, Romania

Keywords: sustainability, energy efficiency, building refurbishment, optimization, decision maker

[Full Text](#)

Ontology Based Innovative Support in Industrial Product Development

Adrian Petrovan and Mircea Lobonțiu,
North University Center of Baia Mare, Romania

Keywords: custom-made product, industrial product development, ontology engineering, innovative support tool, protégé

[Full Text](#)

Agricultural Biotechnology Research in Sub-Saharan Africa

Katarzyna Andrzejczak, Poznan University of Economics, Poland
Łucja Przysiecka, NanoBioMedical Centre AMU, Poland
Keywords: technology development, biotechnology, research and development, Sub-Saharan Africa, GMO, Cartagena Protocol, technology transfer

[Abstract](#)

B9 Management, Business and Entrepreneurship 9

Session Chair: Roxana Sirbu

Life Cycle Assessment of Seedless Salak in Syrup in Chanthaburi

Punnamee Sachakamol and Patama Pirottesak,

Kasetsart University, Thailand

Keywords: Salak, LCA, green house gas, water footprint, carbon footprint, ecological footprint, productivity

[Full Text](#)

Product Life Cycle, Technology Life Cycle and Market Life Cycle

Marzieh Shahmarichatghieh, Arto Tolonen, and Harri Haapasalo,

University of Oulu, Finland

Keywords: product life cycle, technology life cycle, market life cycle, product development

[Full Text](#)

Corporate Sustainability Perspective in the Context of a Multi-Level

Stakeholder Management

Cristina Borca, Luminita Maria Gogan, Roxana Sirbu, and Gabriela Fistis,

Politehnica University of Timisoara, Romania

Keywords: corporate sustainability, human talent management, stakeholder management, system values

[Full Text](#)

Impact of Discovering the Monumental Tomb in Amphipolis Greece

in Tourism Development of the Region

Rouska Krasteva, SWU Neofit Rilski, Bulgaria

Keywords: tourism economy, regional development, tourism development, Amphipolis, anthropogenic resources, Alexander the Great, North Greece

[Full Text](#)

Assumptions for the Effective Promotion of Cooperation between Science and Business

Monika Nalewajek, Maria Curie-Sklodowska University, Poland

Keywords: cooperation model, science, business, education, barriers of cooperation, qualitative research

[Full Text](#)

Consideration on Project Management Specificity for Sustainable Investments

Roxana Sirbu, Claudiu-Tiberiu Albulescu, Luminita Maria Gogan, and Anca Draghici,

Politehnica University of Timisoara, Romania

Keywords: management, sustainability, investments, projects, model

[Full Text](#)

B10 Management, Business and Entrepreneurship 10

Session Chair: Agnieszka Puto

Motorcycle Parts Inventory Management System

Ailada Treerattrakoon and Tanaporn Lersbuasin,
Kasetsart University, Thailand

Keywords: motorcycle parts inventory, inventory management, inventory system, production planning

[Full Text](#)

Management and Optimization of Materials for the Furniture Industry

Óscar Oliveira and Dorabela Gamboa,
CIICESI-ESTGF, Instituto Politécnico do Porto, Portugal
Pedro Fernandes, Bullet Solutions, Portugal

Keywords: cutting stock problem, heuristics, information technology, production technology

[Full Text](#)

Opportunities of Base of the Pyramid from the Perspective of Resources and Capabilities

José G. Vargas-Hernández and Yozimar Abe García González,
Universidad de Guadalajara, Mexico

Keywords: base of the pyramid, strategy, resources and capabilities

[Full Text](#)

Specialized Business Strategies Versus the Supermarkets:

The Case of 'Carne Y Punto'

José G. Vargas-Hernández, Universidad de Guadalajara, Mexico

Keywords: strategy, supermarkets, specialty stores, resource-based view

[Full Text](#)

Manage Relationships with Stakeholders as a Major Area of Corporate Social Responsibility

Joanna Gajda and Agnieszka Puto, Technical University of Częstochowa, Poland

Keywords: stakeholders, corporate social responsibility, stakeholder relationship management

[Full Text](#)

Communication Management in Project Teams: Practices and Patterns

Karolina Muszynska, University of Szczecin, Poland

Keywords: project communication management, communication management practices, project success, project communication management patterns, project management

[Full Text](#)

B11 Management, Business and Entrepreneurship 11

Session Chair: Grzegorz Kwiatkowski

Supply Chain Competitiveness with the Perspective of Service Performance between Supply Chain Actors: A Theoretical Model

Umer Mukhtar, University of Management and Technology, GIFT University, Pakistan

Keywords: supply chain competitiveness, service performance in supply chain, service quality in supply chain, competitive advantage by supply chain, networks and supply chain, customer value, value supply chain, value chain

[Full Text](#)

The Reality Gap: A Case Study on the Perception of Enterprises Regarding Intercultural Management

Gabriele Abermann, Salzburg University of Applied Sciences, Austria

Keywords: human capital, globalization, intercultural competence, mentoring, sustainability, higher education

[Full Text](#)

Perspectives of Hospitality Industry Employees on Serving Travelers with Disabilities

Nancy Nisbett, California State University, USA

Keywords: disability, hospitality, human capital, training, inclusive society

[Abstract](#)

Intangible Assets in the Competitive Processes of the Cultural Touristic Destinations: An Empirical Evidence from Taranto's Destination

Nicolaia Iaffaldano and Pasquale Recchia, University of Bari Aldo Moro, Italy

Keywords: destination management, cultural touristic destination competitiveness, intangible assets, destination sustainability, quality of life, society, 'widespread museum'

[Full Text](#)

State-Owned Enterprises in the Global Economy

Grzegorz Kwiatkowski and Paweł Augustynowicz,

Maria Curie Skłodowska-University, Poland

Keywords: state-owned enterprises, ownership, Fortune Global 500, global economy, state capitalism, China

[Full Text](#)

Latent Classes of Corporate Social Responsibility within a Supply Chain

Jouni Juntunen, Mari Juntunen, Mikko Paananen, and Pekka Kess,

University of Oulu, Finland

Keywords: corporate social responsibility, brand image, loyalty, brewing industry, mixture analysis, finite mixture structural equation modeling

[Full Text](#)

B12 Management, Business and Entrepreneurship 12

Session Chair: Jacek Jakubczak

Green Factors for Success of the Cultural Events in Bulgaria

Vesselina Dimitrova and Mariana Kaneva, University of Economics, Italy

Giovanni Lagioia and Teodoro Gallucci, University of Bari Aldo Moro, Italy

Keywords: green cultural events, event management, environment, ecological certification

[Full Text](#)

Youth Entrepreneurship Barriers and Role of Education in Their Overcoming: A Pilot Study

Jacek Jakubczak, Maria Curie-Skłodowska University, Poland

Keywords: entrepreneurship, education, youth entrepreneurship, entrepreneurship barriers

[Full Text](#)

Unfair Distribution of Value Generated in Business Relationships

Bogusław Gulski, Maria Curie-Skłodowska University, Poland

Keywords: value distribution, value generation, value appropriation, unfair behavior, relations

[Full Text](#)

Eco-Efficiency and Human Capital in Europe: Quantitative Assessment

Eduard Nežinský, Ekonomická univerzita v Bratislavе, Slovakia

Keywords: eco-efficiency, human capital, data envelopment analysis, SBM model

[Full Text](#)

True Benefits from Winning the Polish Quality Award

Adam Skrzypek, Maria Curie Skłodowska University, Poland

Keywords: quality, quality management, total quality management, knowledge management the Polish Quality Award, Polish Quality Award laureates, benefits and effects

[Full Text](#)

An Assessment of the Organization of Demand Supply Chains in the Fashion Industry

Shahriare Mahmood and Pekka Kess, University of Oulu, Finland

Keywords: demand supply chain, fashion industry, retail brand, fast fashion, fashion sensitivity, apparel industry

[Full Text](#)

B13 Management, Business and Entrepreneurship 13

Session Chair: Teresa Barros

Sustainable Development of Oil Sands and Host Communities:

Preliminary System Dynamics Assessment

O. A. Falebita and Saroj Koul, Jindal Global Business School, India

Keywords: host community, sustainable development, system dynamics, oil sands, local environmental governance, Nigeria

[Full Text](#)

Grain Segmentation of Solar Cell Wafers Using Region Growing

Shu-Kai S. Fan, Wei-Che Chuang, and Pei-Hua Sung, Taipei Tech, Taiwan

Keywords: solar cell wafer, grain analysis, image processing, quality control

[Full Text](#)

The Strategy Implementation and Certification of Management Systems of Research, Development and Innovation (NP 4457) in Portuguese Firms

Sérgio Gomes, Porto Polytechnic, CIICESI, Portugal

Vitor Braga and Alexandra Braga, Porto Polytechnic, CIICESI, CETRAD, Portugal

Keywords: RD&I, implementation and certification of management systems, innovation, strategic implementation, Portugal, quality management

[Abstract](#)

Corporate Brand Identity Measurement: An Internal and External Perspective

Teresa Barros, Vitorino Martins, and Hortensia Gouveia Barandas,

Porto Polytechnic – CIICESI, ESTGF, Portugal

Keywords: corporate brands, brand identity, higher education, scale development

[Abstract](#)

The Influence of Innovation on the Internationalization of Portuguese SMEs

Luís Branco Barros, Teresa Barros, and Alexandra Braga,

Porto Polytechnic – CIICESI, ESTGF, Portugal

Keywords: innovation, internationalization, Portugal, SMEs

[Abstract](#)

Solving the Oil Delivery Trucks Routing Problem with Modify Multi-Travelling Salesman Problem Approach

Chatpun Khamyat, Kasetsart University, Bangkok, Thailand

Keywords: oil logistic problem, oil delivery truck, traveling salesman problem, logistic routing problem

[Full Text](#)

B14 Management, Business and Entrepreneurship 14

Session Chair: Grzegorz Grela

Studying for Safe Management Regulations Influence People Evacuating Behaviors

Bang-Lee Chang, Ying-Yueh Su, and Yen-Ku Kuo,

Chinese Culture University, Taiwan

I-Yun Hsia, Hsing Wu University, Taiwan

Keywords: management, fire, evacuation, behaviours

[Full Text](#)

The Corporate Innovation in Strategic Management: Business Model in Air Transport

Pierluigi Passaro, University of Bari Aldo Moro, Italy

Keywords: business model, strategic management, innovation, competitive advantage

[Abstract](#)

Biotechnology Clusters in Poland

Miroslaw Loboda, Maria Curie-Sklodowska University, Poland

Keywords: management, cluster organization, biotechnology, regional cluster

[Full Text](#)

The Framework of Quality Measurement

Grzegorz Grela, Maria Curie Skłodowska University, Poland

Keywords: quality measurement, quality management, TQM

[Abstract](#)

Green Growth Indicators in Bulgaria

Mariana Kaneva, University of Economics, Bulgaria

Teodoro Gallucci and Vera Amicarelli, University of Bari Aldo Moro, Italy

Vesselina Dimitrova, University of Economics, Bulgaria

Keywords: green growth, Granger causality test, ICT indicators, environmental indicators

[Abstract](#)

C1 Education and Learning, Organizational Learning 1

Session Chair: Monika Jakubiak

Academic Entrepreneurship's Growth Perspectives in the Opinion of Researchers and Students

Monika Jakubiak and Dorota Chmielewska-Muciek,
Maria Curie-Skłodowska University, Poland

Keywords: education, globalization, entrepreneurship, innovation, students, graduates

[Full Text](#)

The Inno-Broker as an Example of an Innovative Project

Dorota Chmielewska Muciek and Monika Jakubiak,
Maria Curie Skłodowska University, Poland

Keywords: innovation, entrepreneurship, education, globalization

[Full Text](#)

A Study on Innovativeness among Engineering and Non-Engineering Students

Kris M. Y. Law, The Hong Kong Polytechnic University, China
Kristijan Breznik, International School for Social and Business Studies, Slovenia
Shing-Chung Ngan, City University of Hong Kong, China

Keywords: innovativeness, engineering students, engineering education

[Abstract](#)

Managerial Implications of Accountabilities for Learning in Education

Andrej Koren, International School for Social and Business Studies, Slovenia
Mateja Brejc, National School for Leadership in Education, Slovenia

Keywords: education, accountability, management, learning, knowledge, equity

[Full Text](#)

Framework of Strategic Learning – PDCA Cycle

Michał Pietrzak and Joanna Palisziewicz, Warsaw University of Life Sciences, Poland
Keywords: PDCA cycle, organizational learning, knowledge, strategic management

[Abstract](#)

Compliance in Educational Institutions Based on Students Experience Survey

Adasa Nkrumah Kofi Frimpong, Christ Apostolic University College, Ghana
Petra Maria Asprion, University of Applied Sciences Northwestern Switzerland

Keywords: compliance, management, quality, learning, education

[Full Text](#)

Understanding the Value of Organizational Learning:

The Unutilized Internal Resource

Tihomira Trifonova and Yavor Markov, Strategma Agency, Bulgaria

Keywords: organisational learning, SME, OD, knowledge management

[Full Text](#)

C2 Education and Learning, Organizational Learning 2

Session Chair: Monika Wawrzenczyk-Kulik

Impact of Incentive Orientated Blended Learning on Students' Learning Behavior and Outcomes

Yvonne Maria Marczok, University of Duisburg-Essen, Germany

Marcel Hendrik Braukhoff and Erwin Amann, University of Duisburg-Essen, Germany

Keywords: blended learning, e-learning, incentives, learning by doing, student engagement, student outcome

[Full Text](#)

State-of-the-Art Training Methods for Accounting Professionals

Kai-Tang Fan, Lunghwa University of Science & Technology, Taiwan

Yu-Cheng Lin, National Chi Nan University, Taiwan

Keywords: communication apprehension, accounting, creative problem solving case teaching, TeamSpirit, experiment

[Full Text](#)

Transversal Managerial Competence: In Search Of New Methods of Education

Monika Wawrzenczyk-Kulik, University of Economy and Innovation in Lublin, Poland

Keywords: analogy, competence, education, learning, method

[Full Text](#)

Entrepreneurship Education at Politehnica University of Timisoara, Romania

Matei Tamasila, Ilie Taucean and Claudiu-Tiberiu Albulescu,

Politehnica University of Timisoara, Romania

Keywords: entrepreneurship, management, university, education, competencies

[Full Text](#)

What Kinds of ESD and GE Competencies Will Our Graduates Need?

Majda Naji, International School for Social and Business Studies, Slovenia

Keywords: ESD, GE, competencies, students, higher education

[Abstract](#)

Managing Innovative Approaches to Education in Natural Sciences

Ivan Dvorak, Katerina Ciharova, and Jiri Valach, Charles University in Prague,

Czech Republic

Keywords: education in sciences, innovation, new technologies

[Abstract](#)

C3 Education and Learning, Organizational Learning 3

Session Chair: Kristijan Breznik

New Approaches to an Integrative Management System for Improved University Efforts towards Sustainability

Rodica Stefanescu, Stefanescu Rodica PFA, Romania

Keywords: university sustainability, university integrative management, university social responsibility, intellectual capital for global development

[Full Text](#)

The Role of Theory of Planned Behavior on Entrepreneurial Intention of Greek Business Students

Charitomeni Tsordia and Dimitra Papadimitriou, University of Patras, Greece

Keywords: entrepreneurial intention, theory of planned behavior, attitudes, entrepreneurial curriculum and content, business students, Greece

[Abstract](#)

Public Funds for Student Support during Economic Crisis

Vesna Skrbinjek, International School for Social and Business Studies, Slovenia

Dušan Lesjak, University of Primorska, Slovenia

Janez Šušteršič, International School for Social and Business Studies, Slovenia

Keywords: tertiary education, student support, economic crisis, public funds

[Full Text](#)

Can Curricular Entrepreneurship Education Develop Entrepreneurial Success For Graduates? A Ten-Year Longitudinal Study

David Gibson, Liverpool John Moores University, United Kingdom

Keywords: competencies, entrepreneurship education, pedagogy

[Full Text](#)

Erasmus Student Mobility Flows: The Case of Slovenia

Kristijan Breznik and Goran Đaković,

International School for Social and Business Studies, Slovenia

Keywords: Erasmus Mobility Programme, student mobility for studies, Slovenia, network analysis, egocentric network

[Abstract](#)

Stakeholder's Perception of University's Role for a Sustainable Development

Maria Bonaventura Forleo, University of Molise, Italy

Keywords: environmental values, use value, non-use value, WTP, pro-environmental behaviour, university students, urban green area, sustainability, management, Logit

[Abstract](#)

D1 Human Resources Management, Intergenerational Cooperation 1

Session Chair: Anna Gagat-Matuła

Social Media and Human Capital: How Facebook Creates Social Capital?

Anna Gagat-Matuła and Olga Smalej, Maria Curie Skłodowska University, Poland

Keywords: social media, social networking, human capital, social capital, society, Facebook

[Full Text](#)

Governance and Human Capital in Italian Co-Operative and Popular Banks: Managing the Complexity

Candida Bussoli and Claudio Giannotti, LUM Jean Monnet University, Italy

Keywords: corporate governance, co-operative banks, popular banks, human capital, management

[Abstract](#)

Research on Training Needs Identification: Leadership in Sustainability

Anca Draghici, Gabriela Fistis, Claudiu-Tiberiu Albulescu, and George Draghici, Politehnica University of Timisoara, Romania

Keywords: management, leadership, sustainability, training needs, matrix

[Full Text](#)

Gender Differences in Perceived Goal Conflict and Overconfidence: Evidence from a Real-Effort Experiment

Sven Asmus, Daniel Dietrich, Saskia Hausler, and Alwine Mohnen, Technical University Munich, Germany

Keywords: goal conflict, overconfidence, gender differences, real-effort experiment, production

[Full Text](#)

Rethinking Performance Management: A Behavior-Based Perspective

Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco

Keywords: attitude, behavior, intention, performance management, personality

[Abstract](#)

What Qualifications and Skills are Important for Civil Engineers?

A Job Advertisement Analysis

Ibrahim Halil Gerek and Ibrahim Efe Efeoglu,

Adana Science and Technology University, Turkey

Keywords: civil engineers, knowledge and skills, job advertisements, qualifications

[Full Text](#)

D2 Human Resources Management, Intergenerational Cooperation 2

Session Chair: Anna Rakowska

Determinants of Organizational Commitment for Public Administration Employees: A Theoretical Model with an International Perspective

Anna Rakowska, Maria Curie Skłodowska University, Poland

Susana de Juana-Espinosa and Jorge Valdés-Conca, University of Alicante, Spain

Keywords: public employees, organisational commitment, job engagement, job satisfaction, cultural values

[Full Text](#)

The Impact of Organizational Justice on Organizational Loyalty Considering the Role of Spirituality Trust Variables

Sima Radmanesh, South Pars Gas Complex, Iran

Keywords: organizational loyalty, organizational trust, organizational justice, organizational spirit, oil and gas company, knowledge, management

[Full Text](#)

Methods of Human Capital Measurement

Andrzej Borowski, Maria Curie-Skłodowska-University, Poland

Keywords: intellectual capital, human capital, measurement methods

[Full Text](#)

Impact of Intellectual Capital on Corporate Performance

Deepa Venugopal, SNT Global Academy of Management Studies, India

M. V. Subha, Anna University of Technology, India

Keywords: intellectual capital, human capital, VAIC™, SEM, corporate performance

[Full Text](#)

The Impact of Consumer Attitudes towards Chocolate Products with Sustainability Labels on Buying Process

Svit Koren, International School for Social and Business Studies, Slovenia

Keywords: consumer, attitude, chocolate product, sustainability, label, impact, buying process

[Full Text](#)

D3 Human Resources Management, Intergenerational Cooperation 3

Session Chair: Edit Komlósi

Disability Management and ‘Glocalization’ for an Inclusive Society

Guido Migliaccio, University of Sannio, Italy

Keywords: disability management, glocalization, inclusive society, glocal society, globalization

[Full Text](#)

Knowledge Sharing Trait Emotional Intelligence Enablers: An Empirical Study

Nóra Obermayer-Kovács, Edit Komlósi, Cintia Szenteleki, and Viktória Tóth,

Faculty of Business and Economics, University of Pannonia, Hungary

Keywords: knowledge sharing, trait emotional intelligence, generation difference, Hungarian organisations

[Abstract](#)

The Intergenerational Dimension of Sustainability:

Willingness to Pay for an Urban Green Area

Maria Bonaventura Forleo, Luca Romagnoli, and Nicola Gagliardi,

University of Molise, Italy

Keywords: environmental values, WTP, university students, urban green area, logit

[Abstract](#)

Prenuptial Agreement, Promotion of Gender Equality,

Towards Spouses Independence

Blerina Dodaj and Emiljana Kane, European University of Tirana, Albania

Keywords: marriage, partners, property, prenuptial, gender equality

[Full Text](#)

The Study of Realistic Job Previews for the Position of Recruiter in Poland:

Qualitative Research Results

Tomasz Ingram and Alicja Siga, University of Economics in Katowice, Poland

Keywords: realistic job previews, recruitment, qualitative research results

[Abstract](#)

Home ‘Smartness’: Helping People with Special Needs Live Independently

Dorin Popescu, Sorin Popescu, Laura Bacali, and Mihai Dragomir,

Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania

Keywords: ambient intelligence, ambient assisted living, people with special needs, independent living, decision support systems

[Full Text](#)

D4 Human Resources Management, Intergenerational Cooperation 4

Session Chair: Frank Rennung

The Manager's Role in Polish and Libyan Companies

Usama Daya, Maria Curie Skłodowska University, Poland

Keywords: company management, management styles, types of managers, multiculturalism

[Full Text](#)

Application of Occupational Risk Assessment Methods in the Organization

Bianca Cirjaliu, Elena Maria Boatca, Alin Gaureanu, and Hugo Weinschrott,

Politehnica University of Timisoara, Romania

Keywords: occupational risk assessment, method, occupational health and safety, human resource, organisation, well-being

[Full Text](#)

Theoretical and Some Practical Perspective on Age Diversity and Comparative Age Management

Suzana Košir and Vilma Alina Šoba,

International School for Social and business Studies, Slovenia

Keywords: aging, generation, age management, human resource management, age diversity

[Abstract](#)

Intellectual Capital Management: A Possible Approach

Luminita Maria Gogan, Cristina Borca, Frank Rennung, and Roxana Sirbu,

Politehnica University of Timisoara, Romania

Keywords: intellectual capital, sustainable competitive advantage, intellectual capital management, model

[Full Text](#)

Unfolding the Contents of Social Inclusion in the European Union

Anita Pelle and Renáta Laczi, University of Szeged, Hungary

Keywords: society, inclusion, education, economy, knowledge

[Abstract](#)

D5 Human Resources Management, Intergenerational Cooperation 5

Session Chair: Joanna Szafran

The Role of Intellectual Capital in the Development of the Lubelskie Region

Joanna Szafran, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: intellectual capital, human capital, social capital, structural capital, relational capital, regional development, cohesion policy

[Full Text](#)

Human Resource Performance Appraisal: Ranking the Importance of Derived Information

Gabriela Lobonțiu, Vasile Birle, and Adrian Petrovan,

Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania

Keywords: performance appraisal, feed-back, human resource management, organizational performance

[Full Text](#)

Intergenerational Cooperation in Organisational Settings: A Review of Research

Katarina Babnik, and Nada Trunk Širca, International School for Social and Business Studies and University of Primorska, Faculty of Management, Slovenia

Valerij Dermol, International School for Social and Business Studies, Slovenia

Keywords: intergenerational programming, HRM diversity, organisational context, effectiveness

[Abstract](#)

Utilization of IT in Human Resources Management

Aneta Karasek, Maria Curie-Skłodowska University, Poland

Keywords: human resources management, information technology, e-HR, HRM practices

[Full Text](#)

Generation Y: Evaluation of Competencies' Potential: Study of Employees in Poland

Iwona Mendryk, Maria Curie Skłodowska University, Poland

Keywords: competencies, competencies' potential, generation Y, employees in Poland

[Full Text](#)

D6 Human Resources Management, Intergenerational Cooperation 6

Session Chair: Andrea Vondrová

Measurement of Socio-Economic Development Using the Human Development Index Extended by an Indicator of Economic Freedom

Andrea Vondrová and Elena Fifeková, University of Economics in Bratislava, Slovakia

Keywords: socio-economic development, human development index, economic freedom, measurement of development

[Full Text](#)

Unethical Behaviours towards Women in Institutions in Lubelskie Voivodeship

Marzena Cichorzewska and Grażyna Jabłczyńska,

Lublin University of Technology, Poland

Bartłomiej Zynczuk, Maria Curie Skłodowska University, Poland

Keywords: unethical behaviours, behaviour in organization, discrimination against women, organizational pathologies, women in the organizations, diversity management

[Full Text](#)

The Study on Relationships of Perceived Organizational Support and Job Satisfaction in Taiwan Hospitality Service Industry

Yen-Ku Kuo, National Taiwan Normal University, Taiwan

Ying-Yueh Su and Bang-Lee Chang, Chinese Culture University, Taiwan

Keywords: perceived organizational support, job satisfaction, hospitality service industry

[Full Text](#)

HRM Practices Influence Organizational Citizenship Behavior: Mediating the Role of Person-Organizational Fit

Dariusz Turek and Agnieszka Wojtczuk-Turek, Warsaw School of Economics, Poland

Keywords: organizational citizenship behaviors (OCB), HRM practices, person-organization fit, mediation analysis

[Full Text](#)

Workplace Bullying: Moderating Role of Interpersonal Sensitivity

Inam Ul Haq, University of Central Punjab, Pakistan

Keywords: organizational behavior, workplace bullying, interpersonal sensitivity, job stress, job performance

[Abstract](#)

E1 Economics, Finance and Accounting 1

Session Chair: Małgorzata Rochon

Gold as Part of an Investment Portfolio

Katarzyna Mamcarz, Maria Curie Skłodowska University, Poland

Keywords: finance, diversification, gold portfolio, minimum variance portfolio, optimal portfolio, correlation coefficient, Sharpe ratio

[Full Text](#)

Financial Literacy of Young Generation in Changing European Environment: Evidence from Germany and Latvia

Inese Mavlutova and Andris Sarnovics, BA School of Business and Finance, Latvia

Christian Armbruster, Fachhochschule Kaiserlautern, Germany

Keywords: financial education, financial literacy, secondary school, economics, financial knowledge

[Full Text](#)

Changes in Obligatory Financial Reporting of Small and Micro Companies in the European Union in the Opinion of Stakeholders

Małgorzata Kamieniecka, Maria Curie-Skłodowska University, Poland

Keywords: financial statements, small and medium-sized companies, the accounting law, the new EU directive on accounting, disclosure in the financial statements, administrative burden on companies

[Full Text](#)

Hospital Management Support through the Use of Management Accounting

Agnieszka Kister, Maria Curie Skłodowska University, Poland

Keywords: costs in hospitals, management accounting, cost accounting, management decisions, activity based costing

[Full Text](#)

The Interdependence of Stock Quotations on the Biggest European MTFs and Regulated Markets

Roman Asyngier, Maria Curie-Skłodowska University, Poland

Keywords: multilateral trading facilities, regulated markets, interdependence of stock quotations, correlation, relative strength, capital market

[Full Text](#)

Trading Stock on Inside Information

Kamil Mazurkiewicz and Elżbieta Wrońska-Bukalska,
Maria Curie Skłodowska University, Poland

Keywords: insider trading, agency theory, market efficiency, knowledge, information, intellectual capital

[Full Text](#)

E2 Economics, Finance and Accounting 2

Session Chair: Małgorzata Twarowska

Goodwill Disclosures and Governance: Evidence from Belgian Companies

Karin Comble, University of Mons, Belgium

Keywords: IAS 36, reliability, goodwill, impairment test, corporate governance, finance

[Full Text](#)

Economic Quality of Human Capital in Companies Listed on the Stock

Exchange: Verification of KI-Ark Model

Anna Karmanska and Katarzyna Bareja, Warsaw School of Economics, Poland

Keywords: human capital, economic quality, financial statements, stock exchange, accounting, model

[Full Text](#)

The Intellectual Capital Effectiveness and Enterprises' Performance

Lukasz Bryl and Szymon Truskolaski, Poznan University of Economics, Poland

Keywords: intellectual capital effectiveness, human capital, VAIC method, enterprises' performance, polish stock exchange

[Full Text](#)

Suitability Profit Social Development Requirements

Vasile Birle and Gabriela Lobonțiu,

Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania

Keywords: production cost, profit, social integration

[Full Text](#)

Evaluation of the Financial Transaction Tax in the Light

of the Optimal Taxation Theory

Małgorzata Twarowska and Jolanta Szolno-Koguc,

Maria Curie Skłodowska University, Poland

Keywords: finance, economy, optimal taxation, financial transaction tax

[Full Text](#)

The Impact of Exchange Rate on Poland's Trade Flows

Katarzyna Twarowska, Maria Curie-Skłodowska University, Poland

Keywords: economy, international finance, exchange rate, foreign trade, trade competitiveness

[Abstract](#)

Replacement of International Standard Financial Instruments with IFRS 9

Mojca Gornjak, International School for Social and Business Studies, Slovenia

Keywords: IAS 39, IFRS 9, management accounting

[Abstract](#)

E3 Economics, Finance and Accounting 3

Session Chair: Łukasz Grzegorczyk

Supply Chains in the Apparel Industry: Do Transnational Initiatives for Social Sustainability Improve Workers' Situation?

Claude Meier, HWZ University of Applied Sciences in Business Administration Zurich, Switzerland

Keywords: transnational initiatives, globalization, social sustainability, apparel industry, stakeholder, labour rights

[**Abstract**](#)

Intangible Assets Index

Zeming Yuan, Yu Jin, and Tianpei Wang,
Tianjin University of Finance and Economics, China

Keywords: intangible assets index, AHP, entropy method, innovation

[**Full Text**](#)

Economic Design of Statistical Process Control Using Principal Components Analysis and the Simplicial Depth Rank Control Chart

Vadhana Jayathavaj, Rangsit University, Thailand

Adisak Pongpullponsak, King Mongkut's University of Technology Thonburi, Thailand

Keywords: variable parameters, simplicial depth rank, quality control, principal components analysis, economic design

[**Full Text**](#)

The Impact of International Trade and Competition Market on Developing Countries

Jonida Lamaj, Marin Barleti University, Albania

Keywords: international trade, competition market, capitalist economy, open borders, monopoly

[**Full Text**](#)

The Rate of Corporate Income Tax and the Investment Attractiveness of the Visegrad Group Countries

Łukasz Grzegorczyk and Tomasz Budzyński,
Maria Curie-Skłodowska University, Poland

Keywords: corporate income tax, Visegrad group, investment attractiveness, rates

[**Full Text**](#)

Corruption, EU Aid Inflows and Economic Growth in Ghana

Joseph Forson, National Institute of Development Administration, Thailand

Keywords: Ghana, corruption, EU aid inflows, economic growth, co-integration

[**Abstract**](#)

E4 Economics, Finance and Accounting 4

Session Chair: Ionela Adriana Tisca

Expected and Actual Proceeds from Share Issue on the Warsaw Stock Exchange

Anna Wawryszuk-Misztal, Maria Curie Skłodowska University, Poland

Keywords: IPO, raising capital, equity issue, financial crisis, Warsaw Stock Exchange

[Full Text](#)

Aspects Estimating the Level of the Informal Economy

Ionela Adriana Tisca, Georgica Cornu, and Dan Dumitrescu,

Politehnica University Timisoara, Romania

Keywords: official income, informal income, tax evasion, informal economy estimation-model

[Full Text](#)

The Complexity of Tax Simplification: Experiences from Thailand

Thamrongsak Svetalekth, Kasetsart University, Thailand

Keywords: tax complexity, tax simplification, taxpayer satisfaction, tax system

[Abstract](#)

From a Developing to a Sustainable Economy:

A Comparative Policy Assessment

O. A. Falebita and Saroj Koul, Jindal Global Business School, India

Keywords: developing and sustainable economy, development planning, policy assessment, policy formulation, governance, India, Nigeria

[Abstract](#)

Accounting Scandal: A Case Study of ABC University;

A Public University in Thailand

Sasivimol Meeampol, Phanthipa Srinammuang, Vimol Rodpetch, and Ausa Wongsorntham, Kasetsart University, Thailand

Keywords: accounting fraud, accounting scandal, AMLO, fraud

[Full Text](#)

How to Make Young Poles Save More for Retirement:

The Behavioral Finance Perspective

Mariusz Kicia, Maria Curie-Sklodowska University, Poland

Keywords: personal finance, pension savings, behavioral finance, experimental economics

[Abstract](#)

F1 E-Commerce Management and Marketing 1

Session Chair: Gregor Jagodič

The Role of Social Media in the Process of Marketing Communication on the Basis of Fashion Brands

Barbara Mróz-Gorgoń and Aleksandra Całka,

Wrocław University of Economics, Poland

Keywords: fashion, exploratory studies, marketing communication, social media

[Full Text](#)

Factors of Green Purchasing Behaviour

Gregor Jagodič, Valerij Dermol, and Kristijan Breznik,

International School for Social and Business Studies, Slovenia

Silva Roncelli Vaupot, Polymer Technology College, Slovenia

Keywords: green high technology, green purchase behaviour, green marketing, buying decision process

[Abstract](#)

Does ‘Doing Good’ Always Lead to ‘Doing Better’?

Consumer Purchase Intentions to Corporate Social Responsibility

Ying-Yueh Su, Yen-Ku Kuo, and Bang-Lee Chang, Chinese Culture University, Taiwan

Keywords: corporate social responsibility, food sector, Taiwan, consumer purchase intentions

[Full Text](#)

The Aspect of Branding in Pharmaceutical Industry: Management Approach

Veselin Dickov, Institute for the Health Protection of Students, Serbia

Keywords: branding in pharmaceutical industry, pharmaceutical market, pharmaceuticals management-market mix

[Full Text](#)

Determinants of Bundled Service Users’ Retention

Ilona Bondos and Marcin Lipowski, Maria Curie Skłodowska University, Poland

Keywords: service bundling, customer retention, service package, customer satisfaction

[Full Text](#)

Private Labels Branding in Hungary

Ildikó Csák, Szent István University, Hungary

Keywords: private label brand, FMCG sector, innovation, management, Hungary

[Abstract](#)



F2 E-Commerce Management and Marketing 2

Session Chair: Marcin Lipowski

The Role of Associative and Relational Moderators on Experiential Branding

Wann-Yih Wu, Nanhua University, Taiwan

Nadia Anridho, Chinese Culture University, Taiwan

Ying-Kai Liao, Nanhua University, Taiwan

Keywords: brand management, experiential values, associative moderators, relational moderators, behavioral intentions

[Full Text](#)

The Role of Trust on Brand Loyalty and Brand Equity

Ying-Kai Liao, Nanhua University, Taiwan

Keywords: brand trust, experiential factors, cognitive factors, marketing factor, brand loyalty, brand equity

[Full Text](#)

A Bass Diffusion Model Analysis in a Marketing Approach on the Mobile Phone Market

Nadia Barkoczi, Mircea Lobontiu, and Laura Bacali,

Technical University of Cluj-Napoca, Romania

Keywords: technology diffusion, adopters, Bass diffusion model, innovators, imitators, marketing strategies

[Full Text](#)

How We Buy Services? Preliminary Observation Results

Marcin Lipowski, Maria Curie Skłodowska University, Poland

Keywords: marketing channels, multi-channel distribution, service channel choice, customer behaviour

[Full Text](#)

Country-of-Origin Effects on Product Evaluation and Consumer Perceptions

Tina Vukasović, International School for Social and Business Studies, Slovenia

Keywords: consumer behaviour, country-of-origin (COO), knowledge, marketing, market research, experiment, meat product, Slovenia

[Full Text](#)

The Status of Social Technologies as a Platform for Empowering Women in Poland

Jeretta Horn Nord, Oklahoma State University, USA

Joanna Paliszkiewicz, Warsaw University of Life Sciences, Poland

Keywords: information technology, social technologies, social media, social networking, women's empowerment, Poland

[Abstract](#)

F3 E-Commerce Management and Marketing 3

Session Chair: Radosław Mącik

User Experience Design: Aesthetics or Functionality?

Ali Türkyilmaz, Simge Kantar, M. Enis Bulak, and Ozgur Uysal,
Fatih University, Turkey

Keywords: user experience, aesthetics, functionality, usability

[Full Text](#)

Consumption Habits Regarding Movies

Ádám Horváth and Balázs Gyenge, Szent István University, Hungary

Keywords: marketing, society, consumer behavior, culture, movie consumption, download

[Abstract](#)

Societal Decision-Making in Place Marketing

Ágnes Urbánné Treutz and Zoltán Szabó, Szent István University, Hungary

Keywords: place marketing, tourism, decision-making process, attitude, society

[Abstract](#)

Apply QR Code to Application for Correct Medication

Chia-Li Chen, Teresa L. Ju, Der-Feng Huang,
Lunghwa University of Science and Technology, Taiwan

Keywords: correct medication usage, QR-code, mobile application, elderly

[Abstract](#)

Trust and Product/Sellers Reviews as Factors Influencing Online Product

Comparison Sites Usage by Young Consumers

Radosław Mącik, Maria Curie-Skłodowska University, Poland

Dorota Mącik, The John Paul II Catholic University of Lublin, Poland

Keywords: information technology, market, online product comparison sites usage, trust, products/sellers reviews, purchase intention

[Abstract](#)

F4 E-Commerce Management and Marketing 4

Session Chair: Jarosław Banaś

Determinants of Online Shopping Behavior

Jarosław Banaś, Maria Curie Skłodowska University, Poland

Keywords: online shopping, e-commerce, technology acceptance model, task-technology fit model

[Full Text](#)

Managing Groups on a Facebook as a Marketing Tool in Advertising

Viktoria Pogrebniak, Maria Curie-Skłodowska University, Poland

Keywords: Facebook, internet-market, digital advertisement, social networks media, marketing, B2B, B2C

[Full Text](#)

Management by Email Reinterpreted with a Process-Based Approach

Jakub Swacha, University of Szczecin, Poland

Keywords: management by email, workflow management, communication management, email clients

[Full Text](#)

Custmers' Responses to an Exceptionally New Product:

A Study of the Smartphone Innovation

Rituparna Mukherjee and Yi-Nung Peng, Yuan Ze University, Taiwan

Keywords: innovation, CADOW, innovation adoption, really new innovation

[Full Text](#)

Collaborative Branding

Carla Rossi, University of Basilicata, Italy

Keywords: co-creation, consumer-generated content, collaborative branding, Moleskine

[Full Text](#)

The Influence of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions

Chris Evans and Ismail Erkan, Brunel University, United Kingdom

Keywords: electronic word of mouth (eWOM), eWOM behaviour, social media, purchase intention

[Abstract](#)

G1 Innovations in Public Sector and Business 1

Session Chair: Natascha Zeitel-Bank

Balanced Scorecard as a Tool of Intellectual Capital Management at University

Agnieszka Piasecka, Maria Curie Skłodowska University, Poland

Keywords: management, intellectual capital, balanced scorecard, higher education

[Full Text](#)

Strategic Communication as a Key Factor for Increasing Organ Transplantation

Natascha Zeitel-Bank and Anja Pickel, Management Center Innsbruck, Austria

Keywords: organ transplantation, organ donations, strategic communication, consent system, spanish model

[Full Text](#)

Albania and Challenges for Depoliticized Public Administration

Ornela Shqarri, University of Tirana, Faculty of economy, Albania

Keywords: public administration, human resources, management, civil employee

[Full Text](#)

The Impact of Impromptu User Story Modifications on the Project, Customers and Team Members during a Sprint

Maureen Tanner and Martin Lee Pan, University of Cape Town, South Africa

Keywords: user-story modification, Agile, Scrum, Sprint, teams, information technology, management, innovation

[Full Text](#)

The Role of Organizational Culture in Innovative Changes of Public Administration

Slobodanka Krivokapic and Andrea Kavaric

University Mediterranean, Montenegro

Keywords: organizational culture, innovation, e-learning, public administration, local communities

[Full Text](#)

G2 Innovations in Public Sector and Business 2

Session Chair: Kinga Bednarzewska

Social Media Adoption for Social CRM in Higher Education

Meyliana, Achmad Nizar Hidayanto, and Eko K. Budiardjo,

University of Indonesia, Indonesia

Keywords: social media, Web 2.0, social CRM, non-exhaustive sophistication index (SI), shannon entropy, importance-performance analysis (IPA), education

Abstract

Healthcare System in the Model of a Liberal Country

Lukasz Jasinski, Maria Curie Sklodowska University, Poland

Keywords: Swiss healthcare system, European healthcare systems, health insurance, health, market

Full Text

Lublin IT Upland: The Case of a Smart City

Kinga Bednarzewska and Zbigniew Pastuszak,

Maria Curie-Sklodowska University, Poland

Keywords: IT, smart city, business processes, synergy, triple helix, implementation, competitiveness

Full Text

From Fordism to Lean Management: Main Shifts in Automotive Industry

Evolution within the Last Century

Attila Turi, Marian Mocan, and Larisa Ivascu,

Politehnica University Timisoara, Romania

Gilles Goncalves, University Lille Nord de France, France

Sorin Maistor, Politehnica University Timisoara, Romania

Keywords: production technology, innovation, management, globalization, sustainability

Full Text

The Study of Low-Income Housing Residents' Satisfaction

Ali Karimzadeh, Department of Architecture, Beyza Branch,

Islamic Azad University, Beyza, Iran

Shahrzad Shahriari, Department of Architecture, Marvdasht Branch,

Islamic Azad University, Marvdasht, Iran

Parinaz Keshtkaran, Department of Architecture, Beyza Branch,

Islamic Azad University, Beyza, Iran

Keywords: low-income communities, satisfaction rate, mehr housing

Full Text

G3 Innovations in Public Sector and Business 3

Session Chair: Aleksandra Wróblewska

The Transfer of RFID Technology for Strengthening Competitiveness of the Companies of an Industrial Cluster

Boguslaw Bembenek, Rzeszow University of Technology, Poland

Keywords: cluster, management, decision, transfer, technology, innovation, competitiveness

[Full Text](#)

Unfolding New Horizons: Predictive Analytics as a Facilitator of Open Innovation

Diana Chernetska and Jörg Freiling, University of Bremen, Germany

Keywords: predictive analytics, open innovation, networks, B-to-C, customer involvement

[Full Text](#)

Local Government Offices Communication with Respect to Residents of New Concept of Management

Agnieszka Smalec, Szczecin University, Poland

Keywords: communication, authority, local government, management concepts

[Full Text](#)

Online Platforms for Cooperation between Science and Business Spheres

Aleksandra Wróblewska and Bartłomiej Twarowski,

Maria Curie Skłodowska University, Poland

Keywords: collaboration, cooperation, science, business, online platforms, competitiveness, innovation

[Full Text](#)

Connect Organisation and Trust in San Diego's Health and Life Sciences Business Ecosystem

Jukka Majava, Pekka Kess, Tuomo Kinnunen, and Matti Muhos,

University of Oulu, Finland

Keywords: business ecosystem, CONNECT, trust, health and life sciences, innovation, intermediary organisation

[Full Text](#)

Calculating the Dependency of Components of Observable Nonlinear Systems Using Artificial Neural Networks

Wolfram Rinke, University of Applied Science Burgenland, Austria

Keywords: innovation, dependency factors, sensitivity analysis, Jacobian matrix, artificial neural networks, artificial intelligence, information technology

[Full Text](#)

G4 Innovations in Public Sector and Business 4

Session Chair: Anca Draghici

The Lean Agile Technology Transfer Model: Revisiting University-Industry Collaboration through the Gate of Innovation Process

Stelian Brad, Technical University of Cluj-Napoca, Romania

Anca Draghici, University 'Politehnica' of Timisoara, Romania

Keywords: technology transfer, innovation, university-industry collaboration, lean, agile

Abstract

Development of Properties in Local Government: Empirical Analysis

Anna Maria Pascale, University of Sannio, Italy

Keywords: development, value property, local authority, profitability, strategy

Full Text

Difussion of Technology in SMEs

Raul Florentin Drență, Mircea Lobonțiu, and Gabriela Lobonțiu,

Technical University of Cluj-Napoca, Romania

Keywords: technological diffusion, innovation, technology, technology management

Full Text

Locality in Public-Private Partnership in Social and Health Care Sector: Case Study

Martti Saarela, Eija-Riitta Niinikoski, and Matti Muhos,

University of Oulu, Finland

Keywords: public-private partnership, public procurement, SME, locality, entrepreneurship, health and social care

Full Text

Role of Information in the Process of Effective Management of the University

Seweryn Cichoń and Dagmara Bubel,

Czestochowa University of Technology, Poland

Keywords: information, effective university management, information technology, management process, the structure of the flow of information

Abstract

Strategic Plan of Local Authorities as a Tool to Promote Sustainable and Inclusive Growth

Maria Carmela Serluca, University of Sannio, Italy

Keywords: strategic plan, sustainable growth, inclusive growth, welfare

Full Text

G5 Innovations in Public Sector and Business 5

Session Chair: Ralf Isenmann

Mission Driven Enterprises in Ecosystems as Drivers for Sustainable System Change

Monique de Ritter, Nyenrode Business Universiteit, The Netherlands

Keywords: sustainability, entrepreneurship, innovation, ecosystem, business models

[Full Text](#)

Innovation Management of Conglomerates in Thailand

Janjira Janchome and Natcha Thawesaengskulthai,

Chulalongkorn University, Thailand

Keywords: Innovation, Innovation Management, Conglomerates, Thailand

[Full Text](#)

Morphological Box for Education on Sustainable Development Approach and Examples at Munich University of Applied Sciences

Ralf Isenmann and Sascha Zinn,

Munich University of Applied Sciences, Germany

Keywords: Education for sustainable development (ESD), morphological box, Munich University of Applied Sciences

[Abstract](#)

Roadmapping for Sustainable Innovation: Charting the Route towards Sustainable Development

Ralf Isenmann, Munich University of Applied Sciences, Germany

Keywords: roadmapping, sustainable innovations, corporate social responsibility (CSR), sustainability management, technologies

[Abstract](#)

Advanced E-Learning Quality Improvement Methods in Government Organizations

Shu-Ping Lin, Chen-Lung Yang, and Thao-Minh Ho, Chung Hua University, Taiwan

Keywords: e-learning quality improvement, Quality Function Deployment, recovery capability ranking, government organizations

[Full Text](#)

Measuring the User Satisfaction of E-Government Services Offered through an Innovative Cloud Platform

Habin Lee and Sankar Sivarajah, Brunel University London, United Kingdom

Bruno Thuillier, Pole Numerique, France

Keywords: cloud computing, e-Government, user satisfaction, evaluation, ICT

[Abstract](#)

G6 Innovations in Public Sector and Business 6

Session Chair: Grzegorz Głów

The Social Innovation of Social Cooperatives Operating on Confiscated Mafia Properties: Support Factors and Critical Issues

Loredana Picciotto, University of Palermo, Italy

Keywords: innovation of social cooperatives, social innovation, inclusive society, social entrepreneurship, legality, sustainability

[Full Text](#)

Measurement of Public Entrepreneurship in the Polish Health Sector

Grzegorz Głów, University of Economics Katowice, Poland

Keywords: innovation, entrepreneurship, public entrepreneurship, entrepreneurial orientation, health sector

[Full Text](#)

The Relationships between Organisational Culture and Management Innovation in Polish Enterprises

Wojciech Głów and Martyna Wronka-Pośpiech,
University of Economics Katowice, Poland

Keywords: management innovation, innovation, organisational culture, innovation culture, Poland

[Full Text](#)

The Innovation from Culture Creation Issues within Automobiles Industry

Ya Ling Tsai, Southern Taiwan University of Science and Technology, Taiwan

Keywords: innovation, culture creation, automobiles industry, the innovation of culture creation

[Full Text](#)

Exploration of a Lab Studio Model to Enhance Entrepreneurship Skills in Higher Education

Kari-Pekka Heikkinen and Blair Stevenson,
Oulu University of Applied Sciences, Finland

Keywords: studio model, entrepreneurship education, higher education, multidisciplinary, work-life experience, PBL – problem based learning

[Abstract](#)

Current Trends in Journal Publishing

Alen Ježovnik, University of Primorska, Slovenia

Keywords: open access, academic journals, peer-review, publishing, quality

[Abstract](#)

G7 Innovations in Public Sector and Business 7

Session Chair: Vesna Skrbinjek

Impact of Economic Crisis on Student Demand for Tertiary Education

Vesna Skrbinjek, Dušan Lesjak, Janez Šušteršič,
International School for Social and Business Studies, Slovenia

Keywords: tertiary education, economic crisis, demographics, enrollment

[Full Text](#)

Re-Municipalisation of Services in Europe: Does the New Paradigm of Municipal Services Provision Appear?

Joanna Czaplak, Maria Curie Skłodowska University, Poland

Keywords: re-municipalisation, municipal services, municipal economy, public sector

[Full Text](#)

The Possibilities of Using Cooperation between Employees and Students in the University's Development

Bartłomiej Zinczuk and Inga Kaszycka Maria, Curie Skłodowska University, Poland

Keywords: cooperation, academic development, education, partnership

[Full Text](#)

Debate on the Decision Making Process for Green Investments in Sustainable Development Context

Roxana Mihaela Sirbu, Anca Draghici, Oana Ramona Lobont, and Alin Sirbu,
Politehnica University of Timisoara, Romania

Keywords: decision making process, green investments, management, sustainable development, prioritization of investment projects

[Full Text](#)

Integration of IT Tools Focused on Planning and Control of Operations on the Shop Floor

Walther Azzolini Junior, University of São Paulo, Brazil

Antônio Marcos Vitorelli, Rubens Parada Neto, and José Luís García Hermosilla,
University of Araraquara, Brazil

Keywords: advanced planning system, operations management, sales and operations planning, shop floor control, supply chain planning

[Full Text](#)

Specifics of Open Innovation in SMEs

Calin Drageanu, Cristina Feniser, and Florin Lungu,
Technical University of Cluj-Napoca, Romania

Keywords: open innovation, management, SMEs

[Full Text](#)

G8 Innovations in Public Sector and Business 8

Session Chair: Adam Śliwiński

Insurance Innovation Assessment Model: Process Based Approach

Adam Śliwiński, Anna Karmanska, and Tomasz Michalski,

Warsaw School of Economics, Poland

Keywords: innovativeness, innovation, insurance, insurance process, mapping

[Full Text](#)

Practices of Technology Parks Supporting Innovative Activities:

Evidence from Poland

Anna Wójcik-Karpacz, Jan Kochanowski University in Kielce, Poland

Szymon Mazurkiewicz, Technopark Kielce, Poland

Keywords: innovation, technology park, entrepreneurship

[Abstract](#)

The Relationship between Innovation Strategy and Organizational Performance: Mediating Role of Organizational Innovativeness Level

Jarosław Karpacz and Monika Ingram,

Jan Kochanowski University in Kielce, Poland

Keywords: Innovation, strategy, performance, innovativeness

[Abstract](#)

Supply Chain Agility and Innovativeness: The Relationships among IT Integration, Trust, and Competitive Advantage

Chih-Jou Chen and Ju-Chuan Wu, Feng Chia University, Taiwan

Keywords: IT integration, trust, supply chain agility, innovativeness, competitive advantage

[Abstract](#)

University: Strategic Asset for the Training of a Global Citizen

Antonio Felice Uricchio, University of Bari Aldo Moro, Italy

Keywords: globalization, learning, education sustainability, society, management, human capital

[Abstract](#)

The Scientific-Technological Hub Magna Grecia: A Strategic Role to Re-Launch and Reconfigure The Ionian Territory; Case Study

Antonio Felice Uricchio, University of Bari Aldo Moro, Italy

Keywords: university, role, reconfigure, territory, case-study

[Abstract](#)

G9 Innovations in Public Sector and Business 9

Session Chair: Agnieszka Sitko-Lutek

Innovative Companies Organizational Culture Values

Agnieszka Sitko-Lutek and Jacek Jakubczak,
Maria Curie Skłodowska University, Poland

Keywords: innovation, organizational culture, management, organizational behaviour, comparative study, international cultural comparison, society

[Full Text](#)

What to Measure and How to Measure the Internationalization in Higher Education

Valentina Jošt Lešer and Nada Trunk Širca, ISSBS, Slovenia

Keywords: internationalization of higher education, higher education, indicators of internationalization, measuring and assessing Internationalization

[Abstract](#)

Creative Industries as a Growth Driver: An Overview

Adriana Bujor and Silvia Avasilcai,
Gheorghe Asachi Technical University of Iasi, Romania

Keywords: creative entrepreneurs, creative industries, entrepreneurship, innovation

[Full Text](#)

Barriers for Integration between Hospitals and the Ministry of Health in Indonesia

Ave Adriana Pinem, Haya Rizqi, Puspa Indahat Shandyaduhita, Putu Wuri Handayani, and Achmad Nizar Hidayanto, Universitas Indonesia, Indonesia

Keywords: barriers, integration, hospital information system, hospital reporting system, hospital, healthcare, Indonesia

[Full Text](#)

Internationalisation in Mediterranean Countries: Student Mobility

Nada Trunk Širca and Valentina Jošt Lešer, ISSBS, Slovenia
Anica Novak, Association for Education and Sustainable Development, Slovenia

Keywords: student mobility, indicator of internationalization, higher education, Mediterranean countries

[Abstract](#)

Water Security and Reverse Osmosis (RO) Desalination Opportunity

Vera Amicarelli, Giovanni Lagioia, and Teodoro Gallucci,
University of Bari Aldo Moro, Italy

Keywords: water security, RO process, desalination costs, water costs, integrated water resources management

[Abstract](#)

G10 Innovations in Public Sector and Business 10

Session Chair: Piotr Rogala

Organisational Competencies of Innovative Enterprises in Different Countries

Urszula Skurzynska-Sikora, Maria Curie-Sklodowska University, Poland

Keywords: organizational competences, core competences, innovative enterprise, competitive advantage

[Full Text](#)

Smart Cards in Public Transportation: Global Diffusion, Local Platforms

Tuomo Kinnunen, Pekka Kess, and Jukka Majava,

University of Oulu, Finland

Keywords: intermediary platform, smart card, public transportation, diffusion, technology management, operations management

[Abstract](#)

A New Method for Finding Similar Patterns in Moving Bodies

Prateek Kulkarni, Goa College of Engineering, India

Keywords: shape-based, sub-trajectory matching, T-BLAST

[Full Text](#)

Quality Audits in Municipality Offices: Evidence from Poland

Piotr Rogala, Wrocław University of Economics, Poland

Keywords: quality, quality management system, ISO 9001, internal audit, municipality office

[Full Text](#)

A Model of Technological Innovation Process

Cosmin-Mihai Nacu and Silvia Avasilcai,

Gheorghe Asachi Technical University of Iasi, Romania

Keywords: entrepreneurship, innovation, technological firm, business venture

[Full Text](#)

ICT for Higher Education: An Outlook on the Cost Saving IT Projects

and Information Systems

Blerta Abazi Chaushi, Agron Chaushi, and Zamir Dika,

South East European University, Republic of Macedonia

Keywords: information systems, information technology, higher education, ERP, IT projects

[Full Text](#)

H1 Information Systems Management and Decision Support Systems 1

Session Chair: Łukasz Wiecheteck

Green Computing: Latest Practices and Technologies for ICT Sustainability

Piotr Pazowski, Maria Curie-Skłodowska University, Poland

Keywords: green computing, power management, sustainability, eco-friendly technology, green cloud

[Full Text](#)

ICT Tools for Development of Entrepreneurial Competencies

Gregor Jagodič and Valerij Dermol,

International School for Social and Business Studies, Slovenia

Keywords: ICT tools, teaching entrepreneurial skills, developing entrepreneurial skills, startup

[Full Text](#)

Find the Right Balance between Business and Information Security Priorities in Online Companies

Vasile Dorca, Radu Munteanu Jr., Claudiu Peleskei, and Sorin Popescu,

Technical University of Cluj-Napoca, Romania

Keywords: customer data, information technology and security, sustainability, management

[Full Text](#)

Risk Management for Software Projects in an Agile Environment

Oana Iamandi Marius Dan, and Sorin Popescu,

Technical University of Cluj-Napoca, Romania

Keywords: risk management, project management, agile environment, stage-gate model, APQP model, information technology

[Full Text](#)

Success Factors and Barriers for Implementation of IT Systems:

The Case of Polish SMEs

Łukasz Wiecheteck, Maria Curie-Skłodowska University, Poland

Keywords: IT implementation, CSF, ICT success factors, ICT barriers, SMEs

[Full Text](#)

Understanding China's Elderly Care

Tapie Rohm, California State University San Bernardino, USA

Hailong Zhu, Hunan Normal University, China

Jake Zhu and Frank Lin, California State University San Bernardino, USA

Keywords: integration, technology, China, paradigm shift, culture, knowledge and information management, government

[Full Text](#)

H2 Information Systems Management and Decision Support Systems 2

Session Chair: Monika Zybala

The Internet Trends and Experience: The Case of Ghana

Adasa Nkrumah Kofi Frimpong, Christ Apostolic University College, Ghana

Carlo Vaccari, University of Camerino, Italy

Keywords: internet, Ghana, social media, innovation, information technology

[Full Text](#)

Lean Six Sigma in Management of Sales Process

Monika Zybala, Maria Curie-Sklodowska University, Poland

Grzegorz Oszast, PKO BP, Poland

Keywords: Lean Six Sigma, LSS, DMAIC, optimization, direct selling

[Full Text](#)

Application of Business Intelligence as a Decision Support System

to the Editorial Sector of Distance Education (DE)

Walther Azzolini Junior, University of Sao Paulo, Brazil

Luciano Bérgamo, Lucas Lima, University of Araraquara, Brazil

Keywords: business intelligence, data warehouse, distance education (DE), free software and open source software, open source, Pentaho

[Full Text](#)

Decision Support for Facility Location: A Ramp Approach

José Veloso and Dorabela Gamboa, Instituto Politécnico do Porto, Portugal

César Rego, University of Mississippi, USA

Keywords: location problems, RAMP, p-median, metaheuristics, IT

[Abstract](#)

A Novel Decision Approach

Kuo-Chen Hung, Hungkuang University, Taiwan

Keywords: intuitionistic fuzzy sets, importance performance analysis, analytical network process, decision analysis

[Full Text](#)

An ICT Innovative Service Model for Culture to Creative Industry

Ju-Chuan Wu, Feng Chia University, Taiwan

Chih-Jou Chen, National Penghu University of Science and Technology, Taiwan

Chinho Lin, National Cheng Kung University, Taiwan

Keywords: culture to creative industries, information and communication technology (ICT), innovation and entrepreneurship management, mircopreneurs, service innovation, service oriented architecture (SOA), software as a service (SaaS)

[Abstract](#)

H3 Information Systems Management and Decision Support Systems 3

Session Chair: Michał Szafranek

Prediction of Users' Behavior on the Web 2.0

Mohammed Abdellah Alimam, Mohammed Amine Alimam, Hamid Seghiouer,
Faculté des Sciences de Tétouan, Morocco

Keywords: social networks, social networks analyze, prediction, machine learning, society, decision support systems

Abstract

A Innovative Approach to Sequence the Crane Service Requests in Construction Projects

Shahryar Monghasemi, Arman Shams Molavi, and Golnar Nazhand,
Eastern Mediterranean University, Turkey

Keywords: innovation, decision support system, Crane, multi-objective optimization, construction projects, resource management

Abstract

Students' Personal Life Goals Assessed Using Settings Weighting Method

Stanislav Dadelo, Vilnius Gediminas Technical University, Lithuania

Keywords: university, management, support solution, multi-criteria decision-making

Full Text

Student Performance and Time-to-Degree Analysis Using J48 Decision Tree Algorithm

Subhashini Bhaskaran and Kevin Lu, Brunel University, United Kingdom
Mansoor Al Aali, Ahlia University, Bahrain

Keywords: performance management, data mining, prediction, analysis

Full Text

Key Factors and Benefits of Choosing Specific IT Systems by Polish Enterprises

Michał Szafranek, Maria Curie Skłodowska University, Poland

Keywords: information system, factors of choosing IT system, ERP, benefits of implementing IT system

Full Text

Modelling and Simulation Study to Determine the Suitable Number of Direct Labours and Balance the Assembly Line

Suwitchaporn Witchakul and Thawinee Chaopatipan,
Kasetsart University, Thailand

Keywords: simulation, line balancing, arena, direct labour

Full Text

H4 Information Systems Management and Decision Support Systems 4

Session Chair: Otilia Dimitriu

Accounting in the Cloud

Otilia Dimitriu and Marian Matei, Alexandru Ioan Cuza University of Iasi, Romania

Keywords: cloud accounting, cloud computing, information technology, innovation

[Full Text](#)

The Evaluation of Effective Elements in Information Technology Service

Operation Based on ITIL Framework

Sima Radmanesh, Shahrokh Nakhaei, and Payam Nabhani,

South Pars Gas Complex, Iran

Keywords: ITSM (Information Technology Service Management), ITIL framework, organizational maturity, business strategy, IT dominance, information technology

[Full Text](#)

Application of Intellectual DSS to Medium-Term Forecasting of the Sea Ice Area

Oleg Bukharov, Dmitry Bogolyubov, Valery Fedorov, and Pavel Grebennikov,

Moscow State University, Russia

Keywords: decision support system, DSS, sea ice, solar radiation, neural network, genetic algorithm

[Full Text](#)

Enhancing Value-Added Processes for Packaging Related Printing Industries

Punnamee Sachakamol and Chih-Hung Lee, Kasetsart University, Thailand

Keywords: printing industries, quality enhancement, Six Sigma, QFD, customer satisfaction, correlation statistic

[Full Text](#)

Construct the Monitoring System of Reflow Process Using a Bootstrap Concept

Chih-Hung Jen, Lunghwa University of Science and Technology, Taiwan

Shu-Kai S. Fan and Geng-Chen Chen, National Taipei University of Technology, Taiwan

Keywords: nonlinear profile, bootstrap, polynomial regression formula, sum of sine formula, b-spline formula, hotelling's T₂, average run length (ARL_{out})

[Abstract](#)

A New Variables Selection and Dimensionality Reduction Technique

Coupled with SIMCA Method for Classification of Text Documents

Ahmed Abdelfattah Saleh and Li Weigang, TransLab – University of Brasilia, Brazil

Keywords: VSC, SIMCA, text classification, variables selection, supervised learning

[Full Text](#)

H5 Information Systems Management and Decision Support Systems 5

Session Chair: Supranee Lisawadi

Intuitionistic Fuzzy C-Least Squares Support Vector Regression with Sammon Mapping Clustering Algorithm

Kuo-Ping Lin, Teresa L. Ju, Ping-Feng Pai, and Chih-Hung Kuo,
Lunghwa University of Science and Technology, Taiwan

Keywords: intuitionistic fuzzy sets, least squares support vector regression, sammon mapping, web-based adaptive learning environments

[Full Text](#)

The Relationship between the Consistency Index and the Goodness-of-Fit of Weight to Human Perception

Yuji Sato, Graduate School of Management, Chukyo University, Japan

Keywords: decision support systems, consistency index, goodness-of-fit, pairwise comparison, Analytic Hierarchy Process

Abstract

Applications of Rule Based Classification Techniques for Thoracic Surgery

Murat Koklu, Humar Kahramanli, and Novruz Allahverdi,
Selçuk University, Turkey

Keywords: rule based classification, data mining technique, classification techniques, classifier, thoracic surgery

[Full Text](#)

Determination of Whether Skin or Non Skin from the Color Pixels Using Neural Network

Ali Yasar and Ismail Saritas, Selcuk University, Turkey

Keywords: ANN, classification, artificial neural network, skin, non skin, machine learning database, RGB

[Full Text](#)

Comparison of the Efficiency of S-Control Chart and Ewma-S² Control Chart for the Changes in a Process

Supranee Lisawadi, Thammasat University, Thailand
Punnamee Sachakamol, Kasetsart University, Thailand

Keywords: control chart, quality control, production, statistical process control, random sampling, standard deviation

[Full Text](#)

I1 European Integration and EU Policy 1

Session Chair: Anna Jańska

The Optimal Taxation of Individual Income

Jolanta Szołno-Koguc and Magdalena Lech,
Maria Curie Skłodowska University, Poland

Keywords: tax, tax system, optimal taxation, personal income tax

[Full Text](#)

Efficiency of the Healthcare Sector in the EU-28 at the Regional Level

Aleksander Aristovnik, University of Ljubljana, Slovenia

Keywords: healthcare systems, performance, efficiency, DEA, NUTS 2 regions, EU-28

[Full Text](#)

Competitiveness of Suburban Regions

Sylwester Bodys, Maria Curie Skłodowska University, Poland

Keywords: peripheral region, border region, competitiveness, growth,
European Union

[Full Text](#)

Areas of Knowledge in the EU Management Projects

Elżbieta Weiss and Agnieszka Bitkowska,
University of Finance and Management in Warsaw, Poland

Keywords: knowledge, EU project, project management, evaluating

[Abstract](#)

The Economic Competitiveness of Post-Socialist States Accepted Into the European Union in 2004

Paweł Wójcik, Maria Curie Skłodowska University, Poland

Keywords: enlargement of the European Union, European Union membership,
economic competitiveness, post-socialist states, European Union

[Full Text](#)

Central and Eastern Europe's 25 Years of Transition

Elena Fifeková and Andrea Vondrová, University of Economics in Bratislava, Slovakia

Keywords: socio-economic development, transformation process, globalization,
long-term development

[Full Text](#)

Innovation Rankings

Anna Jańska and Teresa Bednarczyk, Maria Curie-Sklodowska University, Poland

Keywords: innovation, rankings, Poland, transformation, economy, development

[Full Text](#)

I2 European Integration and EU Policy 2

Session Chair: Aleš Trunk

Comparative Analysis on the Influence of the Economic Crisis on Education in some European Countries

Marian Zaharia and Cătălin Popescu, University of Oil-Gas from Ploiești, Romania
Keywords: economic crisis, first and second stage of tertiary education, USM education level, public expenditure on education, Lisbon objectives in education, ISCED 1_6

Abstract

The Feminization of Labor Migration in the European Union in the 21st Century

Marta Dolecka and Karolina Lewczuk, Maria Curie Skłodowska University, Poland
Keywords: feminization of migration, labor migration, employment, European Union, labor market

Full Text

Readiness of Administrative Units for Implementation of European Union Directives Governing Solid Waste Management

Wojciech Lutek and Jarosław Banaś, Maria Curie-Skłodowska University, Poland
Keywords: solid waste management, ecology, ecologistics, implementation of the European Union directives

Full Text

EU Integration through Financial Literacy and Entrepreneurship

Aleš Trunk and Valerij Dermol,
International School for Social and Business Studies, Slovenia
Keywords: financial literacy, entrepreneurial intention, EU integration, globalization, society, knowledge, education

Full Text

The Development of Economies of the European Union Member States in the Period of 2003–2014

Mariusz Rogalski, Maria Curie-Skłodowska University, Poland
Keywords: the European Union, member states, GDP, GDP per capita, areas of activity of the European Union, inflation, employment

Full Text

PPP and Using EU Funds in Its Financing in Terms of Crisis and Budgetary Restrictions

Joanna Śmiechowicz, Maria Curie Skłodowska University, Poland
Keywords: public-private partnership, financial crisis, public debt, public investments, hybrid projects

Full Text

J1 Legal Issues, Tax, Labour and Employment Law 1

Session Chair: Augusto Sebastio

Taxation and the Educational Organization in the Republic of Kazakhstan

OXANA STEPANITSKAYA, University of Ferrara, Italy

Keywords: education, legal regulation, educational organizations, autonomous educational organizations, Nazarbayev University, Nazarbayev Intellectual Schools, Kazakhstan, taxation, tax benefits

[Full Text](#)

Law 38/2010: The Right Not to Suffer: A Law to Know and to Apply

FABIO AMATUCCI, Anna Maria Pascale and Carmela Serluca, University of Sannio, Italy

Keywords: palliative care, pain therapy, law, suffering

[Full Text](#)

Online Right to Be Forgotten in the European Justice Evolution

AUGUSTO SEBASTIO, University of Bari Aldo Moro, Italy

Keywords: right to be forgotten, human right, censorship, cancellation, inclusive society

[Abstract](#)

Legal and Managerial Implications of the Italian Contratto Di Rete: Network Contract

FRANCESCO SAVERIO MASSARI, Maria Teresa Riggio, and Donato Calace, LUM Jean Monnet University, Italy

Keywords: contracts, Contratto di Rete, networking, SMEs, interfirm aggregations, competitiveness, innovation

[Abstract](#)

Decentralizing Value Added Taxes: Appearance or Reality?

KATARZYNA WÓjtowicz, Maria Curie Skłodowska University, Poland

Keywords: subnational governments, fiscal decentralization, value-added tax, European Union

[Full Text](#)

Legislation in Education: An Analysis of the Slovenian Legislation Based on the Guidelines for Better Regulation

SEBASTJAN ČAGRAN, National School for Leadership in Education, Slovenia

Keywords: legislation, quality, education, schools, legal matters

[Abstract](#)

J2 Legal Issues, Tax, Labour and Employment Law 2

Session Chair: Alessio Caracciolo

The Restriction of the Right of Ownership under the Italian and Albanian Constitution

Valbona Alikaj, Marin Barleti University, Albania

Keywords: article 41 of Albanian Constitution, social function of the right of ownership, restriction of the right

[**Abstract**](#)

Silent Partnerships as a Means of Income Tax Optimisation

Grzegorz Matysek, Maria Curie-Sklodowska University, Poland

Keywords: silent partnership, income taxation, law, optimization

[**Abstract**](#)

Right to Dignity in Contemporary New Humanism

Alessio Caracciolo, University of Bari Aldo Moro, Italy

Keywords: human rights, quality of life, law, democracy, social inclusion, global sustainability, new business processes

[**Full Text**](#)

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Presented by Francesca Ferrari
Manager of Sales Higher Education for Italy

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Academic Writing for Publishing Scientific Papers in International Journals

Dr. Binshan Lin, College of Business Administration, Louisiana State University, USA
Mitja Vodopivec, International School for Social and Business Studies, Slovenia

The workshop provides a great opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals. Internationally recognized scholar, Prof. Dr. Binshan Lin will present scientific research process and strategy, structural equation modelling, enhance relevance, quality, and impact of scientific research, offer one-to-one coaching, answer participants' questions and more.

Professor Dr. Binshan Lin is the BellSouth Corporation Professor at Louisiana State University in Shreveport. Dr. Lin is a nine-time recipient of the Outstanding Faculty Award at LSUS. Professor Lin has received numerous international awards. He has published over 240 articles in refereed journals. He is editor-in-chief of *Expert Systems with Applications* (ESWA) journal – the Impact Factor of ESWA is 1.854.

Mitja Vodopivec graduated from Macalester College in the US in the field of Mathematics and Economics. He is currently enrolled in a doctoral programme at the Faculty of Economics, University of Ljubljana, Slovenia. His scientific work is published in the journals *Labour Economics* and *Eastern European Economics*.

Friday, 29 May 2015

- | | |
|-------------|---------------------------------------------------------------------|
| 08.00–13.00 | Exhibition of Journals • Palace Hotel Bari lobby |
| 08.30–09.45 | Workshop on academic writing (Dr. Binshan Lin) • Room Ausonia |
| 10.00–11.00 | Editors' Panel • Room Festa |
| 11.00–11.30 | Coffee break with networking for publishing opportunities |
| 11.30–12.45 | Workshop on academic writing (Matija Vodopivec)
Group Discussion |
| 12.45–13.45 | Cocktail lunch • Palace Hotel Bari lobby |
| 13.45 | Meeting point in front of Palace Hotel Bari |
| 13.45–21.00 | Academic networking with trip.
Free evening in Bari |

Saturday, 30 May 2015

- | | |
|-------------|----------------------------------------------------------------------------------------|
| 08.30–10.00 | One-on-one coaching with Matija Vodopivec (optional) |
| 10.00–11.30 | Workshop on academic writing (Matija Vodopivec)
Group discussion |
| 11.30–12.00 | Coffee break |
| 12.00–13.30 | Workshop on academic writing (Matija Vodopivec)
Group discussion
Closing remarks |
| 13.30–14.30 | Lunch |

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Editor-in-Chief • Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia, ijmkl@issbs.si

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International School for Social and Business Studies
Mariborska cesta 7, 3000 Celje, Slovenia
Tel: +386 3 425 82 40 • Fax: +386 3 425 82 22
E-mail: info@mfdps.si • <http://www.mfdps.si/en/>