

FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF MARIBOR AND MANAGEMENT DEVELOPMENT INSTITUTE (MDI), GURGAON INDIA

ARE ORGANIZING

GLOBAL CONFERENCE ON MANAGING IN RECOVERING MARKETS

(GCMRM 2014 – 17: CONFLUENCE OF GLOBAL STRATEGIES)

DURING: MAY 18TH TO 19TH, 2015 | VENUE: MARIBOR, SLOVENIA

18TH MAY 2015 PROGRAMME

8.00 – 9.45	REGISTRATION Refreshments served in the main hall	
9.45 – 10.00	OPENING ADDRESSES	Lecture hall PA

PAPER PRESENTATIONS

10.00 – 11.00	TRACK 1: MANAGEMENT AND GLOBALISATION <i>Chair: Prof. dr. Vojko Potočan</i>	Lecture room PC
1.	MEASUREMENT OF THE SATISFACTION OF STAKEHOLDERS IN IMPROVING QUALITY MANAGEMENT SYSTEMS OF TECHNICAL UNIVERSITIES IN POLAND Author(s): Piotr Grudowski, Jan Paweł Szeffler	
2.	THE IMPORTANCE OF MONITORING EMPLOYEES' JOB SATISFACTION Author(s): Mateja Lorber, Sonja Treven, Damijan Mumel	
3.	AGE MANAGEMENT AND LEADERSHIP STYLE Author(s): Živa Veingerl Čič, Simona Šarotar Žižek	
10.00 – 11.00	TRACK 6: FINANCE AND BANKING: CURRENT CHALLENGES <i>Chair: Prof. dr. Timotej Jagrič</i>	Lecture room S4
1.	RECOVERY FROM DISTRESS AND INSOLVENCY: A COMPARATIVE ANALYSIS USING ACCOUNTING RATIOS Author(s): Mario Situm	
2.	BEHAVIOURAL INFLUENCES IN ROMANIAN BANKS' LENDING PROCESS Author(s): Cristian Buzatu	
3.	STATE AID FOR THE REAL ECONOMY ON THE EXAMPLE OF COAL SECTOR IN THE EUROPEAN UNION - PRE- AND POST-CRISIS PERSPECTIVE Author(s): Piotr Podsiadło	
10.00 – 11.00	TRACK 7: ACCOUNTING AND AUDITING <i>Chair: Prof. dr. Lidija Hauptman</i>	Lecture room S5
1.	TAX COMPLIANCE IN TURKEY: EMPIRICAL EVIDENCE Author(s): Şevin Gürarda, Burak Önemli, Lidija Hauptman	
2.	CHOICE OF ACCOUNTING BASIS IN FUNCTION THE QUALITY OF FINANCIAL REPORTING IN THE PUBLIC SECTOR Author(s): Bobana Čegar	
3.	INCREASING AWARENESS OF THE FUTURE LEADERS ON ENVIRONMENTAL ACCOUNTING Author(s): Gulsah Atagan, Şevin Gürarda, Serife Guvenc	
11.00 – 11.20	COFFEE BREAK – Refreshments served in the main hall	

PAPER PRESENTATIONS

11.20 – 13.00 TRACK 1: MANAGEMENT AND GLOBALISATION **Lecture room PC**
Chair: Prof. dr. Vojko Potočan

- 1. DIFFERENCES IN PERSONAL HOLISM OF SLOVENIAN EMPLOYEES**
Author(s): Simona Šarotar Žižek, Sonja Treven, Vesna Čančer
- 2. ORGANIZATION OF COMPLEX SPORTS EVENTS PROJECTS**
Author(s): Miha Farkaš, Igor Vrečko
- 3. FAIRNESS, DISCRIMINATION AND PERSONAL BENEFITS SHAPE THE ATTITUDE TO THE ETHICS OF TAX EVASION IN SLOVENIA**
Author(s): Lidija Hauptman, Borut Milfelner
- 4. ENTERPRISES BETWEEN ENVIRONMENTAL AND ECONOMIC CONCERNS**
Author(s): Vojko Potočan, Zlatko Nedelko
- 5. CORPORATE GOVERNANCE STRUCTURE AND FIRM PERFORMANCE: THE CASE OF LIBYA**
Author(s): Ibrahim Abdulhafid, Oto Hudec, Nataša Urbančiková

11.20 – 13.00 TRACK 9: INTERNATIONAL ECONOMICS AND BUSINESS, LOGISTICS AND TOURISM **Lecture room S4**
Chair: Prof. dr. Klavdij Logožar

- 1. NATIONAL COMPETITIVENESS AND ECONOMIC GROWTH: THE CASE OF CENTRAL AND EASTERN EUROPEAN EU MEMBER STATES**
Author(s): Romana Korez Vide
- 2. MEDICAL TOURISTS ON THE POLISH MEDICAL SERVICES MARKET**
Author(s): Aleksandra Kuźmińska-Haberla, Marcin Haberla
- 3. COMPARATIVE ANALYSIS OF THE MANUFACTURING INDUSTRY OF THE BOSNIA AND HERZEGOVINA AND SELECTED SEE COUNTRIES**
Author(s): Sabina Hodžić, Emira Bečić, Marijana Galić
- 4. EFFICIENT MANAGEMENT OF SUPPLY CHAIN IN ACHIEVING A SIGNIFICANT COMPETITIVE ADVANTAGE IN THE MARKET**
Author(s): Zanina Kirovska

11.20 – 13.00 TRACK 10: QUANTITATIVE ECONOMIC AND BUSINESS METHODS FOR RECOVERING MARKETS (THEORY AND APPLICATIONS) **Lecture room S5**
Chair: Prof. dr. Vesna Čančer

- 1. TECHNOLOGY RESEARCH, KNOWLEDGE, AND INNOVATION IMPACT ON ECONOMIC GROWTH AND QUALITY OF LIFE**
Author(s): Katja Rašič, Matjaž Mulej, Vesna Čančer
- 2. MULTICRITERIA COMPARISON OF REGIONAL EFFICIENCY WITHIN SELECTED EU15 AND EU13 COUNTRIES: DEA APPROACH**
Author(s): Michaela Staničková, Lukáš Melecký
- 3. MEASURING REGIONAL ECONOMIC SAFETY THROUGH SPECIALIZATION AND ECONOMIC PERFORMANCE INDICATORS**
Author(s): Anastasia Maga
- 4. TESTING PURCHASING POWER PARITY IN SEVERAL G-20 COUNTRIES: PRELIMINARY ESTIMATES**
Author(s): Jani Bekó, Alenka Kavkler
- 5. ON REDUCTION OF THE MEAN HEDGING TRANSACTION COSTS**
Author(s): Miklavž Mastinšek

13.00 – 14.30 LUNCH BREAK

PAPER PRESENTATIONS

14.30 – 15.50 TRACK 2: E-BUSINESS AND INFORMATION MANAGEMENT **Lecture room PC**
Chair: Prof. dr. Igor Perko

- 1. DIFFERENT METHODS OF WEBSITE EVALUATION IN TOURISM**
Author(s): Mario Jadrić, Ivana Jadrić
- 2. THE ROUTE OF INFORMATIZATION TO PROMOTE AGRICULTURAL MODERNIZATION OF YUNNAN PROVINCE OF CHINA**
Author(s): Zhang Haixiang, Zhu Yaoshun, Li Wenfeng, Liu Huarong
- 3. ATTITUDES TOWARD INTERNET SHOPPING IN SLOVENIA- A PILOT RESEARCH STUDY**
Author(s): Irena Šišovska, Zdenko Deželak, Kirti Sharma, Heri Špička, Suzana Vrsnak

4. **THE DEFINITION OF VIRTUAL CURRENCIES AND BITCOIN WITHIN THE FRAMEWORK OF FINANCIAL REGULATORS' VIEWS AND IN TERMS OF PRIVATE AND ELECTRONIC MONEY: INTERNATIONAL AND RUSSIAN PRACTICES**

Author(s): Olga S. Belomyttseva

14.30 – TRACK 6: FINANCE AND BANKING: CURRENT CHALLENGES

15.50 *Chair: Prof. dr. Timotej Jagrič*

Lecture room S4

1. **PROBLEMS OF PUBLIC FINANCE IN RUSSIA: REGIONAL ASPECT**

Author(s): Olga Tishutina, Elena Lemeshko

2. **POSSIBILITIES FOR USING PUBLIC PROCUREMENT FOR INNOVATION IN SMALL TRANSITION COUNTRIES**

Author(s): Kristina Detelj, Tanja Markovič Hribernik

3. **INVESTORS ACTIVITY IN THE RECOVERING MARKETS**

Author(s): Marcin Czupryna, Elżbieta Kubińska

19.00 CONFERENCE DINNER – Hotel City Maribor



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19TH MAY 2015 PROGRAMME

9.00 – Conference Registration

9.30 Refreshments served in the main hall

PAPER PRESENTATIONS

9.30 – TRACK 3: CORPORATE GOVERNANCE AND STRATEGIC MANAGEMENT

Lecture room S4

11.10 *Chair: Prof. dr. Jernej Belak*

1. CORPORATE INTEGRITY: THE CASE OF SLOVENIA

Author(s): Andreja Primec, Mojca Duh, Jernej Belak

2. SOCIAL RESPONSIBILITY – A PRECONDITION OF REQUISITE HOLISM IN CORPORATE GOVERNANCE AND STRATEGIC MANAGEMENT

Author(s): Matjaž Mulej, Anita Hrast, Nastja Mulej

3. ENTERPRISE VALUES AND THEIR INFLUENCE ON ENTERPRISE POLICY

Author(s): Tjaša Štrukelj, Simona Sternad Zabukovšek

4. CORPORATE GOVERNANCE IN SLOVENIA: MEASURING QUALITY BY APPLYING THE SEECGAN INDEX

Author(s): Danila Djokić, Mojca Duh, Boris Kladnik, Peter Martinčič

9.30 – TRACK 5: CURRENT ISSUES IN ECONOMIC POLICY

Lecture room PC

11.10 *Chairs: Prof. dr. Sebastjan Strašek, Prof. dr. Davorin Kračun*

1. TAX POLICY AND INCOME INEQUALITY IN THE VISEGRAD COUNTRIES

Author(s): Anna Moździerz

2. BETA AND SIGMA CONVERGENCE WITHIN EUROPEAN UNION COUNTRIES AND REGIONS

Author(s): Agnieszka Głodowska

3. HOUSEHOLD INDEBTEDNESS AND PROBLEMS WITH DEBT SERVICE IN THE EU COUNTRIES

Author(s): Paulina Anioła-Mikołajczak

4. CROATIAN HUMAN CAPITAL IN THE CONTEXT OF NATIONAL INTELLECTUAL CAPITAL

Author(s): Dijana Oreški, Irena Kedmenec, Božidar Klicek

5. LIQUIDITY ISSUES IN TIMES OF ECONOMIC CRISIS

Author(s): Bor Bricelj, Sebastjan Strašek

9.30 – TRACK 8: MARKETING

Lecture room S5

11.10 *Chair: Prof. dr. Aleksandra Pisnik*

1. DEMAND AND SUPPLY INTEGRATION MANAGEMENT CONCEPT FOR ASSEMBLING COMPANY

Author(s): Milan Oresky

2. ENVIRONMENTALLY CONSCIOUS CONSUMER GROUPS ON THE HUNGARIAN FOOD MARKET

Author(s): Patrícia Németh, Ibolya Brávác

3. **WHEN IS PRODUCT PLACEMENT EFFECTIVE FROM AN ADVERTISERS' PERSPECTIVE? – POSSIBLE METHODOLOGIES FOR MEASUREMENT**

Author(s): Árpád Papp-Váry

4. **EMOTIONS AND MORAL JUDGMENT IN PRICE FAIRNESS PERCEPTIONS**

Author(s): Domen Malc, Aleksandra Pisnik

11.10 – 11.30 **COFFEE BREAK – Refreshments served in the main hall**

PAPER PRESENTATIONS

11.30 – 12.30 **TRACK 2: E-BUSINESS AND INFORMATION MANAGEMENT** **Lecture room PC**
Chair: Prof. dr. Igor Perko

1. **INTERNET BUSINESS POTENTIALS FOR SENIORS - THE CASE OF AIR-TICKETS**

Author(s): Helena Blažun, Kirti Sharma, Samo Bobek, Peter Kokol

2. **FACTORS AFFECTING ERP SOLUTION IMPLEMENTATIONS IN SMES**

Author(s): Simona Sternad Zabukovšek, Uroš Zabukovšek, Zoran Kalinić

3. **INTELLIGENT AGENTS AS FACILITATORS OF INCREASED CUSTOMERS' SATISFACTION IN E-COMMERCE**

Author(s): Mario Konecki, Matjaž Gams, Nikola Kadoić

11.30 – 12.30 **TRACK 8: MARKETING** **Lecture room S4**
Chair: Prof. dr. Aleksandra Pisnik

1. **PERCEIVED VALUE OF HEALTH SERVICES – THE CONCEPTUAL MODEL**

Author(s): Teodor Pevec, Aleksandra Pisnik

2. **THE IMPACT OF SELECTED MARKETING RESOURCES OF COMPANIES OPERATING IN B2B MARKETS ON THE COMPANY PERFORMANCE**

Author(s): Gregor Jagodič, Borut Milfelner

3. **GREEN BRANDING AND INFLUENCE ON CONSUMER'S PERCEPTIONS AND BUYING THE GREEN PRODUCTS**

Author(s): Gregor Jagodič, Valerij Dermol, Borut Milfelner

12.30 – 14.00 **LUNCH BREAK**

PAPER PRESENTATIONS

14.00 – 15.20 **TRACK 2: E-BUSINESS AND INFORMATION MANAGEMENT** **Lecture room PC**
Chair: Prof. dr. Igor Perko

1. **FACTORS INFLUENCING USE OF CRM SOLUTIONS IN ORGANIZATIONS?**

Author(s): Urban Šebjan, Samo Bobek, Polona Tominc

2. **ERP SOLUTIONS FOR ENTERPRISES COMPETITIVENESS WITH INNOVATIVENESS TOWARDS SOCIAL RESPONSIBILITY AND WELL-BEING ACHIEVING**

Author(s): Tjaša Štrukelj, Simona Sternad Zabukovšek

3. **RECENT ADVANCES IN INFORMATION SOCIETY AND E-COMMERCE DEVELOPMENT: COMPARISON BETWEEN EU AND SERBIA**

Author(s): Zoran Kalinić, Simona Sternad Zabukovšek

4. **SHORT TERM LIQUIDITY PREDICTION: AN END USER PERSPECTIVE**

Author(s): Igor Perko

14.00 – 15.20 **TRACK 4: ENTREPRENEURSHIP ECOSYSTEMS, SUSTAINABILITY AND GROWTH ORIENTED ENTREPRENEURSHIP** **Lecture room S4**
Chair: Prof. dr. Miroslav Rebernik

1. **DEVELOPMENT OF SOCIAL ENTREPRENEURIAL INTENTION MODEL**

Author(s): Irena Kedmenec, Miroslav Rebernik, Polona Tominc

2. **DISSEMINATION OF ECO-DESIGN CONCEPT IN SMES: EXPERIENCES IN CONSTRUCTION AND RELATED ENTERPRISES**

Author(s): Matjaž Denac, Gregor Radonjič, Matevž Obrecht

3. **SOCIAL ENTREPRENEURSHIP AS A WAY FOR OVERCOMING SOCIAL EXCLUSION**

Author(s): Anita Šimundža, Jožica Knez-Riedl, Vesna Čančer

4. **MEASURING ENTREPRENEURSHIP AT THE INTERNATIONAL LEVEL**

Author(s): Katja Crnogaj, Miroslav Rebernik

Conference programme updated on 18 May 2015