

Active Citizenship by Knowledge Management & Innovation Proceedings of the Management, Knowledge and Learning International Conference 2013

19–21 June 2013
Zadar · Croatia

- Post-Conference Programme, 21–22 June 2013
- Summer School in Celje, Slovenia,
24 June–5 July 2013

The logo consists of a dark blue square with the words "make" and "learn" stacked vertically in white lowercase letters. To the left of the square is a stylized graphic of four light blue arrows pointing towards the center, forming a cross-like shape.

Management,
Knowledge and Learning
International Conference 2013

MakeLearn 2013: Active Citizenship by Knowledge Management & Innovation

Proceedings of the Management, Knowledge and Learning
International Conference 2013; 19–21 June 2013, Zadar, Croatia

Organized by

International School for Social and Business Studies, Slovenia
University of Zadar, Croatia

Co-Organizers

Kasetsart University, Thailand
Maria Curie-Skłodowska University, Poland
Al Akhawayn University, Morocco

Edited by

Valerij Dermol, Nada Trunk Širca, and Goran Đaković

Published by

ToKnowPress
Bangkok • Celje • Lublin

June 2013 • 250 copies

ISSN 2232-3309

ToKnowPress is a Joint Imprint of

Kasetsart University, 50 NgamWongWan Rd. Ladyao
Chatuchak Bangkok 10900, Thailand

International School for Social and Business Studies
Mariborska cesta 7, 3000 Celje, Slovenia

Maria Curie-Skłodowska University
Pl. Marii Curie-Skłodowskiej 5, 20-031 Lublin, Poland

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The author is responsible for the linguistic correctness of his or her paper.

ToKnowPress

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www.toknowpress.net

CIP – Kataložni zapis o publikaciji
Narodna in univerzitetna knjižnica, Ljubljana

005:007(082)

001.895(082)

MANAGEMENT, Knowledge and Learning International Conference (2013 ; Zadar)

Active citizenship by knowledge management & innovation [Elektronski vir] :
proceedings of the Management, Knowledge and Learning International Conference 2013,
19-21 June 2013, Zadar, Croatia / [organized by International School for Social
and Business Studies, Slovenija ; edited by Valerij Dermol ... et al.]. –
Bangkok ; Celje ; Lublin : ToKnowPress, 2013

Dostopno tudi na:

<http://www.toknowpress.net/ISBN/978-961-6914-02-4/MakeLearn2013.pdf>

ISBN 978-961-6914-01-7

ISBN 978-961-6914-02-4 (pdf)

1. Gl. stv. nasl. 2. Dodat. nasl. 3. Dermol, Valerij 4. Mednarodna
fakulteta za družbene in poslovne študije (Celje)
267432704

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



Welcome Address

It is a great honour and pleasure to welcome you to the Management, Knowledge and Learning – MakeLearn international conference 2013. 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 international conference 2013 is Active Citizenship by Knowledge Management & Innovation.

International School for Social and Business Studies (ISSBS) is organising MakeLearn 2013 together with University of Zadar, Croatia and in cooperation with co-organisers, i.e., Kasetsart University, Thailand, Maria Curie-Skłodowska University, Poland, and Al Akhawayn University in Ifrane, Morocco. The conference deals with the management of knowledge and learning, particularly with issues brought forward by active citizenship. We believe that knowledge drives innovation in all spheres of the society, hence the focus of the conference on active citizenship by knowledge management & innovation.

In recent years, knowledge management has been given a lot of attention in businesses 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 160 papers from 36 countries and would especially like to welcome our keynote speakers: prof. dr. Frederick Kohun (University Professor of Computer & Information Systems, Robert Morris University, USA) and prof. dr. Branko Katalinić (University Professor at Vienna University of Technology, Austria). We would also like to thank everyone who helped us to organise MakeLearn 2013, and wish you all a successful conference and a pleasant stay in Zadar.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

Dr. Ante Uglešić, Rector of the University of Zadar, Croatia

with co-organisers

Kasetsart University, Thailand

Maria Curie-Skłodowska University, Poland

Al Akhawayn University, Morocco

Conference Boards

Conference Board

- Dr. Srečko Natek, Dean, International School for Social and Business Studies, Slovenia, General Chair
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- Dr. Mirosław Loboda, the CEO of the UMCS Development Foundation, Maria Curie-Skłodowska University, Poland
- Dr. Radosław Mącik, Faculty of Economics, Maria Curie-Skłodowska University, Poland



- Dr. Karim Moustaghfir, School of Humanities and Social Sciences, Al Akhawayn University in Ifrane, Morocco
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- Dr. Anna Rakowska, Head of the Enterprise Management Department, Faculty of Economics, Maria Curie-Skłodowska University, Poland
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- Dr. Agnieszka Sitko-Lutek, Vice Dean of the Faculty of Economics for Research and International Cooperation, Maria Curie-Skłodowska University, Poland
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- Dr. Seweryn Spalek, Faculty of Organization and Management, Silesian University of Technology, Poland
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- Dr. Abdouli Touhami, Faculty of Arts and Humanities, University of Sousse, Tunisia
- Dr. Natascha Zeitel-Bank, Management Center Innsbruck, Die Unternehmerische Hochschule, Austria
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Organising Board

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Conference Aims

Through International scientific conference MakeLearn 2013, the ISSBS encourages the sharing of most recent developments in the field of knowledge management between Slovene and foreign experts, as well as promotes itself and higher education in the Central and South-Eastern Europe. By including individuals from major regional businesses, MakeLearn also encourages discussion and the exchange of knowledge between the academia and the economy. In particular, this year's conference focuses on the issues of knowledge, management and innovation intertwined with active citizenship, which is reflected in the subtitle of the conference 'Active Citizenship by Knowledge Management & Innovation.'

Active citizenship means that members of organisations or nation-states have certain roles and responsibilities to the society and the environment. For example, they should try to help others, particularly by offering them high-level professional expertise in different areas such as management, business, education and technology. All people should be enabled to gain new and valuable experiences, meet new people, learn new skills, be innovative, and be better connected to local, national or global communities. This may strengthen social democracy, encourage people's sense of responsibility, solidarity and belongingness, enhance inclusion in a society and improve mutual knowledge and understanding of cultural diversity which are important foundations of modern societies.



The Knowledge Management of Culture, Crisis and the Economy

Dr. Frederick Kohun

University Professor of Computer & Information Systems,
Robert Morris University, USA

Thursday, 20 June 2013 • 9.30–10.10

Culture takes many forms including national, ethnic, professional, organizational, religious, etc. In the context of a political/economic system, it can be argued that dominant cultural identity can shift to the political/economic context. However, crises, such as an economic recession, can shift cultural context back to baseline identity. This talk discusses the context of and/or cultural consideration beyond language in both policy and political decision making. Second, and third order consequences of decisions can and do affect further economic and crisis decision making particularly with respect to higher education and healthcare.

Frederick G. Kohun, Ph.D., University Professor of Computer and Information Systems at Robert Morris University in Pittsburgh, Pennsylvania has more than 37 years of experience as a professor and academic administrator (department head, associate dean, dean, and associate provost), and was the founding director of the doctoral program in Information Systems and Communication. He holds a bachelor degree in economics from Georgetown University, graduate degrees in economics and information science, from the University of Pittsburgh, and a Ph.D. in applied history in technology from Carnegie Mellon University. At Robert Morris University he led the design and implementation of eight technology based academic programs at the undergraduate and graduate level (including a doctoral program) as well as the attainment of ABET-CAC accreditation. He is known both nationally and internationally from his numerous publications and presentations in economics, health informatics, decision support, technological impact, and culture. Currently, he is active internationally as an accreditation evaluator and team leader having participated in more than 22 accreditation visits. In 2007 he was named the International Computer Educator of the Year by the International Association of Computer Information Systems. In 2012 he received the honor of an endowed doctoral scholarship fund named after him.

Education for Knowledge Based Society: Challenges, Chances and Risks

Dr. Branko Katalinić

University Professor at Vienna University
of Technology, Austria

Friday, 21 June 2013 • 11.00–11.40

Our civilization is a technology and science based civilization. Both, technology and science are developing very quickly with the tendency to increase dynamic of changes. The organization of the society is continuous modifying and adjusting to the state which gives maximum benefits from the possibilities of present used technology and science. At moment our civilization makes transformation to the knowledge based society. Knowledge becomes key resource and power of further development of our civilization and society. Creativity is main strategy to generate continuous changes and improvements newly following the idea of sustainability. Education has the task to prepare new generations of high level educated people with abilities to run and improve this development. The worldwide educational system is very traditional, not up to date, and can fulfill neither in quality nor in quantity the requirements and needs of the time coming. This system loose more and more connection to the reality and must be evolutionary modified and adapt to the new situation and trends. In the lecture will be presented: the results of the analysis of present state, key problems, and proposed strategies and scenarios for future development.

Branko Katalinic, born 1952 in Starigrad Paklenica, Croatia, is professor in robotics, flexible and intelligent automation, at Vienna University of Technology and University of Zadar, and visiting professor at eighth universities in Europe and Asia. He made the studies in robotics and automation at the FSB – University of Zagreb and Royal Institute of technology in Stockholm. Present interests: Intelligent manufacturing systems, Self organizing production systems, Robotics, Mechatronics, Megatrends in Science and Technology, International scientific and academic cooperation, and Scientific Publishing. He is founder and president of DAAAM International network www.daaam.info for academic and scientific cooperation. He is founder and editor of three international journals. He designed and realized more flexible manufacturing systems, flexible assembly systems and industrial robots. Since last year he is Vice President of International Academy of Engineering and President of Central European Branch of IAE. He is honored with more than twenty international recognitions including five doctor honoris causa and more professor honoris causa. As coordinator or partner he is involved in many international and European projects. Since six years he is executive adviser and project director of one worldwide leading concern in automation, and responsible for the cooperation with universities, academy of science and all other institutions where knowledge generated, systemized and transferred to group or new generation.



The Role of Higher Education: Educating for Active Citizenship

Forum Chair: Dr. Srečko Natek

International School for Social and Business Studies, Slovenia

Thursday, 20 June 2013 • 13:30–14:30

The Academic Leadership Forum aims to bring distinguished Rectors, Presidents, and Deans around the world to share their ideas about educating for active citizenship. The topics of forum include civic mission, development of individual capacity for civic engagement, service learning, life-time learning, and global partnership.

Forum Members

Dr. Oscar F. Bustinza, Vice Dean for International Relations,

Faculty of Human Resource Management, University of Granada, Spain

Dr. Tibor Csizmadia, Vice Dean, University of Pannonia, Hungary

Dr. Gary J. DeLorenzo, Director, California University of Pennsylvania, USA

Dr. Valerij Dermol, Vice Dean, International School for Social and Business Studies,
Slovenia

Dr. Bogdan Klepacki, Vice Rector, Warsaw University of Life Sciences – SGGW, Poland

Dr. Frederick Kohun, University Professor, Robert Morris University, USA

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

Dr. Leonardo Marušić, Vice rector for mobility and projects, University of Zadar,
Croatia

Dr. Marek Miłosz, Vice Dean, Lublin University of Technology, Poland

Dr. Joanna Paliszkiwicz, Director, Warsaw University of Life Science, Poland

Dr. Zbigniew Pastuszak, Dean, Maria Curie-Skolodowska University, Poland

Dr. Kongkiti Phusavat, Director, Kasetsart University, Thailand

Dr. Bordin Rassameethes, Dean, Kasetsart University, Thailand

Dr. Steve Kuang-Hsun Shih, President, Koto University, Taiwan

Mgr. Vladislav Valach, Head of the International Relations Office,
Slovak University of Agriculture in Nitra, Slovakia

Insights from Journal Editors

Panel Chair: Dr. Binshan Lin

Editor-in-Chief, *Industrial Management & Data Systems*,

www.emeraldinsight.com/imds.htm

Editor, *Expert Systems with Applications*,

www.journals.elsevier.com/expert-systems-with-applications/

Louisiana State University in Shreveport, USA

Friday, 21 June 2013 • 9:00–10:15

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. Nikša Alfrević

Editor, *Management: Journal of Contemporary Management Issues*,

www.efst.hr/management/

University of Split, Faculty of Economics, Croatia

Mr. Alen Ježovnik

Head, *University of Primorska Press*, www.hippocampus.si

University of Primorska, Slovenia

Dr. Gorazd Justinek

Editor-in-Chief, *International Journal of Diplomacy and Economy*,

www.inderscience.com/ijdi

International School for Social and Business Studies Slovenia

Dr. Mateusz Lewandowski

Managing Editor, *Contemporary Management Quarterly*,

www.wzkwartalnik.uj.edu.pl

Jagiellonian University, Poland

Dr. Dušan Lesjak

Editor-in-Chief, *International Journal of Management in Education*,

www.inderscience.com/ijmie

International School for Social and Business Studies, Slovenia

University of Primorska, Slovenia

Dr. Joanna Paliszkievicz

Deputy Editor-in-Chief, *Management and Production Engineering Review*,

www.review.univtech.eu

Warsaw University of Life Sciences, Poland



Dr. Zbigniew Pastuszak

Editor, *International Journal of Services and Standards*,

www.inderscience.com/ijss

Maria Curie-Skolodowska University, Poland

Dr. Kongkiti Phusavat

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

www.inderscience.com/ijil

Kasetsart University, Thailand

Dr. Steve Kuang-Hsun Shih

Editor-in-Chief, *International Journal of Performance Measurement*,

performancesforum.org/index.html

Chinese Culture University, Taiwan

Dr. Nada Trunk Širca

Editor-in-Chief, *International Journal of Management, Knowledge and Learning*,

www.ijmkl.si

International School for Social and Business Studies, Slovenia

University of Primorska, Slovenia

Dr. Agnieszka Sitko-Lutek

Editor-in-Chief, *International Journal of Synergy and Research*,

www.ijsr.umcs.lublin.pl

Maria Curie-Skolodowska University, Poland

Dr. Suparek Sooksmarn

Editor, *International Journal of Business Development and Research*

<http://www.sciencetarget.com/Journal/index.php/IJBRD>

Kasetsart University, Thailand

Mgr. Vladislav Valach

Representative of Editor-in-Chief Dr. Peter Bielik

Visegrad Journal on Bioeconomy and Sustainable Development

<http://www.vua.uniag.sk/journal/editors>

Slovak University of Agriculture in Nitra, Slovakia

Maritime Highways: Development in Spirit of Active Citizenship

Forum Chair: Dr. Valerij Dermol

International School for Social and Business Studies, Slovenia

Friday, 21 June 2013 • 11.45–12.45

Business Excellence Forum is an opportunity to identify and discuss entrepreneurial and business challenges in a globalizing international environment. Entrepreneurs and businessmen from Europe and elsewhere will highlight practical experiences, good practices and opportunities which they have identified in their activities. The Forum is also an opportunity to reflect on the relevant business and academic responses to existing and future corporate and business challenges.

Speakers who will, in accordance with business practice and their own experience, present their views on the topic of the forum 'Maritime Highways: Development in Spirit of Active Citizenship,' are:

Dr. Pornthep Anussornnitisarn, Faculty of Engineering, Kasetsart University, Thailand

Dr. Toni Bielić, Head of Maritime Department, University of Zadar, Croatia

Dr. Jan Chadam, Gaz-System S.A., Poland

Dr. Petar Kragić, Member of the Board of Tankerska plovodba, d.d., Croatia



Academic Networking with Boat Trip to Kornati Islands

Friday, 21 June 2013 • 13.00–21.30

MakeLearn 2013 international conference includes the special opportunity for academic networking with boat trip to one of the Croatian national parks, the Kornati islands. According to the legend, Kornati, a maze of sea passages and islets, were created from a number of rocks God had left over after creating the world. He tossed them into the sea, looked at them, and decided nothing else needed to be corrected. The Kornati archipelago consists of 140 uninhabited islands, islets and reefs comprising an area of only 70 km². They are famous for the peculiar shapes of reefs and crags but particularly for their high cliffs.

Trip includes sailing next to the island Ugljan, through sea straits Mali Ždrelac and Mala Proversa towards Telašćica. Lunch will be served on the boat. After coming to the open sea, there will be an opportunity for the amazing view on Kornati archipelago. Sailing next to the island Tanjurić will offer the view of high cliffs. Trip then continues to the small fish town called Sali on the island Dugi, where there will be some time for relaxing. On the way back to Zadar we will pass the Lavdar canal while enjoying the sunset, traditional food and music from this region.



Photo: D. Lesjak

Conference Programme

Wednesday, 19 June 2013

- 18.00–20.00 Guided tour around Zadar's historical centre
Meeting point 1 at 18:00: in front of Hotel Kolovare.
Meeting point 2 at 18:30: University of Zadar (UZ) headquarters.
- 20.00–21.00 Registration · UZ lobby
- 20.30–22.00 Welcome addresses and welcome reception · UZ Citadela
UZ Rector and ISSBS Dean with all co-organisers

Thursday, 20 June 2013

- 08.30–09.00 Registration · UZ lobby
- 09.00–09.30 Conference opening · UZ Aula Magna
Dr. Srečko Natek, Dean of International School
for Social and Business Studies, Slovenia
Dr. Leonardo Marušić, Vice-Rector of the University of Zadar, Croatia
Dr. Valerij Dermol, International School for Social and Business
Studies, Slovenia, Programme Chair
Dr. Binshan Lin, College of Business Administration,
Louisiana State University, USA, Conference Director
- 09.30–10.10 Keynote speaker: *Dr. Frederick Kohun* · UZ Aula Magna
- 10.10–10.45 Photo session and coffee break · UZ, by the seaside
- 10.45–12.00 Concurrent sessions A1, B1, C1, C5, D2, F1, G3, H2, I3
- 12.00–13.30 Lunch · UZ passage
- 13.30–14.30 Academic Leadership Forum · UZ Aula Magna
- 14.30–15.00 Coffee break · in front of the UZ bookshop
- 15.00–16.15 Concurrent sessions A2, B2, C2, C6, D3, F2, G4, H3, I4
- 16.15–16.30 Break
- 16.30–17.45 Concurrent sessions A3, B3, C3, C7, E1, G1, G5, I1, I5
- 17.45–19.00 Concurrent sessions A4, B4, C4, D1, E2, G2, H1, I2
- 20.30–22.30 Dinner and social event with best paper announcement ·
Hotel Kolovare

Friday, 21 June 2013

- 08.30–09.00 Personalized Teaching and Learning – Supported by Pearson:
Ms. Erzsebet Csibi (presentation)
- 09.00–13.00 Exhibition of Journals · UZ lobby in front of Aula Magna
- 09.00–10.15 Editors' Panel · UZ Aula Magna
- 10.15–11.00 Coffee break with networking for publishing opportunities ·
UZ, by the seaside



- 11.00–11.40 Keynote speaker: *Dr. Branko Katalinić* · UZ Aula Magna
 11.40–11.45 Short break
 11.45–12.45 Business Excellence Forum · UZ Aula Magna
 13.00–21.30 Academic networking with boat trip to Kornati islands
 (lunch and snack/dinner on the boat)
 Conference closing

Saturday, 22 June 2013

- 09.00–10.00 Programme Board meeting (working breakfast for invited guests only) · Hotel Kolovare

Sessions Timetable – Thursday, 20 June 2013

Time/Room	A	B	C	D	E	F	G	H	I
10.45–12.00	A1	B1	C1	C5	D2	F1	G3	H2	I3
15.00–16.15	A2	B2	C2	C6	D3	F2	G4	H3	I4
16.30–17.45	A3	B3	C3	C7	E1	G1	G5	I1	I5
17.45–19.00	A4	B4	C4	D1	E2	G2	H1	I2	

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 Management (A1, A2, A3, A4)
- Strategic Management, Business and Competitiveness (B1, B2, B3, B4)
- Education, Learning Society and Organizational Learning (C1, C2, C3, C4, C5, C6, C7)
- Human Resources Management (D1, D2, D3)
- Economics, Finance and Accounting (E1, E2)
- E-Commerce Management and Marketing (F1, F2)
- Innovations in Public Sector and Business (G1, G2, G3, G4, G5)
- Information Systems Management and Decision Support Systems (H1, H2, H3)
- Knowledge Management Practices (I1, I2, I3, I4, I5)

Post-Conference Programme

- Doctoral Students' Workshop 2013 – Academic Writing for Publishing Scientific Papers in International Journals, 21–22 June (Zadar, Croatia)
- Summer School 2013 – Innovation in Business: Environmental Challenges, 24 June–5 July (Celje, Slovenia)

A1 Knowledge Based Society and Knowledge Management 1

Thursday, 20 June 2013 • 10.45–12.00 • Room A

Session Chair: Narasimha Rao Vajjhala

Barriers to Knowledge Sharing in Medium-Sized Enterprises in Transition Economies

Narasimha Rao Vajjhala, University of New York Tirana, Albania

Mohamed Hussein Hassan, Mogadishu University, Somalia

Keywords: transition economies, SMEs, knowledge sharing, barriers, Albania, innovation

[Full Text](#)

Knowledge Management of Knowledge Intensive Business Processes with PKA Method

Matjaz Roblek, University of Maribor, Faculty of Organizational Sciences, Slovenia

Tomaz Kern, University of Maribor, Faculty of Organizational Sciences, Slovenia

Maja Zajec, University of Maribor, Faculty of Organizational Sciences, Slovenia

Keywords: knowledge management, process management, PKA method, NPD process

[Full Text](#)

Knowledge Exchange Coaching in the Network Company

Daria Holodnik, Opole Polytechnic University, Poland

Kazimierz Perechuda, Wroclaw University of Economics, Poland

Keywords: knowledge based coaching, knowledge exchange system, knowledge diffusion

[Full Text](#)



A2 Knowledge Based Society and Knowledge Management 2

Thursday, 20 June 2013 • 15.00–16.15 • Room A

Session Chair: Katalin Dobrai

Knowledge Transfer for Engagement and Inclusion: Nonprofit Organizations Striving for Mission Fulfillment

Katalin Dobrai, Faculty of Business and Economics, University of Pécs, Hungary

Keywords: knowledge transfer, nonprofit organizations, engagement, inclusion, learning

[Full Text](#)

Discovered Perspectives of Tacit Knowledge as Interpretive Frames

Robert Joseph Skovira, Robert Morris University, USA

Keywords: tacit knowledge, knowledge management, Polanyi, Nonaka, perspectives

[Full Text](#)

Organizational Culture Conditions of Knowledge Management

Dorota Chmielewska-Muciek, Maria Curie-Skłodowska University in Lublin, Poland

Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: organizational culture, knowledge management, knowledge management culture

[Full Text](#)

Knowledge Assets, Supplier & Customer Coordination and Product Performance

Richard Yam, City University of Hong Kong, Hong Kong

Keywords: knowledge assets, coordination, product performance

[Full Text](#)

A3 Knowledge Based Society and Knowledge Management 3

Thursday, 20 June 2013 • 16.30–17.45 • Room A

Session Chair: Stella van Rijn

A Critical Look at Citizen Participation Processes in Knowledge-Based Societies within the Framework of Representative (Parliamentary) Democracies

Stella van Rijn, Nyenrode Business University, The Netherlands

René Tissen, Nyenrode Business University, The Netherlands

Keywords: knowledge, active citizenship, citizen participation, knowledge democracy, collective wisdom

[Full Text](#)

Good Governance and Political Communication in the EU

Natascha Zeitel-Bank, Management Center Innsbruck, Austria

Keywords: good governance, political communication, European citizen, participation, social media

[Full Text](#)

What Traits Make Citizens Really Active?

Edit Komlosi, University of Pannonia, Hungary

Keywords: locals' trait emotional intelligence, local communities, traits determine active citizenship

[Full Text](#)



A4 Knowledge Based Society and Knowledge Management 4

Thursday, 20 June 2013 • 17.45–19.00 • Room A

Session Chair: Kongkiti Phusavat

A Networked Government: Learning from Thai Health Promotion Foundation on Accident Prevention

Kongkiti Phusavat, Kasetsart University, Thailand

Pornthep Anussornnitisarn, Kasetsart University, Thailand

Sasivimol Meeampol, Kasetsart University, Thailand

Suparerk Sooksmarn, Kasetsart University, Thailand

Bordin Rassameethes, Kasetsart University, Thailand

Thaneerat Siripachana, Kasetsart University, Thailand

Keywords: knowledge management, networked government, public participation

[Full Text](#)

Active Citizenship and Knowledge Management: A Practice-Based Perspective

Michael Olsson, University of Technology, Australia

Helena Heizmann, University of Technology, Australia

Hilary Yerbury, University of Technology, Australia

Keywords: knowledge management, active citizenship, knowledge sharing,
practice-based perspective, discourse analysis

[Full Text](#)

Citizenship Performance Behaviour of Young Czech Citizens: A Comparative Study

L. N. A. Chandana Jayawardena, University of Peradeniya, Sri Lanka

Ales Gregar, Tomas Bata University in Zlin, Czech Republic

Keywords: citizenship performance behavior, gender, academic settings

[Full Text](#)

Creating Active Citizenship through a Project-Based Learning Management Class

Pichayalak Pichayakul, Chiang Mai University, Thailand

Keywords: active citizenship, project-based learning, management

[Full Text](#)

B1 Strategic Management, Business and Competitiveness 1

Thursday, 20 June 2013 • 10.45–12.00 • Room B

Session Chair: Małgorzata Kamieniecka

Environmental Accounting as an Expression of Implementation of Corporate Social Responsibility Concept

Małgorzata Kamieniecka, Maria Curie-Skłodowska University in Lublin, Poland

Agnieszka Nóżka, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: green accounting, environmental reporting, accounting of social responsibility, sustainability accounting

[Full Text](#)

The Development of the Corporate Social Responsibility in Companies in the Czech Republic and Austria

Jiri Dedina, College of Polytechnics Jihlava, Czech Republic

Kamila Dedinova, University of Economics Prague, Czech Republic

Keywords: corporate social responsibility, environmental protection, volunteering, stakeholders, sustainable development

[Full Text](#)

Ecological Innovations in the Concept of Corporate Social Responsibility

Barbara Mróz-Gorgoń, Wrocław University of Economics, Poland

Keywords: corporate social responsibility, innovations, environment

[Full Text](#)

Sport Social Responsibility as a Driver for Organisational Change on Example of Polish Sport Organisations

Agnieszka Rak, Wrocław University of Economics, Poland

Keywords: community, management, SSR/CSR, sport, reputation

[Full Text](#)

CSR in Poland as an Important Foundation

Katarzyna Hys, Opole University of Technology, Poland

Liliana Hawrysz, Opole University of Technology, Poland

Keywords: idea of CSR, stages of development of the concept, CSR in Polish context

[Full Text](#)

Internal CSR Models In Hungary

Réka Polák-Weldon, Ágnes Balogh, Eszter Bogdány, and Tibor Cszizmadia, University of Pannonia, Hungary

Keywords: employee-oriented CSR, internal CSR dimensions, organisational culture

[Full Text](#)

B2 Strategic Management, Business and Competitiveness 2

Thursday, 20 June 2013 • 15.00–16.15 • Room B
Session Chair: Jan Chadam

Strategic Project Management as Component of Innovative Organization

Zbigniew Pastuszak, Maria Curie-Skłodowska University in Lublin, Poland
Jan Chadam, CEO, Gaz System Ltd., Warsaw, Poland
Kongkiti Phusavat, Kasetsart University, Bangkok, Thailand
Malgorzata Polkowska, Spokesperson, Gaz System Ltd., Warsaw, Poland

Keywords: project management, efficiency, innovation

[Full Text](#)

An Interdisciplinary Perspective on the Evolution of Strategic Performance Management Systems

Suwit Srimal, Prince of Songkla University, Thailand
Jack Radford, Lincoln University, New Zealand
Chris Wrigh, The University of Adelaide, Australia

Keywords: performance management, performance measurement, intellectual capital, quality management, management control, convergent evolution

[Full Text](#)

Application of Balanced Scorecard Method as a Tool for Strategic Management of Chosen Municipality

Petr Řehoř, University of South Bohemia, Czech Republic
Darja Holátová, University of South Bohemia, Czech Republic

Keywords: balanced scorecard, management, municipality, strategic map, objectives, town Borovany

[Full Text](#)

A Balance Sheet for Knowledge Evaluation and Reporting

Ju-Chuan Wu, National Penghu University of Science and Technology, Taiwan
Chinho Lin, Institute of Information Management,
National Cheng Kung University, Taiwan

Keywords: knowledge management, knowledge asset, intellectual capital, resource-based view, balance sheet-based model

[Full Text](#)

B3 Strategic Management, Business and Competitiveness 3

Thursday, 20 June 2013 • 16.30–17.45 • Room B

Session Chair: Jernej Agrež

Process Management Conceptual Evolution Map

Jernej Agrež, Faculty of Information Studies in Novo mesto, Slovenia

Nadja Damij, Faculty of Information Studies in Novo mesto, Slovenia

Keywords: process management, management, process evolution map, development time line, conceptual architecture

[Full Text](#)

Analyzing the Success of Social Enterprises: Critical Success Factors Perspective

Martyna Wronka, University of Economics, Poland

Keywords: social enterprise, critical success factors, innovation, social mission, management

[Full Text](#)

'Humanizing' Takt Time and Productivity in the Labor-Intensive Manufacturing Systems

Milan Fekete, Comenius University in Bratislava, Slovak Republic

Jaroslav Hulvej, Comenius University in Bratislava, Slovak Republic

Keywords: 'humanizing' productivity, labor-intensive manufacturing, concept of takt time, lean management

[Full Text](#)

Theoretical Conceptions of Optimal Capital Structure

Aneta Michalak, Silesian University of Technology, Poland

Keywords: capital, capital structure, company value, education, management

[Full Text](#)

A Research Framework Revisited: The Cultural Affect on Managerial and Organizational Theory and Curriculum Post-2007 Global Economic Crisis

Frederick Kohun, Robert Morris University, USA

Robert Joseph Skovira, Robert Morris University, USA

Gary J. DeLorenzo, California University of Pennsylvania, USA

Vladimir Burčík, Comenius University, Slovakia

Keywords: culturally determined decision making, knowledge management, management style

[Full Text](#)



B4 Strategic Management, Business and Competitiveness 4

Thursday, 20 June 2013 • 17.45–19.00 • Room B

Session Chair: Matej Lahovnik

Innovation Management and Technological Capabilities as a Source of Competitive Advantage

Matej Lahovnik, University of Ljubljana, Slovenia

Lidija Breznik, University of Ljubljana, Slovenia

Keywords: competitive advantage, innovation, resources, technological capability

[Full Text](#)

SOA Governance Model

Matjaz B. Juric, University of Ljubljana, Slovenia

Eva Zupancic, University of Ljubljana, Slovenia

Keywords: SOA, governance, services

[Full Text](#)

The Change in Size of SMEs in Light of Succession

Eszter Bogdány, University of Pannonia, Hungary

Ágnes Balogh, University of Pannonia, Hungary

Tibor Csizmadia, University of Pannonia, Hungary

Réka Polák-Weldon, University of Pannonia, Hungary

Keywords: succession, change in size, SME, change, professionalization

[Full Text](#)

Description of a Process Development Project

Terho Uusitalo, University Vaasa, Finland

Keywords: perceived quality by the customer, competitive advantage, added value creation, business process reengineering, business process management

[Full Text](#)

C1 Education, Learning Society and Organizational Learning 1

Thursday, 20 June 2013 • 10.45–12.00 • Room C

Session Chair: Ute Tat

Self-Leadership Development: The Link between Body, Mind, and Reflection

Ute Tat, Management Center Innsbruck, Austria

Natascha Zeitel-Bank, Management Center Innsbruck, Austria

Keywords: leadership development, self-leadership, experiential learning, awareness, embodiment

[Full Text](#)

Relations as a Source of Threat to Enterprise

Bogusław Gulski, Maria Curie-Skłodowska University, Poland

Keywords: relational advantage, organisational opportunism, prisoner's dilemma, defensive behaviours

[Full Text](#)

Characterization of Virtual Project Teams for E-Learning Communities

Aldea Cosmina, 'Politehnica' University of Timisoara, Romania

Michael Reiner, IMC University of Applied Sciences, Austria

Anca Draghici, 'Politehnica' University of Timisoara, Romania

Keywords: virtual teams, e-Learning communities, management, marketing survey

[Full Text](#)

The Choice of the Appropriate Leadership and Management Style in Order to Enhance Work Performance of Employees

Jiri Dedina, College of Polytechnics Jihlava, Czech Republic

Keywords: management style, decision making, autocratic style, group decision making, managerial grid theory

[Full Text](#)

How to Get More Integrity in Managerial Behaviour: The Role of Moral Learning in Management Moral Crisis Condition

Mario Bogdanović, Faculty of Economics, Croatia

Keywords: moral learning, manager socialization, management moral crisis, manager ethical education, value internalization, integrity

[Full Text](#)



C2 Education, Learning Society and Organizational Learning 2

Thursday, 20 June 2013 • 15.00–16.15 • Room C

Session Chair: Nada Trunk Širca

Learning for Active European Citizenship Starts in Schools

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

Andreja Barle, Ministry for Education, Research and Sport, Slovenia

Jasmina Mohorko, International School for Social and Business Studies, Slovenia

Katja Kolenc, International School for Social and Business Studies, Slovenia

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

Keywords: European citizenship, citizenship education in Europe, European dimension, lifelong learning

[Full Text](#)

Relative Efficiency of Public Education in the New EU Member States: The Case of Primary Education

Aleksander Aristovnik, University of Ljubljana, Faculty of Administration, Slovenia

Keywords: efficiency, primary education, DEA approach, new EU member states, EU, OECD

[Full Text](#)

Education as Key Factor of Smart and Inclusive Growth: The Changing Education Policy of Hungary Compared to Europe 2020 Strategy

Laura Tandi, University of Szeged, Hungary

Keywords: education system, smart growth, reform

[Full Text](#)

Internationalization of Higher Education for Active Citizenship: European Perspective

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

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

Keywords: European identity, internationalization of higher education, European citizenship

[Full Text](#)

C3 Education, Learning Society and Organizational Learning 3

Thursday, 20 June 2013 • 16.30–17.45 • Room C

Session Chair: Laura Rožman

Learning to Learn as a Key Competence and Setting Learning Goals

Laura Rožman, International School for Social and Business Studies, Slovenia

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

Keywords: learning to learn, key competence, self-regulated learning, goal setting, achievements

[Full Text](#)

Implementing Game Elements into Didactic Process: A Case Study

Magdalena Borys, Lublin University of Technology, Poland

Maciej Laskowski, Lublin University of Technology, Poland

Keywords: gamification, learning improvement, didactic methods

[Full Text](#)

Factors of the Innovation Development in School

Franc Cankar, National Education Institute, Slovenia

Tomi Deutsch, National Education Institute, Slovenia

Stanka Setnikar Cankar, University of Ljubljana, Faculty of Administration, Slovenia

Keywords: primary school, enterprise circles, head teachers, pupils, innovation

[Full Text](#)

A One Day Innovation Business Game for Pupils

Börge Kummert, Degree Programme Innovation Management, Austria

Hans Lercher, Degree Programme Innovation Management, Austria

Andreas Rehlklaus, Degree Programme Innovation Management, Austria

Keywords: innovation process, Trendmapping, morphological matrix, 6-view screen, business-model

[Full Text](#)

The Professional Profile of Teachers: Analysis and Development of Competences and Teaching Methodology

Gina Chianese, Free University of Bolzano, Italy

Keywords: assessment, teachers, competences, learning, knowledge

[Full Text](#)



C4 Education, Learning Society and Organizational Learning 4

Thursday, 20 June 2013 • 17.45–19.00 • Room C

Session Chair: Vesna Skrbinjek

Impact of the Financial and Economic Crisis on Public Expenditure on Higher/Tertiary Education in Europe and Slovenia

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

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

Keywords: tertiary education, higher education, public funding, financial crisis, economic crisis, Europe, Slovenia

[Full Text](#)

Team Composition and Team Performance: Achieving Higher Quality Results in an International Higher Education Environment

Carmen Zarzu, University Politehnica of Bucharest, Romania

Cezar Scarlat, University Politehnica of Bucharest, Romania

Pınar Falcıoğlu, Işık University of Istanbul, Turkey

Keywords: project teams, team roles, team performance, higher education, entrepreneurial university

[Full Text](#)

International Business Strategy: Reasons and Forms of Expansion Into Foreign Markets

Katarzyna Twarowska, Maria Curie-Skłodowska University in Lublin, Poland

Magdalena Kałol, Maria Curie-Skłodowska University in Lublin

Keywords: international strategy, management, collaboration, strategic alliances, management

[Full Text](#)

New Trends in Higher Education Management: Teachers' Perception of the Inclusion of Libraries' E-Services into LMS

Anita Papić, J. J. Strossmayer University of Osijek, Croatia

Ivanka Stričević, University of Zadar, Croatia

Snježana Stanarević Katavić, University of Zadar, Croatia

Keywords: academic libraries, education, students, teachers, learning management system

[Full Text](#)

Impact of Mentoring Program on Faculty Performance in Institution of Higher Education: A Developing Country Study

Olajide O. Agunloye, Georgia Regents University, USA

Keywords: mentoring, performance, higher education, developing country

[Full Text](#)

C5 Education, Learning Society and Organizational Learning 5

Thursday, 20 June 2013 • 10.45–12.00 • Room D

Session Chair: Katarina Krapež

(Un)originality of Scientific Papers

Katarina Krapež, University of Primorska, Faculty of Management Koper, Slovenia

Keywords: originality, scientific papers, editor's responsibility, quality standards

[Full Text](#)

Game-Inspired Framework Supporting Faculty Management

Jakub Swacha, Institute of Information Technology in Management, University of Szczecin, Poland

Keywords: faculty management, faculty work, game design elements

[Full Text](#)

Data Mining for Small Student Data Set: Knowledge Management System for Higher Education Teachers

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

Moti Zwillig, College of Law and Business, Israel

Keywords: data mining, knowledge management system, predicting student's success rate, small data set

[Full Text](#)

Personal Financial Literacy of Academic Support-Employee in Chiang Mai University

Suchanphin Suwanaphan, Chiang Mai University, Thailand

Keywords: financial literacy, spending and saving behaviors

[Full Text](#)

The Role of University-Level Business Education in Overcoming the Challenges of SME Managers in Serbia

Maja Kocevar, Carinthia University of Applied Sciences, Austria

Dietmar Horst Sternad, Carinthia University of Applied Sciences, Austria

Keywords: education, SME, management, managerial challenges, Serbia

[Full Text](#)



C6 Education, Learning Society and Organizational Learning 6

Thursday, 20 June 2013 • 15.00–16.15 • Room D

Session Chair: Maria Jakovljevic

Forming Communities of Practice in Higher Education:

A Theoretical Perspective

Maria Jakovljevic, Sheryl Buckley, and Melanie Bushney,
University of South Africa, South Africa

Keywords: communities of practice, communities of practice model, communities of practice theoretical constructs, higher education, action research, knowledge sharing, online learning, entrepreneurial initiative

[Full Text](#)

Explaining Entrepreneurial Intention of University Students:

The Role of Entrepreneurial Education

Rita Remeikiene, Daiva Dumciuviene, and Grazina Startiene,
Kaunas University of Technology, Lithuania

Keywords: entrepreneurial intention, entrepreneurial education, personality traits, younger people, students

[Full Text](#)

'City – University – Company' Coordinated Strategic Development:

Industry Zone in Győr Focused on the Vehicle Industry

Bálint Filep, Zsolt Kovács, Ákos Kara, and Teodóra Tömböly,
Széchenyi István University, Hungary

Keywords: higher education, triple helix, cooperation between higher education and industry

[Full Text](#)

Knowledge Management and Development of Managers and Students

Darja Holátová, Petr Řehoř, and Vlasta Doležalová,
University of South Bohemia, Czech Republic

Keywords: development of knowledge, knowledge, learning, managers, students, coaching

[Full Text](#)

Students' Competences and Entrepreneurs' Expectations:

The First Stage of the SYNERGY Project Evaluation

Lukasz Wiechetek, Maria Curie-Skłodowska University in Lublin, Poland
Nada Trunk Širca, University of Primorska, Slovenia

Keywords: self-esteem, competencies, students, synergy project

[Full Text](#)

C7 Education, Learning Society and Organizational Learning 7

Thursday, 20 June 2013 • 16.30–17.45 • Room D

Session Chair: Kristijan Breznik

On the Erasmus Student Mobility for Studies

Kristijan Breznik, International School for Social and Business Studies, Slovenia

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

Kris Law, The Hong Kong Polytechnic University, Hong Kong

Goran Đaković, University of Twente, the Netherlands

Keywords: erasmus, students, mobility, network

[Full Text](#)

Global Collaborative Knowledge Systems in Higher Education

Małgorzata Plechawska-Wójcik, Lublin University of Technology, Poland

Marek Miłoś, Lublin University of Technology, Poland

Keywords: GCKS, collaborative knowledge systems, knowledge sharing systems

[Full Text](#)

The Role of Education and Culture in the Development of Youth Entrepreneurship in European Union

Jacek Jakubczak, Maria Curie-Skłodowska University in Lublin, Poland

Anna Rakowska, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: entrepreneurship, education, culture, European Union, youth

[Full Text](#)



D1 Human Resources Management 1

Thursday, 20 June 2013 • 17.45–19.00 • Room D

Session Chair: Arthur Zijlstra

Diversity in Professional Expertise: Learning and Working Intertwined Outline for a Research Programme

Arthur Zijlstra, Amsterdam University of Applied Sciences, The Netherlands

Martha Meerman, Amsterdam University of Applied Sciences, The Netherlands

Keywords: learning, labour, professional development, diversity, transitional labour markets, research programme

[Full Text](#)

The Analysis of Unethical Behavior among Employees in Enterprises: A Pilot Study in the Automotive Industry

Marzena Cichorzewska, Lublin University of Technology, Poland

Bartłomiej Zinzuk, Maria Curie-Skłodowska University in Lublin, Poland

Marcin Walczewski, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: unethical behavior, organizational behavior, ethics in business

[Full Text](#)

Parametric Explicit Knowledge Mapping in a Learning Environment

Charles Robert, University of Ibadan, Nigeria

Keywords: knowledge mapping, set of belief, knowledge sharing, explicit knowledge

[Full Text](#)

Career Development Stairs

Tamás Bognár, Széchenyi István University, Hungary

Keywords: development, assessment, career

[Full Text](#)

The Home-Country Culture as One of the Factors of Human Resource Management: A Case of MNCS in Poland

Sylwia Białas, Institute of Management, Gdansk University, Poland

Keywords: human resource management, national culture, subsidiaries, MNCs

[Full Text](#)

D2 Human Resources Management 2

Thursday, 20 June 2013 • 10.45–12.00 • Room E

Session Chair: Agnieszka Leszczynska

Selected Social Aspects of Corporate Adaptation to Climate Change

Agnieszka Leszczynska, Maria Skłodowska Curie University, Poland

Keywords: climate change, adaptation, social barriers

[Full Text](#)

Talent Management Contingencies: Empirical Research Results

Tomasz Ingram, University of Economics in Katowice, Poland

Keywords: talent management, grounded theory, empirical research results

[Full Text](#)

Demographic Changes as a Challenge to Human Resources Management

Iwona Mendryk, Maria Curie-Skłodowska University in Lublin, Poland

Dorota Dylon, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: demographic changes, ageism, age stereotypes, concept of workability, human resources management

[Full Text](#)

Human Capital, the Creative Class and Innovation in Polish Regions

Aneta Karasek, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: innovation, creative class, knowledge, human capital

[Full Text](#)

Human Resources and Knowledge Management

Brikend Aziri, South East European University, Republic of Macedonia

Nexhbi Veseli, South East European University, Republic of Macedonia

Sadudin Ibraimi, South East European University, Republic of Macedonia

Keywords: human resources, knowledge management

[Full Text](#)



D3 Human Resources Management 3

Thursday, 20 June 2013 • 15.00–16.15 • Room E

Session Chair: Yasemin Bal

A Study on Determining the Relationship between Strategic HRM Practices and Innovation

Yasemin Bal, Yildiz Technical University, Turkey

Serdar Bozkurt, Yildiz Technical University, Turkey

Esin Ertemsir, Yildiz Technical University, Turkey

Keywords: strategic human resources management, competitive advantage, HRM functions, innovation

[Full Text](#)

Organizational Learning and Employee Empowering Increasing Tourist Destination Performance

Ivanka Vasenska, South West University 'N. Rilski', Bulgaria

Keywords: organizational learning, employee empowering, tourist destination performance and development

[Full Text](#)

The Portability of Flexicurity in Italy

Jody Tubi, University G. D'Annunzio of Pescara and Chieti, Italy

Keywords: flexicurity, Italian labour market, flexibility, unemployment

[Full Text](#)

Trust and Implicit Information Asymmetry in Repeated Games

Piotr Markiewicz, Cracow University of Economics, Poland

Magdalena Adamus, Cracow University of Economics, Poland

Keywords: repeated games, implicit information asymmetry, trust

[Full Text](#)

Experimental Analysis of Organizational Commitment within the Scope of Downsizing Threat and Empowerment Opportunity

Celal Cahit Açar, Beysehir Ali Akkanat Faculty of Business, Selcuk University, Turkey

Aykut Beduk, Faculty of Economics and Administrative Sciences,

Selcuk University, Turkey

Keywords: downsizing, empowerment, organizational commitment

[Full Text](#)

E1 Economics, Finance and Accounting 1

Thursday, 20 June 2013 • 16.30–17.45 • Room E

Session Chair: Grzegorz Grela

Does Weighted Average Really Works?

Grzegorz Grela, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: weighted average disadvantages, weighted mean, Monte Carlo method

[Full Text](#)

Economic Impact Assessment of Financial Transaction Tax

Małgorzata Twarowska, Maria Curie-Skłodowska University in Lublin, Poland

Jolanta Szołno-Koguc, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: tax, finance, management, crisis, European Union

[Full Text](#)

The Economic Plan: The Main Element of the Ordoliberal Theory

Boycho Stoychev, South-West University 'Neofit Rilski,' Bulgaria

Keywords: economic plan, economic order, economy with centrally planned management, market economy, economic process, clear forms

[Full Text](#)

Calculation of Average Weighted Cost of Capital for Individual Shares of Sarajevo and Banja Luka Stock Exchange

Almir Alihodžić, University of Zenica, Bosnia and Herzegovina

Dejan Erić, Institute of Economic Sciences, Serbia

Keywords: cost of capital, risk premium, beta coefficient, shares indices

[Full Text](#)

Longitudinal Market Valuation of Unexpectedly Increased R&D Expenditure with the Real Option Logic

JaeHo Lee, Kyung Hee University, South Korea

Keywords: R&D valuation, real option, technology uncertainty

[Full Text](#)



E2 Economics, Finance and Accounting 2

Thursday, 20 June 2013 • 17.45–19.00 • Room E

Session Chair: Iwa Kuchciak

Knowledge Management in the Area of Financial Literacy in Poland

Iwa Kuchciak, University of Lodz, Institute of Finance, Poland

Keywords: knowledge, education, financial literacy, financial awareness, financial behaviour

[Full Text](#)

Is Speed of Integration in M&A Learnable? The Moderating Role of Organizational Learning on the Path of Speed of Integration on Performance

Florian Bauer, MCI Management Center Innsbruck, Austria

Daniel Degischer, MCI Management Center Innsbruck, Austria

Kurt Matzler, MCI Management Center Innsbruck, Austria

Keywords: mergers & acquisitions, organizational learning, speed of integration

[Full Text](#)

Relationship between Corporate Governance and Earnings Quality: Case Study of Listed Companies in the Thailand Stock Exchange

Sasivimol Meeampol, Kasetsart University, Thailand

Vimol Rodpetch, Kasetsart University, Thailand

Phanthipa Srinammuang, Kasetsart University, Thailand

Ausa Wongsorntham, Kasetsart University, Thailand

Keywords: corporate governance, earnings quality, standard deviation, SET Thailand

[Full Text](#)

The Study on Factors of Successful Financial Institutions and Marketing Strategies

Kuang-Hsun Shih, Toko University, Taiwan

Hsiao-Chen Chang, Chungyu Institute of Technology, Taiwan

Xin Rong Lee, Chinese Culture University, Taiwan

Keywords: financial institutions, marketing strategies, analytic network process, ANP

[Full Text](#)

Knowledge on Company Valuation: Awareness of Disparity Between Market and Fundamental Values

Aleš Trunk, Geodetic Institute of Slovenia, Slovenia

Igor Stubelj, University of Primorska, Slovenia

Keywords: market and fundamental values of equity, knowledge, fair and honest company valuations, Slovenian public limited companies, management

[Full Text](#)

F1 E-Commerce Management and Marketing 1

Thursday, 20 June 2013 • 10.45–12.00 • Room F

Session Chair: Tina Vukasovič

Brand Developing Relationships through Social Media

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

Keywords: internet, social networking media, fast moving consumer goods, brand, Slovenia

[Full Text](#)

Cultural Problems in Adopting Foreign Advertising Campaigns on the Polish Market

Marcin Lipowski, Maria Curie-Skłodowska University, Poland

Magdalena Barchacka, Maria Curie-Skłodowska University, Poland

Keywords: advertising, standardisation, Polish consumer, cross-cultural differences, TV advertising

[Full Text](#)

Tools of Building Customer Trust

Joanna Paliszkiewicz, Warsaw University of Life Sciences, Poland

Bogdan Klepacki, Warsaw University of Life Sciences, Poland

Keywords: trust, trust management, customer trust

[Full Text](#)

The Evaluation of Websites of Polish Cities in the Context of their Usability

Marcin Gębarowski, Rzeszow University of Technology, Poland

Joanna Wiażewicz, Rzeszow University of Technology, Poland

Keywords: internet communication, websites, Polish cities, territorial marketing

[Full Text](#)

Client Trust in Trade Brands: Marketing in the Context of Social Networks

Wioletta Wereda, Military University of Technology, Poland

Keywords: client trust, social networks, innovativeness of contemporary market communication, social media

[Full Text](#)



F2 E-Commerce Management and Marketing 2

Thursday, 20 June 2013 • 15.00–16.15 • Room F

Session Chair: Marcin Lipowski

Segments of Women's Magazines in Poland

Marcin Lipowski, Maria Curie-Skłodowska University, Poland

Aleksandra Wasilewska, Maria Curie-Skłodowska University, Poland

Keywords: women's periodicals, segments of women's magazines, women's lifestyle

[Full Text](#)

Three Ways to Convert Browsing into Impulse Buying:

Website Streamline and Decoration

Louis Lo, Central Taiwan University of Science & Technology, Taiwan

Sheng-Wei Lin, Soochow University, Taiwan

Keywords: impulse buying, webpage aesthetics, environment psychology, color contrast, webpage theatrics

[Full Text](#)

E-Business on Example of Polish Interactive Agencies

Anna Prończuk, Maria Curie-Skłodowska University in Lublin, Poland

Paweł Wroński, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: e-business, small medium-size enterprises, interactive agencies

[Full Text](#)

Service Quality of Mobile Banking Systems

Ching-Yi Lin, Chinese Culture University, Taiwan

Steve Kuang-Hsun Shih, Toko University, Taiwan

Keywords: mobile banking system, service quality, ANP

[Full Text](#)

G1 Innovations in Public Sector and Business 1

Thursday, 20 June 2013 • 16.30–17.45 • Room F

Session Chair: Adna Mataradzija

Innovation and Innovative Performance in the European Union

Adna Mataradzija, University of Sarajevo, Bosnia and Herzegovina

Adnan Rovcanin, University of Sarajevo, Bosnia and Herzegovina

Amra Mataradzija, University of Sarajevo, Bosnia and Herzegovina

Keywords: innovation, knowledge-driven economy, R&D, productivity, efficiency

[Full Text](#)

Co-Financing Innovative Projects in SMEs from EU Structural Funds: The Case of Pomerania Region in Poland

Anna Golejewska, University of Gdańsk, Faculty of Economics, Poland

Keywords: entrepreneurship, regional innovativeness, EU structural funds

[Full Text](#)

How to Monitor the Effects of Managerial Innovation in Public Cultural Institutions

Mateusz Lewandowski, Institute of Public Affairs,

Jagiellonian University in Krakow, Poland

Keywords: innovation, management, effectiveness, cultural institution,
outcome assessment

[Full Text](#)

Public Sector Innovation in the European Union and Example of Good Practice

Veronika Petkovšek, University of Ljubljana, Slovenia

Stanka Setnikar Cankar, University of Ljubljana, Slovenia

Keywords: innovation, public sector, European Union, surveys, good practice

[Full Text](#)

Analysis of Open Innovation Systems

Shiva Ghaffari Balaneji, Graduate School of Science and Engineering, Turkey

Ali Turkyilmaz, Leyla Temizer, and Muhammet Enis Bulak, Fatih University, Turkey

Keywords: open innovation, knowledge management, idea generation,
crowdsourcing

[Full Text](#)



G2 Innovations in Public Sector and Business 2

Thursday, 20 June 2013 • 17.45–19.00 • Room F

Session Chair: Barbara Kozuch

Inter-Organizational Collaboration as a Source of Innovation in Public Management

Barbara Kozuch, Jagiellonian University, Poland

Katarzyna Sienkiewicz-Małyjurek, Silesian University of Technology, Poland

Keywords: inter-organizational collaboration, innovation, public management, collaborative relationships, public sector

[Full Text](#)

Customer-Driven Innovation in the Mental Health Sector: Preliminary Findings of Three Mental Health Hospitals in Greece

Stavros Sindakis and Konstantinos Biginas,

Institute for Knowledge & Innovation, Thailand

Keywords: service innovation, corporate entrepreneurship, private public partnership, new service development, customer orientation, health care services

[Full Text](#)

Tourist Innovation as the Key to Modernization of Society

Svetoslav Kaleychev, South-West University, Bulgaria

Keywords: tourism, elite, luxury, modern society, innovation

[Full Text](#)

A Case Study on Creativity, Innovation and Entrepreneurship Education of the University in Taiwan

Hsiang-Yung Feng, Institute of Economic and Social Studies,

National United University, Taiwan

Keywords: creative education, entrepreneurship education, case study, expert assessment

[Full Text](#)

Innovation in Special Hotels as a Key to Success

Petra Gyurácz-Németh, University of Pannonia, Hungary

Nóra Friedrich, University of Pannonia, Hungary

Alan Clarke, University of Pannonia, Hungary

Keywords: innovation, special hotel, service development

[Full Text](#)

G3 Innovations in Public Sector and Business 3

Thursday, 20 June 2013 • 10.45–12.00 • Room G

Session Chair: Radosław Maćik

Consumer Preferences for Retail Format Choice: The Case of Polish Consumers

Radosław Maćik, Maria Curie-Skłodowska University, Poland

Dorota Maćik, University of Finance and Management in Warsaw, Poland

Monika Nalewajek, Maria Curie-Skłodowska University, Poland

Keywords: retail format choice, consumer preferences, change over time, economic slowdown, Poland

[Full Text](#)

E-Grocery as New Innovative Distribution Channel in the German Food Retailing

Christian Seitz, Slovak University of Agriculture, Slovak Republic

Keywords: e-grocery, online food retailing, consumers' buying behavior towards grocery shopping, German food retailing

[Full Text](#)

The Role of Cultural Dimensions in the Acceptance of Retail Innovations

Elma Mulaomerovic, National Chiao Tung University, Taiwan

Charles V. Trappey, National Chiao Tung University, Taiwan

Keywords: self-scan checkouts, cultural dimensions, retail innovation, service acceptance, retail service models

[Full Text](#)

Innovative Management Development in the Automotive Supply Industry

Frank Dievernich, Lucerne University of Applied Sciences and Arts, Switzerland

Kim Oliver Tokarski, Berne University of Applied Sciences, Switzerland

Keywords: HR management, innovation, management development, case-study

[Full Text](#)

Learning of Innovative Companies within Innovation Networks

Małgorzata Dolińska, University of Maria Curie Skłodowska in Lublin, Poland

Keywords: innovation networks, learning, innovative company

[Full Text](#)

The Concept of Industry Life Cycle and Development of Business Strategies

Andrija Sabol, Matej Šander, and Đurđica Fućkan,

University of Zagreb, Faculty of Economics and Business, Croatia

Keywords: innovation, enterprise, business environment institutions

[Full Text](#)



G4 Innovations in Public Sector and Business 4

Thursday, 20 June 2013 • 15.00–16.15 • Room G

Session Chair: Urszula Skurzynska-Sikora

Innovativeness and the Development of Enterprise

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

Keywords: company's innovativeness, small and medium-size companies, development of companies

[Full Text](#)

Innovativeness in Organizations: The Role of LMX and Organizational Justice: The Case of Poland

Dariusz Turek, Warsaw School of Economics, Poland

Agnieszka Wojtczuk-Turek, Warsaw School of Economics, Poland

Keywords: innovative workplace behaviour (IWB), leader-member exchange (LMX), organizational justice

[Full Text](#)

Features of an Innovative Company in the Opinion of the Business Entities and the Business Environment Institutions

Beata Lewicka, Maria Curie-Sklodowska University in Lublin, Poland

Wojciech Misterek, Maria Curie-Sklodowska University in Lublin, Poland

Keywords: innovation, enterprise, business environment institutions

[Full Text](#)

Fit for Turbulent Times: Reducing Demand Variability and Increasing Supply Chain Flexibility

Christian Hammer, Vienna University of Economics and Business, Austria

Sebastian Kummer, Vienna University of Economics and Business, Austria

Keywords: demand management, chemical industry, supply chain flexibility, demand variability

[Full Text](#)

G5 Innovations in Public Sector and Business 5

Thursday, 20 June 2013 • 16.30–17.45 • Room G

Session Chair: Monika Nalewajek

The Role of Social Media in Building Awareness of Responsible Consumption

Monika Nalewajek, Maria Curie-Skłodowska University in Lublin, Poland

Radosław Mącik, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: responsible consumption, reduce, reuse, recycle

[Full Text](#)

Social Networks Perception Functioning as Social Democracy Improvements: Bosnia and Herzegovina Example

Zlatan Delic, University of Tuzla, Bosnia and Herzegovina

Edin Osmanbegovic, University of Tuzla, Bosnia and Herzegovina

Keywords: global knowledge society, social networking, social democracy

[Full Text](#)

Facebook: The Country of Zombies; How Death is Represented in Social Media

Kinga Gruszecka, Maria Curie-Skłodowska University, Poland

Paweł Wroński, Maria Curie-Skłodowska University, Poland

Tyler Maran, Southern Polytechnic State University, Marietta, Georgia, USA

Keywords: social network, innovation, solidarity

[Full Text](#)

ICT Training as a Way to Maintain Professional Activity of Persons over 50

Dorota Mącik, University of Finance and Management in Warsaw, Poland

Radosław Mącik, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: ICT training, 50+ age group, digital divide, maintaining work, case study

[Full Text](#)

Business Process Management and Social Networks: A Case Study in an Airline Organization

Ana Raquel Vaz Vieira, University Nova, ISEGI, Portugal

Jurij Jaklič, University of Ljubljana, Slovenia

Keywords: business process management, social networks, social BPM

[Full Text](#)



H1 Information Systems Management and Decision Support Systems 1

Thursday, 20 June 2013 • 17.45–19.00 • Room G

Session Chair: Marek Miłośz

Restrictions on Active Citizenship in Rural Areas in Poland Due to Digital

Exclusion: Research Results

Marek Miłośz, Lublin University of Technology, Poland

Elżbieta Miłośz, Lublin University of Technology, Poland

Keywords: active citizenship, information technology, digital exclusion

[Full Text](#)

Transforming Traditional Business Models through Disruptive Technology

Cameron Crane, Ball State University, USA

Fred Kitchens, Ball State University, USA

Keywords: customer sourcing, crowdsourcing, supply chain, value chain

[Full Text](#)

Applying Information Systems by Polish Enterprises and the Analysis of the Criteria for Adopting a Particular System

Michał Szafranek, Maria Curie-Skłodowska University in Lublin, Poland

Lukasz Flak, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: information system, system choice criteria, ERP, CRM

[Full Text](#)

Methodological Aspects and Case Studies of Business Intelligence Application Tools in Knowledge Management as Corporation's Strategy Development

Ludosław Drelichowski, University of Technology and Life Sciences in Bydgoszcz, Poland

Remigiusz Lewandowski, University of Technology and Life Sciences in Bydgoszcz, Poland

Keywords: business intelligence tools, ERP system, questionnaire, modernization of IT system, knowledge management

[Full Text](#)

H2 Information Systems Management and Decision Support Systems 2

Thursday, 20 June 2013 • 10.45–12.00 • Room H

Session Chair: Ivana Dvorski Lacković

Model for IT Governance Assessment in Banks Based on Integration of Control Functions

Ivana Dvorski Lacković, PBZ stambena štedionica d.d., Croatia

Keywords: IT governance, management, assessment, control functions, banks

[Full Text](#)

Role of Human Knowledge in Contemporary Information Society and its Individual Nature

Zdenek Smutny, University of Economics, Czech Republic

Vaclav Reznicek, University of Economics, Czech Republic

Keywords: knowledge, information, informatization, thinking, education

[Full Text](#)

Innovative Analysis of the Processes within a Society

Adam Horvath, University of Pecs, Hungary

Keywords: duo mining, societies' indexes, indexes, methodology

[Full Text](#)

Online Right to be Forgotten Human Right Or Social E-Democracy Necessity

Augusto Sebastio, University of Bari, Italy

Keywords: right to be forgotten, data deletion, human right, liability

[Full Text](#)



H3 Information Systems Management and Decision Support Systems 3

Thursday, 20 June 2013 • 15:00–16:15 • Room H

Session Chair: Elzbieta Wronska

Information Content of Share Repurchase Programs

Elzbieta Wronska, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: share repurchase, dividend, substitution, information content

[Full Text](#)

The Role of Imagination in the Process of Data Interpretation

Radim Čermák, VŠE Praha, Czech Republic

Keywords: imagination, information, knowledge, data, endocept, visualization

[Full Text](#)

Cloud Computing: A Case Study for the New Idea of the IS/IT Implementation

Piotr Pazowski, Maria Curie-Skłodowska University in Lublin, Poland

Zbigniew Pastuszak, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: cloud computing, IT implementation, cost savings, business agility, information technology

[Full Text](#)

Knowledge Discovery from Mixed Data by Artificial Neural Network with Unsupervised Learning

Chung-Chian Hsu, National Yunlin University of Science and Technology, Taiwan

Chien-Hao Kung, National Yunlin University of Science and Technology, Taiwan

Keywords: information technology, knowledge discovery, self-organizing map, visualization, unsupervised learning

[Full Text](#)

Applying DEMATEL-ANP for Assessing Organizational Information System Development Decisions

Kuang-Hsun Shih, Toko University, Taiwan

Wan-Rung Lin, Chinese Culture University, Taiwan

Yi-Hsien Wang, Chinese Culture University, Taiwan

Tzu-En Hung, Chinese Culture University, Taiwan

Keywords: technology industry, information system, DEMATEL-ANP, out-sourcing, co-sourcing

[Full Text](#)

11 Knowledge Management Practices 1

Thursday, 20 June 2013 • 16.30–17.45 • Room H

Session Chair: Srećko Goić

Organizational Structure, Organizational Dynamics, and Organizational Culture: A Research from Croatian Enterprises

Srećko Goić, University of Split, Croatia

Keywords: organizational culture, organizational dynamics, organizational structure

[Full Text](#)

Forecasting of the Number of the International Tourism Arrivals for the Needs of the Bulgarian International Airports

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

Keywords: international tourism arrivals, international airports, innovation infrastructure policy, exponential smoothing, forecasting

[Full Text](#)

Aerospace Quality Management System According to Selected Quality Standards

Izabela Sprycha, Maria Curie-Skłodowska University in Lublin, Poland

Agnieszka Piasecka, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: aerospace quality management system

[Full Text](#)

Masterpieces of Intangible Heritage in the Countries of Southeast Europe and Tourism Development

Georgi Georgiev and Ilinka Terziyska, South-West University 'Neofit Rilski', Bulgaria

Keywords: conventions, world cultural heritage, intangible cultural heritage, polyphony

[Full Text](#)

Public Transportation on Water: Case Study Lisbon

Patrick Stefanescu, 'Politehnica' University of Timisoara, Romania

Duarte Pedro de Sousa Tavares, Universidade de Lisboa, Portugal

Keywords: boat fleet, transport operator, public transportation, management

[Full Text](#)

Linking Knowledge Management Approaches and Credit Risk Management as an Innovative Strategy in Banking Institutions: A Perspective from Malaysia

Tasmin Rosmaini, S. J. Cheang, A. A. Abubakar, N. A. Malek, and Che Rusuli M. Saufi, Universiti Tun Hussein Onn Malaysia, Malaysia

Keywords: knowledge management, active knowledge management approaches, credit risk management, innovation, Malaysia banking institutions

[Full Text](#)



12 Knowledge Management Practices 2

Thursday, 20 June 2013 • 17.45–19.00 • Room H

Session Chair: Agnieszka Kister

Proposals for Organizational Changes in Hospitals Based on Diagnosis of Medical Staff Knowledge

Agnieszka Kister, Maria Curie-Skłodowska University in Lublin, Poland

Tobiasz Kwit, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: medical knowledge, improving of the knowledge, organizational changes

[Full Text](#)

The Impact of Utilization of Balanced Scorecard Concept on Competitiveness of Health Care Companies

Inese Mavlutova, BA School of Business and Finance, Latvia

Santa Babauska, BA School of Business and Finance, Latvia

Keywords: balanced scorecard, competitiveness, health care companies, market value, patients' perspective

[Full Text](#)

A Study of the Effects of Diabetes Control with Insulin Using an Artificial Neuromolecular System

Jongchen Chen, National Yunlin University of Science and Technology, Taiwan

Keywords: artificial neural network, evolutionary learning, data mining

[Full Text](#)

Global Beauty Industry Trends in XXI Century

Mirosław Łoboda, Maria Curie-Skłodowska University, Poland

Aleksandra Łopaciuk, Maria Curie-Skłodowska University, Poland

Keywords: global beauty industry, global market for cosmetics and toiletries products

[Full Text](#)

Knowledge Augmented Medical Image Retrieval System

Yao Shieh, Chang Gung University, Taiwan

Mengkai Shieh, Russian Medical Academy of Postgraduate Education, Russia

Chien-Hung Chang, Chang Gung University, Taiwan

Tsong-Hai Lee, Chang Gung University, Taiwan

Scott Goodwin, University of California at Irvine, USA

Keywords: knowledge, information technology, content based image retrieval, feature extraction, database, education

[Full Text](#)

13 Knowledge Management Practices 3

Thursday, 20 June 2013 • 10.45–12.00 • Room I
Session Chair: Benjamin Lesjak

Informal Quality Assessment of Legal Services (by Citizens) in Slovenia

Benjamin Lesjak, International School of Social and Business Studies, Slovenia
Dušan Lesjak, International School of Social and Business Studies, Slovenia
Keywords: legal services, quality assessment, lawyers, active citizenship

[Full Text](#)

The Paradox of Slovenian Housing Stock: Lacking a Proper Management?

Špelca Mežnar, International School of Social and Business Studies, Slovenia
Tamara Petrović, International School of Social and Business Studies, Slovenia
Keywords: housing stock, the Housing Fund of Slovenia, management

[Full Text](#)

Safety Culture Model and its Dimensions on the Example of Coal Mines in Poland

Anna Rakowska, University of Marie Curie Skłodowska in Lublin, Poland
Joanna Szubielska, University of Marie Curie Skłodowska in Lublin, Poland
Keywords: organisational culture, safety culture, leadership

[Full Text](#)

Position of Hungary on EU's Map of Renewable Energy Sources

Csaba Bálint Illés, Szent István University, Hungary
Anna Dunay, Szent István University, Hungary
Adrienn Vida, Szent István University, Hungary
Keywords: European Union, sustainability, innovative technology, renewable energy sources, factor analysis

[Full Text](#)



14 Knowledge Management Practices 4

Thursday, 20 June 2013 • 15.00–16.15 • Room I

Session Chair: Jose G. Vargas-Hernández

Resources and Capabilities Development of Musicians

Jose G. Vargas-Hernández, University of Guadalajara, México

Keywords: tangible and intangible resources, labor market, sacred music, archdiocese of Guadalajara

[Full Text](#)

The Use of the Internet by a Music Band: The Case Study of Mr. Irish Bastard

Przemysław Łukasik, Maria Curie-Skłodowska University in Lublin, Poland

Inga Kaszycka, Maria Curie-Skłodowska University in Lublin, Poland

Keywords: internet marketing, music industry, social network sites, musical groups and artists, music audiences

[Full Text](#)

Developing Learning Organizations for Achievement of Competitive Advantages in Enterprises in Bosnia and Hercegovina

Sabina Djonlagic, University in Tuzla, Bosnia and Herzegovina

Adisa Delic, University in Tuzla, Bosnia and Herzegovina

Alma Kovacevic, Ministry of Internal Affairs, Bosnia and Herzegovina

Keywords: individual and organizational learning, learning organization, competitive advantage

[Full Text](#)

Interorganizational Learning in the Brazilian Bioethanol Industry

Daniele Vieira do Nascimento, Klimakampus, University of Hamburg, Germany

Keywords: interorganizational learning, knowledge management, technology transfer, bioethanol, and flex-fuel vehicles

[Full Text](#)

The Role of Knowledge in the Education of Managers: Comparative Analysis of Poland and United Kingdom

Monika Jakubiak, Maria Skłodowska-Curie University, Poland

Keywords: the role of knowledge, managers' education, graduate competencies

[Full Text](#)

15 Knowledge Management Practices 5

Thursday, 20 June 2013 • 16:30–17:45 • Room I

Session Chair: Aleš Trunk

The Meaning and Concept of Financial Education in the Society of Economic Changes

Simon Starček, Tax Administration of the Republic of Slovenia, Slovenia

Aleš Trunk, Geodetic Institute of Slovenia, Slovenia

Keywords: financial education, financial literacy, lifelong learning, social development

[Full Text](#)

Supply Chain Traceability: A Market Driven Approach

Chalermchon Visayadamrong, Kasetsart University, Thailand

Suparek Sooksmarn, Kasetsart University, Thailand

Pornthep Anussornnitisarn, Kasetsart University, Thailand

Keywords: supply chain, traceability system, supply chain traceability system (SCTS), total traceability system (TTS), Gs1 global traceability standard (GTS)

[Full Text](#)

Identification of Traffic Prediction Parameters

Anuchit Ratanaparadorn, Kasetsart University, Thailand

Sasivimol Meeampol, Kasetsart University, Thailand

Thaneerat Siripachana, Office of the National Broadcasting and Telecommunication Commission, Thailand

Pornthep Anussornnitisarn, Kasetsart University, Thailand

Keywords: traffic prediction, traffic condition, traffic prediction accuracy

[Full Text](#)



Academic Writing for Publishing Scientific Papers in International Journals

Doctoral Students' Workshop • 21–22 June 2013

dr. Binshan Lin

College of Business Administration, Louisiana State University, USA

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; present 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. He received his Ph.D. from the Louisiana State University. Dr. Lin is a nine-time recipient of the Outstanding Faculty Award at LSU. Professor Lin received the Computer Educator of the Year award by the International Association for Computer Information Systems (IACIS) in 2005, Ben Bauman Award for Excellence in IACIS 2003, Distinguished Service Award at the Southwest Decision Sciences Institute (SWDSI) in 2007, and Outstanding Educator Award at the SWDSI in 2004. He has published over 240 articles in refereed journals. He is editor-in-chief of *Industrial Management & Data Systems journal* – the ISI Impact Factor 2011 of IMDS is 1.472.

Friday, 21 June 2013

- 08.00–09.00 Registration · UZ lobby
- 09.00–10.15 Editor's Panel (led by Dr. Binshan Lin) with 14 Editors · UZ Aula Magna
- 09.00–13.00 Exhibition of Journals · lobby in front of UZ Aula Magna
- 10.15–11.00 Coffee break with networking for publishing opportunities · UZ, by the seaside
- 11.00–13.00 Scientific research process and strategy (dr. Binshan Lin), discussion
- 13.00–21.30 Academic networking with editors and conference participants on boat trip to Kornati islands (lunch and snack/dinner on the boat)

Saturday, 22 June 2013

- 09.00–10.30 Workshop on academic writing (Matija Vodopivec)
- 10.30–11.00 Coffee break
- 11.00–13.00 Enhancing relevance, quality, and impact of scientific research publishing (Dr. Binshan Lin), discussion
- 13.00–13.50 One to one coaching with Dr. Binshan Lin, Dr. Gary J. DeLorenzo and Matija Vodopivec
- 13.50–14.00 Closing remarks

International Journal of Management, Knowledge and Learning

ISSN 2232-5107 (printed) • ISSN 2232-5697 (online) • www.ijmkl.si

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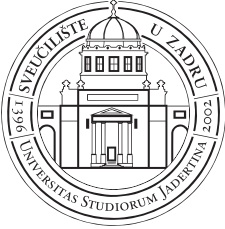
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