

CONTENTS

VORWORT	13
FOREWORD.....	14
Management	
Željko Turkalj, Ivana Miklošević: FACTORS WHICH AFFECT MANAGERS' DECISIONS ON DELEGATION IN COMPANIES	17
Dražen Barković, Josip Jukić, Ivona Blažević: COST ANALYSIS AND PROJECT DURATION SHORTENING IN NETWORK PLANNING TECHNIQUE WITH PERT / COST METHOD	36
Urban Bacher: DIE NULLZINSPOLITIK DER EZB UND DEREN FOLGEN FÜR DEN DEUTSCHEN BÜRGER UND DESSEN VORSORGESYSTEME	51
Julia Bacher: EXPERIMENTELLE FORSCHUNG ZU VERHANDELTEN BUDGETS	64
Edvard Badurina: INTERNATIONAL INVESTMENT PROJECTS AS A COMPETITIVENESS FRAMEWORK OF COMPANIES.....	81
Višnja Bartolović: STRATEGIC MANAGEMENT, ORGANIZATIONAL CHANGE AND REPRESENTATION OF AN INDIVIDUAL IN THE LIGHT OF PHILOSOPHICAL ANTHROPOLOGY	91
Dalibor Brnos, Ljiljana Katičić: BOOSTING COMPETITIVENESS OF CROATIAN COMPANIES THROUGH BUSINESS MODEL INNOVATION	108
Dino Bruža, Andreja Rudančić: SPECIAL CITY PROGRAMS IN THE FUNCTION OF GROWTH AND DEVELOPMENT OF TOURISM AND HOSPITALITY OFFER	121
Damir Butković, Andreja Hašček, Zorislav Kalazić: POSSIBILITIES OF SPECIALIZED ICT TOOLS APLICATION IN PREPARATION AND IMPLEMENTATION OF PROJECTS FINANCED FROM EUROPEAN UNION FUNDS.....	138
Thomas Cleff, Aljoshka Klein, Nadine Walter: BRAND COMMUNITIES IN AN OPEN INNOVATION ENVIRONMENT	161
Renata Deželjin, Martina Bienenfeld, Davorin Turkalj: THE IMPORTANCE OF ONLINE PROMOTION OF THE CITY OF ZAGREB'S TOURISM PRODUCT	197
Branimir Dukić, Sanja Dugandžić: MARKETING IN THE FUNCTION OF THE NEW INTELLIGENT CONSUMER ELECTRONICS	211

Dajana Mrčela, Martina Mikrut, Marija Ham: BRAND ARCHITECTURE IN ACHIEVING THE OPTIMAL BRAND PORTFOLIO	230
Joško Dvornik, Vice Mihanović, Tihomir Zec: CONTRIBUTION TO THE DEVELOPMENT OF THE BUSINESS PRODUCTION DISTRIBUTION SYSTEM	244
Viktória Gerdesics: THE ANTECEDENTS OF „FULL OF LIFE” CAMPAIGN AND THE CROATIAN COUNTRY IMAGE IN HUNGARY.....	256
Wolfgang Gohour: NUMERISCHE MAXIMIERUNG VON FUNKTIONEN MEHRERER VARIABLEN AM BEISPIEL EINER GEWINNMAXIMIERUNG	271
Duro Horvat, Sandra Lovrić, Dušan Ljuština: INNOVATION MANAGEMENT IN SMART ENTERPRISES	280
Alen Jugović, Gorana Stumpf, Donald Schiozzi: GENERAL COMPETENCE ANALYSIS OF MANAGEMENT IN NAUTICAL TOURISM PORTS IN THE REPUBLIC OF CROATIA	287
Eva Jurišić, Tihana Cegur Radović: DENTAL TOURISM – AN OPPORTUNITY FOR CROATIAN TOURISM.....	297
Andreja Katolik Kovačević, Mirko Cobović: IMPACT OF DIGITAL TECHNOLOGY IN THE DEVELOPMENT OF HUMAN RESOURCES.....	312
Nedeljko Knežević, Goran Jurišić, Goran Andrijančić: ANALYSIS OF ATTITUDES ON POTENTIAL TRENDS IN THE INSURANCE OF CROP, PLANTATION AND FRUIT	327
Tomislav Kovačević, Katica Sekulić: PLANNED MANAGEMENT OF HUMAN RESOURCES.....	338
Ivan Miloloža: BUSINESS PERFORMANCE OF CROATIAN COMPANIES MEASURED BY BALANCED SCORECARD APPROACH: SIZE, MARKET POSITION AND INTERNATIONAL ORIENTATION DIFFERENCES.....	352
Ivan Miškulin, Jelena Legčević, Boris Crnković: MANAGERIAL EDUCATION OF GOVERNING STRUCTURES OF UNIVERSITY CONSTITUENT UNITS AND QUALITY ASSURANCE IN HIGHER EDUCATION	367
Ante Orlović, Svjetlana Harambašić, Ivica Milković: REORGANIZATION OF THE CRIMINAL POLICE DIRECTORATE – PARTIAL FUSION OF STRATEGIC AND OPERATIONAL COMPONENT IN THE NEW ORGANIZATIONAL PARADIGM.....	379
Lazar Ožegović, Marko Ivaniš: EFFICIENT MANAGEMENT OF COMMUNICATION - THE NEED OF MODERN BUSINESS ORGANIZATIONS	403

Milena Peršić, Lahorka Halmi, Kornelija Severović: MEASURING QUALITATIVE CHARACTERISTICS OF DISCLOSED NON-FINANCIAL REPORTS IN CROATIA.....	418
Igor Pureta, Tanja Pureta: ENTREPRENEURIAL ORIENTATION OF EMPLOYEES	433
Mato Pušeljić, Ana Skledar Ćorluka, Sendi Deželić: THE RANGE OF CONTROL AS A DETERMINANT OF ORGANIZATIONAL LEVELS	444
Drago Ružić, Ivan Kelić, Valentina Ćavar: THE IMPORTANCE OF UNDERSTANDING MOBILE MARKETING AND TOURIST MOBILE APPLICATIONS	459
Ivana Šandrk Nukić: MILLENNIALS' PAY PREFERENCES: EXPLORING THE ATTITUDES OF CIVIL ENGINEERING STUDENTS IN CROATIA	469
Romina Sinosich: TOURISTIC DESTINATION OF ISTRIA – PERSPECTIVES AND MANAGEMENT IN RURAL DEVELOPMENT	484
Nikolina Smajla, Mirko Pešić, Ivana Varičak: COMPARATIVE ANALYSIS OF PUBLIC PROCUREMENT PROCEDURES USED IN PROJECTS FINANCED BY EUROPEAN FUNDS	493
Marija Šmit, Zorislav Šmit: FOOD AND BEVERAGE MARKETING AIMED AT CHILDREN AND YOUTH...	501
Slobodan Stojanović: THE SMALL AND MEDIUM-SIZED ENTERPRISES IN THE REPUBLIC OF CROATIA: A REVIEW OF THEIR IMPORTANCE, DETERMINANTS AND ACCESS TO FINANCE	521
Zrinka Tolušić: THE EFFECT OF HUMAN RESOURCES ON THE DEVELOPMENT AND ENHANCEMENT OF HUNTING IN CROATIA	535
General Economics	
Rocco Leandra, Drago Pupavac, Zlatko Šehanović: WOMEN'S EMPLOYMENT IN ITALY: RECENT CHANGES AND FUTURE CHALLENGES	551
Damir Ribić, Mladena Bedeković, Željka Kadlec: EFFICIENCY OF BUSINESS INCUBATORS AS GENERATORS FOR DEVELOPMENT OF ENTREPRENEURSHIP	563
Dunja Škalamera–Alilović, Andrea Arbula Blecich, Kristijan Blažeković: SELF-EMPLOYMENT: PERSONAL CHARACTERISTICS OF THE SELF-EMPLOYED AND IMPACT ON ECONOMIC GROWTH	577
Mladen Vedriš: CROATIA AND THE POLICY OF STRUCTURAL REFORM	595

Microeconomics, Macroeconomics and Monetary Economics

Zvonimir Savić:

ANALYSIS OF COMPETITIVENESS OF CROATIA AND EU10 COUNTRIES
- IS CROATIA'S ECONOMY TRAPPED IN NON-COMPETITIVENESS?..... 621

Zdravko Šergo, Jasmina Gržinić, Tatiana Zanini-Gavranić:

SHADOW ECONOMY AND TOURISM RECEIPTS:
EVIDENCE FROM EUROPE 641

Zvonimir Strnad, Ivan Kristek:

THE IMPACT OF POLITICAL RISK ON INTERNATIONAL BUSINESS
TRANSACTIONS OF CROATIAN COMPANIES 656

International Economics

Marija Gavrić, Helena Miloloža:

THE IMPORTANCE OF ROAD TRANSPORTATION FOR SUPPLY
CHAIN IN THE EUROPEAN UNION 671

Financial Economics

Bodo Runzheimer:

MARKTMISBRAUCHSRECHT IN DER EUROPÄISCHEN
UNION (EU) - WESENTLICHE NEUERUNGEN DURCH DIE
MARKTMISBRAUCHSVERORDNUNG (MMVO), DIE AB 03.JULI 2016 IN
KRAFT IST 693

Markus Häfele, Sarah Katharina Stiegeler:

AUSWIRKUNGEN DER NEUEN UMSATZERLÖSDEFINITION
GEMÄß § 277 ABS. 1 HGB 707

Vladan Kovačević, Jelena Vapa Tankosić:

EXPLORATORY ANALYSIS ON INTERNAL RISKS IN SMES AND
FINANCIAL INSTITUTIONS IN SERBIA 718

Branko Matić, Maja Vretenar Cobović:

THE PENSION SYSTEM OF THE REPUBLIC OF CROATIA - THE
IMPACT OF CERTAIN FACTORS ON ITS SUSTAINABILITY 733

Ticijan Peruško, Marija Biondić:

FINANCIAL PLANNING INDICATORS FOR PREMIUM AND
BUSINESS EXPENSE MANAGEMENT IN HEALTH INSURANCE 743

Izabela Pruchnicka-Grabias:

THE EMPIRICAL STUDY OF THE IMPACT OF CREDIT RATING
AGENCIES ANNOUNCEMENTS ON THE BEHAVIOR OF STOCK
MARKETS IN EUROPEAN COUNTRIES 758

Public Economics

Siniša Bilić, Safer Subašić, Muamer Muminović:

INDEPENDENCE AND ACCOUNTABILITY BOARD IN DECISION-MAKING
PROCESS RELATING TO THE AREA OF INCOME AND EXPENDITURE 783

Health, Education and Welfare

Agneza Aleksijević, Marko Aleksijević, Ana Stanić:
CLINICAL AND FINANCIAL ASSESSMENT OF TREATMENT USING
PROXIMAL FEMORAL NAIL ANTIROTATION (PFNA) METHOD
IN ELDERLY 795

Vesna Buljubašić-Kuzmanović, Senka Gazibara:
THE NEW CULTURE OF LEARNING - LINK BETWEEN
EDUCATION AND THE ECONOMY 808

Jerko Glavaš, Milan Stanić, Marina Stanić Šulentić:
EMPLOYABILITY OF UNIVERSITY OF APPLIED SCIENCES GRADUATES 825

Renata Jukić, Snježana Dubovicki:
ENVIRONMENTAL EDUCATION - PRECONDITION TO A
"HEALTHIER SOCIETY" 841

Ivana Sataić:
ATTITUDES REGARDING CLINICAL TRIALS AS SUPPORT
TOOL FOR WIDENING ACCESS TO PARTICULARLY EXPENSIVE
MEDICINES IN CROATIA 856

Ante Mihanović, Mate Krce:
PHARMACY STAFF NORM CALCULATION MODEL BASED ON LEGALITY,
EXPERTISE AND PROFITABILITY ON THE EXAMPLE OF THE
SPLIT-DALMATIA COUNTY PHARMACY 868

Aleksandar Včev, Damir Šebo, Natko Klanac:
DIFFERENCES IN REGIONAL DISTRIBUTION OF FUNDS FOR
THE HOSPITAL SYSTEM IN THE REPUBLIC OF CROATIA 884

Law and Economics

Igor Bojanić, Vesna Škare Ožbolt:
PRINCIPLE OF GUILT AND PRINCIPLE OF
SUBSTANTIVE TRUTH FINDING 907

Nataša Lucić, Katarina Marošević:
LEGAL AND ECONOMIC ASPECTS OF CHILD MAINTENANCE 926

Industrial Organization

Zdravko Zekić, Luka Samaržija, Justin Pupavac:
THE EFFECT OF LOGISTICS PERFORMANCE INDEX ON GLOBAL
COMPETITIVENESS INDEX AT DIFFERENT LEVELS OF ECONOMIC
DEVELOPMENT 949

Business Administration and Business Economics

Dajana Džeba, Luka Stanić, Ivan Uroda:
ANALYSIS AND SYNTHESIS OF BUSINESS DATA FROM INFORMATION
SYSTEM OF HIGHER EDUCATION INSTITUTIONS WITH EMPHASIS ON
COLLEGE OF SLAVONSKI BROD 963

Nikolina Pavičić Rešetar, Ante Sanader, Zdravko Tolušić: ASSOCIATION MODELS OF MICRO AND SMALL ENTERPRISES ON EXAMPLE OF OZAS	978
Erik Ružić, Andrea Beke: CONTEMPORARY BANKING DISTRIBUTION CHANNELS – WHAT IS THE CUSTOMER'S OPINION?	990
Economic Development, Technological Change and Growth	
Ivana Barković Bojanić, Aleksandar Erceg: SILVER ECONOMY: DEMOGRAPHIC CHANGE AND ECONOMIC OPPORTUNITY	1005
Sofija Adžić, Nataša Drvenkar: GEO-ECONOMICS AND REINDUSTRIALIZATION – CHALLENGES FOR CROATIA AND SERBIA	1021
Martina Harc, Martina Briš Alić: THE CAPITAL STRUCTURE OF ENTERPRISES IN THE FURNITURE INDUSTRY CLUSTER.....	1045
Mane Medić, Blaženka Hadrović Zekić, Vedrana Sabljo: IMPACT OF EU FUNDS ON REGIONAL DEVELOPMENT.....	1060
Lidija Nujić, Ivan Herak, Martina Herak: THEORETICAL FRAMEWORK: BENEFITS OF USING ONLINE TRAVEL AGENCIES	1078
Sanela Ravlić, Tin Horvatin, Slobodanka Stjepanović: THE IMPORTANCE OF LIFELONG LEARNING OF HUMAN RESOURCES FOR THE IMPLEMENTATION OF EU PROJECTS.....	1093
Dragan Soleša, Radovan Vladislavljević, Ivan Jovanović: IMPACT OF BUSINESS INTELLIGENCE ON INCREASING EFFICIENCY OF OPERATIONS IN SMALL AND MEDIUM SIZED ENTERPRISES	1103
Ivana Vidak, Irena Bosnić: MULTIMEDIA AS A COMMUNICATION TOOL	1116
Urban, Rural and Regional Economics and Growth	
Ivana Deže, Ana Gavran, Radmila Tatarin: ACCESSABLE AND HIDDEN GROWTH POTENTIAL OF TOURIST OFFERING FOR THE CROATIAN PART OF BARANJA.....	1133
Jadranka Deže, Ljubica Ranogajec, Tihana Sudarić: DEVELOPMENT OF LOCAL COMMUNITIES THROUGH THE PRODUCTION OF REGIONAL INDIGENOUS PRODUCTS	1149
Dina Đelmo Smajlović: THE SITUATION AND POSSIBILITIES FOR THE IMPROVEMENT OF TOURISM SUPPLY AND DEMAND IN THE OPATIJA RIVIERA	1165

Petar Gardijan, Marija Kovilić, Ante Mrčela: CREATING SPLENDID EXPERIENCES THROUGH SYNERGY OF GIFTS OF RURAL DESTINATIONS	1178
Igor Kralik, Ana Zelić, Gordana Kralik: INFLUENCE OF SOCIO-DEMOGRAPHIC CHARACTERISTICS OF EX AMINEES ON THE AWARENESS OF EGG QUALITY AND CONSUMPTION....	1193
Ramadan Kryeziu, Bahtijar Berisha, Sakip Imeri, Mustafe Hasani: ECONOMIC (IN)STABILITY OF KOSOVO – CHALLENGES AND PERSPECITVES	1206
Blaženka Mičević, Mladen Jurišić, Ana Trusić: CADASTRAL PARCEL – THE FOUNDATION OF GEOGRAPHIC INFORMATION SYSTEM FOR THE MANAGEMENT OF AGRICULTURAL LAND.....	1216
Dejan Tubić, Rikard Bakan, Božidar Jaković: AGRITOURISM: A NEW POWER OF CROATIAN TOURISM.....	1230
Gabrijela Žalac, Vladimir Cini, Mario Banožić: REGIONAL ECONOMIC DEVELOPMENT OF THE REPUBLIC OF CROATIA – REGIONAL POLICY REMARKS.....	1242
Vice Gulam: THE ROLE OF MANAGEMENT IN DIRECTING KEY PARTNERS IN SPORTS ORGANISATIONS.....	1258
Josip Britvić, Vladimir Grebenar, Gabrijel Jakupec: INFLUENCE OF THE NEW STANDARDS ISO 9001:2015 AND ISO 9001:2015 ON HUMAN RESOURCE MANAGEMENT IN ORGANIZATION.....	1268