

Integrated Economy and Society: Diversity, Creativity and Technology

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

**16–18 May 2018
Naples • Italy**

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



Management,
Knowledge and Learning
International Conference 2018
Technology, Innovation
and Industrial Management

MakeLearn & TIIM 2018

MakeLearn 2018: Integrated Economy and Society; Diversity, Creativity, and Technology

Proceedings of the MakeLearn and TIIM International Conference
16–18 May 2018, Naples, Italy

Organized by

International School for Social and Business Studies, Slovenia
Maria Curie-Skłodowska University, Poland
Kasetsart University, Thailand
Pegaso Online University, Italy

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Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn & TIIM 2018 International Conference. The conference is an excellent 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 2018 conference is 'Integrated Economy and Society: Diversity, Creativity, and Technology.'

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2018 in cooperation with co-organizers Pegaso Online University, Italy, Maria Curie-Skłodowska University, Poland, and Kasetsart University, Thailand. The conference deals with topics such as diversity, creativity, and technology supporting the flow of goods, services, and factors of production between and among the countries and nations.

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 welcome 264 participants from 32 countries who will present 182 papers (68% paper acceptance rate). We would especially like to welcome our two keynote speakers: Dr. Moti Zwillig from Ariel University, Israel, and Dr. Carla Bodo from Associazione per l'Economia della Cultura, Italy. We also thank everyone who helped us organise MakeLearn & TIIM 2018, and wish you all a successful conference and a pleasant stay in Naples.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers

Maria Curie-Skłodowska University, Poland

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Mara Andria, Pegaso Online University, Italy

Conference Aims

MakeLearn & TIIM conference encourages sharing of most recent developments in the fields of management, economics, technology, and education. By including experiences and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses (formal sessions and social events) and offers a variety publishing opportunities. This year's focus is oriented into topics such as diversity, creativity, and technology supporting the flow of goods, services, and factors of production between and among the countries and nations.

Conference Programme

Wednesday, 16 May 2018 • Santa Chiara Monastery ② (see map on p. 11)

- 12.00–20.00 Registration
12.30–13.45 Concurrent sessions
13.00–15.00 Walking city tour to the historical center of Naples
13.45–15.00 Concurrent sessions
15.00–15.30 Coffee Break
15.30–16.45 Concurrent sessions
15.30–17.30 Walking city tour to the historical center of Naples
16.45–18.00 Concurrent sessions
18.15–20.00 Welcome addresses and welcome reception

Wednesday, 16 May 2018 • Università Telematica Pegaso – Sede Principale ④

- 19.30–20.00 Signatures of international bilateral agreements
20.00– Dinner for panelists and guests (by invitation)

Thursday, 17 May 2018 • Monumental Complex of Santa Maria la Nova ①

- 08.30–12.00 Registration
09.00–09.30 Conference opening:
Dr. Danilo Iervolino, Pegaso Online University, Italy
Dr. Alessandro Bianchi, Pegaso Online University, Italy
Dr. Luigi de Magistris, Mayor of Naples, Italy
Dr. Amedeo Lepore, Assessor – Regione Campania, Italy
Dr. Bordin Rassameethes, Kasetsart University, Thailand
Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia
Dr. Ryszard Dębicki, Maria Curie-Skłodowska University, Poland
Organizing tips:
Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Dr. Luigia Melillo, Euro-Mediterranean Centre of Lifelong Learning, Italy
09.30–10.45 Keynote speeches and discussion:
'Are We Safe? The Impact of Cyber Technology on Privacy Concern and Organizational Hazards,' Dr. Moti Zwilling, Ariel University, Israel
'Cultural Economics and Health and Welfare Policies: A New Positive Financial and Social Perspective,' Dr. Carla Bodo, Associazione per l'Economia della Cultura, Italy
10.45–11.30 Coffee break with the official photo session

11.30–12.45	Academic Leadership Forum Moderators: Dr. Giovanni Cannata, Rector, Universitas Mercatorum, Italy, and Dr. Dušan Lesjak, International School for Social and Business Studies, Slovenia
12.45–13.00	Invitation to MakeLearn & TIIM 2019 (15–17 May 2019, Portorož, Slovenia)
13.00–14.30	Standing lunch – Chiostro Santa Maria la Nova (Municipality of Naples)
14.30–15.45	Concurrent sessions
15.45–16.15	Coffee break
16.15–17.30	Concurrent sessions
17.30–18.45	Concurrent sessions
20.00–22.30	Dinner with a social event (Zi Teresa Restaurant) ⑤

Friday, 18 May 2018 • Monumental Complex of Santa Maria la Nova ①

08.00–13.00	Exhibition of journals
08.30–10.00	Concurrent sessions
10.00–11.00	Editors' panel with editors of Scopus and WoS indexed journals Moderator: Dr. Kongkiti Phusavat, Kasetsart University, Thailand
11.00–11.30	Publishing opportunities – presentations of other international journals
11.30–12.00	Coffee break, meetings with editors of International Journals
12.00–12.30	Introduction to Research-Education-Business forum given by Dr. Ronny Adhikarya, Retiree, the World Bank and ex-United Nations/FAO Representative, USA
12.30–13.15	Research-Education-Business Forum Moderator: Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia
13.15–14.00	Research & project opportunities presentations Moderators: Dr. Michele Corleto, Pegaso Online University, Italy, and Dr. Zbigniew Pastuszak, UMCS, Poland
14.00–	Networking afternoon in Naples, optional visit to Pegaso Tower

Saturday, 19 May 2018

8.45–18.30	Optional excursion to Pompei, Ravello, and Amalfi (for pre-registered excursion participants)
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Post-Conference Programme

Friday, 18 May 2018, 9.00–18.00 • Monumental Complex of Santa Maria la Nova ①

- Seminar on Starting/Developing/Managing an International Scientific Journal
- Workshop on Publishing for Young Researchers

Sessions Timetable

Date	Time	#1	#2	#3	#4	#5
Wednesday, 16 May 2018 ②	12.30–13.45	A1	B1	D1	G1	
	13.45–15.00	A2	B2	D2	E1	
	15.30–16.45	A3	C1	D3	H1	
	16.45–18.00	A4	C2	F1	H2	
Thursday, 17 May 2018 ①	14.30–15.45	A5	B3	C3	D4	E2
	16.15–17.30	A6	B4	C4	D5	E3
	17.30–18.45	A7	B5	D6	E4	F2
Friday, 18 May 2018 ①	08.30–10.00	A8	B6	H3		

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

Sessions

- Management (A1, A2, A3, A4, A5, A6, A7, A8)
- Business (B1, B2, B3, B4, B5, B6)
- Economics (C1, C2, C3, C4)
- Education & Training (D1, D2, D3, D4, D5, D6)
- Technology & Innovation (E1, E2, E3, E4)
- Law & European Studies (F1, F2)
- Inspiration Economy (G1)
- Social Inclusion (H1, H2, H3)



Venue Map



- ❶ **Monumental Complex of Santa Maria la Nova**, Piazza Santa Maria la Nova, 44
- ❷ **Santa Chiara Monastery**, Via Santa Chiara, 49/c
- ❸ **Università Telematica Pegaso – Sede Via Medina**, Via Medina, 5
- ❹ **Università Telematica Pegaso – Sede Principale**, Piazza Trieste e Trento, 48
- ❺ **Ristorante Zi Teresa**, Borgo Marinaro, 1

Are We Safe? The Impact of Cyber Technology on Privacy Concern and Organizational Hazards

Dr. Moti Zwilling

Ariel University, Israel

Cyber Technology used by organizations and individuals has turned to be one of the most important topics for research and development in the recent years. As more and more individuals and organizations set their life to be dependent on computer services, portable devices such as mobile phones iPads, IOTs (Internet of things) and additional instruments that allow them to access computer networks easily while turning their day to day life activities simpler than ever, the usage of smart devices offer embodies many hazards which are not so often 'known' to the typical user. Identity theft, privacy concern, cyberbullying and malicious code are just several examples of cyber hazards among many others. These hazards reveal not only individuals but also organizations to cyber attacks which in most cases aimed to harm the firm's crucial assets and to reveal one's identity. Side by side, organizations, need to educate their employees to comply with policies and security guidelines without much success. In this presentation, we will present new perspectives and trends related to cyber security which have become a severe threat to individuals' privacy and organizations data. Several solutions range from cyber education programs to biometric technologies to face these hazards will be provided. The Israeli case study to illustrate the phenomena and the suggested solutions as part of cyber education and training program will be presented.

Dr. Zwilling is data scientist and cyber security expert. He is a senior academic staff member of Information systems and marketing at the Department of Economics and Business Administration, Ariel University. He is managing the Data Science Lab and serves as a Project Leader of Cyber Security research projects at the Center for Cyber Innovation Technology, Ariel University. His projects involve machine learning, big data, and computer vision analysis. Dr. Zwilling's primary focus is in promoting innovative research methods related to machine learning and data science to encourage applied intelligent applications and systems in social sciences, humanities and business. Dr. Zwilling has more than 17 years experience in top R&D positions in the Israeli High-Tech Industry. Research interests of Dr. Zwilling lie in the design and analysis of machine learning and data mining applications in Marketing and Business, Social Networks, Cyber Security and Recommender Systems. His publications appear in Marketing and Computer Science Top Journals, Conference proceedings, and patents.

Cultural Economics and Health and Welfare Policies: A New Positive Financial and Social Perspective

Dr. Carla Bodo

Associazione per l'Economia della Cultura, Italy

The positive impact of arts activities and cultural participation on human health and wellbeing in our societies are by now generally acknowledged. This lecture briefly describes state of the art in the field, and the related, administratively integrated public policies carried out by some of the more active and successful countries (France, the UK, the USA), as well as their societal benefits. Both regarding social inclusion and improving the quality of life, in particular of the aging population, on one side, and of positive financial implications for the public purse on the other hand, by fostering cost savings for the healthcare systems: even more so at the light of the future demographic trends.

Dr. Carla Bodo is the founding member and Vice-President for International Relations of the Associazione per l'Economia della Cultura (Rome), and member of the board of editors of the journal *Economia della Cultura*. Former director of the Observatory for the Performing Arts of the Italian Ministry of Heritage and Cultural Activities, previously she has been head of the Unit »Cultural Economics and Cultural Policy« at ISAE, the Italian government's Institute for economic analysis. A law graduate at the University of Genoa, and Fulbright scholar on cultural policies at the New York University, Department of Public Administration, she is author and editor of several books, articles and publications mainly focusing on the institutional, economic, social and financial aspects of cultural policy, among which the two *Rapporti sull'economia della cultura in Italia* 1980–1990 and 1990–2000.

Among her international activities, she is a national expert for the Compendium – Cultural Policies and Trends in Europe (www.culturalpolicies.net), a member of the board of Ecures, and she has served on the board of CIRCLE and as a member of UNESCO's Italian National Commission. She has been a consultant to the European Commission (as coordinator of the Task Force on cultural expenditure and financing of the EUROSTAT Working Group on Cultural Statistics 2000–2004), to UNESCO (Framework for Cultural Statistics), to the Council of Europe (Evaluation of national cultural policies), and to the French, Japanese and Russian governments.

She actively participates in several international conferences, and she lectures on cultural management in Italian and foreign universities.

Insights from Journal Editors

Panel Chair: Dr. Kongkiti Phusavat

Editor-in-Chief, *International Journal of Innovation and Learning*,
Kasetsart University, Thailand

The Editors' Panel aims to bring top editors from leading international journals around the world including Scopus and WoS journals to share their ideas about criteria of selection and potential publication. This discussion is expected to benefit and strengthen future publications among doctoral students, junior faculties, and others. The editors' insights and viewpoints are crucial for the preparation of a paper as well as submission preparation

Scopus-Indexed Journal Editors' Panel

Dr. Valerij Dermol, Editor in Chief

International Journal of Value Chain Management

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. Dušan Lesjak, Editor-in-Chief

International Journal of Management in Education

International School for Social and Business Studies, Slovenia

Dr. Jeretta Horn Nord, Executive Editor

The Journal of Computer Information Systems,

Oklahoma State University, USA

Invited Guests

Dr. Bart Debicki, Editorial Review Board member,

Family Business Review Journal, award winner as Outstanding Reviewer (2 times),

Towson University, USA

Dr. Nada Trunk Širca, Editor-in-Chief,

ToKnowPress, International Academic Publisher,

International School for Social and Business Studies, Slovenia

Academic Publications Panel

Dr. Mixhait Reçi, Editor-in-Chief,

Iliria International Review,

ILIRIA College, Kosovo

Dr. Anna Rakowska, Editor-in-Chief,

International Journal of Synergy and Research,

Maria Curie-Skłodowska University, Poland

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

Alen Ježovnik, Managing and Production Editor,
Management and Managing Global Transitions,
University of Primorska, Slovenia

Dr. Anca Draghici, Editor-in-Chief,
Scientific Bulletin of the Politehnica University of Timisoara,
Politehnica University of Timisoara, Romania

Dr. Mohamed Buheji, Founding Editor,
Journal of Inspiration Economy,
University of Bahrain, Bahrain

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

Dr. George Carutusu, Managing Director,
Journal of Information Systems and Operations Management,
American University in Bucharest, Romania

Dr. Roberto Dante Cogliandro, Director,
Gazzetta Forense,
Pegaso Online University, Italy

Dr. Rosario Bianco, Director,
Giapeto Editore,
Pegaso Online University, Italy

Dr. Celestino Spada, Co-director
Economia della Cultura, Il Mulino,
Associazione Economia per la Cultura



ICT as Enabler of Sharing Economy Development: Building a Sharing Society

Sharing economy is an umbrella term with a range of meanings, often used to describe economic activity involving online transactions. It is also known as shareconomy, collaborative consumption, collaborative economy, or peer economy. A typical academic definition of the term refers to a hybrid market model (in between renting and gift giving) of peer-to-peer exchange. Uberization is also an alternative name for the phenomenon.

Nowadays, most businesses use their websites to provide different information and functionalities to their customers or business partners. Most commonly, those businesses which have a website offer product catalogs or price lists, while less often advertise jobs or accepted online job applications, offer online ordering, reservation or booking options, and have website functionalities that provide for online tracking of orders.

In addition to websites, businesses can use social media channels to spread information or for marketing or promotional purposes. Almost half of all EU businesses report that they use at least one social media channel: most common are social networks, following by multimedia content sharing websites and blogs or microblogs.

On the other hand, collaborative consumption as a phenomenon is a class of economic arrangements in which participants mutualize access to products or services, rather than having individual ownership. The collaborative consumption model is used in online marketplaces such as eBay as well as emerging sectors such as social lending, peer-to-peer accommodation, peer-to-peer travel experiences, peer-to-peer task assignments or travel advising, commute-bus sharing.

The forum session aims to discuss challenges and risks related to the sharing economy activities, which are being increasingly implemented in the majority of businesses worldwide. In the discussion, distinguished representatives of the business sector and academia will participate.

Introduction to Research-Education-Business Forum

Dr. Ronny Adhikarya, Retiree, the World Bank and ex-United Nations/FAO Representative, USA

Forum Moderator: Dr. Nada Trunk Širca

International School for Social and Business Studies, Slovenia

Forum Members

Dr. Bart Debicki, Towson University, USA

Dr. Anca Draghici, Politehnica University of Timisoara, Romania

Dr. Francesco Fimmanò, Pegaso Online University, Italy

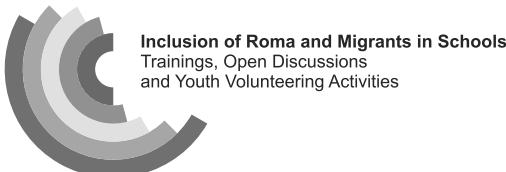
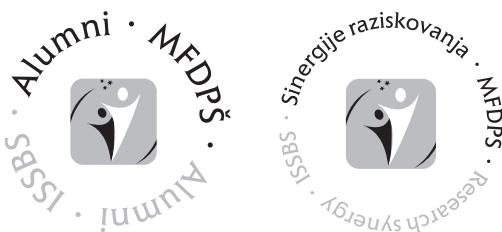
Dr. Giuseppe Gambardella, Pegaso Online University, Italy

Dr. Jeretta Horn Nord, Oklahoma State University, USA

Research-Education-Business Forum

17

Dr. Susana de Juana-Espinosa, University of Alicante, Spain
Dr. Radosław Mącik, Maria Curie-Skłodowska University in Lublin, Poland
Dr. Giuseppe Paolone, Pegaso Online University, Italy
Dr. Kongkiti Phusavat, Kasetsart University, Thailand
Dr. Adam Śliwiński, Warsaw School of Economics, Poland
Dr. Matei Tămăşilă, Politehnica University of Timisoara, Romania
Dr. Moti Zwilling, Ariel University, Israel



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Academic Leadership Forum

Forum Moderators

Dr. Giovanni Cannata, Rector of Universitas Mercatorum, Italy

Dr. Dušan Lesjak, International School for Social and Business Studies, Slovenia

The Academic Leadership Forum aims to bring distinguished academics around the world to share their views and ideas about the higher education challenges and solutions in a network society.

Forum Members

Mr. Osman Buleshkaj, Ministry of Education, Science and Technology, Kosovo;
Education Consultant at World Bank Education System Improvement Project

Dr. George Carutusu, American University in Bucharest, Romania

Dr. Ryszard Dębicki, former Deputy Rector for Research and International
Cooperation at Maria Curie-Skłodowska University, Poland

Dr. Gary DeLorenzo, California University of Pennsylvania, USA

Dr. Pekka Kess, University of Oulu, Finland

Dr. Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco

Dr. Bordin Rassameethes, Kasetsart University, Thailand

Dr. Giovanni Cannata, Universitas Mercatorum, Italy

Dr. Giuseppe Saccone, European Polytechnical University, Bulgaria

Dr. Francesco Fimmanò, Pegaso Online University, Italy



A1 Management 1

Session Chair: Nora Obermayer

The Role of Adult Attachment and Perceived Parental Style in Shaping Leadership Behaviors

Eldad Rom, College of Management, Israel

Keywords: leadership, behaviour, management

Abstract

Optimizing Indirect Costs on Machining Centers by the MHR Method

Vasile Birle and Gabriela Lobontiu,

Technical University of Cluj-Napoca, Romania

Keywords: planning, MHR calculation method, costs optimization, efficiency

[Full Text](#)

Human Sustainability in Enterprise Operation: A Literature Review

and Research Agenda

Chavatip Chindavijak, Kasetsart University, Thailand

Keywords: human sustainability, enterprise sustainability, sustainability performance measurement, sustainability reporting

Abstract

Improving Patients Outcomes and Safety

Elisabetta Azzali, Pegaso Online University, Italy

Keywords: shared decision making, patient outcomes, team performance, safety

Abstract

Exploring the Relevance of Knowledge-based Networking (Social Media) Tools among Family Businesses

Nora Obermayer, University of Pannonia, Hungary

Keywords: knowledge-based, social media, networking, marketing communication, family businesses

Abstract

A2 Management 2

Session Chair: Monika Jakubiak

Team Reflections, Team Mental Models and Team Performance over Time

Evi Kneisel, Chemnitz University of Technology, Germany

Keywords: team reflection, team mental models, team performance, team learning

[**Abstract**](#)

Is a Mid-sized Town enough for the Generation Z? What is Needed to Keep the Young People in Their (Home)town

Nikoletta Tóth-Kaszás, University of Pannonia, Hungary

Keywords: middle-sized town, generation Z, non-business institutions, settlement development

[**Abstract**](#)

A study on Organizational Behavior Dimensions that Support Successful Corporate Social Responsibility Initiatives

Cristina Borca, Anca Draghici, and Sorin Suciu,
Politehnica University of Timisoara, Romania

Keywords: organizational behaviour, corporate social responsibility (CSR),
organizational communication, customer perception, stakeholder, public perception

[**Abstract**](#)

My Supergrandparent: A Successful Spanish Model of Intergenerational Cooperation Management

Blanca Herrero de Egaña Muñoz-Cobo, Comillas Pontifical University, Spain

Keywords: intergenerational cooperation, social innovation, creative management model, case study, Spanish, ICT's

[**Full Text**](#)

Methods of Employee Development in the Context of Diversity

Monika Jakubiak and Agnieszka Sitko-Lutek,
Maria Curie-Skłodowska University, Poland

Keywords: employee development, methods of development, employees,
employees' characteristics, diversity management, diverse teams

[**Abstract**](#)

Destination Tourism Management

Carmela Pugliese, Suor Orsola Benincasa University of Naples, Italy

Keywords: tourism, territorial offer, destination, management

[**Abstract**](#)

A3 Management 3

Session Chair: Srečko Natek

Growth Management Priorities of Service-Based Micro-Enterprises in a Sparsely Populated Area

Martti Saarela and Matti Muhos, University of Oulu, Finland

Harri Jokela, Nihak Ltd., Finland

Keywords: micro-enterprises, micro-companies, management priorities, sparsely populated area, growth management

[**Abstract**](#)

Measuring the Degree of Open Innovation

Hosein Daneshpour, University of Vaasa, Finland

Keywords: open innovation, sustainability modelling, portfolio management

[**Abstract**](#)

Reassessing Tacit Knowledge in the Experience Economy

Domagoj Nikolić, Rochester Institute of Technology, Croatia

Srečko Natek, International School for Social and Business Studies, Slovenia

Keywords: tacit knowledge, the experience economy, knowledge management, co-creation of value, field theory

[**Full Text**](#)

Linking Authentic and Shared Leadership through Sequential Mediation

Model: Evidence from Police Department

Farooq Anwar, The University of Lahore, Pakistan

Ishfaq Ahmad, Hailey College of Commerce University of the Punjab, Pakistan

Arqam Javed, Imperial College of Business Studies, Pakistan

Inam Ul Haq, The University of Lahore, Pakistan

Keywords: authentic leadership, shared leadership, job satisfaction, work engagement, police

[**Abstract**](#)

Combined Effect of Workplace Ostracism and Resilience on Job Performance, Job Stress, and Emotional Exhaustion

Inam Ul Haq, The University of Lahore, Pakistan

Keywords: workplace ostracism, resilience, job performance, job stress, emotional exhaustion, Pakistan

[**Abstract**](#)

A4 Management 4

Session Chair: Anna Rakowska

Antecedents of Work Exhaustion, Its Mediating Role and Subsequent Effects on Turnover Intentions

Farooq Anwar, The University of Lahore, Pakistan

Arqam Javed Imperial College of Business Studies, Pakistan

Muhammad Zeeshan Shaukat, University of Engineering and Technology, Pakistan

Keywords: work-family conflict, perceived work overload, on the job stressors, work exhaustion, turnover intentions

[Full Text](#)

The Impact of Governance on Companies Involvement in a CSR Approach

Xavier Brédart, Christiane Bughin, and Karin Comblé,

University of Mons, Belgium

Keywords: CSR, corporate governance, Board of Directors

[Abstract](#)

Mavericks vs. Rule-Followers: Modeling of Rule-Making

Zoltan Baracska, Szechenyi Istvan University, Hungary

Keywords: rule-maker, misbehaving, artificial intelligence, decision support systems, organizational behavior

[Full Text](#)

Key Competencies Needed on Labor Market in the Opinions of International Experts: Study Results in The Context of Employability Challenges

Anna Rakowska, Maria Curie-Skłodowska University, Poland

Keywords: labor market, new competencies, employability, virtual collaboration, development

[Abstract](#)

Crowdwork and Employee Commitment: New Challenges for HRM

Jonas Konrad and Ulrich Pekruhl,

University of Applied Sciences and Arts NW Switzerland, Switzerland

Keywords: crowdsourcing, HRM employee commitment, platform economy

[Abstract](#)

A5 Management 5

Session Chair: Antonio Bassi

The Influences of New Touristic Objectives in the Local Budget Economy Performances: Evidence from Bihor County

Gyula Laszlo Florian, Partium Christian University, Romania

Keywords: swot analysis, local budget, tourism

[Full Text](#)

PMO and Project Success: The importance of a Project Management Structure; Survey by Swiss Companies

Antonio Bassi, University of Applied Sciences and Arts of Italian Switzerland, Switzerland

Silvia Vigato, Luca Buffoni, Moreno Bonetti, Gianni Lucia, and Riccardo Vaccargiu, Switzerland

Keywords: project management office (PMO), project success, survey, research

[Full Text](#)

Tracking Social Perception on Healthcare Service Quality Using Social Media

Hong Joo Lee, Catholic University of Korea, South Korea

Minsik Lee, Yonsei University, South Korea

Habin Lee, Brunel University London, United Kingdom

Keywords: social perceptions, SERVQUAL, healthcare, NHS, sentiment analysis, topic modeling

[Full Text](#)

The Significance of Organizational Culture in Companies Implementing CSR Principles

Dorota Chmielewska-Muciek and Bartłomiej Zinczuk,
Maria Curie Skłodowska University, Poland

Keywords: CSR, organizational culture

[Abstract](#)

Organizational Culture of Socially Responsible Companies

Bartłomiej Zinczuk and Dorota Chmielewska-Muciek,
Maria Curie Skłodowska University, Poland

Keywords: CSR, organizational culture

[Abstract](#)

A6 Management 6

Session Chair: Aneta Karasek

HRM Practices as Factor Impacting Enterprises' Innovation

Aneta Karasek, Maria Curie-Skłodowska University, Poland

Keywords: innovation, HRM practices, employee behavior, knowledge management

[**Abstract**](#)

Startups: Factors Determining the Achievement of a Scalable Business Model

Paweł Gajewski, Maria Curie-Skłodowska University, Poland

Magdalena Rzemieniak, Lublin University of Technology, Poland

Keywords: startup, business model, entrepreneurship, innovation, development, Polish market

[**Abstract**](#)

An Incremental Approach for Identifying Communities in Dynamic Social Networks Based on Coalition Formation Game Theory

Lihua Zhou, Yunnan University, China

Kevin J. Lu, Brunel University, United Kingdom

Keywords: dynamic social network, incremental community detection, coalition formation game theory, approximate Dc-stable partitioning

[**Abstract**](#)

Attitude to Commercials of Consumers from Z Generation

Olga Smalej, Maria Curie-Skłodowska University, Poland

Keywords: Keywords: Z generation, young consumers, attitude to commercials

[**Abstract**](#)

A Conceptual Model for Sustainable Supply Chain Operation in Fashion Industry

Shahriare Mahmood and Pekka Kess, University of Oulu, Finland

Keywords: sustainable supply chain, fashion supply chain, sustainability hierarchy, sustainable fashion

[**Full Text**](#)

Leadership Team Coaching in Higher Education System

Vehbi Miftari, University of Peja, Kosovo

Arbnore Mahaj, Education Center 'Bardha,' Kosovo

Keywords: leadership, transformational leader, high-performing team, real time action, Kosovo higher education system, effective communication

[**Abstract**](#)

A7 Management 7

Session Chair: Matti Muhos

Growth Management Priorities of Technology-Based Micro-Enterprises in a Sparsely Populated Region

Matti Muhos, Martti Saarela, Hannu Savela, Kai Hänninen, and Harri Jokela, University of Oulu, Finland

Keywords: micro-enterprises, management priorities, sparsely populated area, growth management

[Full Text](#)

Creative Thinking and Analytical Risk Visualization: Experiments on the Standard of Unconventional Reading of Financial Statements

Anna Karmańska, Warsaw School of Economics, Poland

Keywords: financial analysis, financial statements, risk visualization, areas of risk, business risk

[Abstract](#)

Emergency Management in Extreme Situations: Towards a Multi-Team Learning Process Model

Simone Rita Schmid and Peter Pawlowsky, University of Chemnitz, Germany

Keywords: information sharing, communication, leadership, multi team systems, organisational learning, emergency management, multi causality incidents

[Full Text](#)

A Longitudinal Comparison of Hofstede's Measuring Tools VSM 94 and VSM 2013

Agnesa Hicžérová and Vladimír Burčík, Comenius University, Slovakia
Frederick Kohun and Robert Skovira, Robert Morris University, United States
Dávid Gonda, Comenius University, Slovakia

Keywords: Hofstede, cultural model, VSM 94, VSM 2013

[Full Text](#)

Improving Knowledge Transfer with Training: A Case of Car Sellers Approach

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

Keywords: knowledge, knowledge transfer, training, mystery shopping, sellers

[Full Text](#)

A8 Management 8

Session Chair: Janne Harkonen

What Makes Knowledge Management Activities Work in Higher Education Partnerships?

Enis Elezi and Christopher Bamber, University of Bolton, United Kingdom

Keywords: higher education partnerships, KM activities, shared vision and values, leadership and management, communication protocol, KM strategy

Abstract

Albania's Indispensable Tourism Destination Management

Arjana Kadiu, University 'Aleksander Moisiu,' Albania

Keywords: destination management plan, synergy, marketplace, clusters, transparency

Abstract

Modelling of Construction Products and Services for Effective Productisation

Janne Harkonen, Arto Tolonen, and Harri Haapasalo,
University of Oulu, Finland

Keywords: productisation, commercial product portfolio, technical product portfolio, management, product portfolio management, construction products, construction services

Abstract

Beyond the Scope of Shark Tank's Knowledge-Sharing: A New Phenomenon in Entrepreneurship Success

Chaza Abdul-Al and Edison Rolle, Robert Morris University, United States
Loreen Powell, Bloomsburg University, United States

Keywords: shark tank show, explicit knowledge, tacit knowledge, sharks investors, knowledge management, knowledge sharing, entrepreneurs

Abstract

Building the Individual Awareness toward Blood Donation Marketing Strategy in Indonesia

Budhi Haryanto and Pram Suryanadi,
Universitas Sebelas Maret, Indonesia

Keywords: blood donors, attitude, perception

Abstract

B1 Business 1

Session Chair: Elzbieta Wrońska-Bukalska

Changes in Capital Structure over Time

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

Keywords: capital structure, profitability, investment, crisis time

Abstract

The Analysis Driving Factors and Model Exploration for SMEs Transformation and Upgrading

Zeming Yuan, Tian Li, Tao Ma, and Yuyuan Fu,
Tianjin University of Finance and Economics, China

Keywords: technology-based small and medium-sized enterprises, transformation and upgrading, driving factors, innovation mode, case study

Abstract

Organisational and Political Approach of Modern City Logistics

Stéphane Sirjean, Christian Morel, and Gilles Pache,
Aix-Marseille University, France

Keywords: city logistics, freight stations, local authorities, logistics sprawl, stakeholders, supply chain management

Full Text

Cooperation of Science, Business, and Administration in Poland: The Perspective of Cities

Kinga Bednarzewska, Maria Curie-Skłodowska University, Poland

Keywords: cooperation, cities, Triple Helix Readiness, strategy

Abstract

Comparison and Tendencies of Business Services Trade Indices in the Czech Republic, the Slovak Republic, and EU28

Tatiana Čorejová and Mario Al Kassiri,
University of Zilina, Slovakia

Keywords: business services, indices, knowledge, criteria, regional disparities, creativity, customisation

Full Text

B2 Business 2

Session Chair: Andrea Quintiliani

SME Financial Disclosure: A Panel Analysis

Andrea Quintiliani, Pegaso Online University, Italy

Keywords: CFD, family business, SME, agency cost, financial crisis, stakeholder perspective

[Full Text](#)

Financial Performance in the Public Administration Sector:

Comparison between Romania and Hungary

Matei Tămășilă, Ilie Mihai Taucean, Alin Emanuel Artene,

and Claudiu Tiberiu Albulescu, Politehnica University of Timisoara, Romania

Keywords: financial performance, public administration sector, firm-level data, panel cointegration

[Abstract](#)

Should Excise Tax Be Collected on Mobile Services? Experience in Thailand

Thamrongsak Svetalekth, Kasetsart University, Thailand

Keywords: tax on mobile services, telecommunication tax, excise tax collection, mobilephone tax

[Abstract](#)

Corporate Governance on Financing Policy: Mediating Role of Cost of Capital

Mian Sajid Nazir, COMSATS Institute of Information Technology, Pakistan

Aisha Javaid, The Balochistan University of Information Technology, Pakistan

Keywords: corporate governance, cost of capital, capital structure decisions, Pakistan

[Abstract](#)

Knowledge-Based Networking Technologies among Wine and Gastro SMEs in Balaton Region

Nora Obermayer, Edit Kovari, and Gerda Bak,

University of Pannonia, Hungary

Keywords: knowledge-based networking tools, social media, qualitative research, wineries

[Full Text](#)

B3 Business 3

Session Chair: Vasile Birle

Criteria of Venture Capital for Considering Investment in Start-Ups In Thailand

Anyanitha Distanont, College of Innovation, Thammasat University, Thailand

Keywords: venture capital, start-up, fundraising

[Full Text](#)

An Analysis of Economic Performance in the 10th year Anniversary

of the Great Recession of 2008

Pellegrino Manfra, City University of New York, United States

Keywords: financial crisis, economy, United States

[Abstract](#)

Conceptual Approaches of the Relation Between Tax Evasion and Tax Burden

Vasile Birle and Mihai Bănică,

Technical University of Cluj Napoca, Romania

Keywords: tax burden, tax evasion, fiscal coefficient, public finances

[Full Text](#)

Critical Success Factors of SMEs in the New Product and Service Development

(NPSD) Sector

Haruthai Numprasertchai and Phanthipa Srinammuang,

Kasetsart University, Thailand

Jirapan Sakuna, Office of Small and Medium Enterprises Promotion, Thailand

Keywords: Thai SMEs, success factors, NPSD

[Full Text](#)

Analysis of the Replacement of International Financial Reporting Standard for Financial Instruments: IAS 39 versus IFRS 9

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

Keywords: international financial reporting standards, IAS 39, IFRS 9, impairment, expected credit loss

[Full Text](#)

B4 Business 4

Session Chair: Caius Tudor Luminosu

Risk Management in SMEs with Financial and Non-Financial Indicators

Using Business Intelligence Methods

Chenyang He and Kevin J. Lu, Brunel University, United Kingdom

Keywords: data mining, enterprise risk management, business intelligence, KPIs, non-financial indicators, SMEs, CHAID

[Full Text](#)

Modern Innovative Approaches of Measuring Business Performance

Dominika Čeryová, Natália Turčeková, Izabela Adamičková, and Danka Moravčíková, Slovak University of Agriculture, Slovakia

Keywords: modern innovative approaches, business performance, EVA, EVA momentum, EVA Margin

[Full Text](#)

Determinants of the Investment Location Decisions: The Case of Lublin, Poland

Krzysztof Raganowicz, Maria Curie-Skłodowska University, Poland

Keywords: investment, location choice, business, investors, Lublin

[Abstract](#)

Artificial Intelligence and the Way of Changing Decision-Making for Business

Daniel Paschek, Caius Tudor, Anca Draghici, and Adrian Mateescu, Politehnica University Timisoara, Romania

Keywords: artificial intelligence, decision-making systems, management, automation, digitalization, knowledge management, business-prediction, industry 4.0

[Full Text](#)

Prices of Intercity Transport Services Offered by Traditional Enterprises and a Sharing Economy Company

Magdalena Kłopotek, Maria Curie-Sklodowska University, Poland

Keywords: sharing economy, collaborative consumption, road transport, transport services, prices, blablacar

[Abstract](#)

B5 Business 5

Session Chair: Ilona Bondos

The Relationship between the Socioemotional Wealth and the Family Businesses' Sustainability

Krisztina Németh and Szilárd Németh, Budapest Business School, Hungary

Keywords: family business, socioemotional wealth, business performance, innovation performance

[Full Text](#)

Post-purchase Service via Remote Channels: Factors Affecting Customers' Intention to Use

Ilona Bondos, Maria Curie-Skłodowska University, Poland

Keywords: post-purchase service, post-purchase intention, remote channels, marketing channels

[Abstract](#)

The Insourcing Typology

Grzegorz Grela and Mariusz Hofman,

Maria Curie-Skłodowska University, Poland

Keywords: insourcing, outsourcing, backsourcing

[Abstract](#)

Virtual Business, Feasible Competitive Advantage:

The Retail Sector Case Studies

Tomasz Bober, Cracow University of Economics, Poland

Keywords: competitive advantage, e-commerce, virtualization, business model

[Abstract](#)

Heterogeneity of Subjective Norm, Perceived Usefulness, Online Shopping Behavior, and Purchase Intention as Online Shopping Factors

Adasa Nkrumah Kofi Frimpong and Ping Li,

University of Electronic Science and Technology of China, China

Samuel Adu Gyamfi, University of Education Winneba, Ghana

Jenkins Atarisigna Asaah, University of Electronic Science and Technology of China, China

Keywords: Ghana, subjective norm, perceived usefulness, purchase intention, online shopping behavior

[Abstract](#)

B6 Business 6

Session Chair: Marcin Lipowski

Changing the Distribution Channel by the Consumer in the Purchase Process

Marcin Lipowski, Maria Curie-Skłodowska University, Poland

Keywords: customer journey, distribution channel, customer behaviour, customer generation

[**Abstract**](#)

Movie Merchandising and its Consumer Perception

Ádám Horváth and Balázs Gyenge,

Szent István University, Hungary

Keywords: marketing, culture, merchandising, movie consumption, consumer behavior

[**Full Text**](#)

Historical Valuation Bases and Drivers of Large Internet Enabled Companies

Adelin Trușculescu, Anca Draghici, Daniel Paschek, and Claudiu Tiberiu Albulescu, Politehnica University of Timisoara, Romania

Keywords: internet valuation, valuation bases, valuation drivers, revenue vs. EBITDA valuation, valuation large internet players

[**Abstract**](#)

Academic Mobility of Business and Administrative Sciences

Tina Quechon and Kristijan Breznik,

International School for Social and Business Studies, Slovenia

Keywords: Erasmus, academic mobility, network analysis

[**Full Text**](#)

Conceptual Model of a Successful Project Application Developed on the Basis of Qualitative Research Results

Urška Vidmar, Poučevanje jezikov, Urška Vidmar s.p., Slovenia

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

Keywords: European Union (EU), EU funds, funds, grant writing, grants, Horizon 2020

[**Abstract**](#)

C1 Economics 1

Session Chair: Irena Hejduk

Analysis of Consumer Satisfaction As the Basis for Preserving the Company's Competitive Position in the Market

Tina Vukasović, International School for Social and Business Studies, Slovenia
Matej Duvnjak, Croatia

Keywords: consumer satisfaction, design, consumer behaviour, measurement, shopping

[Full Text](#)

Identifying Elements for Successful Approach to Applying Projects

Urška Vidmar, Poučevanje jezikov, Urška Vidmar s.p., Slovenia
Tina Vukasović, International School for Social and Business Studies, Slovenia

Keywords: European Union (EU), EU funds, funds, grant writing, grants, Horizon 2020, project planning, proposal, rhetoric

[Abstract](#)

The Impact of Bank Levy on the Foreign Direct Investment in the Banking Sector

Małgorzata Twarowska, Maria Curie-Skłodowska University, Poland

Keywords: tax, bank levy, financial sector, foreign direct investment

[Abstract](#)

Revolution 4.0 and Employment: Some Evidences After the Financial Crisis in Spain

Josep Llados-Maslorens, Open University of Catalonia, Spain

Keywords: employment, Industry 4.0, technological change, skills

[Abstract](#)

Development of Fintech Startups in Poland

Irena Hejduk, Piotr Maicki, and Mateusz Fabiszewski,
SGH Warsaw School of Economics, Poland

Keywords: FinTech, financial innovation, startup, business model

[Abstract](#)

C2 Economics 2

Session Chair: Stefano Palermo

Impact of Political and Terrorist Events on Stock Market Returns:

A Case Study in South Asian Context

Mian Sajid Nazir and Adeel Akram,

COMSATS Institute of Information Technology, Pakistan

Farooq Anwar, Lahore Business School, The University of Lahore, Pakistan

Keywords: efficient market hypothesis, market anomalies, event study, emerging markets, SAARC

Abstract

The Notion of Multilateralism in the Retreat

Daniel Nagel, Bucharest University of Economic Studies, Romania

Keywords: multilateralism, trade liberalization, preferential trade agreements, WTO, Doha round, protectionism

Abstract

The Development of the Italian Industrial System in the Last 30 years and the Impact of Enterprise 4.0 within the Economy of Southern Italy

Stefano Palermo, Pegaso Online University, Italy

Andrea Pomella, University of Campania Luigi Vanvitelli, Italy

Keywords: Italian industrial system, European development, Enterprise 4.0

Full Text

Factors Determining the Choice of Insurance: Research Results

Anna Jańska and Arleta Kędra,

Maria Curie-Skłodowska University, Poland

Keywords: determinants of purchase, ordered logit model, insurance

Abstract

Demographic Aging of Polish Society and Its Effects from the Point of View of Pension Finance

Maciej Raszewski, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: pension, social insurance, contributions, demography, poverty

Abstract

C3 Economics 3

Session Chair: Tomasz Kijek

The Knowledge-Based Economy and Economic Growth:

Evidence from the European Union

Tomasz Kijek, Maria Curie-Skłodowska University, Poland

Keywords: knowledge-based economy, growth, European Union

[**Abstract**](#)

The Importance of Changes in Transfer Pricing for Related Companies in Europe

Karol Przydatek and Jolanta Szolno-Koguc,

Maria Curie-Skłodowska University, Poland

Keywords: transfer pricing, related entities, OECD guidelines, tax

[**Abstract**](#)

Anti-Tax Avoidance Measures on the Basis of EU Countries' Solutions

Natalia Ołówko and Jolanta Szolno-Koguc

Maria Curie-Skłodowska University, Poland

Keywords: tax avoidance, base erosion profit shifting, Anti Tax Avoidance Directive, tax

[**Abstract**](#)

Does the Polish Pension Scheme to Prevent Poverty in Old Age?

Teresa H. Bednarczyk and Maciej Raszewski,

Maria Curie-Skłodowska University, Poland

Keywords: pension, poverty, prevention, aging of the society

[**Abstract**](#)

Forecasting the Number of Passengers Serviced at the Bulgarian Bus Terminals

Sophia Mirchova, South-West University 'Neofit Rilski,' Bulgaria

Keywords: bus transport, bus terminals, linear trend, double exponential smoothing method, Holt method

[**Full Text**](#)

Effects of Non-Tariffs Barriers on Maize Production and Marketing for Smallholder Farmers in Tanzania

Petro Maziku, College of Business Education, Tanzania

J. Hella and J. Makindara, Sokoine University of Agriculture, Tanzania

Keywords: maize, production and marketing, NTB, smallholder farmers, Tanzania

[**Abstract**](#)

C4 Economics 4

Session Chair: Fred Hoffman

Globalisation and Mondialisation in a Comparative Perspective

Elina Gugliuzzo, Pegaso Online University, Italy

Keywords: globalisation, mondialisation, métissage, world economy

[Abstract](#)

The Role of Knowledge Skill of the Labour Force in Attracting Foreign Direct Investments in Kosovo

Kushtrim Reçi, International School for Social and Business Studies, Slovenia

Keywords: direct investments, developing countries, knowledge skills, labour force, Kosovo

[Abstract](#)

Do Pension Funds Attract Foreign Direct Investments?

Marcin Brycz and Teresa Kamińska,

University of Gdańsk, Poland

Keywords: pension funds, FDI, investment development path, panel data

[Abstract](#)

Considerations for Successfully Investing in Commercial Intelligence and Knowledge Management

Fred Hoffman, Robert Morris University, United States

Keywords: business intelligence, competitive intelligence, knowledge management

[Abstract](#)

The Stages in the Process of Identifying a Successful Project Idea for Horizon 2020: Theoretical Background

Urška Vidmar, Poučevanje jezikov, Urška Vidmar s.p., Slovenia

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

Keywords: European Union (EU), EU funds, grant writing, Horizon 2020, project idea

[Full Text](#)

The Economic Growth – Employment – Poverty Reduction Nexus in the Romanian Economy

Adina Barbulescu, West University of Timisoara, Romania

Emilia Herman, Petru Maior University of Tîrgu Mureş, Romania

Keywords: economic growth, economic development, employment, poverty, in-work poverty

[Full Text](#)

D1 Education & Training 1

Session Chair: Endrina Eskić

Intercultural Education for Global Citizenship in 21st Century

Subhash Chandra, Global Harmony Association (GHA), India

Keywords: globalization, intercultural education, training & learning, global citizenship

[Abstract](#)

Tacit Dimension s Comprehensive Entity: Reflections on the Ineffable

Robert Skovira, Robert Morris University, United States

Keywords: intuition, tacit coefficient of knowing, tacit knowing, from ... to relation, fixed interpretative framework, personal beliefs and commitments, personal heuristics

[Abstract](#)

Big Data and Data Science: A Scientometrics Approach

Anita Papić and Endrina Eskić,

Faculty of Social Sciences and Humanities in Osijek, Croatia

Keywords: big data, business intelligence, data science, scientometrics

[Full Text](#)

Networking as a Strategy for Capacity Building

Alenka Jurič Rajh and Andrej Koren,

International School for Social and Business Studies, Slovenia

Mateja Brejc, National School for Leadership in Education, Slovenia

Keywords: capacity building, self-evaluation, capacity-building strategies, networking, schools, quality assessment and assurance

[Full Text](#)

Student's Perception of Academic Quality: A Review of the Literature

Dugagjin Sokoli, Universi College, Kosovo

Andrej Novak, International School for Social and Business Studies, Slovenia

Carlos Gutierrez, School of Management, Slovakia

Keywords: quality education, student perception, academic quality, student assessment, higher education

[Full Text](#)

D2 Education & Training 2

Session Chair: Kari-Pekka Heikkinen

Role of Multidisciplinary and Interdisciplinary Education in Computer Science

Kari-Pekka Heikkinen and Teppo Räisänen,
Oulu University of Applied Sciences, Finland

Keywords: higher education, interdisciplinary, multidisciplinary, interprofessional, computer science

Abstract

Comparing Enterprise Education Practices in Higher Education Institutions from UK and China

David Gibson, Liverpool John Moores University, United Kingdom
Dang Jianning, Lanzhou University of Finance and Economics, China
Vasilios Tavlaridis, Liverpool John Moores University, United Kingdom

Keywords: enterprise and entrepreneurship education, pedagogical practices, higher educational institutions, China, UK

Abstract

Kosovo Higher Education System and the Demand for Qualified Academic Staff

Evzi Hani, Iliria College, Kosovo

Keywords: human resources, Ph.D. qualification, funding policy, Kosovo

Abstract

Training Families to Eliminate Corporal Punishment on Children

Ana Rosser-Limiñana, Susana de Juana-Espinosa, Diana Jareño-Ruiz, and Carmen Lopez-Sánchez, University of Alicante, Spain

Keywords: corporal punishment, children, positive discipline, training, parents

Abstract

A Comparison of the Cultural Intelligence of Hungarian and International Business Students

Klara Falk Bano and Katalin Kollath, Budapest Business School, University of Applied Sciences, Hungary

Keywords: intercultural competence, cultural intelligence, globalisation, internationalisation, business students, higher education

Abstract

Education, Didactic Management and Training

Costantino Formica, Pegaso Online University, Italy

Keywords: educational, learning, management, training, innovation

Abstract

D3 Education & Training 4

Session Chair: Lorenzo Fiorito

Encouraging Academies to Teach how to Promote Cultural Heritage

Lorenzo Fiorito, Pegaso Online University, Italy

Keywords: cultural heritage, communication skills, cultural marketing, job creation

[Abstract](#)

Intercultural Education for Creative Entrepreneurship

Anca Draghici, Matei Tămășilă, Alin Jitarel, and Claudiu Tiberiu Albulescu,
Politehnica University of Timisoara, Romania

Keywords: Entrepreneurship potential, intercultural education, creative industries, creative entrepreneurship, self-assessment test

[Abstract](#)

Boosting Business through VET Education and Training,

Soft and Hard Competences

Monika Tomczyk and Małgorzata Porada Rochoń, University of Szczecin, Poland

Keywords: EDTECH, education, creative industry, mobility

[Abstract](#)

A Study of the Evolution of Educational Efficiency: Romanian Case

Gabriela Alina Paraschiva, Politehnica University of Timisoara

Zoltan Farkas, Technical College Batthyany Ignac, Romania

Alin Jitarel and Anca Draghici, Politehnica University of Timisoara, Romania

Keywords: education, efficiency, rural areas, external evaluation

[Full Text](#)

Experiencing Feedback in Higher Education Context

Valerij Dermol and Nada Trunk Širca,

International School for Social and Business Studies, Slovenia

Keywords: higher education institutions, students, teachers, quality of teaching

[Full Text](#)

Financial Topic in School Curriculum: Case Study

of Slovenian Elementary Schools

Valerij Dermol and Aleš Trunk,

International School for Social and Business Studies, Slovenia

Keywords: financial literacy, elementary schools, syllabus, society, Slovenia

[Full Text](#)

D4 Education & Training 4

Session Chair: Karim Moustaghfir

Contribution of Academic Resources on Innovation and Entrepreneurship

Ilhan Guler, Istanbul University, Turkey

Ozgur Uysal, American University of the Middle East, Kuwait

Ali Türkyilmaz, Nazarbayev University, Kazakhstan

Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland

Keywords: innovation, entrepreneurship, higher education performance, data envelopment analysis, efficiency measurement

[**Abstract**](#)

Teaching Data Standards Using Learning Applications

Marco Schwarzenbach and Bettina Schneider,

University of Applied Sciences and Arts Northwestern Switzerland, Switzerland

Keywords: learning application, serious games, professional & higher education, GS1

[**Full Text**](#)

Co-Branding and Brand Loyalty: Higher Education Institutions Perspective

Barbara Mróz-Gorgoń, Wrocław University of Economics, Poland

Roman Kozel, Technical University of Ostrava, Czech Republic

Mateusz Grzesiak, University of Dąbrowa Górnictwia, Poland

Keywords: co-branding, brand, universities, brand loyalty

[**Abstract**](#)

E-Learning Adoption in Higher Education

Narjisse Hannache-Heurteloup and Karim Moustaghfir,

Al Akhawayn University in Ifrane, Morocco

Keywords: E-learning adoption, perceived barriers, supporting factors, higher education, success roadmap

[**Abstract**](#)

Study and Labour Market

Dušan Lesjak and Vesna Skrbnjek,

International School for Social and Business Studies, Slovenia

Keywords: tertiary education, graduates, labour market, unemployment, Slovenia

[**Full Text**](#)

D5 Education & Training 5

Session Chair: Vladimír Burčík

The Analysis of Vocational Training Needs

Alin Gaureanu, Andreea Cristina Bejinariu, Cristina Feniser, and Gabriela Alina Paraschiva, Politehnica University of Timisoara, Romania

Keywords: Human resources, management, vocational training, training needs

[Full Text](#)

The Impact of Dual Offerings of an ABET-CAC Accredited CIS Program:

Face-To-Face, Traditional versus Online Distance Education

Gary DeLorenzo, California University of Pennsylvania, United States

Frederick Kohun and Robert Skovira, Robert Morris University, United States

Vladimír Burčík, Comenius University, Slovakia

Keywords: computer information systems, program, pedagogy, distance education, online, face-to-face

[Abstract](#)

Microlearning in the Context of Integrated Online Learning

Vladimír Burčík, Comenius University, Slovakia

Frederick Kohun, Robert Morris University, United States

Dušan Lesjak, International School for Social and Business Studies, Slovenia

Keywords: microlearning, mobile application, iclearn.sk, gaming, KnowledgeMatch

[Abstract](#)

School Evaluation as a Mechanism for School Improvement

Bukurije Billacak, AAB College, Kosovo

Keywords: improvement, inspection, school evaluation, mechanisms, relationships, policy, quality education

[Full Text](#)

Curriculum Reform: Challenges and Opportunities

Osman Buleshkaj and Selim Mehmeti, Ministry of Education in Kosovo, Kosovo

Keywords: curriculum development, planning, implementation, competencies, teaching program

[Full Text](#)

Technology Enhanced Distraction in Learning? Exploring and Comparing

Student Beliefs and University Classroom Laptop Use

Maria Rabl, Niki Canham, and Stephan Schloegl,

Management Center Innsbruck, Austria

Keywords: technology enhanced learning, self-regulated learning, distraction

[Abstract](#)

D6 Education & Training 6

Session Chair: Vesna Skrbnjek

Study and Employment Satisfaction

Dušan Lesjak, University of Primorska and International School for Social and Business Studies, Slovenia

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

Keywords: higher education, satisfaction, labour market, enrolment, unemployment

[**Abstract**](#)

Coping with Uncertainties in Entrepreneurship: An Experimental-Learning Approach

Uta Wilkens and Yvonne Braukhoff,

Institute of Work Science, Ruhr-University Bochum, Germany

Keywords: entrepreneurship education, higher education, experimental learning, problem-based-learning, peer learning, coping with uncertainties

[**Abstract**](#)

Effectiveness of Utilization of Information Technology in Academic Institution Instructions

David Kung and Linda Gordon, University of Laverne, United States

Frank Lin and Parviz Partow-Navid, California State University, United States

Keywords: information technology, education, learning outcomes, benchmarking

[**Abstract**](#)

Linking Student Satisfaction with Student Performance and Student Involvement Using a Decision Tree

Vesna Skrbnjek and Valerij Dermol,

International School for Social and Business Studies, Slovenia

Keywords: student satisfaction, quality, study activities, student performance, decision tree

[**Full Text**](#)

Gaps between Rural and Urban Students in Computer and Information Literacy: Initial Results from a Cross-Country Comparison

Plamen V. Mirazchiyski, International Educational Research and Evaluation Institute, Slovenia

Eva Klemenčič, International School for Social and Business Studies, Slovenia

Keywords: computer and information literacy, rurality, lower-secondary education, inequalities, cross-country comparison

[**Abstract**](#)

E1 Technology & Innovation 1

Session Chair: George Carutasu

How Business Students Gain Knowledge and Skills on Geographic Information Systems: The Case of GIS Project Development

Łukasz Wiecheteck, Maria Curie-Skłodowska-University, Poland

Keywords: GIS, geographic information system, GIS education, GIS knowledge, QGIS, ArcGIS, GIS project, students' opinions

Abstract

Empowerment ITIL Processes by Using COBIT Framework to Strategic Alignment of IT and Business in South Pars Gas Company

Sima Radmanesh and Payam Nabhani

South Pars Gas Complex, Iran

Keywords: oil and gas, ITIL, COBIT, strategic alignment

Full Text

Product Development Drivers: An Explorative Study in Finland and China

Jukka Majava, University of Oulu, Finland

Kris M. Y. Law, Hong Kong Polytechnic University, Hong Kong

Harri Haapasalo, University of Oulu, Finland

Y. C. Chau, SAE Magnetics (H. K.) Ltd, Hong Kong

Osmo Kauppila, University of Oulu, Finland

Keywords: new product development (NPD), driver, innovation, technology, Finland, China

Abstract

Business Opportunities for Retrofit Homes within Smart Meter Implementation Context

George Carutasu, Alexandru Pirjan, Cristina Coculescu,

and Nicoleta Luminita Carutasu, University Politehnica of Bucharest, Romania

Keywords: smart metering, smart home, smart city, IoT

Full Text

Innovative Development Models: World Experience and Kazakhstan

Deyanira Iskakova, Gumilyev Eurasian National University, Kazakhstan

Keywords: innovation, science, small and medium business, competitiveness, market, world experience, efficiency

Abstract

E2 Technology & Innovation 2

Session Chair: Gabriela Lobontiu

Attribute Profiles of Technology Entrepreneurship: Outcomes of Fuzzy Sets Qualitative Analysis on Example of Companies from the Aviation Valley in Poland

Piotr Kordel, Silesia University of Technology, Poland

Keywords: technology entrepreneurship, attribute profiles, qualitative analysis, high-technology companies

[**Abstract**](#)

The Impact of Information Sources on Consumer Behavior in Order to Adopt a New Technology

Nadia Barkoczi and Gabriela Lobontiu,

Technical University of Cluj Napoca, Romania

Keywords: technology diffusion, technology adoption, innovative, imitator, mass media, Internet

[**Abstract**](#)

An Ontology-Based Approach for Conceptual Product Development

Adrian Petrovan and Gabriela Lobontiu,

Technical University of Cluj-Napoca, Romania

Keywords: ontology engineering, conceptual modelling, product development, knowledge representation, distributed design

[**Abstract**](#)

A Study on Consumer Preference of Autonomous Vehicles' Connectivity:

The Case of South Korea

Kyuho Maeng and Youngsang Cho, Yonsei University, South Korea

Keywords: connected and autonomous vehicles; conjoint analysis; discrete choice model; technology adoption

[**Abstract**](#)

Conceptual Framework of Data Integrity within Application Integration and ERP Based Lean Production

Christian Ricky and Yasuo Kadono, Ritsumeikan University, Japan

Keywords: Data Integrity, Application Integration, ERP, Lean Production

[**Abstract**](#)

E3 Technology & Innovation 3

Session Chair: Adam Sliwinski

Economic Evaluation of Biogas Production

Zuzana Kapustova, Jan Lajda, Jaroslav Kapusta, and Peter Bielik,
Slovak University of Agriculture, Slovakia

Keywords: agriculture, biogas, biomass, economic analysis, investment costs

Abstract

Task Assignment Optimization with the Use of PESBAT Linear Programming Tool

Uladzislau Yanch and Łukasz Wiecheteck,
Maria Curie-Skłodowska University, Poland

Keywords: task assignment, assignment problem, process optimization, workload balancing, optimizing in Excel, Solver, linear programming

Abstract

New Technology as a Challenge for an Insurance Sector: Digital Risk

Adam Śliwiński, Warsaw School of Economics, Poland

Keywords: digital risk, insurance

Abstract

Process Optimization for Lens Coating Machine

Kanokwan Suyarach, Suparerk Sooksmarn, and Pornthep Anussornnitisarn,
Kasetsart University, Thailand

Keywords: process optimization, design of experiment, trans-bonding, adaptive lenses

Abstract

Crime Prediction and Prevention (CPP) in USA, Based on USA

Criminal Data of 2007

Tesema Fiseha Berhanu, Adasa Nkrumah Kofi Frimpong, and Ping Li,
University of Electronic Science and Technology of China, China
Millicent Amoah, Takoradi Technical University, Ghana

Keywords: criminal data, data mining, apriori algorithm, USA

Abstract

E4 Technology & Innovation 4

Session Chair: Pornthep Anussornnitisarn

A Digital Forensic Tool for Mobile Devices: Paraben

Hitesh Sachdev, Hayden Wimmer, and Lei Chen,

Georgia Southern University, USA

Loreen Powell, Bloomsburg University, USA

Chaza F. Abdul-Al, Robert Morris University, USA

Keywords: digital forensics, accounting forensics, paraben, mobile phone forensics analysis, forensics tools

[Full Text](#)

Manufacturing Policy Selection Using Data Classification Technique in Enterprise Resource Planning Environment

Manassara Tanasamrit, Bordin Rassameethes, and Pornthep Anussornnitisarn,

Kasetsart University Thailand

Keywords: enterprise resource planning, manufacturing policy, data classification, big data technology

[Abstract](#)

Life Cycle Cost Analysis in Designing a Sustainable Commercial Kitchen

Kurniadi Setiono, Sasivimol Meeampol, and Pornthep Anussornnitisarn,

Kasetsart University, Thailand

Keywords: life cycle cost analysis, cost-effectiveness, long-term costs, equipment

[Full Text](#)

Linkages between Actors Creating Innovations in the Light of Cultural Conditions

Anna Popik and Jakub Czerniak,

Maria Curie-Skłodowska University, Poland

Keywords: innovation, innovation culture, Innovation linkages, typologies of culture

[Abstract](#)

Tech & Knowledge-Based Economy: How Mobile Technologies Influence the Economics of Small and Medium Enterprises

Antonio Tufano, Pegaso Online University, Italy

Roberto Valente, University of Molise, Italy

Enza Graziano and Modestino Matarazzo, Pegaso Online University, Italy

Keywords: innovation, mobile technologies, knowledge based economy, SME's

[Full Text](#)

F1 Law & European Studies 1

Session Chair: Anca Draghici

Visa Liberalisation Process in Western Balkans Countries Aspiring to Join the European Union

Sabiha Shala, University 'Haxhi Zeka' Peja, Kosovo
Andi Belegu, College of ESLG, Kosovo

Keywords: EU integration, visa liberalization, western Balkan countries, conditions, process, progress, barriers

[Full Text](#)

Cost and Benefits of Signing SAA Agreement with EU

Sabiha Shala, University 'Haxhi Zeka' Peja, Kosovo
Dardan Gerbeshi, College of ESLG, Kosovo
Mimoza Hyseni-Pajaziti, University 'Haxhi Zeka' Peja, Kosovo

Keywords: EU integration, visa liberalization, western Balkan countries, conditions, process, progress, barriers

[Full Text](#)

Children from the Unhappy Side of Tourism

Ildikó Ernszt, University of Pannonia, Hungary

Keywords: children, tourism, sexual exploitation of children, child labour, child trafficking

[Full Text](#)

Regulation of the Digital Economy in the European Union

Anita Pelle, University of Szeged, Hungary

Keywords: digital economy, regulation, European Union

[Abstract](#)

Legal Considerations on Ethical Aspects of Artificial Intelligence

Alin Jitarel, Anca Draghici, Caius Luminosu, and Daniel Paschek,
Politehnica University of Timisoara, Romania

Keywords: artificial intelligence, legal regulation, ethical framework, effects of digitalization, EU law

[Abstract](#)

Economy and Digital Society of the European Union Countries

Based on the DESI Index

Ewelina Berlińska, Maria Curie-Sklodowska University, Poland

Keywords: DESI Index, digital economy, digital society, European Union

[Abstract](#)

F2 Law & European Studies 2

Session Chair: Augusto Sebastio

Health Policy Implementation at the Crossroads of Competitiveness and European Competition Regulations

Sarolta Somosi, University of Szeged, Hungary

Keywords: EU, healthcare, health policy, competition regulation, services of general economic interest, SGEI

[Full Text](#)

How the ECB's Monetary Policy Contribute to EU Integration

Vincenzo Minafra, University of Bari Aldo Moro, Italy

Aleš Trunk, International School for Social and Business Studies, Slovenia

Keywords: monetary policy, EU integration, European central bank, money supply, liquidity

[Full Text](#)

The Role of Higher Education, Employment and Social Policies in the EU Integration Process

Nada Trunk Širca, Valerij Dermol, and Anica Novak Trunk,

International School for Social and Business Studies, Slovenia

Keywords: European Higher Education Area, EU integration, competences, employability, labour, society

[Full Text](#)

Copyright Appropriation from Art to Technology

Augusto Sebastio, University of Bari, Italy

Keywords: copyright, art, technology, web, interpretation, ban

[Full Text](#)

EU Topics in the School Curriculum: The Case of Slovenian Elementary Schools

Valerij Dermol and Nada Trunk Širca,

International School for Social and Business Studies, Slovenia

Keywords: education, European Union, schools, syllabus, society, Slovenia

[Full Text](#)

G1 Inspiration Economy 1

Session Chair: Claude Meier

A Study to the Actual State of Digital Leadership in Small and Medium Enterprises (SME) in Switzerland

Claude Meier and Urs Jaekli,

Zurich University of Applied Sciences in Business Administration, Switzerland

Keywords: digital leadership, digital education and governance, self-organisation, agility, online survey, Swiss SMEs

Abstract

Role of Host Country Context in Business Internationalization: Case of Japan

Irmina Florek and Jacek Jakubczak, Maria Curie-Skłodowska University, Poland

Keywords: culture, entry barriers, Japanese market, market entry, host country, international business

Abstract

Culture as a Barrier to Entry for Polish Enterprises on People's Republic of China Market: Conceptual Model

Jacek Jakubczak and Anna Rakowska,

Maria Curie-Skłodowska University in Lublin, Poland

Keywords: culture, market entry barrier, Guanxi, international business, GRX scale

Abstract

Creating Value through Innovative Management: IDEA Companies

Zenon Pokojski and Bartłomiej Wójcik, Maria Curie-Skłodowska University, Poland

Keywords: creating values, idea-company, fair trade, open eyes economy

Abstract

Creative Discovery Tourism is the Key to International Brand Marketing of Territories

Giacomo Primo Sciortino, Global Trade and Web Association, Italy

Keywords: international tourism, territorial brands, heritage, discovery tourism

Abstract

Economic Violence against Woman: Which Economy Law Instruments Are More Effective

Eugenio Maria Mastropaoalo, Pegaso Online University, Italy

Keywords: economic violence, economy law instruments, entrepreneurial woman skills, woman education and training needs

Full Text

H1 Social Inclusion 1

Session Chair: Susana de Juana-Espinosa

Inclusion of Migrant and Roma Children in Spanish Schools:

Using Focus Groups for Prescriptive Analysis

Susana de Juana-Espinosa, Ana Rosser-Limiñana, and José Luis Gasco-Gasco,
University of Alicante, Spain

Keywords: Roma, migrants, schools, inclusion, qualitative research, focus group

Abstract

Sustainability Model for Social Enterprise: Experience from Thai

Healthcare Sector

Orapan Khongmalai and Anyanitha Distanont, Thammasat University, Thailand
Wathu Rojanavongse, CP, Thailand

Keywords: social enterprise, sustainable development, sustainability model, healthcare

[Full Text](#)

Playing with Trust in the Sharing Economy

Antoni Meseguer-Artola, Open University of Catalonia, Spain

Keywords: sharing economy, game theory, trust, Airbnb

Abstract

Integration of Migrant in Schools, Key EU Trends and Good Practices:

Project RoMigSc

Nada Trunk Širc, International School for Social and Business Studies, Slovenia

Alexander Krauss, Institute for Socio-Scientific Consultancy, Germany

Anica Novak Trunk, International School for Social and Business Studies, Slovenia

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

Keywords: migrant children in schools, EU policies on education, good practices, project RoMigSc

[Full Text](#)

Engagement of Young People in Volunteering: Enhancing Their Social Inclusion and Employability Possibilities

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

Andrej Koren, Institute for Romological Studies, Education and Culture, Slovenia

Aleš Trunk, International School for Social and Business Studies, Slovenia

Keywords: volunteer, young people, society, citizenship, employability

[Full Text](#)

H2 Social Inclusion 2

Session Chair: Valerij Dermol

Diversity-Aware Teachers for Supporting Inclusion of Migrant Children in Schools: Case Study of Italy

Aleš Trunk, International School for Social and Business Studies, Slovenia
Augusto Sebastio, Centre for Legal Informatics Studies – Taranto, Italy

Keywords: multicultural society, migrant children in Italy, EU and Italian policies on education, teacher training, project RoMigSc

[Full Text](#)

Unaccompanied Minors and Their Transition into Adulthood: Project CiSoTRA

Nada Trunk Širca, International School for Social and Business Studies, Slovenia
Alexander Krauss, Institute for Socio-Scientific Consultancy, Germany
Anica Novak Trunk, International School for Social and Business Studies, Slovenia

Keywords: unaccompanied minors and young adults, model for better social inclusion, education & employment and social skills, project CiSoTRA

[Full Text](#)

The Judicial Protection of the Rights of Migrants

Cosima Ilaria Buonocore, Centre for Legal Informatics Studies and University of Bari Aldo Moro, Italy

Keywords: right, judicial protection, migrant, court, civil procedure

[Abstract](#)

Social Responsibility and Corporate Innovation: Self-Defeating or All Gets Sorted Out

Zeming Yuan, Tianjin University of Finance and Economics, China

Keywords: social responsibility, enterprise innovation, real earnings management, employee loyalty

[Abstract](#)

Social Innovation versus Generations

Ágnes Balogh, Eszter Bogdány, Krisztina Kiglics, and Norina Németh, University of Pannonia, Hungary

Keywords: social innovation, generations, creativity, human capital

[Full Text](#)

The Role of Trust in Reconfiguring Society

Annamaria Csiszer, University of Dunaújváros, Hungary

Keywords: trust, socioeconomics, problem-solving, society, capital

[Abstract](#)

H3 Social Inclusion 3

Session Chair: Michele Corleto

Inclusive School and Special Educational Needs:

State of the Art and Perspectives

Generosa Manzo, Pegaso Online University, Italy

Keywords: school inclusion, special educational needs, didactics' practices

[**Abstract**](#)

Humanoid Ethics as Institutional Framework of Post Industrial Society

George Chobanov, University of Sofia, Bulgaria

Keywords: industry 4.0, digital, ethics, economics, industrial, development, intelligence

[**Abstract**](#)

Migration through Mediterranean Corridors: Law of the Sea

and Human Rights Issues

Michele Corleto, Pegaso Online University, Italy

Keywords: migrants, human rights, Mediterranean, maritime law, international law

[**Abstract**](#)

Promotion of Identity and Coping Strategies: A Model of Stress Management

Margarita Bakracheva, European Polytechnical University, Bulgaria

Keywords: coping strategies, stress management, identity, well-being

[**Full Text**](#)

New Frontiers of Teaching: The Writing for Inclusion and European Citizenship (WIN) Project Case

Maria Tabouras, Pegaso International, Malta

Daniela Civitillo, Pegaso Online University, Italy

Keywords: narration, inclusion, citizenship, interactive teaching, Europe

[**Abstract**](#)

MBA Students from Kasetsart University, Thailand on a Study Visit in Europe and at MakeLearn&TIIM 2018

Accompanying Professors

Dr. Nuttapon Punpugdee

Dr. Yodmanee Tepanon

MBA Students

Miss Kattiya Ad-Chariyakit

Mr. Somchai Amatayamontree

Mr. Surawut Asawalertsak

Mr. Rathapol Atthasis

Mr. Chumpoch Boddee

Miss Patida Boondechanan

Mr. Anusit Boontos

Mr. Supoj Chaikaewprong

Miss Wanvisa Chomto

Mr. Decha Howsuwan

Mrs. Naraporn Inklan

Mr. Rathtapum Jittatorn

Mr. Monnattorn Kasemsook

Mr. Kitti Leangkrua

Mr. Thanakrit Lertsaelengtham

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Mr. Akkapong Nimitkarndee

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Miss Prathana Sirisa

Mrs. Raksiri Siriworawat

Mr. Thongchai Suwonsichon

Miss Thasaneeya Thamsrangkoor

Mr. Atisanat Watanaudomkiat



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Seminar on Starting/Developing/Managing an International Journal

Dr. Valerij Dermol, Editor in Chief, *International Journal of Value Chain Management* (Scopus-indexed journal), International School for Social and Business Studies, Slovenia

Alen Ježovnik, Managing Editor, ToKnowPress and University of Primorska Press, Slovenia

Dr. Dušan Lesjak, Editor-in-Chief, *International Journal of Management in Education* (Scopus-indexed journal), International School for Social and Business Studies, University of Primorska, Slovenia

Dr. Zbigniew Pastuszak, Editor-in-Chief, *International Journal of Management & Enterprise Development* (Scopus-indexed journal), Maria Curie-Skłodowska University, Poland

Dr. Kongkiti Phusavat, Editor-in-Chief, *International Journal of Innovation and Learning* (Scopus-indexed journal), Kasetsart University, Thailand

Dr. Nada Trunk Širca, Editor-in-Chief, ToKnowPress – International Academic Publisher, International School for Social and Business Studies and University of Primorska, Slovenia

Target groups: editors-in-chief of ‘young’ journals, academics that plan to start a new scientific journal, young academics who are interested in how the journals operate and what is essential from the editor’s point of view.

Friday, 18 May 2018 • Monumental Complex of Santa Maria la Nova ①

08.00–13.00	Exhibition of journals
08.45–09.00	Introduction to the seminar
09.00–09.45	Style of writing is important: presentation of message-driven writing technique
10.00–11.00	Editor’s panel with Scopus and WoS indexed journals
11.00–11.30	Publishing opportunities: presentations of other international journals
11.30–12.00	Coffee break, meetings with editors of international journals
12.00–13.45	Examples of message-driven writing technique in practice
14.00–15.00	Lunch
15.00–16.15	Starting a new journal and developing a journal & indexation of journals
16.30–18.00	Break
16.15–18.00	Managing and publishing a journal

Workshop on Publishing for Young Researchers

Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia
Matija Vodopivec, University of Primorska, Slovenia

The workshop provides an excellent opportunity for doctoral students, young researchers and postdocs to gain new knowledge and skills on academic writing for publishing scientific papers in international journals. The workshop will:

- Present scientific research process and strategy
- Present message-driven writing technique
- Enhance relevance, quality, and impact of scientific research
- Offer one-to-one coaching
- Answer participants' questions and more

Friday, 18 May 2018 • Monumental Complex of Santa Maria la Nova ①

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08.45–09.00	Introduction to the seminar
09.00–09.45	Presentation of message-driven writing technique
10.00–11.00	Editor's panel with Scopus and WoS indexed journals
11.00–11.30	Publishing opportunities: presentations of other international journals
11.30–12.00	Coffee break, meetings with editors of international journals
12.00–13.45	Examples of message-driven writing technique in practice
14.00–15.00	Lunch
15.00–16.15	Message-driven writing technique continued
16.30–18.00	Break
16.15–18.00	Group exercises

Saturday, 19 May 2018 • Monumental Complex of Santa Maria la Nova ①

09.00–12.00	One-on-one coaching – optional
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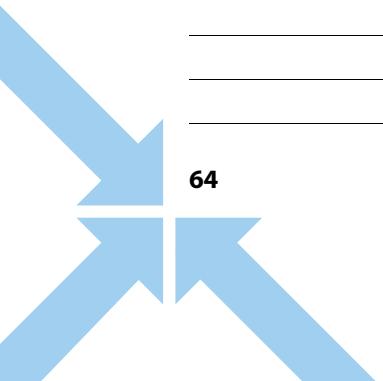
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