

# CONTENTS

VORWORT .....	13
FOREWORD.....	14
<b>Management</b>	
Željko Turkalj, Ivana Miklošević, Luka Stanić BUSINESS INTELLIGENCE AS SUPPORT TO MANAGEMENT AND MANAGEMENT SYSTEM.....	17
Agneza Aleksijević, Mane Medić, Marko Aleksijević OVERVIEW OF THE QUALITY OF SECONDARY HEALTH CARE SERVQUAL MEASURING INSTRUMENTS .....	29
Besim Aliti, Marko Markić, Boris Štulina IMPLEMENTATION OF PROJECT MANAGEMENT IN ORGANIZING MAJOR-MULTI SPORT EVENTS .....	41
Mladena Bedeković, Željka Kadlec PROJECT MANAGEMENT WITH REFERENCE TO THE SIMPLIFIED COSTS CALCULATING METHODS OF PROJECT ACTIVITIES.....	52
Martina Briš Alić, Danijela Amidžić Solar THE EFFECT OF PROCUREMENT PROCESS OPTIMISATION ON COMPANY PERFORMANCE .....	65
Valentina Čizmar, Radovan Dragić, Lazar Mosurović FUNCTIONAL DIMENSION OF KNOWLEDGE IN THE INFORMATION AGE WITH REFERENCE TO ANCIENT PARADIGM OF KNOWLEDGE .....	78
Mirko Cobović, Andreja Katolik Kovačević, Ivona Blažević POSSIBILITIES OF BUSINESS INFORMATION SYSTEM BASED ON A UNIFIED ACCOUNTING PLAN .....	89
Danijel Čorak, Vice Mihanović MODERN MARKETING TOOLS IN THE FUNCTION OF TOURISM DEVELOPMENT IN THE REPUBLIC OF CROATIA .....	99
Sendi Deželić, Ana Skledar Čorluka, Helena Štimac QUALITY FACTORS OF HIGH EDUCATIONAL SERVICES AT PRIVATE EDUCATIONAL INSTITUTIONS .....	111
Ghodbane Adel, Affes Habib ACCESS TO STRATEGIC RESOURCES THROUGH THE RELATIONAL NETWORK OF THE CONTRACTOR AND INNOVATION OF TUNISIAN SMES .....	122
Blaženka Hadrović Zekić, Dominika Crnjac Milić ICT SECURITY RISK ASSESSMENT IN HIGHER EDUCATION INSTITUTIONS.....	138

Andreja Hašček, Damir Butković MANAGEMENT OF THE OPERATIONS AND RESOURCES IN THE PROCESS OF RAISING CAPITAL BY ISSUING SHARES ON THE CAPITAL MARKET IN THE REPUBLIC OF CROATIA .....	156
Sandra Herman MANAGEMENT OF CULTURAL RESOURCES IN MEĐIMURJE COUNTY .....	174
Zorislav Kalazić, Jasna Horvat, Josipa Mijoč DIGITAL STOCK PHOTOGRAPHY AS A PROMOTER OF SOCIALLY RESPONSIBLE CREATIVITY .....	185
Domagoj Karačić, Natko Klanac INNOVATIVE STRATEGIES AND COMPANY DEVELOPMENT IN CONDITIONS OF CRISIS MANAGEMENT .....	205
Kristina Kobrehel, Zlatko Barilović, Igor Vrečko COMPARATIVE ANALYSIS OF PROJECT MANAGEMENT MATURITY MODELS .....	215
Maja Lamza-Maronić, Verica Jovanovski, Ivana Stanić EDUCATIONAL MANAGEMENT AND MODELS OF SCHOOL MANAGEMENT WITH REGARD TO GLOBAL TRENDS AND THE ROLE OF COMPETENCES IN SCHOOL PRINCIPALS .....	224
Sandra Lovrić, Đuro Horvat CHOOSING AN EFFECTIVE HUMAN RESOURCES INFORMATION SYSTEM (HRIS) IN REMOTE ENVIRONMENT .....	236
Martina Mišetić MUSEUM ACTION "FATEFUL I DO AT THE VUKOVAR MUNICIPAL MUSEUM".....	244
Ivan Miškulin, Željko Turkalj, Boris Crnković CHANGE MANAGEMENT AND DEVELOPMENTAL STRATEGIES OF CROATIAN UNIVERSITIES.....	255
Robert Obraz, Miro Hegedić RESULTS OF KAIZEN METHODOLOGY IMPLEMENTATION IN MANUFACTURING.....	263
Lazar Ozegovic, Marko Ivaniš, Novica Pavlović ENTREPRENEURIAL DEVELOPMENT GOALS OF POWER BUSINESS IN SERBIA .....	274
Mirko Pešić, Teufik Čočić, Velimir Lovrić LEADERSHIP THROUGH PRIVATE INITIATIVES IN MUSEUM AND GALLERY ACTIVITIES .....	285
Željko Požega, Melita Cita CAPITAL STRUCTURE OF CROATIAN FOOD COMPANIES.....	294

Predrag Prtljaga, Tanja Nedimović, Ivana Đorđev IMPROVING ORGANIZATION AND SKILLS OF PLANNING IN HIGHER EDUCATION USING NEW INFORMATIONAL-COMMUNICATIVE TECHNOLOGY .....	303
Drago Pupavac TOLERANCE FOR CHANGE AMONG STUDENTS .....	313
Andreja Rudančić, Marko Akmačić, Edvard Badurina THE IMPORTANCE OF MONITORING TRENDS AND CHARACTERISTICS OF DEMAND IN BUSINESS TOURISM SEGMENT: EMPIRICAL EVIDENCE FROM OPATIJA, CROATIA .....	322
Ivan Ružić, Irena Bosnić, Ivan Kelić RIVER CRUISE AS TOURISM PRODUCT: MARKETING APPROACH.....	339
Drago Ružić, Mario Banožić, Zrinka Tolušić HUNTING TOURISM IN CROATIA – POSSIBILITIES AND RESTRICTIONS– CASE STUDY VUKOVAR – SRIJEM COUNTY.....	349
Ivana Šandrk Nukić, Josipa Matotek PRELIMINARY RESEARCH OF THE ORGANIZATIONAL CULTURE OF CONSTRUCTION COMPANIES IN CROATIA.....	363
Romina Sinosich ROLE OF LEADER PROGRAMME IN CROATIAN RURAL DEVELOPMENT .....	374
Mirko Smoljić, Branka Stipanović, Hrvoje Smoljić INTELLECTUAL CAPITAL MANAGEMENT IMPLEMENTATION MODEL IN TOURISM ORGANIZATION.....	384
Milan Stanić, Berislav Bolfek, Zoran Tršinski PRACTICE-ORIENTED EDUCATION AS AN ADVANTAGE FOR UNIVERSITIES OF APPLIED SCIENCES.....	394
Željko Turkalj, Ante Orlović, Ivica Milković MOTIVATION FOR WORK – PERCEIVED SOURCES OF WORK MOTIVATION OF POLICE OFFICERS (PROFESSION, ORGANISATION, MANAGEMENT) .....	404
Ivana Varičak, Branko Wasserbauer, Andreja Brajdić SOCIAL RESPONSIBILITY OF HIGHER EDUCATION INSTITUTIONS IN CROATIA .....	416
Radovan Vladislavljević, Dragan Soleša, Marko Carić THE IMPACT OF PROJECTS AS AN INTEGRATOR IN IMPROVING THE PERFORMANCE OF ENTERPRISES .....	427
Ivan Miloloža “EDUCATION ON EXPORT-RELATED TOPICS OF CROATIAN ECONOMY STUDENTS:CURRENT STATE EVALUATION” .....	437

## General Economics

Boris Marjanović, Tamara Žufić Košara MOTIVATION TO PURSUE HIGHER EDUCATION OF PART-TIME STUDENTS.....	453
--	-----

## Microeconomics, Macroeconomics and Monetary Economics

Martina Harc, Martina Basarac Sertić THE INFLUENCE OF THE BUSINESS ENVIRONMENT ON THE SMES EMPLOYMENT IN THE EU 28.....	465
Zlatko Rešetar, Marija Zdunić Borota, Zdravko Tolušić DEVELOPMENT OF NEW PRODUCTS WITH THE IMPLEMENTATION OF GUTENBERG'S PRODUCTION FUNCTION.....	475

## International Economics

Branko Matić, Hrvoje Serdarušić, Maja Vretenar Cobović CROATIAN STUDENT WORKFORCE: FINANCIAL IMPACT AND EXPERIENCE .....	487
Mihuş Ioana-Sorina, Luţaş Mihaela-Mariana THE DYNAMIC OF THE ECONOMIC GOVERNANCE ARCHITECTURE IN THE CONTEXT OF THE EUROPEAN UNION .....	497
Helena Miloloža, Marina Šunjerga EXTERNAL BARRIERS THAT DISEMPOWER THE INTERNATIONALIZATION OF CROATIAN COMPANIES ON MARKETS IN EASTERN EUROPE .....	507
Anita Peša, Jurica Bosna, Marko Pribisalić RESEARCH OF THE FACTORS WHICH AFFECT FOREIGN DIRECT INVESTMENT IN THE REPUBLIC OF CROATIA .....	517
Larisa Nicoleta Pop, Mihaela Rovinaru, Flavius Rovinaru MANAGING THE AGRICULTURAL PRICE VOLATILITY – A GOVERNMENTAL APPROACH FROM A GLOBAL AND EUROPEAN PERSPECTIVE .....	531
Zdravko Šergo, Ivan Matošević, Tatiana Zanini-Gavranić SEASONALITY IN TOURISM DEMAND: PANEL MODELS WITH CENSORED DATA .....	542

## Financial Economics

Urban Bacher, Alexander Eck DIE TEUERSTE AKTIE DER WELT IM KURZPROFIL FUNDAMENTALANALYSE VON ALPHABET INC. (EHEMALS GOOGLE) SAAMT EINER ERSTEN SWOT- ANALYSE .....	555
Ljiljana Dmitrović Šaponja, Goran Šijan, Saša Gravorac, Sunčica Milutinović MEASUREMENT AND (E)VALUATION OF INTELLECTUAL CAPITAL – A COMPETITIVE ADVANTAGE INTELLECTUAL – INTENSIVE INDUSTRIES ...	569

Ticijan Peruško	
ACCOUNTING INFORMATION FOR PLANNING OF BUSINESS GOALS IN SOLICITORS' PRIMARY PROFESSIONAL INDEMNITY INSURANCE.....	580
Izabela Pruchnicka-Grabias	
ZERO-COST COLLARS IN CURRENCY RISK MANAGEMENT. EMPIRICAL RESEARCH FROM THE POLISH FINANCIAL MARKET .....	592
Zvonimir Savić, Tadija Vrdoljak	
SIMULATION OF POPULATION GROWTH AND EFFECTS ON CONSUMPTION POTENTIAL IN FOOD AND BEVERAGES SEGMENT IN TOURIST SEASON (AUGUST) IN THE COASTAL COUNTIES IN CROATIA .....	605
Nikolina Smajla	
FINANCIAL INVOLVEMENT OF STUDENT POPULATION AT KARLOVAC UNIVERSITY OF APPLIED SCIENCES .....	619
<b>Public Economics</b>	
Sofija Adžić, Jelena Kovačević	
INSTITUTIONAL FRAMEWORK FOR SUSTAINABLE LOCAL DEVELOPMENT (REVIEW OF LOCAL GOVERNMENT UNITS IN THE REPUBLIC OF SERBIA) .....	633
Siniša Bilić, Safer Subašić, Muamer Muminović	
THE ISSUE OF BUDGET MANAGEMENT IN THE CONTEXT OF KNOWLEDGE AND SKILLS FOR PUBLIC REVENUE USERS .....	644
Branimir Marković, Slobodan Stojanović	
FISCAL POSITION OF COUNTIES AS REGIONAL SELF-GOVERNMENTAL UNITS IN REPUBLIC OF CROATIA .....	655
Dražen Vitez, Hrvoje Mataković	
FINANCING OF POLITICAL PARTIES FROM PUBLIC SOURCES: CAUSES, FORMS AND CONSEQUENCES .....	666
<b>Health, Education and Welfare</b>	
Merima Činjarević, Lejla Turulja, Almir Peštek, Lejla Sinanović	
WHAT STUDENTS REALLY EXPECT FROM ACCREDITED HIGHER EDUCATION INSTITUTIONS? .....	683
Aleksandra Gojkov Rajić, Jelena Prtljaga	
DIGITAL TECHNOLOGIES AND STUDENT AUTONOMY IN FOREIGN LANGUAGE LEARNING .....	697
Ivana Ivančić, Nada Bosanac	
TOWARDS CREATING A QUALITY CULTURE WITHIN VOCATIONAL EDUCATION AND TRAINING: CROATIAN EXPERIENCE .....	706

Renata Jukić, Snježana Dubovicki  
COMMUNICATION IN TEACHING IN HIGHER  
EDUCATION – COMPARISON OF EXPERIENCES IN  
PUBLIC AND PRIVATE COLLEGES ..... 720

Anita Kulaš  
ANALYSIS OF LABOUR MARKET BY LEVEL OF EDUCATION IN  
THE SELECTED MEMBER STATES OF EUROPEAN UNION ..... 732

Vladimír Masaryk, Jana Keketiova, Thorsten Eidenmüller, Timo Keppler  
SOCIAL WORK IN HEALTHCARE FACILITIES ..... 742

Suzana Obrovac Lipar  
CONTENT MANAGEMENT ON FACEBOOK PAGES  
(ON THE EXAMPLE OF RESEARCH CONDUCTED BY THE  
CATHOLIC UNIVERSITY OF CROATIA) ..... 757

Aleksandar Stojanović, Grozdanka Gojkov  
CREATIVITY AND METACOGNITION AS INDICATORS OF  
HIGHER EDUCATION QUALITY ..... 773

Ivana Tucak  
LEGAL AND ETHICAL JUSTIFICATION OF COMPENSATION  
REGARDING COMPULSORY VACCINATION INJURIES ..... 783

#### **Law and Economics**

Rodica Diana Apan  
THE SYSTEM OF INTERCONNECTION OF TRADE REGISTRIES  
IN THE EU MEMBER STATES AS INSTRUMENT FACILITATING  
FOREIGN DIRECT INVESTMENTS (FDI) ..... 801

Ivana Barković Bojanić, Nefreteta Zekić Eberhard  
THE CONSEQUENCES OF THE FAILURE TO RECOGNIZE THE  
VALUE OF HUMAN CAPITAL IN THE MEDIA: THE CASE OF  
LOCAL MEDIA HOUSE ..... 813

Dejan Bodul, Dunja Škalamera-Alilović  
ON MODELS OF OVERCOMING BUSINESS CRISIS:  
BANKRUPTCY PROCEEDINGS OR CHANGE IN STATUS ..... 831

Igor Bojanić  
JUSTIFICATION OF LEGAL ENTITY PUNISHMENT  
FOR CRIMINAL OFFENSES ..... 845

Damir Šebo, Tonći Lazibat, Aleksandar Včev  
THE IMPACT OF AMENDMENTS TO THE PUBLIC PROCUREMENT  
ACT ON THE INCREASE IN TOTAL VALUE OF PROCUREMENT ..... 859

#### **Industrial Organization**

Thomas Cleff, Marie-Ange Huijnen, Nadine Walter  
DO YOU TRUST YOUR BRAND OR NOT? A COMPARATIVE  
ANALYSIS OF THE ADOPTION OF BRAND EXTENSIONS OF  
GENERATION X VERSUS Y IN THE FMCG INDUSTRY ..... 871

Jerko Glavaš, Josip Jukić, Nedeljko Knežević THE IMPACT OF MANAGEMENT ON THE DEVELOPMENT OF THE CONCEPT OF PLANNING AND MANAGEMENT OF REPAIR PROCESS .....	891
--	-----

**Business Administration and Business Economics**

Dragan Benazić, Erik Ružić, Dražen Alerić THE IMPACT OF INTERNAL MARKETING ON THE CUSTOMER RELATIONSHIP DEVELOPMENT .....	903
---	-----

**Economic Development, Technological Change and Growth**

Antun Biloš, Tvrtko Galić AN EXPLORATION OF INTERNET USAGE AMONG STUDENTS: THE CASE OF JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK, CROATIA .....	917
--	-----

Bodo Runzheimer CORPORATE SOCIAL RESPONSIBILITY (CSR) – NEUERE RECHTLICHE ENTWICKLUNG IN DER EUROPÄISCHEN UNION (EU) WESENTLICHE ECKPUNKTE UND EINIGE POTENTIELLE AUSWIRKUNGEN AUF UNTERNEHMEN .....	929
--	-----

Luka Burilović, Ivan Ambroš, Gabrijela Žalac EMPOWERING NUTS2 REGIONAL DEVELOPMENT STRATEGY BY APPLYING S3 POLICY .....	950
---	-----

Lena Duspara HUMAN RESOURCES IMPACT ON THE FINANCIAL SUCCESS IN MANUFACTURING INDUSTRY IN REPUBLIC OF CROATIA .....	958
---	-----

Nenad Rančić, Gordana Marčetić, Ozren Pilipović THE ROLE OF INSTITUTIONS IN THE ANALYSIS OF ECONOMIC DEVELOPMENT – THE CASE OF COUNTRIES IN TRANSITION .....	968
--	-----

Marija Šmit, Zorislav Šmit TRENDS, FACTS AND FIGURES OF THE GLOBAL TOYS AND GAMES MARKET AND INDUSTRY .....	997
---	-----

Davorin Turkalj, Slavica Singer, Sunčica Oberman Peterka M-LEARNING APP DESIGN BASED ON STUDENT PREFERENCES: CASE OF MASTERS PROJECT .....	1010
--	------

Mladen Vedriš A POLICY FOR AN ECONOMIC TURNAROUND OF THE REPUBLIC OF CROATIA THE BASIS OF SUSTAINABLE DEVELOPMENT .....	1020
---	------

**Urban, Rural and Regional Economics and Growth**

Rikard Bakan, Dejan Tubić, Božidar Jaković INTEGRATED APPROACH TO TOURIST EXPERIENCES– AN IMPERATIVE FOR BRANDING AND COMPETITIVE ADVANTAGES FOR DESTINATIONS IN CONTINENTAL CROATIA .....	1043
---	------

Višnja Bartolović CORPORATE SOCIAL RESPONSIBILITY AND COMMUNITY DEVELOPMENT WITHIN THE FRAMEWORK OF THE GLOBAL ECONOMY .....	1054
Davor Bošnjaković, Marija Tolušić, Marta Borić THE ROLE AND THE IMPORTANCE OF PROMOTION IN THE DEVELOPMENT OF OENOTOURISM IN BARANJA .....	1067
Josip Britvić, Vladimir Grebenar, Erina Stančin APPLICATION OF INTEGRATED MANAGEMENT SYSTEMS WITH HIGH LEVEL STRUCTURE IN ENTREPRENEURSHIP .....	1081
Nataša Drvenkar RESHAPING REGIONAL ECONOMIC DEVELOPMENT – TIME FOR REINDUSTRIALIZATION? .....	1094
Ivan Herak, Vesna Škare-Ožbolt, Martina Herak CAN CROATIAN TOURISM REACH PROFESSIONAL MARKETING? .....	1111
Sanja Knežević MIGRATION INTENTION AMONG YOUTH IN BROD POSAVINA COUNTY .....	1120
Igor Kralik, Hava Mahmutović, Sanja Scitovski MODELS OF POULTRY GROWTH AND ECONOMICAL BREEDING ON AGRICULTURAL FARMS IN RURAL AREA .....	1130
<b>Miscellaneous Categories</b>	
Dražen Barković PAVING THE WAY TO THE KNOWLEDGE-BASED ECONOMY IN CROATIA: DOCTORAL STUDY AT THE FACULTY OF ECONOMICS IN OSIJEK .....	1141
Ulrich Föhl, Tim Schneegans THE SOUND OF BRANDS – DO ASSOCIATIONS OF BRANDS WITH MUSIC STYLES AFFECT BRAND PERSONALITY?.....	1156
Wolfgang Gohout, Katja Specht STOPPREGELN UND PRAKTISCHE ANWENDUNG.....	1172
Heidi R. Krauss NO RISK, NO INCOME? IBN KHALDŪN AND THE FACTOR RISK.....	1179
Mladen Jurišić, Sanela Ravlić, Ružica Lončarić, Irena Pugelnik IMPLEMENTATION OF GEOGRAPHIC INFORMATION TECHNOLOGY IN MARKETING – GIS MARKETING.....	1188
Markus Häfele, Sarah Katharina Stiegeler WIRTSCHAFTSKRIMINALITÄT UND ACCOUNTING FRAUD.....	1197