



Re-Inventing or Re-Vitalising?

Challenges for Post- Pandemic Era

Abstracts of the Joint International Conference Organised by

- University of Primorska, Faculty of Management, Slovenia
- Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr Mijo Mirković,' Croatia

Ljubljana, Slovenia • 9–11 June 2022

MIC 2022: Re-Inventing or Re-Vitalising? Challenges for Post-Pandemic Era

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Conference Organisers

The conference is organised by two partner institutions:

University of Primorska, Faculty of Management (Slovenia) is a higher education institution for education and research in the fields of social sciences and business management. The faculty offers undergraduate study programmes in Management, master study programmes in Management, Economics and Finance, Law for Management, Sustainable Development Management, and Political Science, and doctoral study programme in Management. Besides the study programs leading to a degree the faculty also offers modules for groups or in-company training from the field of social sciences and business management with interdisciplinary links to economic, business, legal, organisational and behavioural sciences.

Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr Mijo Mirković' (Croatia) offers all levels of higher education: from undergraduate and graduate studies to postgraduate specialist and doctoral programmes of study. Scientific activities of the faculty include research in the field of social sciences and organisation of international conferences as well as publishing international scientific journals, including *Economic Research*, referred in most important scientific databases, and *Review of Innovation and Competitiveness*.

Welcome Address by the Organisers

We have great pleasure and honour of welcoming you in Ljubljana, Slovenia, to participate in the Management International Conference (MIC) 2022.

The traditional MIC Conference is organised as a Joint International Conference. The participating institutions are the University of Primorska, Faculty of Management (Slovenia) and the Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr Mijo Mirković' (Croatia).

We would like to extend a sincere appreciation to all the participants and presenters for their contributions and participation. This year we received 89 submissions and selected the best 61 papers, and the total number of participants is expected to reach 100.

All abstracts of papers are included in the Book of Abstracts. Authors are invited to submit full papers to the MIC 2022 Conference Proceedings or to the regular or special issues, organised by the MIC supporting journals. The list of the MIC supporting journals is published on the conference's website.

Our deepest gratitude goes to Keynote Speakers, Dr Alec Wersun (Glasgow School for Business and Society, Glasgow Caledonian University, Scotland, UK, and PRME Global Chapter Council) and Dr Iva Tomić (Croatian Employers' Association, Croatia). Our warm welcomes go also to the workshop organisers.

Last but not least, we extend our sincere thanks to everybody who participated in the programme boards and organisation of the MIC 2022. We wish each of you a very successful conference.

Dr Anita Trnavčević
Conference Chair

Conference Aims

What will the world look like in the next 10 years after Covid-19? Some authors say there will be a 'new old' reality while some argue that Covid-19 marked the beginning of a new era in economic, social, societal, technological, and ecological fields. Heraclitus, a Greek philosopher said that we never step into the same river twice, so one possible assumption is that after Covid-19 changes are inevitable and also irreversible. The challenge is whether we have learned lessons from the Covid-19 period and how we can re-vitalise in a new way and/or re-invent a new reality.

MIC conference is always focused on the future while building on positive past experiences. We warmly believe that MIC 2022 will also bring new ideas and succinctly analysed past practices in order to construct options and identify trends for new developments in all spheres of social life. Perhaps more than in the past, we will need to look at the education of the young generation in schools of business and economics and build the foundations of the future on values and principles of responsible business education.

We are pleased you have followed our invitation and joined the MIC group of enthusiastic scholars, practitioners and policymakers engaged in passionate discussions that influence academics and praxis.

Programme Boards

Conference Chair

Dr Anita Trnavčević, University of Primorska, Slovenia

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Amela Panić, University of Primorska, Slovenia

Editorial Office

Alen Ježovnik, University of Primorska Press, Slovenia

Conference Programme

Thursday, 9 June 2022

- 08.00–17.00 Registration
- 09.15–09.30 Conference Opening
- 09.30–10.30 Keynote Speech: Dr Alec Wersun, Glasgow School for Business and Society, Glasgow Caledonian University, Scotland, UK, and PRME Global Chapter Council
- 10.30–10.45 Photo Session and Coffee Break
- 10.45–11.45 Keynote Speech: Dr Iva Tomić, Croatian Employers' Association, Croatia
- 12.00–13.30 Parallel Sessions: Management, Economics I, Sustainability
- 13.30–14.30 Lunch
- 14.30–16.00 Session: Labour Market
I-THEN Project Multiplier Event
INSHIP – Presentation and Piloting
- 16.00–16.15 Coffee Break
- 16.15–17.45 Session: Pandemic Economics
Workshop: Innovative Pedagogical Approach in Practice (Project I-THEN)
Workshop: Spatial Transformation in Agriculture – A Hungarian-Slovenian Comparison
- 18.15–19.15 Guided Walk Through Ljubljana (to the Conference Dinner Restaurant)
- 19.30–22.00 Conference Dinner

Friday, 10 June 2022

- 08.30–12.30 Registration
- 09.00–10.30 Parallel Sessions: Management Issues in Pandemic, Economics II, Finance
- 10.30–11.00 Poster Session with Coffee Break
- 11.00–12.30 Parallel Sessions: Entrepreneurship, Education
Workshop: Everything is Not on the Likert Scale – How to Ask the Right Question?
- 12.30–14.00 Lunch
- 14.00–15.30 Parallel Sessions: Marketing, Accounting and Taxation
Workshop: How to Publish in Economic and Business Journals?
- 15.30 Conference Closing and Farewell Reception

Saturday, 11 June 2022

- 09.00–17.00 Trip (not included in the conference fee)

Keynote Speech: Management Education in Challenging Times: Is 'Business as Usual' Really an Option?

Thursday, 9 June 2022 • 9.30–10.30 • Room CI

Keynote Speaker

Dr Alec Wersun, Glasgow School for Business and Society, Glasgow Caledonian University, Scotland, UK, and PRME Global Chapter Council

The grave situation in Ukraine has added yet another layer of complexity to the monumental challenges posed by the Covid-19 pandemic, which were already being exacerbated by the ongoing climate emergency. In a very short period of time, the international geo-political and social landscape has changed beyond recognition, forcing business leaders and managers worldwide not only to reflect and rethink current ways of doing things, but to adapt to these new realities. There is an emerging consensus, that for any sort of economic recovery from the pandemic to be resilient and durable, 'business as usual' is just not an option.

Countering moves to go back to 'business as usual' are calls to 'build back better' – which suggest a need to both re-vitalise and re-imagine. These calls resonate even louder when viewed against the backdrop of the United Nations Decade of Action (2020–2030) to deliver the Sustainable Development Goals – 17 Goals and 169 targets to be achieved by 2030 to make the world a better place.

However, this is easier said than done, given that we are not only faced with the task of getting economies back on their feet quickly, but also securing prosperity in the long term. Securing prosperity in the long-term will require serious behavioural change, that can only come about with new mind-sets, as well as managerial and leadership competences. This puts an enormous amount of responsibility on the shoulders of business and management schools – which in response to these new realities in the worlds of business and management, need to re-imagine the education we deliver to ensure that we produce managers and leaders for the future we all want. The focus of this presentation will explore how this can be achieved through a commitment to deliver responsible management education.

Keynote Speech: Labour Markets in the Post-Pandemic Era – What Should Policymakers Do?

Thursday, 9 June 2022 • 10.45–11.45 • Room CI

Keynote Speaker

Dr Iva Tomić, Croatian Employers' Association, Croatia

During the last two years, we have witnessed substantial changes in the labour markets across the world, whereas the Covid-19 pandemic has directly accelerated some processes that, primarily due to globalization and technological advances, have been present in the labour market for quite some time. Remote work, but also greater emphasis on the balance between the private and working life, are just some examples. There are also a number of new forms of work, such as platform work or job sharing, that were not present in the labour market just a few years ago. At the same time, countries of the Western world are facing significant labour shortages, primarily due to demographic processes. However, the regulatory setting is lagging behind the changes already present in the world of work. Hence, the discussion on both the labour legislation changes, as well as the changes in the tax system, that should bring more flexibility, but also higher wages and worker satisfaction is currently high on the agenda in the public discourse in most of the EU countries.

I-THEN Project – Multiplier Event

Thursday, 9 June 2022 • 14.30–16.00 • Room C1

Part 1: About the I-THEN Project

Giulia Dakli, I-THEN International Project Leader

Part 2: Innovative Pedagogical Approach to Achieve the Competences of the Next Decade

Dr Borut Likar, University of Primorska, Faculty of Management, Slovenia

The University of Primorska, Faculty of Management is a partner in the I-THEN project (International Technical Higher Education Network, Project no. 2020-1-IT02-KA203-079561). The main aim is to establish strategic and structured cooperation between European and non-European universities and TVETs that deliver technical higher education creating a network for the development of joint international courses in the fields of business management and marketing.

The main objectives are: (1) to overcome the skill gap encountered by students wishing to work in international business environments, (2) to achieve synergies between Universities and TVETs, (3) to connect technical higher education with the market, (4) to upskill teachers.

We will showcase the project and hold a roundtable on creative pedagogical approaches that enable students to develop the competences needed in today's society and economy. We will discuss the different pedagogical/andragogic methods and technological options that are available but rarely used. And more importantly – teaching should not be focused only on factual memorisation, but above all on a deep understanding of facts, their active critical analysis, application and integration, and the innovative creation of new solutions. Cooperative teaching techniques will not only be discussed theoretically but also put into practice with the participants during the workshop.

Part 3: Roundtable

Roundtable Facilitators

Jana Petkovšek Štakul, Finance Business Daily, Slovenia

Dr Borut Likar, University of Primorska, Faculty of Management, Slovenia

Roundtable Participants

Jelka Čop, Institute of the Republic of Slovenia for Vocational Education and Training

Valentina Merc, Employment Service of Slovenia, NKT VKO Project

Zdenka Sušec, Roška, Secondary School of Economics, Slovenia

Teja Bajt, Inno lab d.o.o., Slovenia

Marko Stijepić, Business Incubator Kočevje, Slovenia

The event is organised as part of the project I-THEN – International Technical Higher Education Network. The project I-THEN is co-financed by the Erasmus+ Programme of the European Union.



ITHEN



Erasmus+

INSHIP – Presentation and Piloting

Thursday, 9 June 2022 • 14.30–16.00 • Room T

Workshop Facilitator

Dr Anita Trnavčević, University of Primorska, Faculty of Management, Slovenia

INSHIP model was created as part of an international project in the field of teacher education and whose background was a social constructivist paradigm that highlights situational learning and the role of cooperation and the professional learning community in bridging the gap between theory and practice in teacher education. This, however, can be overcome in authentic learning and in the context of concrete work environments. INSHIP main aim is hence to develop educational innovation in HE through the complementary partnership model of TP in ITE, based on the socio-constructivist paradigm.

The questions we would like to address in discussion/piloting are: Is INSHIP model applicable and relevant also for business and economics students? Is it transferable and how does it contribute to bridging theory and practice?

Project partners

Univerza v Ljubljani, Slovenia

Universidad de Alicante, Spain

Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany

Masarykova Univerzita, Czech Republic

Univerza na Primorskem, Slovenia

The event is organised as part of the project INSHIP – Teaching Practice Partnership Model in Pre-Service Teacher Education. The project INSHIP is co-financed by the Erasmus+ Programme of the European Union.



Erasmus+

Workshop: Innovative Pedagogical Approach in Practice

Thursday, 9 June 2022 • 16.15–17.45 • Room C1

Workshop Facilitator

Dr Peter Štrukelj, University of Primorska, Faculty of Management, Slovenia

The aim of the workshop is for participants to get familiar with one of the most practical cooperative teaching techniques that has been previously used in many schools (teaching contexts) abroad, yet it has not been well known (and thus underutilised) in many Slovenian schools. Participants will get to know this technique by directly applying it during the workshop (learning by doing); they will work in groups and present their results. In the end, there will be a final non-obligatory test which will give participants immediate and valuable feedback concerning their acquired knowledge during the workshop. Also, during the workshop itself, participants will be invited to share their knowledge and experiences on similar cooperative teaching techniques.

The workshop is organised as part of the project I-THEN – International Technical Higher Education Network. The project I-THEN is co-financed by the Erasmus+ Programme of the European Union.



I-THEN



Erasmus+

Workshop: Spatial Transformation in Agriculture – A Hungarian-Slovenian Comparison

Thursday, 9 June 2022 • 16.15–17.45 • Room T

Workshop Facilitators

Dr Imre Fertő, Institute of Economics, Hungary

Dr Štefan Bojnec, University of Primorska, Faculty of Management, Slovenia

This workshop aims to disseminate the findings of the Lead Agency Project Hungary-Slovenia. The project has studied various aspects of the role of agriculture in the economy at the regional level, agglomeration and concentration effects in Hungarian and Slovenian agriculture, and spatial aspects of agricultural transformation at the farm level. One of the major novelty of the research was to assess the regional dimensions of agricultural transformation at three different levels including sectoral, sub-sectoral and farm levels with cross-country comparisons. First, the spatial aspects of transformation in agriculture as a sectoral approach focus on the role and driving forces of agricultural declines in the economy and the country's regional heterogeneity. It explains the decline of agriculture in the economy, components of Total Factor Productivity level and their changes, and labour market adjustment with determinants of intersectoral labour allocation at the regional levels with special emphasis on the impacts of agricultural subsidies. Second, agglomeration and concentration economy effects in agriculture as a subsector approach on a specific farm territorial concentration, neighbourhood effects and spatial differences in the diffusion of certain farming at different regional levels with special emphasis on the livestock sector and their changes. Third, spatial adjustment in agriculture as a farm-level approach understanding regionally different patterns of structural change: (a) Regional farm growth and determinants of farm size growth considering the regional heterogeneity in agriculture including farm size and financial variables. (b) Regional differentiation and the spatial aspect of farm exit with two different levels of drivers: territorial and individual. (c) Migration of farm labour and the employment effects of the entire portfolio of policy measures simultaneously with special emphasis on comparison between farms working in less favoured area and non-less favoured areas. Three different main databases according to the level of analysis were used: sectoral, sub sectoral and farm level. First, sectoral level investigation relies on data from the NUTS levels. Second, sub sectoral analysis based on the municipality level database. Third, data from the Hungarian and Slovenian Farm Accountancy Data Network sample of farms was used to answer research questions at the farm level.

Workshop: Everything is Not on the Likert Scale – How to Ask the Right Question?

Friday, 10 June 2022 • 11.00–12.30 • Room I

Workshop Facilitator

Dr Anita Trnavčević, University of Primorska, Faculty of Management, Slovenia

Empirical research, in which the data collection method is a questionnaire requires careful design of questions not only in terms of the content but also in terms of the appropriate type of questions and scales. When the research purpose is to gain in-depth insight into the research phenomenon, interview questions need to reflect directly or indirectly on the purpose. This workshop is designed to discuss, analyse and re-create selected questions from surveys and qualitative studies where semi-structured interviews were used.

Workshop: How to Publish in Economic and Business Journals?

Friday, 10 June 2022 • 14.00–15.30 • Room I

Workshop Facilitator

Dr Štefan Bojnec, University of Primorska, Faculty of Management, Slovenia

The aim of the workshop is to present how to publish in economic and business journals and provide important tips for navigating the publication process (what editors seek, selecting journals, and the process of revising).

In addition, publication possibilities for MIC authors will be presented and discussed.

Management

Thursday, June 9 • 12.00–13.30 • Room CI

Session Chair: Marco Vedovato

The Complexity Effect in Corporate Governance

Gregor Žvipelj, University of Primorska, Slovenia

Keywords: rational inattention, complexity bias, disclosure manipulation, moral hazard, asymmetry driven fraud, information overload, agency problem, complexity effect

Abstract

Multi-Dimensional Evaluation of Uncertainty Management

Rouzbeh Shabani, Agnar Johansen, Olav Torp, and Johnny Ngo, Norwegian University of Science and Technology, Norway

Keywords: large road projects, uncertainty management, human and organization, process, tools and techniques

Abstract

CSR and Consumer Purchasing Intention: (How) is Hungary Different?

Birgit Burböck, Dorina Fülepp, and Ligia Pasqualin, FH JOANNEUM, Austria

Keywords: corporate social responsibility, four CSR dimensions, Carroll's Pyramid of CSR, consumer's perception, purchase intention

Abstract

Goal-Oriented Metropolis Ecosystem Development

Małgorzata Pańkowska, University of Economics in Katowice, Poland

Keywords: enterprise architecture, system architecture, ArchiMate, i* language, Metropolis 5.0, key performance indicators

Abstract

User Involvement in the Development of Campus Project in the COVID-19 Period

Coline Senior, Tausif Ahmed Ishtiaque, Emmanuel Paul Azebeokhai, Savis Gohari, and Alenka Temeljotov Salaj, Norwegian University of Science and Technology, Norway

Keywords: campus development, participation, management, COVID-19

Abstract

Responding to Harsh Environment with Strategy Renewal:

The Role of External Support

Marco Vedovato and Antonio Costantini, Ca' Foscari University of Venice, Italy
Roberto Paladini, CNA Metropolitana Venice, Italy

Keywords: strategic renewal, SMEs, external support

Abstract

Economics I

Thursday, June 9 • 12.00–13.30 • Room T

Session Chair: Tjaša Redek

Competitiveness Factors of the European Union Countries: Innovation Capacity, Human Capital and Market Size

Milja Marčeta, Ministry of Education, Science and Sport, Slovenia

Štefan Bojnec, University of Primorska, Slovenia

Keywords: innovation capacity, human capital, market size, global competitiveness index, European Union

Abstract

R&D as Optimal Fiscal Policies for a Small Euro Area Economy: A Case Study for Slovenia

Reinhard Neck and Dmitri Blueschke, University of Klagenfurt, Austria

Klaus Weyerstrass, Institute for Advanced Studies, Macroeconomics and Public Finance Group, Austria

Keywords: macroeconomics, stabilization policy, fiscal policy, tax policy, public expenditures, R&D, demand management, supply side policies, Slovenia, public debt

Abstract

The Motivation to Invest in Intangibles: Conceptual Model

Eva Marčič, University of Ljubljana, Slovenia

Keywords: intangible capital, firm level motivation, firm performance, theoretical model

Abstract

Does Total Energy Consumption and Share of Renewables in Energy Consumption Show Long Memory Under Sharp and Smooth Structural Changes?

Saliha Tanrıverdi and Dilem Yıldırım, Middle East Technical University, Turkey

Keywords: energy economics, time series, persistence, structural breaks, asymmetries

Abstract

The Impact of Marketing on Firm Productivity

Tjaša Redek and Vesna Žabkar, University of Ljubljana, Slovenia

Keywords: intangible capital, productivity, marketing department, firm-level analysis

Abstract

Sustainability

Thursday, June 9 • 12.00–13.30 • Room Y

Session Chair: Mitja Ruzzier

Assessment of Company's Efficiency in the Context of Corporate Sustainability Performance

Agnieszka Matuszewska-Pierzynka, University of Lodz, Poland

Keywords: corporate sustainability performance, efficiency measure, WIG-ESG Index

Abstract

EU Recovery Plans and the Future of Inclusive Development

Matjaž Nahtigal, University of Ljubljana, Slovenia

Keywords: EU, recovery plans, inclusive development

Abstract

The Examination of Green Supply Chain Management Practices, Motives and Barriers Using Meta-Analysis

Mária-Dalma Hámos, Partium Christian University, Romania

Keywords: automotive sector, green supply chain, management, sustainability

Abstract

Do EU Projects Spur Innovativeness, Eco-Innovation, and Circular Economy?

Mitja Ruzzier and Jana Hojnik, University of Primorska, Slovenia

Maja Konečnik Ruzzier, University of Ljubljana, Slovenia

Boris Sučić, Jozef Stefan Institute, Slovenia

Keywords: environment, sustainability, eco-innovation, circular economy, innovation, EU projects

Abstract

Labour Market

Thursday, June 9 • 14.30–16.00 • Room Y

Session Chair: Christine Ebner

Youth in Transition from Education to Employment

Štefan Bojnec, University of Primorska, Slovenia

Keywords: young people, rural young people, education, training, employment, not in education nor in employment (NEETs), social entrepreneurship, Slovenia

Abstract

Wage Dynamics in the Central and Eastern European Countries: Insights from Romania

József Fogarasi, Partium Christian University, Romania, and Óbuda University, Hungary

Árpád Szabó and Enikő Vígh, Partium Christian University, Romania

Keywords: wage differences, wage dynamics, labour market, vector error correction model, Romania

Abstract

Algorithmic Management and the Illusion of Autonomy in the Context of Food Delivery Platform Work: A Systematic Literature Review

Barbara Švagan and Suzana Laporšek, University of Primorska, Slovenia

Keywords: platform economy, food delivery, algorithmic management, workplace autonomy

Abstract

The Future of Work: Remote Work as the New Normal?

Christine Ebner, Peter Harald Brandstätter, and Michael Schmidthaler, University of Applied Sciences Upper Austria, Austria

Keywords: digitalization, telework, remote work, motivation, SARS-Cov-19 pandemic

Abstract

Pandemic Economics

Thursday, June 9 • 16.15–17.45 • Room Y

Session Chair: Elizabeta Zirnstein

Impact Assessment of the Hungarian Economy Recovery and Loan-Programmes During the COVID-19: Comparative Analyses on CEE Countries

Erika Jáki, Corvinus University of Budapest, Hungary

Cesario Mateus, University of Aalborg Business School, Denmark

Béla Kádár, Corvinus University of Budapest, Hungary

Andrea Balla, University of Pécs, Hungary

Keywords: COVID-19, state intervention, loan-programmes, CEE

Abstract

COVID-19 Pandemic Related Policy Stringency and Economic Nexus: Empirical Evidence

Ujkan Bajra, University of Prishtina; Institute for Economic Research and Legal Studies, Kosovo

Saranda Kajtazi and Diamanta Sojeva, University of Prishtina, Kosovo

Keywords: policy stringency, economic policy, COVID-19 pandemic, economic growth, public health

Abstract

Pandemic Crises and Made in Italy' Exports: Evidence from Italian Regions

Alessandra Amendola, Marinella Boccia, Vincenzo Candila, and Luca Sensini, University of Salerno, Italy

Keywords: international trade, SME, COVID-19, random effects, Made in Italy

Abstract

Posted Workers in Slovenia During and Beyond COVID-19: The Case of the Construction Sector

Elizabeta Zirnstein, Suzana Laporšek, Klemen Širok, and Suzana Sedmak, University of Primorska, Slovenia

Keywords: posted workers, COVID-19, construction sector

Abstract

Management Issues in Pandemic

Friday, June 10 • 9.00–10.30 • Room C

Session Chair: Armand Faganel

Value Chain Evolution in the FMCG Industry due to Digital Transformation and Technological Improvement

Attila Loibl, Corvinus University of Budapest, Hungary

Keywords: digital transformation, industry 4.0, value chain, lean practices, supply chain collaboration

Abstract

Fit for the Next Crisis – Learnings for Sales from an Austrian Resilience Analysis

Harald Hammer, Margarethe Ueberwimmer, Jakob Vaboschek, and Markus Vorderwinkler, University of Applied Sciences Upper Austria, Austria

Keywords: organizational resilience, crisis management, export management

Abstract

Social Media as a Tool of Public Engagement for Local Government During the COVID-19 Pandemic

Stefano Landi, University of Verona, Italy

Antonio Costantini, Ca' Foscari University of Venice, Italy

Keywords: social media, local government, COVID-19 pandemic, public engagement

Abstract

Are 'Good Farmers' Participating in Purchasing Group? Evidence from Covid Era

Imre Fertő, Zsófia Benedek and Gusztáv Nemes, Centre for Economic and Regional Studies, Hungary

Keywords: portrait value questionnaire, short supply chain, Covid, matching approach

Abstract

Forecasting Retail's Post-Covid Development

Armand Faganel, University of Primorska, Slovenia

Keywords: retail, Covid, forecasting, development, strategies

Abstract

Economics II

Friday, June 10 • 9.00–10.30 • Room I

Session Chair: Jan Frančeškin

Cointegration Relations in Slovenian I(2) Tourism Prices

Sergej Gričar, University of Novo mesto, Slovenia

Bjørnar Karlsen Kivedal, Østfold University College, Norway

Štefan Bojnec, University of Primorska, Slovenia

Keywords: development of cointegration, tourism, Slovenia

Abstract

The Impact of Pandemic on the Italian Economy:

The Recovery Plan of the Government

Migena Saliu, Re.kon.fid.srls, Italy

Keywords: pandemic, impact, economy, Italy

Abstract

Endogenous Market Coverage with Quality Dependent Unit Production Costs

Cesaltina Pacheco Pires, Universidade de Évora, Portugal

Sílvia Ferreira Jorge, Universidade de Aveiro, Portugal

Joana Pinho, Universidade Católica do Porto, Portugal

Margarida Catalão-Lopes, Universidade de Lisboa, Portugal

Pedro Garcês, Universidade do Algarve, Portugal

Adriana Alventosa, Universidade de Aveiro, Portugal

Keywords: vertical differentiation, market coverage configurations, price-quality competition

Abstract

Spatial Structure Changes in the Partium Region from 1920 to the Present Day

Ferenc Szilágyi and Szilárd Podruzsik, Partium Christian University, Romania

Keywords: spatial structure, state border, center of influence, peripheries

Abstract

Efficiency of the Slovenian Hotel Companies Based on Malmquist

Productivity Index

Jan Frančeškin and Štefan Bojnec, University of Primorska, Slovenia

Keywords: hospitality, hotel companies, total factor productivity, Malmquist

Productivity Index

Abstract

Finance

Friday, June 10 • 9.00–10.30 • Room Y

Session Chair: József Fogarasi

The Impact of Economic Determinants on Non-Performing Loans: A Systematic Literature Review

Marina Surina and Štefan Bojnec, University of Primorska, Slovenia

Keywords: non-performing loans, credit rationing, banking system, credit risk, loan quality

Abstract

Impact of National Culture on Insurers' Risk-Taking: Evidence from Selected CEE Countries

Tomislava Pavic Kramaric and Maja Pervan, University of Split, Croatia

Keywords: national culture dimensions, individualism, power distance, uncertainty avoidance, insurance risk-taking

Abstract

Corporate Sustainability Performance and Dividend Payout: The Case of Companies from the Global 500

Aleksandra Pieloch-Babiarz and Agnieszka Matuszewska-Pierzynka, University of Lodz, Poland

Keywords: corporate sustainability performance, dividend payout, global companies

Abstract

The Effect of the Exchange Rate Volatility on the Tourism Demand in the Central and Eastern European Countries

Edith Debrenti, Partium Christian University, Romania

Johanna Tripo, Óbuda University, Hungary

József Fogarasi, Partium Christian University, Romania, and Óbuda University, Hungary

Keywords: exchange rate volatility, tourism, Central and Eastern European Countries

Abstract

Poster Session

Friday, June 10 • 10.30–11.00 • Conference Lobby

Increasing Entrepreneurship Competences Among Students

Tina Bratkovič Kregar and Mitja Ruzzier,
University of Primorska, Slovenia

Keywords: entrepreneurship, entrepreneurship competences, EntreComp Framework, students

Abstract

Gender Pay Gap in the Czech Republic: Focused on Management

Veronika Hedija, College of Polytechnics Jihlava, Czech Republic

Keywords: Oaxaca-Blinder decomposition, gender pay gap, management, wage differences, labour market

Abstract

Bridging the 'Selves': Exploring Gambling Motivations Using Self-Congruence Theory

Even Bakke, Eirik Solberg, Øyvind Eliassen, and Atanu Nath,
Western Norway University of Applied Sciences, Norway

Keywords: self-congruence, gambling motivations, actual and ideal selves

Abstract

Who Am I Really? Concept of The Self, Body Image, and Buying Behavior

Linn Katrine Fivelsdal, Silje Fossberg, Miriam Høyheim Læg Reid, and Parmita Saha,
Western Norway University of Applied Sciences, Norway

Keywords: self-concept, body image, buying behavior

Abstract

Challenges of Quality Assurance in Crisis and Emergency Situations

Nedeljko Živković, Maja Glogovac, and Biljana Tošić,
University of Belgrade, Serbia

Keywords: quality assurance, crisis and emergency situations, pandemic

Abstract

Entrepreneurship

Friday, June 10 • 11.00–12.30 • Room C
Session Chair: Brandon William Soltwisch

Challenges and Potential Solutions for Future Female Entrepreneurs: How Women Can Be Prepared for Starting Their Own Business During Maternity Leave

Julia Taferner, Nina Nentwig, and Alfred Gutschelhofer,
University of Graz, Austria

Keywords: management, female entrepreneurship, entrepreneurship education

Abstract

Ecosystem Autocatalysis and Rural Entrepreneurship: The Case of PEAK Sunnfjord

Janni Røssevold and Tore Frimanslund,
Western Norway University of Applied Sciences, Norway

Keywords: entrepreneurial ecosystem, rural entrepreneurship, autocatalytic processes

Abstract

International Entrepreneurs and Its Market Selection Strategies: A Framework Based on Psychological Market Distance and Market Attractiveness

Hongying Foscht, Technical University Graz, Austria,
Cesar M. Maloles, California State University, East Bay, USA

Keywords: international entrepreneurship, market selection, market distance, market attractiveness

Abstract

Maximizing, Culture, and Entrepreneurial Intentions: The Role of Culture and Decision-Making Style in New Venture Decisions

Brandon William Soltwisch, University of Northern Colorado, USA

Keywords: maximizing, satisficing, entrepreneurship, culture, new venture decisions

Abstract

Education

Friday, June 10 • 11.00–12.30 • Room Y

Session Chair: Aleksander Janeš

Use of Multimedia in Higher Education Teaching and Learning

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

David Dawson, University of Gloucestershire, United Kingdom

Keywords: multimedia, higher education, education, research, advertising, university-community projects

Abstract

Competencies for Leadership in Indonesian Higher Education

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

David Dawson, University of Gloucestershire, United Kingdom

Keywords: leadership skills, management skills, competencies, Erasmus+ project, culture

Abstract

Identification and Analysis and Knowledge Acquisition Techniques: A Case Study of an Industrial Project-Based Organization

Peyman Akhavan, Qom University of Technology, Iran

Raheleh Khatami, Iran Knowledge Management Association, Iran

Lila Rajabion, State University of New York, USA

Masoud Gharegouzlou, Malek Ashtar University of Technology, Iran

Keywords: project management, project-based organization, knowledge acquisition, techniques

Abstract

Entrepreneurial Thinking in Primary Schools

Anica Novak and Špela Dermol, International School for Social and Business Studies, Slovenia

Gonçalo Meireles, ADVANCIS, Portugal

Keywords: design thinking, entrepreneurial learning, primary school, game as an educational tool

Abstract

Digitalization Tools Challenges for Students in Post-Pandemic Era

Aleksander Janeš and Andreja Klančar, University of Primorska, Slovenia

Keywords: digital competence, digital tools, knowledge management, professional attitude

Abstract

Marketing

Friday, June 10 • 14.00–15.30 • Room C

Session Chair: Nataša Kopal

Shaping Olfactory Level and Consumer Purchase Likelihood Inside a Retail Outlet: A Study of the Apparel Retail Store Chain in Kolkata, India

Shuvam Chatterjee and Pawel Bryla, University of Lodz, Poland

Keywords: fragrance, olfactory level, retail atmosphere, store ambiance, consumer mood, technology innovation, emerging trends

Abstract

The Influence of Marketing Ethics and Corporate Social Responsibility on E-Loyalty

Trine Vederhus and Atanu Nath,
Western Norway University of Applied Sciences, Norway

Keywords: marketing ethics, corporate social responsibility, e-loyalty, digital marketplace

Abstract

An Exploratory Study of Product Placement in Social Media

Nuša Perkič and Mateja Kos Koklič, University of Ljubljana, Slovenia

Keywords: product placement, social media, attitude toward product placement

Abstract

Consumer Confusion on Sustainable Wine Purchase Decisions: First Findings of a Research on Italian Consumers

Marco Bellotto, Gabriele Iaconcig, and Patrizia de Luca,
University of Trieste, Italy

Keywords: sustainable wine, consumer confusion, Italian consumers

Abstract

Brand Solutions Creating a Position in the Electronic Books Market

Laima Jesevičiūtė-Ufartienė and Raminta Andrėja Ligeikienė,
Kaunas University of Applied Sciences, Lithuania

Keywords: brand, image, positioning, electronic market, books branding

Abstract

The Role of Marketing in SME Performance in Foreign Markets: Are We Forgetting the Role of Sales?

Nataša Kopal, IB4SME – International Business Consulting Nataša Kopal, Poland
Maciej Czaplewski, University of Szczecin, Poland

Keywords: SME internationalisation, firm performance, marketing, business network ties

Abstract

Accounting and Taxation

Friday, June 10 • 14.00–15.30 • Room Y

Session Chair: Michele Bertoni

Determinants of VAT Collection Efficiency

Lóránd-István Králik and Erzsébet Szász, Partium Christian University, Romania

Keywords: tax evasion, tax efficiency, tax avoidance, tax fraud, tax gap

Abstract

Does Voluntary Adoption of IFRS by Private Companies Enhance Their Credit Scoring? An Empirical Analysis

Michele Bertoni, Giorgio Valentinuz, and Valentino Pediroda, University of Trieste, Italy

Keywords: IFRS voluntary adoption, credit scoring, private companies, financial reporting, credit capacity

Abstract

Fraud Risk of Financial Statements in the Case of Romanian and Hungarian Border County Companies

Edit Veres and Tibor Tarnóczy, Partium Christian University, Romania

Keywords: financial statement fraud, Beneish M-score model, Romanian-Hungarian border firms

Abstract

The Variety of Accounting Methods in the Extractive Industry and Its Effects on Analyst Behaviour in Europe

Michele Bertoni and Paola Rossi, University of Trieste, Italy

Keywords: financial reporting, IFRS 6, extractive industry, exploration and evaluation, accounting, analysts' forecast, Europe

Abstract

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