

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
Polytechnic of Medimurje in Cakovec



Economic and Social Development

73rd International Scientific Conference on Economic and Social Development –
"Sustainable Tourism in Post-pandemic World"

Book of Abstracts

Editors:

Zoltan Baracskai, Dijana Vukovic, Jelena Janjusevic



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Dubrovnik, 21-22 October, 2021

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COMPETENCE OF EMPLOYEES IN TOURISM IN THE TRANSITION FROM THE ECONOMY OF SERVICE TO THE ECONOMY OF EXPERIENCE

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ABSTRACT

Experiences in tourism have a high value for consumers and demands for them are on the rise. Consumers in tourism are therefore willing to pay a high price for experiences. However, competition in the tourism market is also on the rise which requires innovation in new tourism experience products in order for the destination to remain competitive. That is why it is crucial for destinations to build and offer experiences in the right way. A tourist destination that recognizes the potentials of the experience economy will gain a competitive advantage and profit as opposed to those that do not offer the experience. An experience is the creation of a story, theme, or anything that can represent an experience, and it often varies from person to person. This paper lists some forms of influence on the tourist experience in the selected tourist destination, such as: arrangement and presentation of the destination, size and choice of tourist products, prices, product brands, staff employed in tourism, atmosphere within the destination, rituals, population and their legends and events.

The economy of experience is the search for unique experiences that change life, experience and feelings beyond the ordinary, everyday ones.

Keywords: *experience, economics of experience, impact on experience, retail, sales result*

DIFFERENCE BETWEEN THE REAL ESTATE OFFER AND SALE PRICES IN THE CZECH REPUBLIC

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ABSTRACT

The paper deals with the issue of the difference between the real estate offer and sale prices in the Czech Republic. More precisely, the research focuses on real estate in the city of Brno. The city of Brno is the second largest city in the Czech Republic. It is divided into 29 city districts. The research is based on data collection. Data related to offer prices was collected from an Internet source www.sreality.cz, data related to sale prices was retrieved from a database run by the Czech Chamber of Appraisers using data from the 2018-2020 period (always the period from July to October). A survey was carried out based on 1,295 samples of real estate on offer and 67 samples of real estate actually sold were collected. Flats of various categories were monitored within the real estate market (1-room flat, 2-room flat, 3-room flat, 4-

room flat), the distance from the Brno city centre was monitored as well. The condition of the flat (new building, very good condition, good condition, after reconstruction) and the type of building material (brick, panel) was also taken into account. Only 5 city districts were included into the research due to the difficulties with data collection dealing with the difference between the real estate offer and sale price. The presented research aims to quantify the difference between the real estate offer price and sale price, where various parameters were monitored (distance from the centre, flat category, type of material, technical condition of the flat). Mathematical methods of a simple arithmetic average were used for the calculation.

Keywords: *Czech Republic, Real Estate, Offer Price, Sale Price*

FUTURE-PROOFNESS IN THE POST-COVID TOURISM SECTOR

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ABSTRACT

It is increasingly justified by conscious thinking about the future why it is a good agreement to use the character of a competitive athlete in tourism branding as well as in tourism-related branding. Prospective researchers bluntly say that future-proof

businesses should be designed like sports organizations. The analogy is good because a successful athlete's character is built on three defining pillars: speed, awareness and action. This trio of values will be useful for those who work in the areas of tourism services, tourism management or tourism development. The present study, referring to the results of recent global studies as well as Hungarian researches at a number of points, provides marketing and management responses for each of the challenges described in the sub-paragraphs.

Keywords: *Future-proofness, Tourism, Sustainable Success, Preferable Future, The 5-O Model*

CITY BRANDING: CURRENT TRENDS AND FUTURE PROSPECTS

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ABSTRACT

City branding, place branding, destination branding and the like are various notions under which the art and science of developing brands for various geographically and administratively defined units, have been discussed and researched during past 20 years. City branding as a concept is defined as the application of the philosophy and methods of branding to the development of cities.

Research on city branding gained momentum during past five years. Number of publications (journal articles, books and monograph chapters, conference proceedings etc.) in the field of city branding is steadily increasing, reflecting both relevance of this topic as well steady increase in academic interest in this area. However, what seems to be interesting is a lack of conceptual articles with majority of these publications being case studies of branding practices in individual cities or urban agglomerations. While such approach is worthwhile in terms of identifying practices applied in city branding efforts worldwide, the lack of a coherent and universal basis for analysing and comparing city branding practices remains an issue which will require further research. Therefore, a systematic overview of the city branding discipline is important for generating new insights and building a common ground for the future research. The main aim of this study is to concisely review the city branding research studies since 2012, in order to identify major themes and approaches employed by researcher in the field of city branding. By means of an iterative search in multiple literature database, most relevant studies in the field of city branding were examined and analysed. This study indicates that researchers mainly use qualitative approach, while majority of the publications are still case studies of the individual city branding practices.

Keywords: *City branding, Marketing, Practices, Cities*

SECURITY FOR THE FUTURE OF DIGITAL MONEY AND CONNECTIONS TO IOT

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ABSTRACT

In today's world, most everyday interactions happen on the Internet. Almost all devices connect to the Internet, information is constantly being shared so much that we are not aware of it. But the Internet is not always secure and reliable. It is easy to come across incorrect information, be fooled or attacked and feel insecure about it. The question is whether there is technology that ensures the credibility of the data, which is difficult to cheat or hack. Closest to that is blockchain, a relatively new technology that has gained its popularity through Bitcoin, today's most famous cryptocurrency. Blockchain is becoming more and more familiar with technology, but given that it is a novelty, it begs the question of how familiar people are with the same, what it serves and what its further potentials are. Conducting a survey consisting of several short questions will determine whether respondents believe in its safety and potential

Keywords: *Blockchain, IoT, connections, digital money, security, future*

A MULTIPERSPECTIVE APPROACH TO THE VALUE AND IMPORTANCE OF PERSONAL DATA DURING THE PANDEMIC

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ABSTRACT

Looking from a data subject perspective, it is important to clarify the exact scope of personal data and to obtain clear information from organizations on what data will be collected, for what purposes and for how long. However, in addition to the intrinsic value, personal data also have a monetary value that data subjects should be informed about, given that if they are shown the “price” of their personal data, they can acquire higher awareness of the need to protect personal data. One way organizations can contribute to trust increase is to protect the privacy of consumer personal information, and taking into account the determinants of the General Data Protection Regulation or GDPR. Through honest privacy practices organizations retain a reputation in risky situations. Threats and dangers for organizations can be various, starting from business espionage, computer fraud, intrusions into information and communication systems and information security are essential in this regard. This article provides a narrative overview regarding the value of personal information from a data subject perspective and, vice versa, company perspective. The privacy-related complexities that data subjects and organizations face will be illustrated and analysed through the legal GDPR framework, the latest research and relevant scientific articles.

Keywords: *personal data privacy, information value, GDPR, COVID-19*

DEVELOPMENT OF R&D AND INNOVATION INFRASTRUCTURE OF CHINA AND BELARUS

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ABSTRACT

The development of the innovation potential of countries is possible due to the improvement of R&D and innovation infrastructure that enables promising scientific research, innovative developments, their implementation and scaling in similar industry complexes (regions). Innovative products create a foundation for the export growth of products (services) and the development of national brands.

Keywords: *Innovation, Development, R&D, Belarus, China*

ECONOMETRIC MODELING OF THE INFLUENCE OF INNOVATION COSTS ON THE FINANCIAL CORPORATIONS' PROFIT

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ABSTRACT

The article is devoted to the study of econometric modeling of the impact of innovation costs on the financial corporations' profit. The article highlights the problem of organizational structures updating under the influence of financial innovation. It changes the operating conditions and causes the need for new organizational models of transnational financial business. The preconditions of formation of financial corporations and modern tendencies of their development on the example of "Metlife" are investigated. In the article were analyzed strategies of financial corporations in different countries and their impact on the financial markets of these countries. Using the comparative analysis different spheres of financial corporations were characterized. Also, key motives and risks from financial conglomeration were determined. As a result of research of financial corporation's activity practice were revealed features of their functioning. There were determined the peculiarities of the synergetic effect in the integration of the banking, insurance

and investment sectors of the economy (on the example of the financial corporation "Metlife"). The obtained results made it possible to implement a fundamentally new approach to the functioning of financial corporations, which use broad autonomy. The article proposes a model of multiple linear regression, which substantiates the assessment of additional GDP growth from total reserves in the country's external debt, the ratio of imports to GDP, the GDP deflator. These summarizes the initial positions of financial corporations functioning and allows to ensure dialogue and forming solutions for all financial market participants.

Keywords: *banking institutions, globalization, investment funds, integration, insurance companies, financial convergence, financial corporations*

THE PARADOX OF RESOLVING COMPLAINTS IN THE WELLNESS CENTER GUARANTEES PROFITABILITY

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ABSTRACT

Wellness is a relatively new phenomenon in the tourism world which, as the season expands and capacity utilization increases, becomes a strategic product and should be considered, treated

and nurtured with staff, sales agents and anyone who can directly or indirectly participate in product's sales. Although the potentials of wellness and other forms of health tourism in the Republic of Croatia are insufficiently used, it can be confirmed that in the Republic of Croatia there is a complex structure of wellness tourism. The quality of service in the wellness center becomes a central determinant that can attract and retain consumer, but also irreversibly "lose" it. In order to adequately manage the quality of service in the wellness center in tourism, it is necessary to know the strategies in resolving complaints and reclamations. The aim of this paper is to determine how most consumers of wellness services are actually dissatisfied with the way of resolving a complaint. The phenomenon of the paradox of resolving complaints is the focus of this research and using the theory of the paradox of resolving complaints, the authors will assess the amount and structure of complaints in terms of outcomes, methods of procedures used in the wellness center to achieve outcomes and the nature of interpersonal procedure, complaints and reclamations. Furthermore, the paper will test the hypothesis of the interdependence between satisfaction with resolving complaints and satisfaction of consumers of wellness services.

Keywords: *wellness, quality of service, complaints, way of resolving complaints and reclamations, satisfaction*

EXAMINING THE THREATS TO COMPLIANCE WITH THE ACCOUNTING ETHICS PRINCIPLES

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ABSTRACT

Accounting ethics became an important issue worldwide due to many recent accounting frauds and financial scandals. Financial reporting quality must be high (containing accounting information that is unbiased, relevant, complete and correct) so that financial statements could be reliable to all stakeholders. Financial reporting quality can be jeopardized if professional accountants act in an unethical manner. Therefore, the ethics of accountants is of public interest since it has wide effect. The various circumstances (professional activities, interests and relationships) in which accountants work might create threats to compliance with the fundamental accounting principles. In order to avoid various ethical dilemmas, professional accountants should consult The International Code of Ethics for Professional Accountants. This code provides a conceptual framework as well as guidelines that should be applied in order to identify, evaluate and address five types of threats (self-interest threat, self-review threat, advocacy threat, familiarity threat and intimidation threat). The purpose of this study is to determine the level of the exposure to the threats to compliance with the fundamental accounting principles. Another aim of the paper is to find out whether the exposure to these threats is related to gender, age and education level of professional accountants. An online questionnaire was used as a research instrument. Empirical research results indicate that some demographic characteristics such as age and gender are not related to the exposure to the threats. On the other hand, the education level can affect the level

of exposure of professional accountants to the threats to compliance with the fundamental accounting principles.

Keywords: *Accounting ethics, Financial reporting quality, Professional accountants*

EDUCATING FUTURE ECONOMISTS IN THE ERA OF ROBOTIZATION – ARE WE ALREADY LATE?

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ABSTRACT

Market for robots is getting more important and implications of robotization and automatization process are both microeconomic and macroeconomic, along with raising social and ethical dilemmas. In that sense, this paper deals with the issue of future economists' awareness of ongoing changes. Focus is not on the education system, neither the purpose of the article is to criticize a higher education system. Rather, the aim is to draw attention to potential economic consequences of unpreparedness of future experts in different fields and application of economic knowledge who will eventually have to deal with robotization and automation in their work. In that sense, survey analysis has been performed on 443 students of public faculties of economics in the Republic of Croatia. Its purpose was to detect their attitudes on various aspects of robotization process, as well as their perception of the importance of this issue for students of economic faculties. Results indicate that almost a third of students in the sample believe that robotization process and related subjects are not relevant for students of economic faculties and 87,6% of students never had a chance to learn something about

robotization and related subjects within the framework of their study process. Although solely Croatian students formed a sample, obtained results can be observed in the context of economically similar countries and the question arises whether the existing gap between these and economically highly developed countries will become even larger if future economists are not aware of the speed and power of the ongoing technological change.

Keywords: *Economists, Education, Robotization, Labour, Students*

DETERMINING THE BENEFITS OF ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS: A LITERATURE REVIEW

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ABSTRACT

Enterprise Resource Planning (ERP) system is a powerful business application that integrates all company functions into a unified software solution that improves business processes and overall organizational efficiency. Due to its many benefits, companies are adopting ERP systems as they adapt to a changing and competitive market. The introduction of the ERP system brings together a vast amount of data from the entire company environment, thus contributing to a faster flow and availability of information, making the ERP system an important tool for monitoring business performance and providing information to management. Nowadays, traditional on-premise ERP systems are being overshadowed by the growing demand for cloud-based

ERP systems due to lower costs and faster deployment. In this migration to cloud technology, the impact of the ubiquitous Digital Transformation of businesses is visible. Various reports on the global ERP market state that the value of this market has increased and is projected to grow at significant rates in the near future. However, according to EU data, the percentage of companies that have integrated their processes in the context of the implementation of the ERP package is not high, which gives the main motive for this paper. The aim of this paper is therefore to provide a systematic review of the literature from the previous decade on the impact of ERP systems on a company's operations, performance, strategy and organizational change. The reported benefits from selected papers are classified using a framework to provide an information base for decision makers who have not yet decided to implement an ERP system to support their business activities and for researchers in this field.

Keywords: *Benefits, Digital Transformation, Enterprise Resource Planning (ERP) Systems, Literature Review*

THE OVERVIEW OF THE IMPACT OF THE EU MEMBERSHIP ON CROATIA WITH LESSONS THAT COULD BE USED BY THE WESTERN BALKANS STATES IN THE POST-COVID19 ERA

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ABSTRACT

The Western Balkans states have since 2003 been promised a European Union (EU) integration perspective. Nevertheless, the economic situation in the Western Balkans is far from optimistic,

with slim prospects for a significant economic development. The demographic situation is showing either accelerating decrease or stagnation of the population, as well as rapid demographic ageing. It is not probable that the investment boom and GDP growth experienced in the "New Central Europe" in the pre-accession period will be repeated. The emigration from the Western Balkans states will most likely increase due to the gradual opening of the labour market in the EU member states. What could be the major implications of the accession to the EU for the Western Balkans states? The economic results and their negative demographic impacts, which have significantly annulled the positive effects of the EU membership for Croatia, are presented, with predictions what might occur in the Western Balkans, if socio-economic development is not comprehensively encouraged and financed by the EU. In the first half of the 2020, the Croatian presidency, considering the geographic proximity, as well as historical experience and contemporary ties of Croatia to the region, continued to put the issue high on the EU's agenda. However, the COVID-19 pandemic has put aside many priorities of the EU. Therefore, it is necessary to study the major implications of recent difficulties for the Western Balkans states.

Keywords: Croatia, the Western Balkans, the European Union (the EU), the 2020 Croatian presidency of the EU, demographic indicators, economic performance, COVID-19 pandemic

OVERVIEW OF THE USE OF ABBREVIATIONS IN DIGITAL COMMUNICATION THROUGH SHANNON'S THEORY OF COMMUNICATION

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ABSTRACT

This paper seeks to explore and show the use of abbreviations in digital communication through Shannon's theory of communication. The paper will research and present, recently especially popular and represented among different populations, communication with abbreviations with special reference to its use in the context of social networks and applications. The use of abbreviations is not only a linguistic-communicative, but also a broader social and cultural phenomenon that is developing and functioning in accordance with the changes brought to us by new media and new technologies. In this paper, we will try to show how new technologies and new media affect everyday life, especially communication processes, and we will try to explain the ubiquitous tendency towards visualization, speed, immediacy and economy as fundamental principles in conveying messages. We will focus in particular on researching short text and chat abbreviations used in online communications, including social networks Facebook, Twitter, LinkedIn, then e-mail, and abbreviations used on mobile phones and on Viber, WhatsApp, Messenger, Telegram applications. For the purposes of the paper, a survey was previously conducted on a selected sample with the aim of trying to systematize abbreviations with respect to the personal and professional profile of the respondents. In Shannon's communication model, the source of information and the destination of the message, which are located at the endpoints of the communication channel, are connected by a message in the form of a signal that is transmitted through the communication channel from sender to receiver.

Keywords: *Abbreviations, communication by applications, communication by abbreviations, internet communication, Shannon communication theory, social networks*

THE ATTITUDE OF POLISH JOURNALISTS AND MEDIA MANAGERS TO CONTENT PERSONALIZATION IN DIGITAL MEDIA

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ABSTRACT

Personalization of the offer, practiced primarily in the marketing context, takes place in various sectors of the economy. In the digital media environment where leading technology organizations are at the forefront of data collection and analysis, personalization is increasingly manifested in the algorithmic generation of content (articles, videos, and images) created as part of the so-called algorithmic journalism. Personalisation of adverts is common practice. In the article, we have analyzed examples of personalization in digital media, presenting the results of qualitative research (in-depth interviews) on the attitude to content personalization of journalists and managers of 24 leading Polish media organizations.

Keywords: *Personalization, digital media, algorithmic journalism, Poland*

THE ROLE OF INTELLECTUAL CAPITAL IN THE ECONOMIC GROWTH: THE CASE OF THE EU COUNTRIES

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ABSTRACT

During the last four decades the relative importance of resources has been changed giving advantage to the immaterial resources over the material ones. This change has put emphasis on the significance of intellectual resources for the success of companies, cities, regions, and national economies. The position of these actors in the global market has been determined by the ability to use knowledge and other intellectual resources to create value for various stakeholders. Those who succeeded in these activities have achieved the higher level of competitiveness. In the contemporary business and social environment, knowledge represents the main production factor, whereas intellectual resources are the key determinant of competitiveness and success. Therefore, the aim of this paper is to determine the impact of national intellectual capital on the economic growth in the EU countries while taking into account some macroeconomic indicators as well. The results confirmed positive and statistically significant correlation between intellectual capital indicators and economic growth. Also, the findings revealed positive impact of high technology export, mobile cellular subscriptions, and

researchers in research and development (R&D) on the economic growth. The authors proposed several measures to be taken into account by macroeconomic policy makers in drafting strategies for managing intellectual potential of their economies.

Keywords: *knowledge, intellectual capital, management, economic growth, EU countries*

QUALITY ASPECTS OF DIGITAL SERVICES IN HIGHER EDUCATION: STUDENT-ORIENTED PERSPECTIVE

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ABSTRACT

Quality of information systems has extensively been studied for the past 30 years, but it has been mostly done in a corporative environment, whilst digital services in higher education have been understudied in literature. Additionally, the new evaluation era has moved the focus from technology to the end-user perspective. Information system quality has been most often evaluated through three sub-dimensions: system quality, information quality, and service quality. Moreover, new technologies have been used and therefore new dimensions in quality have emerged. In order to examine and identify which quality factors are considered as important from students' perspective, the survey has been conducted (N=284). Multivariate analysis has been done and the results confirmed ten factors, of which five belonged to system quality, four to information quality, and one factor belonged to service quality.

The results also confirmed that service quality should not be neglected – as some researchers tend not to include it while measuring the quality of information systems.

Keywords: *digital services, digital transformation, quality, higher education, student-oriented*

THE IMPACT OF COVID 19 PANDEMIC ON GLOBAL VIDEO GAMING MARKET

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Purpose - The aim of this paper is to analyse the trends of the global video game industry during the Covid 19 pandemic. Methodology - The research is based on an analysis of the revenue of the global video game industry and the trend in the number of users. The research is divided into an analysis of the revenue structure as well as a geographical segmentation of total revenue. The results of the financial analysis are compared with the results of the trend analysis of the number of users. The results - research has confirmed the strong impact of the Covid 19 pandemic on the revenue trend of the global video game industry. The crisis has hit the traditional media markets of Europe and the USA the hardest. The number of users has grown steadily despite

the Covid 19 crisis. Conclusion - The global video game industry has developed into the largest segment of the media industry. Revenues and the number of users are constantly growing. Even higher revenue growth can be expected in the coming years.

Keywords: *advertising, Covid 19, mobil games, video gaming industry*

CONSTRUCTION COSTS IN TERMS OF SERVICE LIFE AND WEAR AND TEAR OF BUILDINGS

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ABSTRACT

The aim of the paper is to determine and categorize construction work costs in order to create a methodology for valuating buildings in terms of service life and renewal of their parts within the life cycle operation phase. The costs of construction elements are crucial both in the pre-investment decision-making process and in addressing expert or insurance issues. The article identifies valuation processes and links within them.

Keywords: *Construction Costs, Pre-Investment Decision-Making Process, Life Cycle*

INFLUENCER MARKETING IN TRAVEL AND TOURISM: LITERATURE REVIEW

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ABSTRACT

Influencer marketing has become a powerful way to influence consumers attitudes and decisions in choosing products or services they buy based on the recommendations of followed online influencers. From its beginning the influencer marketing started in the fashion industry but has spread to diverse industries such as travel and tourism. The aim of the paper is to see whether travel influencers have an effect on their followers when choosing travel destinations that is to see whether consumer behavior is influenced by social media influencers. For the purpose of this research a literature review was done searching two relevant databases; Web of Science and Scopus, using the search term ("influencer marketing") AND ("travel" AND ("tourism")). The objective of this literature review was i) to explore the field of influencer marketing and its effects on travel and tourism industry and ii) to provide an overview of the research literature in these areas. The results of the research indicate that there is a growing interest in the use of influencer marketing as a strategy tool to promote destination tourism and to induce customers travel intention. Analysed papers research relations of different factors like credibility, trust, attractiveness, expertise, information

quality or ethics of social media influencers in gaining consumer trust and their intention to travel or choose the promoted destination.

Keywords: *influencer, influencer marketing, travel, tourism industry*

CORPORATE INCOME TAX AS AN IMPORTANT INSTRUMENT FOR BUSINESS COMPETITIVENESS

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ABSTRACT

Taxes are currently being discussed, both in terms of their impact on national budget revenues and subsequently on the EU budget. Also for their impact on business outcomes and the competitiveness of business entities. Taxes represent the largest inflow of funds into the state budget, so this issue trying to find the limit of satisfaction between the state and taxpayers. The aim of the paper is to compare the tax burden of business entities in the Slovak Republic, the Czech Republic and the Republic of Poland on the basis an analysis. The paper focuses on selected aspects of the tax system, especially the comparison of selected indicators, correlation analysis, and evaluation in connection with the Doing Business Index. At the end of the paper are suggestions and recommendations for streamlining the tax system, respectively corporate income tax to promote the competitiveness of businesses in selected EU countries. Recommendations can contribute to make business more attractive, increase the motivation to start a business, increase support for small and medium enterprises and mainly increase the competitiveness of businesses.

Keywords: *Competitiveness, Corporate income tax, Doing Business Index, Tax rate*

THE ETHICAL CHALLENGES OF ETHNOGRAPHIC FIELDWORK IN CONFLICT SETTINGS

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ABSTRACT

This article aims to analyze some of the ethical challenges that face field researchers working in conflict areas. I will rely on my own ethnographic field research completed in 2018 in the Moroccan Rif region, notorious for its conflicts and ecological confrontations over water and land. I will discuss the procedures that I adopted in implementing the principle of “do no harm” in the field research ethics. After presenting the general methodology, I will examine the conditions under which fieldwork took place in the local tribal community during the research period. I will then cover the measures which ensured that interviews were conducted with people giving their fully informed consent, and demonstrate all the steps I undertook in the field, before explaining the procedures pertaining to the anonymity of participants and ensuring the confidentiality of data collected in conflict circumstances. I will discuss the particular ethical dilemmas I have encountered in the research, including the complexities of community representation, researcher identity, and the emotional challenges in an ethno-tribal environment, a source of confusion for the researcher. I will finally analyze some new research questions arising in the context of conflict conditions.

Keywords: *Respect participants, Fieldwork ethics, Ethnographic research, local population, society, ecological movements*

POTENTIAL OF APPLICATION OF GAMIFIED DESTINATION PROMOTION

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Tourism service providers are increasingly combining and expanding their service products by incorporating game elements such as badges, points, levels and rewards in a non-gaming tourism context. While application of gamification is a fairly new trend in the tourism sector, it is gaining more importance in the global tourism practices, consequently raising questions about optimal approaches when integrating gamification elements into tourism offerings. Hence, in its opening segment this paper provides an overview of research dealing with theoretical and practical issues pertaining to implementation of gamification in tourism, acting both as a basis for empirical research performed in the latter section of the paper as well as a starting point for better understanding and implementation of gamification in marketing and tourism in future. Empirical research undertaken was based on an online questionnaire completed by 291

respondents recruited using convenience sampling from the Gen Y and Gen Z cohort. Data was processed and analysed using SPSS package. The results of the research suggest that gamification has a positive effect on the experience of individuals from generations Y and Z, as well as their interest in visiting and informing through play about lesser-known tourist attractions. Furthermore, research findings indicate that the ability to implement gamification in promotion depends on the readiness of the destination, which is determined through an in-depth interview with the selected tourism actor. Finally, the paper concludes with guidelines for the application of gamification, an overview of study's limitations and recommendations for future research.

Keywords: *e-tourism, gamified destination promotion, generations Y and Z*

INTERDEPENDENCE OF ECONOMIC INEQUALITIES AND ECONOMIC GROWTH IN SELECTED POST-TRANSITION COUNTRIES OF THE EUROPEAN UNION

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ABSTRACT

The purpose of this paper is to research the relationship between economic inequalities of distribution of household income and economic growth in the selected countries of the European Union in the period before and during the economic crisis, from 1995 to 2015. The following econometric methods were used: regression analysis, multiple econometric panel analysis and panel cointegration analysis using the vector error correction model (VECM). The result of the research confirms that there is a strong long-run relationship, in both directions of influence, i.e. from the variable of economic inequality of distribution of disposable equivalent income, expressed by the Gini coefficient (INEQG), to the variable change in gross domestic product (GDP) and vice versa. The conclusion is that there is a negative interdependence between economic inequalities of distribution of household income and economic growth, which has a long-run character.

Keywords: *economic inequalities, crisis, economic growth, distribution of household income, post-transition EU countries*

THE PUBLIC LIBRARY AS HEALTH INFORMATION RESOURCE

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ABSTRACT

Due to the situation caused by the coronavirus pandemic health matters have become a very sensitive subject to the society. The existing issues motivate researchers and specialists to look through the documents and archives describing the historical development of Bulgarian healthcare and medical and social activity, focusing on the activity of Bulgarian healthcare institutions and professional medical organizations, as well as mentioning them in specialized medical publications. Even more – these issues prioritized the matters related to the implementation of rules, norms and regulation in the field of healthcare.

Keywords: *Public libraries, Management, Healthcare, Information, COVID-19*



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