

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

48th International Scientific Conference on Economic and Social Development –
"Managerial Issues in Modern Business"

Book of Abstracts

Editors:

Mirosław Przygoda, Petar Misevic, Mustapha Machrafi



ISSN 1849-7543



Warsaw, 25-26 November 2019

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

Editors:

Mirosław Przygoda, University of Warsaw, Poland
Petar Misevic, University North, Croatia
Mustapha Machrafi, Mohammed V University in Rabat, Morocco

Economic and Social Development

48th International Scientific Conference on Economic and Social Development –
"Managerial Issues in Modern Business"

Book of Abstracts

Warsaw, 25-26 November 2019

Title ■ Economic and Social Development (Book of Abstracts), 48th International Scientific Conference on Economic and Social Development – "Managerial Issues in Modern Business"

Editors ■ Miroslaw Przygoda, Petar Misevic, Mustapha Machrafi

Scientific Committee / Programski Odbor ■ Marijan Cingula (President), University of Zagreb, Croatia; Sandra Raquel Alves, University of Aveiro, Portugal; Ayuba A. Aminu, University of Maiduguri, Nigeria; Anona Armstrong, Victoria University, Australia; Gouri Sankar Bandyopadhyay, The University of Burdwan, Rajbati Bardhaman, India; Haimanti Banerji, Indian Institute of Technology, Kharagpur, India; Elisabeth de Jesus Oliveira Brito, University of Aveiro, Portugal; Alla Bobyleva, The Lomonosov Moscow State University, Russia; Leonid K. Bobrov, State University of Economics and Management, Novosibirsk, Russia; Rado Bohinc, University of Ljubljana, Slovenia; Zeki Atil Bulut, Dokuz Eylul University, Turkey; Adnan Celik, Selcuk University, Konya, Turkey; Alexey Chernov, RUDN University, Russian Federation; Przemyslaw Chmielecki, Higher Baptist Theological Seminary in Warsaw, Poland; Angelo Maia Cister, Federal University of Rio de Janeiro, Brasil; Mirela Cristea, University of Craiova, Romania; Sreten Cuzovic, University of Nis, Serbia; Oguz Demir, Istanbul Commerce University, Turkey; T.S. Devaraja, University of Mysore, India; Onur Dogan, Dokuz Eylul University, Turkey; Darko Dukic, University of Osijek, Croatia; Gordana Dukic, University of Osijek, Croatia; Alba Dumi, Vlora University, Vlora, Albania; Ksenija Dumcic, University of Zagreb, Croatia; Galina Pavlovna Gagarinskaya, Samara State University, Russia; Fran Galetic, Zagreb University, Croatia; Mirjana Gligoric, Faculty of Economics, Belgrade University, Serbia; Mehmet Emre Gorgulu, Afyon Kocatepe University, Turkey; Klodiana Gorica, University of Tirana, Albania; Aleksandra Grobelna, Gdynia Maritime University, Poland; Liudmila Guzikova, Peter the Great Saint-Petersburg Polytechnic University, Russia; Anica Hunjet, University North, Koprivnica, Croatia; Oxana Ivanova, Ulyanovsk State University, Ulyanovsk, Russia; Irena Jankovic, Faculty of Economics, Belgrade University, Serbia; Lara Jelenc, University of Rijeka, Croatia; Myrl Jones, Radford University, USA; Gorazd Justinek, Graduate School of Government and European Studies, Slovenia; Hacer Simay Karaalp, Pamukkale University, Turkey; Grzegorz Karasiewicz, University of Warsaw, Poland; Dafna Kariv, The College of Management Academic Studies, Rishon Le Zion, Israel; Salih Katircioglu, Eastern Mediterranean University, Northern Cyprus, Turkey; Hilal Yildirim Keser, Uludag University, Bursa, Turkey; Sophia Khalimova, Institute of Economics and Industrial Engineering of Siberian Branch of Russian Academy of Science, Novosibirsk, Russia; Marina Klacmer Calopa, University of Zagreb, Croatia; Vladimir Kovsca, University of Zagreb, Croatia; Goran Kozina, University North, Koprivnica, Croatia; Dzenan Kulovic, University of Zenica, Bosnia and Herzegovina; Robert Lewis, Les Roches Gruyere University of Applied Sciences, Bulle, Switzerland; Ladislav Lukas, Univ. of West Bohemia, Faculty of Economics, Czech Republic; Pascal Marty, University of La Rochelle, France; Vaidotas Matutis, Vilnius University, Lithuania; Marijana Merkač Skok, GEA College of Entrepreneurship, Ljubljana, Slovenia; Daniel Francois Meyer, North West University, South Africa; Gabriela Mezeiova, Slovak Centre of Scientific and Technical Information, Slovak Republic; Marin Milkovic, Rector, University North, Koprivnica, Croatia; Raquel Filipa do Amaral Chabre de Meneses Soares Bastos Moutinho, University of Porto, Portugal; Zlatko Nedelko, University of Maribor, Slovenia; Gratiela Georgiana Noja, West University of Timisoara, Romania; Alojzy Z. Nowak, University of Warsaw, Poland; Zsuzsanna Novak, Corvinus University of Budapest, Hungary; Tomasz Ochowski, University of Warsaw, Poland; Mislav Ante Omazic, University of Zagreb, Croatia; Barbara Herceg Paksic, University of Osijek, Croatia; Vera Palea, Università degli Studi di Torino, Italy; Dusko Pavlovic, Libertas International University, Zagreb, Croatia; Igor Pihir, University of Zagreb, Croatia; Dinko Primorac, University North, Koprivnica, Croatia; Zeljka Primorac, University of Split, Croatia; Miroslaw Przygoda, University of Warsaw, Poland; Karlis Purmalis, University of Latvia, Latvia; Humberto Ribeiro, University of Aveiro, Portugal; Nicholas Recker, Metropolitan State University of Denver, USA; Kerry Redican, Virginia Tech, Blacksburg, USA; Robert Rybnicek, University of Graz, Austria; Amelia Cristina Ferreira da Silva, Polytechnic of Porto, Portugal; Joanna Stawska, University of Lodz, Poland; Tomasz Studzieniecki, Gdynia Maritime University, Poland; Elzbieta Szymanska, Białystok University of Technology, Poland; Katarzyna Szymanska, The State Higher School of Vocational Education in Ciechanow, Poland; Jan Turyna, University of Warsaw, Poland; Ilaria Tutore, University of Naples Parthenope, Italy; Mladen Vedris, University of Zagreb, Croatia; Rebeka Danijela Vlahov, University of Zagreb, Croatia; Ilko Vrankic, University of Zagreb, Croatia; Stanislaw Walukiewicz, Białystok University of Technology, Poland; Thomas Will, Agnes Scott College, USA; Li Yongqiang, Victoria University, Australia; Peter Zabielskis, University of Macau, China; Tao Zeng, Wilfrid Laurier University, Waterloo, Canada; Grzegorz Zimon, Rzeszow University of Technology, Poland; Snezana Zivkovic, University of Nis, Serbia.

Review Committee / Recenzentski Odbor ■ Marina Klacmer Calopa (President); Ana Aleksic; Sandra Raquel Alves; Ayuba Aminu; Mihovil Andjelinovic; Josip Arneric; Lidija Bagaric; Tomislav Bakovic; Sanja Blazevic; Leonid Bobrov; Ruzica Brecc; Anita Ceh Casni; Iryna Chernysh; Mirela Cristea; Oguz Demir; Jasmina Dvorski; Stjepan Dvorski; Robert Fabac; Ivica Filipovic; Sinisa Franjic; Fran Galetic; Mirjana Gligoric; Tomislav Globan; Anita Goltnik Umat; Tomislav Herceg; Irena Jankovic; Emina Jerkovic; Dafna Kariv; Oliver Keser; Hilal Yildirim Keser; Martina Dragija Kostic; Tatjana Kovac; Vladimir Kovsca; Petar Kurecic; Angelo Maia Cister; Katarina Marosevic; Vaidotas Matutis; Marijana Merkač Skok; Daniel Francois Meyer; Natanya Meyer; Josip Mikulic; Ljubica Milanovic Glavan; Guenter Mueller; Ivana Nacinovic Braje; Zlatko Nedelko; Gratiela Georgiana Noja; Zsuzsanna Novak; Alka Obadic; Claudia Ogrea; Igor Pihir; Najla Podrug; Vojko Potocan; Dinko Primorac; Zeljka Primorac; Sanda Renko; Humberto Ribeiro; Vlasta Roska; Souhaila Said; Armando Javier Sanchez Diaz; Tomislav Sekur; Lorena Skuffic; Mirko Smoljic; Petar Soric; Mario Spremic; Matjaz Stor; Tomasz Studzieniecki; Lejla Tijanic; Daniel Tomic; Boris Tusek; Mladen Vedris; Rebeka Daniela Vlahov; Ilko Vrankic; Thomas Will; Zoran Wittine; Tao Zeng; Grzegorz Zimon; Snezana Zivkovic; Berislav Zmuk.

Organizing Committee / Organizacijski Odbor ■ Domagoj Cingula (President); Djani Bunja; Marina Klacmer Calopa; Spomenko Kesina; Erlino Koscak; Miroslaw Przygoda; Michael Stefulj; Rebeka Danijela Vlahov; Sime Vucetic.

Publishing Editors ■ Spomenko Kesina, Mario Vrazic, Domagoj Cingula

Publisher ■ Design ■ Print ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / University North, Koprivnica, Croatia / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco / Polytechnic of Medimurje in Cakovec, Cakovec, Croatia

Printing ■ Online Edition

ISSN 1849-7543

The Book is open access and double-blind peer reviewed.

Our past Books are indexed and abstracted by ProQuest, EconBIZ, CPCI (Web of Science) and EconLit databases and available for download in a PDF format from the Economic and Social Development Conference website: <http://www.esd-conference.com>

© 2019 Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia; University North, Koprivnica, Croatia; Faculty of Management University of Warsaw, Warsaw, Poland; Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco; Polytechnic of Medimurje in Cakovec, Cakovec, Croatia. All rights reserved. Authors are responsible for the linguistic and technical accuracy of their contributions. Authors keep their copyrights for further publishing.

CONTENTS

SUSTAINABLE WATER RESOURCES MANAGEMENT AND ITS QUALITY MODELLING IN AZERBAIJAN	1
Elshan Ahmadov, Samadova Mehriban, Ramiz Javadov, Elnur Aliyev, Tural Khalilov	
UNEMPLOYMENT IN NIGERIA: THE ROLE OF ENTREPRENEURSHIP EDUCATION	2
Amawu Jacob, Ekienabor Ehijiele	
ATTITUDES OF PARTICIPANTS OF THE BIKE RACE “A RIDE FOR ŽIR” ABOUT THE RACE AND THE ISLAND OF ŽIRJE AS A CYCLOTOURIST DESTINATION.....	3
Sandra Mrvica Madarac, Iva Sklempe Kokic	
TRANSFER PRICING AS A FINANCIAL MANAGEMENT TOOL OF TRANSNATIONAL CORPORATIONS.....	5
Aneta Cugova, Juraj Cug	
PERCEIVED USEFULNESS OF E-GOVERNMENT SERVICES IN CROATIAN STATE ADMINISTRATION	6
Darko Dukic, Goran Kozina, Neven Bertovic	
GOODWILL PERCEPTIONS IN THE CONSTRUCTION MARKET OF THE CZECH REPUBLIC.....	8
Radek Dohnal, Helena Hanusova, Svatopluk Pelcak	
ECONOMIC TRENDS AND BUSINESS DEVELOPMENT OF THE CROATIAN PRINTING INDUSTRY	10
Drazenka Andrasek, Marin Milkovic, Damir Vusic	
THE IMPACT OF BANKING SECTOR REFORM ON THE NIGERIAN CAPITAL MARKET	11
Edobor Osayemwenre Stanley, Edobor Osariemen Helen	
IMPACT OF ONLINE STUDENTS' ENGAGEMENT ON SATISFACTION AND LOYALTY IN HIGHER EDUCATION.....	12
Dina Loncaric, Marina Perisic Prodan, Tomislav Car	

ANALYSIS OF COMPANIES OF THE WIG20 SECTOR BASED ON THE EXAMPLE OF COMPANIES QUOTED ON THE WARSAW STOCK EXCHANGE IN POLAND WITHIN 2009-201913

Rafal Parvi

TOURIST INFRASTRUCTURE OF POLTAVA REGION14

Ante Roncevic, Iryna Chernysh, Nadiya Bakalo

THE IMPORTANCE OF PROMOTING SUSTAINABLE DEVELOPMENT GOALS FOR THEIR IMPLEMENTATION WITHIN SOCIETY - CASE STUDY: BOSNIA AND HERZEGOVINA16

Ehlimana Spahic, Amer Osmic, Enita Custovic

NON PROFIT ORGANISATIONS: FUTURE RESEARCH PROSPECTS BASED ON BIBLIOMETRIC ANALYSIS17

Filip Rebetak, Viera Bartosova

ACQUISITIONS OF BUSINESSES IN THE DRUGSTORE MARKET FOR EXAMPLE OF MÜLLER TRGOVINA ZAGREB D.O.O.....18

Martina Sopta, Filip Knezevic

CROATIAN HEALTH CARE SYSTEM MANAGEMENT AND EFFICIENCY FROM PHARMACISTS' POINT OF VIEW19

Gordana Dukic, Goran Kozina, Davor Medaric

EFFECTIVE MANAGEMENT OF CORPORATE IMAGE IN ACHIEVING CUSTOMER LOYALTY IN THE NIGERIA BANKING INDUSTRY20

Imadonmwiyi Igbo Elvis, Ekienabor Ehijiele

CLS SYSTEM AND ITS CONTRIBUTION TO MINIMIZE THE RISK OF SETTLEMENT OF CURRENCY TRANSACTIONS.....21

Jan Chutka, Ladislav Vagner

CORE CONCEPT OF BUSINESS TRANSFORMATION: FROM BUSINESS DIGITIZATION TO BUSINESS DIGITAL TRANSFORMATION.....22

Josko Lozic

THE WILLINGNESS TO PAY AS A KEY FACTOR OF EFFECTIVENESS IN THE PROCESS OF PRICE SETTING24

Jana Kliestikova, Margareta Nadanyiova, Elena Gregova

CLUSTER COMMUNICATIONS AS THE BASIS FOR FORMING A COMPETITIVE STATUS OF AN AREA26

Elvira Klimova, Olga Leushina, Alla Goncharova

PRESENCE OF GERMAN LANGUAGE IN NATIONAL PROGRAMMES OF TOURISM AND HOSPITALITY MANAGEMENT STUDIES28

Tomislav Krpan, Goran Pavelin, Filip Znaor

POLARIZATION PROCESSES IN THE FISHERIES INDUSTRY OF THE BALTIC REGION AS AN ELEMENT OF SUSTAINABLE DEVELOPMENT OF THE TERRITORY (ON THE EXAMPLE OF THE NORTH-WESTERN FEDERAL DISTRICT OF RUSSIA)29

Larisa Amvroseva

PUBLIC EXPENDITURES AND ECONOMIC GROWTH: THE CASE OF THE REPUBLIC OF CROATIA30

Maja Grdinic

SUBJECTIVE QUALITY OF LIFE AS THE RESULT OF ECONOMIC STATE OF REGIONS.....32

Maria Volkova

THE LEGAL ENVIRONMENT OF BUSINESS – THE ARRANGEMENT PROCEEDINGS IN CASE OF INSOLVENCY OF THE ENTERPRISE IN POLAND (SELECTED ISSUES).....33

Monika Smusz - Kulesza

USING FUZZY DECISION-MAKING METHOD FOR PRIORITIZING APPLICATION AREAS OF SMART CITY PROJECTS34

Muhammet Deveci, Fatih Canitez, Metin Soylemez

HISTORIOGRAPHICAL APPROACH TO INTERREGNUM IN MANAGEMENT PHENOMENON - THE CASE OF POLISH JOURNAL “TYGODNIK WARSZAWSKI” (1945- 1948).....35

Tomasz Ochowski, Kinga Bajdecka

RECESSION IN NIGERIA: ENTREPRENEURSHIP EDUCATION TO THE RESCUE36

Christopher Oguah, Ekienabor Ehijiele

INTERLINKAGES AMONG FOREIGN DIRECT INVESTMENT, INTERNAL MIGRATION AND STRUCTURAL CHANGES IN ECONOMY.....	37
Agne Simelyte, Arturas Vitas	
SHARED MOBILITY IN TRI-CITY.....	38
Michal Kuzia	
THE IMPACT OF THE INTERNAL RATE OF RETURN (IRR) AS A BENCHMARK MODEL FOR VALUE CREATION IN PRIVATE EQUITY.....	40
Petar Misevic, Hrvoje Volarevic, Marko Peric	
PATTERNS OF RELATIONAL CONSCIOUSNESS AS ETHICAL POTENTIAL IN VOCATIONAL TRAINING OF INFORMATION TECHNOLOGY PROFESSIONALS.....	41
Muhammad Kamran, Tomasz Ochowski	
APPLICATION OF COMPLIANCE IN FRAUD RISK MANAGEMENT IN BUSINESS PRACTICE.....	42
Agnieszka Skoczylas-Tworek	
HOW TO STIPULATE LEAN, LEAGILE AND AGILE RESOURCES? MULTI-CRITERIA METHODS IN MANUFACTURING.....	44
Pawel Bogacz	
MANAGING INTERNAL AND EXTERNAL STAKEHOLDERS IN STARTUP PROJECTS	45
Araksya Mirakyan, Rebeka D. Vlahov Golomejic	
DEVELOPMENT OF METHODS FOR PROFESSIONAL COMPETENCE ASSESSMENT OF IT PROFESSIONALS USING SIMULATION GAMES.....	46
Zinaida Rodionova	
MANAGEMENT AS THE BASIS FOR EDUCATION QUALITY AT UNIVERSITY IN TERMS OF EDUCATION FOR SUSTAINABLE DEVELOPMENT	48
Romashin Vladimir Nikolaevich, Atamanova Galina Ivanovna, Fil Tatyana Alexandrovna	

TAX CRIMES AS THREAT TO ECONOMIC SECURITY OF THE STATE	49
Sergey Anofrikov, Vera Afonchikova	
HARMONIZATION OF THE EMPLOYEE'S CAREER BASED ON THE CONCEPT OF TIME MANAGEMENT	50
Svetlana Sotnikova, Nikita Sotnikov	
MANAGING DEVELOPMENT OF CREATIVE CITY SYSTEM: COWORKING	52
Paulina Stachura, Karolina Kuligowska	
EUROPEAN DEPOSIT INSURANCE SYSTEMS IN THE TIME OF CRISIS	53
Stella Suljic Nikolaj, Bojana Olgic Drazenovic, Vesna Buterin	
IMPORTANCE OF NEUROMARKETING IN COMPANY'S MARKETING CAMPAIGN	55
David Vrtana, Anna Krizanova, Lubica Gajanova	
THE FUTURE OF MANAGERIAL RESEARCH	56
Grazyna Wieczorkowska-Wierzbinska, Kinga Wilczynska	
SUSTAINABILITY MANAGEMENT IN RUSSIA: VALUES, MOTIVES AND ASSESSMENT.....	58
Yulia Fomina, Svetlana Apenko	
THE USAGE OF MODERN PAYMENT TECHNOLOGIES IN UKRAINE.....	59
Onyshchenko Volodymyr, Sivitska Svitlana, Chernysh Iryna, Ante Roncevic	
FORECASTING CORRECTNESS OF INCURRING CREDIT WITH THE AID OF E.I. ALTMAN'S, J. GAJDKA'S AND D. STOS'S DISCRIMINANT ANALYSIS MODELS ON THE EXAMPLE OF 200 STUDIED COMPANIES FROM OPOLE AND PODKARPACIE PROVINCES WITHIN 2010-2018.....	60
Rafal Parvi	
FACTORS AFFECTING THE FINANCIAL PERFORMANCE OF THE BANKING SECTOR.....	61
Zia-ur-Rehman, Zara Mazahir, Hafiz Fawad Ali	

SUSTAINABLE WATER RESOURCES MANAGEMENT AND ITS QUALITY MODELLING IN AZERBAIJAN

Elshan Ahmadov

*Assoc. Prof., Academy of Public Administration,
Faculty of Administrative Management,
Department of Sustainable Development Management,
Azerbaijan
elshen80@gmail.com*

Samadova Mehriban

*Assoc. Prof., Azerbaijan State University of Economics,
Azerbaijan*

Ramiz Javadov

*Assoc. Prof., Azerbaijan State University of Economics,
Azerbaijan*

Elnur Aliyev

Azerbaijan State University of Economics, Azerbaijan

Tural Khalilov

Azerbaijan State University of Economics, Azerbaijan

ABSTRACT

Azerbaijan are based on the principles of innovative management and this trend is the basis of transition to a sustainable green economy. In this regard, sustainable water management and its quality modelling become one of the most important factors to build an inclusive society and to achieve sustainable management. The quality of surface water and groundwater is a crucial factor for both aquatic ecosystems and beneficial uses of water resources. Water managers want to be well informed on actual and expected water quality to be able to assess the effects of pollution or hydrological changes, the need for mitigation and the effectiveness of costly measures. Water quality modelling can

provide the required information, accurately and in great detail. Modelling is an essential tool for many water quality management supporting studies, because only modelling allows for comprehensive and fully quantitative description and prediction of the quality of water systems.

Keywords: *Sustainable development, water resources, sustainable management, green economy, water quality modelling, water systems, regulation*

UNEMPLOYMENT IN NIGERIA: THE ROLE OF ENTREPRENEURSHIP EDUCATION

Amawu Jacob

*Marketing Department, Edo State Polytechnic, Usen
Benin City, Edo State, Nigeria
jamawu9@gmail.com*

Ekienabor Ehijiele

*Business Administration Department, Igbinedion University,
Okada, Edo State, Nigeria
ehismcman@yahoo.com*

ABSTRACT

This study examined the role of entrepreneurship education in reducing unemployment in Nigeria. The main objective of the study was to look at the possibility of entrepreneurship education in unemployment eradication in Nigeria. In the achievement of this objective, questionnaire was administered to 70 entrepreneurs in different locations in Nigeria to collect needed information. The hypothesis formulated, was tested and analyzed using Chi-square test. Findings from the result revealed that entrepreneurship education has a positive significant effect on unemployment eradication in Nigeria. Therefore, it is recommended that students be encouraged to embrace

entrepreneurship education or training in order for them to become wealth creators by being self-reliant. Also, there is the need to empower other vocational and skills acquisition centres, by providing them with the necessary materials in entrepreneurship education, in order that they can assist in the development of entrepreneurial skills required by individuals to set up cottage industries.

Keywords: *Education, entrepreneurial skills, entrepreneurship education, Nigeria, unemployment*

ATTITUDES OF PARTICIPANTS OF THE BIKE RACE “A RIDE FOR ŽIR” ABOUT THE RACE AND THE ISLAND OF ŽIRJE AS A CYCLOTOURIST DESTINATION

Sandra Mrvica Madarac

*College of Applied Sciences “Lavoslav Ružička” in Vukovar,
Croatia
smrvica@vevu.hr*

Iva Sklempe Kokic

*College of Applied Sciences “Lavoslav Ružička” in Vukovar,
Croatia
iskokic@vevu.hr*

ABSTRACT

Bike race “A Ride for Žir” is a traditional bicycle race of athletes, recreational athletes and children which is being held on the Island of Žirje since 2005 and is organized by the Žirje Ecological Association. The Žirje Island is the largest permanently inhabited island of Šibenik - Knin County, but it’s also the least populated island by the older population. Žirje Island is characterized by unspoiled nature, valuable archaeological sites, its environment, rich tradition and natural resources. The intention of the

association with this project is to maintain the continuity of the cycling race, which is a part of a larger project of sustainable development of the island where from year to year, the positive effects of such sporting events have been multiplying: additional extensions of the trails on the island and regulation of the environment (which also has the effect for prevention of fire), local community is mobilized and volunteering has been promoted (therefore the community is being strengthened), tourist promotion of the island is being supported and also healthy lifestyle and nature conservation were promoted through cycling, where all this elements together contributed to raise the quality of the cycling tourism offered on the island. In the conducted research by means of a survey questionnaire among participants of the bike race "A Ride for Žir", explores the impact of cycling on health, relationship between participants' demographic characteristics and their attitudes towards the cyclotourism offer of Žirje Island, their motives for participating in the race, attitudes towards the race organization itself and proposed guidelines for improvement by race participants. The research was conducted for the purpose for potential opportunities aiming for the improvement of the race organisation and exploration of attitudes of the race participants considering it as a cyclotourism market.

Keywords: "A Ride for Žir", island of Žirje, cycling, cyclotourism, attitudes

TRANSFER PRICING AS A FINANCIAL MANAGEMENT TOOL OF TRANSNATIONAL CORPORATIONS

Aneta Cugova

University of Zilina,

*Faculty of Operation and Economics of Transport and
Communication, Department of Economics*

Univerzitna 8215/1, 010 26 Zilina, Slovak Republic

aneta.cugova@fpedas.uniza.sk

Juraj Cug

University of Zilina,

*Faculty of Operation and Economics of Transport and
Communication, Department of Economics*

Univerzitna 8215/1, 010 26 Zilina, Slovak Republic

juraj.cug@fpedas.uniza.sk

ABSTRACT

The issue of transfer pricing is usually linked to the topic of transnational corporation. The individual companies forming part of a transnational corporation enter into agreements for the purchase or sale of goods, services or assets, and it is questionable how these prices of goods, services or assets are created and if they correspond to market prices indeed. Independent companies typically trade at a market price that is created by an offer and a demand because none of the participants in this transaction wants to give up the reward which belong to them. In the case of transnational corporations, however, the situation is different. Prices are often influenced by the fact that they are not negotiated in the marketplace, but they are regulated by the power position. Financial management of transnational corporations seeks to seize the opportunity to minimize the overall tax burden. Most countries in the world try to avoid such tax cuts through laws or regulations. Transaction prices are most closely described in the OECD Directive. The aim of this paper is to describe methods of transfer pricing used to

determine the optimal and fair price. In the paper, we discuss five basic methods for determining transfer pricing, which are in line with the principle of an independent relationship. These are three price-based methods and two profit-based methods. These methods are not binding, but most commonly used. Any other method not prescribed by the OECD Directive can be used, but knowing these five basic methods is a necessary minimum to understand transfer pricing issues.

Keywords: *financial management, transfer pricing, methods of transfer pricing*

PERCEIVED USEFULNESS OF E- GOVERNMENT SERVICES IN CROATIAN STATE ADMINISTRATION

Darko Dukic

*Josip Juraj Strossmayer University of Osijek,
Department of Physics, Osijek, Croatia
darko.dukic@fizika.unios.hr*

Goran Kozina

*University North, University Centre Varaždin,
Varaždin, Croatia
goran.kozina@unin.hr*

Neven Bertovic

*Ministry of Construction and Physical Planning,
Zagreb, Croatia
neven.bertovic@mgipu.hr*

ABSTRACT

Modernisation and digitisation of state administration services is crucial for the development of society. The success of state administration reform depends on a number of factors, especially on its employees. With this in mind, the paper explores how employees of the Croatian state administration rate the

usefulness of e-government services. Furthermore, the study aims to examine the similarities and differences in employees' attitudes depending on their age, gender, education level, and position in the institution. A survey was conducted on 367 employees of the state administration of the Republic of Croatia. The data collected were analysed using descriptive and inferential statistics. The research has shown that employees of the Croatian state administration generally consider e-government services to be useful. In addition, the study has found that regardless of differences in age, gender, education level, and position in the institution, they give similar ratings to the usefulness of e-services. This finding is important for policy makers and managers responsible for e-government. There is very little research on the issues addressed in this paper. Thus, the study furthers current knowledge and contributes to the theory and practice of e-government.

Keywords: *e-government services, digitisation, perceived usefulness, employees, Croatian state administration*

GOODWILL PERCEPTIONS IN THE CONSTRUCTION MARKET OF THE CZECH REPUBLIC

Radek Dohnal

*Brno University of Technology, Faculty Of Civil Engineering
Veveří 331/95, 602 00 Brno, Czech Republic
dohnal.r@fce.vutbr.cz*

Helena Hanusova

*Brno University of Technology, Faculty Of Business
Kolejní 2906/4, 612 00 Brno, Czech Republic
hanusova@fbm.vutbr.cz*

Svatopluk Pelcak

*Brno University of Technology, Faculty Of Civil Engineering
Veveří 331/95, 602 00 Brno Czech Republic
pelcak.s@fce.vutbr.cz*

ABSTRACT

Goodwill is considered an intangible asset of the company. From the economic standpoint, as opposed to the accounting and legal view, Goodwill is considered to be a good reputation of the business. The company monitors the levels and development of Goodwill in internal accounting. Because Goodwill contributes to the optimization of economic results through a suitable business policy, which is influenced by the marketing strategy. The connection of Goodwill and marketing strategy allows to examine the results of marketing activities and monitor its development. When determining the amount of Goodwill in the business, it is not possible to speak about determination of its price, but about determination of its value. Goodwill reflects a number of specifics. The two most important specifics considered by authors are the specifics of the business and the size of the company. For the purposes of the paper, the authors conducted a research focused on the construction industry. For the purposes of the research, the authors chose an area whose specifics are

significant, and which unequivocally manifest itself in different approaches to the creation of Goodwill Construction companies operate on the construction market of the Czech Republic in the segment of construction works where their specifics are clearly reflected in different approaches to the creation of Goodwill. Other significant differences in approach and expression of Goodwill were influenced by the size of the company. Two basic groups were created, namely large companies and the second group contained medium and small firms. There were also significant differences between the large group and the second group of medium and small companies. Micro-companies were not included in the research. Through the questionnaire survey were addressed construction companies, whose main activity are realizations of buildings. The BrandBeta method was chosen for the method of determining the value of Goodwill, considering the ability to capture the value amount, structure and nature of Goodwill development. The questionnaire tested in what extend two basic groups of respondents attribute weight to individual parameters of this method. The research was carried out at large companies operating in the Czech Republic and regional companies in six regions. The results of the research showed a different degree of importance for BrandBeta parameters and resulted in a recommendation to extend BrandBeta evaluation by further criteria through further research.

Keywords: *Goodwill, Construction company, marketing strategy, method BrandBeta*

ECONOMIC TRENDS AND BUSINESS DEVELOPMENT OF THE CROATIAN PRINTING INDUSTRY

Drazenka Andrasek
Narodne novine d.d., Croatia
andrasedk.drazenka@gmail.com

Marin Milkovic
Professor at University North, Croatia
mmilkovic@unin.hr

Damir Vusic
Associate Professor at University North, Croatia
dvusic@unin.hr

ABSTRACT

Following the turbulence that started to occur in Croatian printing industry in 2008, there has emerged the need for a more detailed analysis of the situation using available economic data. It is also important to look into the future and what will happen in the market over the next 5 years. This is the time when companies are working on their development strategies and they should be guided by economic forecasts, demographic changes, education policies, technological developments in the press, IT and communications sectors, national statistics, and import and export data. Hence, this paper aims to describe the conditions present in Croatian printing industry from 2012 to 2018. Furthermore, the paper presents the key economic indicators of Croatian printing industry, the printing industry of the countries of Eastern and Western Europe, the development of the industry according to the most important printing techniques and the types of graphic products for the period 2012-2022. In addition to that, this paper aims to determine the economic trends as well as the development of the business of Croatian printing industry in the next few years. In order to do so, it correlates trends and major

economic indicators of Croatian printing industry to the European ones, based on forecasted movement of the European printing industry by 2022.

Keywords: *printing industry, economic analysis, development trend of printers*

THE IMPACT OF BANKING SECTOR REFORM ON THE NIGERIAN CAPITAL MARKET

Edobor Osayemwenre Stanley

*Department of Banking and Finance,
School of Business Studies,
Edo State Polytechnic, Usen
Benin City, Edo State, Nigeria
edoborosayemwenre2@gmail.com*

Edobor Osariemen Helen

*Department of Education, Faculty of Arts and Education,
Benson Idahosa University
Benin City, Edo State, Nigeria
projectgalore@yahoo.com*

ABSTRACT

The study examines the specific objective to review the banking sector reform and capital market during the reform period in Nigeria and to determine the effect of bank capitalization on the growth rate of market capitalization in Nigeria economy. Secondary data was collected from 2000 to 2010 from central bank of Nigeria statistical bulletin. The data collected was on market capitalization, bank capitalization and ratio of bank and market capitalization. Ordinary least square (OLS) was used to estimate the specified model. It was found out that banking reform has positive effect on capitalization growth rate.

It was recommended that there should be more comprehensive reform that will restructure the entire financial sector to complement the reform in banking sector.

Keywords: *Bank capitalization, banking sector, capital market, market capitalization, Nigeria*

IMPACT OF ONLINE STUDENTS' ENGAGEMENT ON SATISFACTION AND LOYALTY IN HIGHER EDUCATION

Dina Loncaric

University of Rijeka,

Faculty of Tourism and Hospitality Management, Croatia

dinal@fthm.hr

Marina Perisic Prodan

University of Rijeka,

Faculty of Tourism and Hospitality Management, Croatia

marinap@fthm.hr

Tomislav Car

University of Rijeka,

Faculty of Tourism and Hospitality Management, Croatia

tcar@fthm.hr

ABSTRACT

The purpose of this paper is to examine the effect of online students' engagement on overall students' satisfaction and the impact of students' satisfaction on students' loyalty in the higher education context. Empirical research was conducted on a sample of 278 respondents. The hypotheses were tested using the univariate and multivariate regression analysis. The research results showed a positive impact of two dimensions of online

students' engagement on students' satisfaction. Also, the relationship between students' satisfaction and their loyalty to a higher education institution was confirmed.

Keywords: *higher education, online students' engagement, satisfaction, loyalty*

ANALYSIS OF COMPANIES OF THE WIG20 SECTOR BASED ON THE EXAMPLE OF COMPANIES QUOTED ON THE WARSAW STOCK EXCHANGE IN POLAND WITHIN 2009- 2019

Rafal Parvi

*WSB University in Wroclaw, Faculty of Economics in Opole
Wroclaw, Poland
rafalp4@o2.pl*

ABSTRACT

This paper examines share price of the companies listed on the WIG20 and their fair value between 2009-2019. Data from Q3 2009 to Q3 2019 was collected from the Stooq.pl (Polish portal of shares). Two hypotheses are tested: (1) value of the shares based on the market price; (2) value of the shares as the fair value of shares.

Keywords: *stock exchange, share valuation, fair value, companies, WIG20*

TOURIST INFRASTRUCTURE OF POLTAVA REGION

Ante Roncevic

*Associate professor at University North,
Department of Economics, Croatia
aroncevic@unin.hr*

Iryna Chernysh

*Associate professor at
Poltava National Technical Yuri Kondratyuk University,
Tourism and Administration Department, Ukraine
irinachernysh@gmail.com*

Nadiya Bakalo

*Associate professor at
Poltava National Technical Yuri Kondratyuk University,
Tourism and Administration Department, Ukraine
bakalo1605@gmail.com*

ABSTRACT

The article considers the tourist infrastructure of Poltava region identifies six main elements: accommodation, catering system, transport, entertainment, related services and travel companies. The hotel industry today is an industry with a growing level of competition in the hotel services market. Despite the difficult formation of market relations in Ukraine in recent years, many hotels have opened. After considering the elements of the infrastructure of the region, authors noted that Poltava Region has the necessary resources for the development of tourism, including excursion activities: human, natural conditions, historical-cultural, material, etc., but they are in poor condition. It was proved that significant competition to hotel industry enterprises, including the Big Hotels, is created by individuals - business entities that mainly contain small hotels and are the

owners of private houses and apartments. This article has an aim to analyze touristic and recreational infrastructure of Poltava region and make some suggestions about its sustainable development. Despite the importance of available resources, the organization and management of excursion activities in the Poltava region require a certain system of measures to be improved. There are concrete suggestions for creation conditions for attracting foreign and domestic investment and credit funds for the development of the material and technical base of the tourism industry through the development and implementation of mechanisms for attracting and distributing extrabudgetary funds.

Keywords: *tourist infrastructure, accommodation, catering system, transport, entertainment, related services, travel companies*

THE IMPORTANCE OF PROMOTING SUSTAINABLE DEVELOPMENT GOALS FOR THEIR IMPLEMENTATION WITHIN SOCIETY - CASE STUDY: BOSNIA AND HERZEGOVINA

Ehlimana Spahic

*Faculty of Political Sciences, University of Sarajevo,
Department of Political Science, Bosnia and Herzegovina
ehlimana.spahic@fjn.unsa.ba*

Amer Osmic

*Faculty of Political Sciences, University of Sarajevo,
Department of Sociology, Bosnia and Herzegovina
amer.osmic@fjn.unsa.ba*

Enita Custovic

*Faculty of Political Sciences, University of Sarajevo,
Department of Journalism, Bosnia and Herzegovina
enita.custovic@fjn.unsa.ba*

ABSTRACT

The sustainable development goals represent a holistic approach to the development of all spheres of society on global and national levels. Therefore, their implementation will strongly determine the development of the world by 2030 and beyond. Although the emphasis on their importance is present in public discourse, in media and academic circles, these goals are still insufficiently known to citizens. In this context, the authors will analyze the theoretical and conceptual basis of sustainable development goals. The specific research focus is on media promotion of these goals. A better understanding of the sustainable development goals should contribute to their faster implementation, which is why their adequate promotion is of great importance. In this context, promotion should raise the level of awareness of the citizens about the importance of these implementation processes, and it should have a positive effect on decision-makers for faster implementation of these goals.

Keywords: *Media coverage, Promotion, Public discourse, Society, Sustainable Development Goals, Sustainable Development*

NON PROFIT ORGANISATIONS: FUTURE RESEARCH PROSPECTS BASED ON BIBLIOMETRIC ANALYSIS

Filip Rebetak

University of Žilina, Slovakia
filip.rebetak@fpedas.uniza.sk

Viera Bartosova

University of Žilina, Slovakia
viera.bartosova@fpedas.uniza.sk

ABSTRACT

This article presents a bibliometric overview of the academic research on non-profit organisations. Non-profit organisations play an important role in society. They constitute the third sector, also known as voluntary, civic or non-profit sector. Non-profit organisations serve to fulfil the needs unmet by the public or the private sector, that others deemed necessary. The aim of the paper is to identify the most relevant authors, institutions, countries, and analyse their evolution through time. The articles identified related to the non-profit organisations were submitted to a bibliometric analysis using VOSViewer software. The paper uses the Web of Science Core Collection in order to search for the bibliographic information. Our study develops a graphical mapping of the bibliometric material by using the visualization of similarities (VOS) viewer. This software enables us to analyse bibliographic coupling, citation and co-citation analysis, co-authorship, and co-occurrence of keywords. This article identifies research paths that can be explored in order to give greater consistency and substantively increase theoretical and empirical knowledge in this area. We intend further to contribute to a better understanding of the flow of scientific production and practices in this stimulating area of research.

Keywords: *bibliometric analysis, non-profit organisations, VOSviewer*

ACQUISITIONS OF BUSINESSES IN THE DRUGSTORE MARKET FOR EXAMPLE OF MÜLLER TRGOVINA ZAGREB D.O.O.

Martina Sopta

*Faculty of Economics and Business,
University of Zagreb, Croatia
msopta@efzg.hr*

Filip Knezevic

*Faculty of Economics and Business,
University of Zagreb, Croatia
filipknezevic91@gmail.com*

ABSTRACT

Company acquisitions are one of the more common forms of corporate strategies in the global industry, and its popularity in business practice has been in an upward trend over the last thirty years. An acquisition is a kind of investment. The theoretical basis of acquisition in the narrow sense, acquisition, and acquisition in the broad sense, mergers, is to consider motives and reasons for recognising several levels of synergies achieved by such business combinations and to look at the elements that lead to the acquisition decision, as well as evaluate the success of the acquisition. The number of acquisitions in Croatia has increased in recent years. Kozmo drugstores showed signs of declining financial capacity, but on the other hand it had a developed market, which Müller saw as a good move to take it over. This situation is a good indicator for those companies that intend to expand into new markets or strengthen their position in the existing market and approach the leader by thinking of taking over companies that are financially weak in the market but still have a good reputation in it. Businesses that plan to grow in markets and strengthen their position in new markets by taking over companies that have a good market profile are securing the strategic goals they have set for themselves.

Keywords: *acquisition, motives and reasons for acquisition, financial valuation of acquisition, market expansion*

CROATIAN HEALTH CARE SYSTEM MANAGEMENT AND EFFICIENCY FROM PHARMACISTS' POINT OF VIEW

Gordana Dukic

*Josip Juraj Strossmayer University of Osijek,
Faculty of Humanities and Social Sciences,
Department of Information Sciences, Osijek, Croatia
gdukic@ffos.hr*

Goran Kozina

*University North,
University Centre Varaždin, Varaždin, Croatia
goran.kozina@unin.hr*

Davor Medaric

*Sanitas d.o.o., Babina Greda, Croatia
davor.medaric@hotmail.com*

ABSTRACT

The health care system of the Republic of Croatia has been struggling with numerous problems for years. The only way to address them is through comprehensive reform that takes into consideration the needs and expectations of all relevant health care stakeholders, including pharmacists. With this in mind, the purpose of the paper is to investigate how pharmacists, as one of the key health care providers, assess the management and efficiency of the Croatian health care system. The results of the survey indicate that they are generally dissatisfied with the current system and the way it is managed. Only some of its aspects were evaluated slightly more positively. Furthermore, the findings of the study show that employees of Croatian pharmaceutical wholesalers and pharmacies do not consider the Croatian health care system to be stable and economically viable. Therefore, they are of the opinion that the existing financing model needs to be changed, and they are in favour of further privatisation of the system. The research also found that the

characteristics of the firms in which pharmacists work are not a significant predictor of differences, which means that employees of Croatian wholesalers and pharmacies mostly concur with each other in their views on the issues explored in this paper. The study significantly expands the knowledge about the management and efficiency of the Croatian health care system.

Keywords: *Croatian health care system, management, efficiency, economic viability, financing model, pharmacists*

EFFECTIVE MANAGEMENT OF CORPORATE IMAGE IN ACHIEVING CUSTOMER LOYALTY IN THE NIGERIA BANKING INDUSTRY

Imadonmwiyi Igho Elvis

*Business Administration Department,
Edo State Polytechnic, Usen
Benin City, Edo State, Nigeria
igho4elvis@gmail.com*

Ekienabor Ehijele

*Business Administration Department, Igbinedion University
Okada, Edo State, Nigeria
jekienabor@yahoo.com*

ABSTRACT

This study looked at whether the effective management of corporate image influences customer loyalty. Kendall's tau_b correlations coefficient was used to test the hypothesis formulated. Findings were arrived at from individual facts provided by sampled customers of the 23 commercial banks in the Nigeria banking industry through the use of questionnaire. The finding of the study reveals that there is a strong positive correlation between corporate image and customer's loyalty. The study also reveals that effective corporate image can improve an

organization's productivity through continued patronage as a result of customer loyalty. Thus, an effective corporate image of a bank can actually influence the customers' loyalty to the bank. Therefore, the study recommended that since customers' satisfaction is of vital importance, sound relations with the firms' special publics, such as customers, employees, suppliers, shareholders, government, etc, is indispensable since customers are the banks most valued assets.

Keywords: *Banking industry; customer loyalty; corporate image; customers; effective management*

CLS SYSTEM AND ITS CONTRIBUTION TO MINIMIZE THE RISK OF SETTLEMENT OF CURRENCY TRANSACTIONS

Jan Chutka

*University of Zilina, The Faculty of Operation and Economics of
Transport and Communications, Department of Economics,
Slovak Republic
jan.chutka@fpedas.uniza.sk*

Ladislav Vagner

*University of Zilina, The Faculty of Operation and Economics of
Transport and Communications, Department of Economics,
Slovak Republic
ladislav.vagner@fpedas.uniza.sk*

ABSTRACT

With the contribution of modern technology and market globalization, foreign exchange trading is no longer limited to the physical exchange of money in a stall on the street market. Thanks to the location of the world's financial centers in different time zones it is now possible to trade 24 hours a day in the world foreign exchange market with almost all world currencies. Given

the volume and scale of trading, it is vital to ensure proper coordination of all stakeholders, business partners and their banks. Correct settlement of all business requires precise process structure and high level of automation. The world's most widespread currency settlement system is the Continuous Linked Settlement (CLS). In the first part of the thesis, we briefly defined the general risks associated with the settlement of foreign exchange transactions. The second chapter of this article was devoted to a general description of the functioning of clearing systems and their brief overview. The third chapter deals directly with the CLS system. We have devoted a detailed description and definition of its function. In the last chapter we have mentioned advantages of application of this system. We consider the greatest added value of our article to be a summary of the benefits of continuous linked settlement (CLS) and its impact on trade settlement risks.

Keywords: CSL, Continuous Linked Settlement, Risk

CORE CONCEPT OF BUSINESS TRANSFORMATION: FROM BUSINESS DIGITIZATION TO BUSINESS DIGITAL TRANSFORMATION

Josko Lozic

*University North, Croatia
jlozic@unin.hr*

ABSTRACT

The aim of this paper is to highlight the history and development of digital transformation of business organizations. The process of digital transformation is differently introduced in certain industries. Industries arising from the production of physical goods were forced into the process of digital transformation adapting the manufacturing process from the foundation.

Industry services were less demanding and quickly adopted the effects of digital transformation. Industries that emerged as a product of global digital transformation go through digital transformation as a common manufacturing process. The process of digitalisation and digital content production to digital transformation of production required a complete change of managerial paradigm. In this process, the fundamental difference between digital optimization and digital transformation is often lost. In this paper we will emphasize the fundamental differences between parts of the business process from digitization to ultimate digital transformation.

Keywords: *digitization, digitalization, digital optimization, digital transformation*

THE WILLINGNESS TO PAY AS A KEY FACTOR OF EFFECTIVENESS IN THE PROCESS OF PRICE SETTING

Jana Kliestikova

*University of Zilina, Faculty of Operation and Economics of
Transport and Communications, Department of Economics,
Slovak Republic*

jana.kliestikova@fpedas.uniza.sk

Margareta Nadanyiova

*University of Zilina, Faculty of Operation and Economics of
Transport and Communications, Department of Economics,
Slovak Republic*

jana.kliestikova@fpedas.uniza.sk

Elena Gregova

*University of Zilina, Faculty of Operation and Economics of
Transport and Communications, Department of Economics,
Slovak Republic*

elena.gregova@fpedas.uniza.sk

ABSTRACT

Revision of traditional approaches to basic economic issues is becoming the imperative of effective company operation and the optimal meeting of customer needs in changing market environment. Traditional approaches, not taking into account socio-economic trends, include price formation. Its triangular concept, based on cost, competition and demand factors, should be subjected to a critical discussion. The reason is the need to take into account the psychographic aspects of pricing and their impact on company strategy. This is the reason why the issue of pricing is and will always be very topical. The aim of companies is to set the price of products at a level to be able to realize their production on the market. An important pricing method is also an estimate of consumer willingness to pay for products placed on the market. Due to the fact that willingness to pay is an important

tool for pricing of each company, we have decided to demonstrate its importance in this paper. Its aim is therefore to underline the basic theoretical aspects of the willingness to pay with an emphasis on the individual methods of its determination. The aim of the paper is also the mutual comparison of the individual methods of determination of willingness to pay with the description of their advantages and disadvantages. Based on the provided literature review we discuss these methods: price sensitivity meter, Gabor-Grenger technique, conjoint analysis and so called BPTO method (The Brand Price Trade-Off method). By providing this comparative analysis, it is possible to identify suitable methodological apparatus for each type of product or service (mainly in scope of the type of buying behaviour patterns) and to create set of suggestions for the practice of pricing policy in contemporary global market environment.

Keywords: *Price, Pricing Policy, Price Setting, Willingness to Pay*

CLUSTER COMMUNICATIONS AS THE BASIS FOR FORMING A COMPETITIVE STATUS OF AN AREA

Elvira Klimova

*Novosibirsk State University of Economics and Management,
Russia
e.n.klimova@edu.nsuem.ru*

Olga Leushina

*Novosibirsk State University of Economics and Management,
Russia
lov@bk.ru*

Alla Goncharova

*Novosibirsk State University of Economics and Management,
Russia
kaf-bsu-lab@nsuem.ru*

ABSTRACT

The relevance of the article depends on the fact that the world market profound changes are also reflected in the transformation of RF social and economic systems, comprising more than 80 regions that are differentiated according to their potential, resources and levels of development. Over the last decade the cluster approach is gaining popularity in the system of territorial entity administration. Using this approach allows to provide funding, workforce and knowledge for the region as well as to boost the competitiveness of the particular area or country. One challenge for clusters functioning is lack of effective communication, both between in-cluster members and with interested external parties. In-cluster-external interaction is a complicated "push-and-pull" system based on the likeness of interacting parties. Being an economic micro system clusters are involved in communication policy of the area enabling efficient information sharing with macro-environment while maintaining the integrity and establishing trusting relationship with

audiences. Cluster communications are the indicators of a cluster current state and sustainability. If in the early 2000s companies' competitive advantages were determined by competitors possessing or lacking some information then now in the conditions of free buying and selling information, rival companies can easily obtain similar information and undermine their counterparts' competitive advantages. Hence, complicity that is personal inclusion in and involvement with target audience as a characteristic of information is given a priority to. Cluster communications are about "informing and involvement" as the latter implies understanding the audience when informing without being involved is just a cold message. It is cluster communications that are aimed at forming complicity in all the participants and interested parties (manufacturing and trading companies, financial establishments, scientific organizations etc.) which, in their turn, contribute to achieving common goals, work coordination and raising a cluster's competitive status.

Keywords: cluster, communication media, complicity, globalization, living-lab

PRESENCE OF GERMAN LANGUAGE IN NATIONAL PROGRAMMES OF TOURISM AND HOSPITALITY MANAGEMENT STUDIES

Tomislav Krpan

*Senior lecturer, University of Zadar, Republic of Croatia
tkrpan@unizd.hr*

Goran Pavelin

*Research Associate, University of Zadar, Republic of Croatia
gpavelin@unizd.hr*

Filip Znaor

*Bachelor's degree, University of Zadar, Republic of Croatia
filip1309@gmail.com*

ABSTRACT

Given the territorial proximity of Croatia and the fact that for almost 400 years it made part of the Habsburg monarchy, i.e. the Austro-Hungarian Empire, Croatia has been exposed to the significant influence of German speaking countries. Mutual contacts and interference of Croatian and German population have lasted for centuries, therefore very intense language interference occurred too as a result of historical, cultural, economic and political relations. The knowledge of German has been extremely important through the history on the area of the Military Frontier and in other parts of Croatia, while the influence and importance of German vary in dependence of the studied field. In the context of Europe, German language is still today one of the most common European languages taught all over Europe in schools and higher education institutions. At the same time, it is one of official EU languages along with English and French. German language has been taught for decades in elementary and high schools, as well as in higher education institutions in the Republic of Croatia. The aim of this paper is to analyse the presence of German as foreign language within the framework of national tourism and hospitality management study

programmes. For the purposes of this paper, the questionnaire was designed and then distributed in electronic form to higher education institutions who met the criteria of questionnaire, i.e. who belong to the economic category within MOZVAG system and offering some sort of German language courses. The practical part consists of interpretation of data collected in May and June 2019 and of set hypothesis testing intended to determine the motivation for German language learning within students, as well as their perception of the taught language in different regions in the Republic of Croatia. This research resulted in determination of the student profile, their motivation, perception of the German in everyday life and in their professional life, as well as of the presence of said language in study programmes which made part of this research.

Keywords: *Croatia, cultural and historical contacts, German language, tourism and hospitality management studies*

POLARIZATION PROCESSES IN THE FISHERIES INDUSTRY OF THE BALTIC REGION AS AN ELEMENT OF SUSTAINABLE DEVELOPMENT OF THE TERRITORY (ON THE EXAMPLE OF THE NORTH-WESTERN FEDERAL DISTRICT OF RUSSIA)

Larisa Amvroseva

*Baltic Federal University. I. Kant, Russia
kemd53@mail.ru*

ABSTRACT

The article clues the content of the problem of systemic transformations in the economy of one of the regions of Russia and the transformation of its fishery industry. The analysis of complexing factors, the current development of the industry and

the trends of structural changes in regional production is analysed. The suppositions for the formation of industrial clusters, including in the fishing industry, which may become the "poles of growth" of the regional economy, are studied. Recommendations are given on improving methods and modern tools for economic and geographical studies of the regional cross-industry network.

Keywords: *polarization, growth poles, fisheries industry, sustainable development of the territory*

PUBLIC EXPENDITURES AND ECONOMIC GROWTH: THE CASE OF THE REPUBLIC OF CROATIA

Maja Grdinic

*Faculty of Economics and Business,
University of Rijeka, Croatia
maja.grdinic@efri.hr*

ABSTRACT

Within fiscal policy, one of the main instruments for stimulating economic growth are public expenditures. However, economic theory has shown that public expenditures can have a positive and negative impact on growth and that this impact can be short-term and long-term. In order to look at the effects of government spending policy on economic growth it is necessary to divide the total amount of public expenditure into several categories and analyse them separately. The most commonly used approach is the division of public expenditures into government spending and investment. Government spending is generally considered to have a negative impact on economic growth, while investment has a positive effect. However, given that some categories of government spending have a positive impact on economic growth (expenditure on infrastructure, education and health) such a

division is not enough. Therefore, in economic theory, it is common to divide public expenditures into productive and unproductive public expenditures. Productive expenditures include expenditures for health, education, research and development, public infrastructure, while unproductive expenditures include expenditures for the military, administration, social benefits, salaries, etc. However, the main problem in the economic literature is that it cannot be provided a general conclusion about the impact of certain categories of public expenditure on economic growth for all countries, and the impact is different in developed countries and developing countries. The purpose of this paper is to critically analyse the theoretical and empirical literature on the relationship between public expenditure and economic growth and to provide an overview of various categories of public expenditure in the Republic of Croatia in the period from 2008 to 2018. Accordingly, the analysis will show how the growth of total public expenditures, as well as various components of public expenditures, influence the economic growth of the Republic of Croatia.

Keywords: *economic growth, fiscal policy, public expenditures, Republic of Croatia*

SUBJECTIVE QUALITY OF LIFE AS THE RESULT OF ECONOMIC STATE OF REGIONS

Maria Volkova

*Central Economics and Mathematics Institute of
Russian Academy of Sciences
Moscow, Russia
frauwulf@gmail.com*

ABSTRACT

The main task, formulated in the framework of identifying the imbalance of socio-economic development of territories, is to find and formalize the problem factors. As part of the improvement of the socio-economic situation of the regions, problems requiring immediate solutions are identified. Among them: a high level of morbidity, crime, unemployment, stratification of society (including income). As an example of the application of the methodology (its description is given below), the results of the analysis of the quality of life of the population of the regions of the Russian Federation on a pre-selected (abbreviated) list of indicators are presented. They correspond to the indicators obtained from the subjective assessments of respondents. The material nature of the quality of life of the population is confirmed. In addition, the CHAID analysis of variables is carried out – the results of a large-scale study of the population of Russian regions.

Keywords: *Quality of Life, Subjective Quality of Life, Demography, Welfare, Social Sphere, CHAID-analysis*

THE LEGAL ENVIRONMENT OF BUSINESS – THE ARRANGEMENT PROCEEDINGS IN CASE OF INSOLVENCY OF THE ENTERPRISE IN POLAND (SELECTED ISSUES)

Monika Smusz - Kulesza

The University of Lodz, Poland

The District Court for Lodz-Srodmiescie in Lodz, Poland

msmusz@go2.pl

ABSTRACT

The aim of the study is to discuss the arrangement proceedings as a way to avoid declaring bankruptcy and ensure further activity of the enterprise which is insolvent or threatened with insolvency in Polish legal system. The analysis reflects the comparison between the arrangement proceedings and other restructuring procedures established under Polish regulations. The paper concentrates on the characteristics of the subsequent stages of the arrangement procedure and the possibilities of using different legal measures to safeguard the interests of the insolvent enterprise at each stage of the procedure. In particular, the restructuring plan, the restructuring measures and the inventory of receivable debts are in focus. The article not only pays attention to legal regulation of the abovementioned procedure but also to practical consequences and possible threats to the wellbeing of the enterprise after issuing an application for the opening of arrangement proceedings. Subject to analysis is also the right time to initiate the arrangement proceedings and possible consequences of not initiating it in the right time. Last part of the text concentrates on the process of concluding the agreement by the debtor with his creditors. Description of the procedures of establishing the inventory of receivable debts and convening the meeting of creditors in order to hold a vote on the arrangement is limited with the stress being put on the possibility to continue the proceedings even in case of passive attitude of some creditors.

Keywords: *bankruptcy, insolvency, arrangement procedure, restructuring procedure, restructuring plan*

USING FUZZY DECISION-MAKING METHOD FOR PRIORITIZING APPLICATION AREAS OF SMART CITY PROJECTS

Muhammet Deveci

*Department of Industrial Engineering, Naval Academy,
National Defense University, 34940, Turkey
ASAP Research Group, School of Computer Science,
University of Nottingham, United Kingdom
muhammet.deveci@nottingham.ac.uk;
muhammetdeveci@gmail.com*

Fatih Canitez

*Department of Management Engineering,
University of Istanbul Technical
34267 Maçka, Istanbul, Turkey
fatihcanitez40@gmail.com*

Metin Soylemez

*Department of Business,
Faculty of Economics and Administrative Sciences,
Muş Alparslan University
49250 Guzeltepe, Mus, Turkey
met.soylemez@gmail.com*

ABSTRACT

Smart city projects involve many application areas such as smart mobility, energy and governance which require a systematic approach of prioritization. To address the uncertainty faced by the decision-makers of Istanbul's recent smart city project, in this study, a hesitant fuzzy sets-based interval type-2 fuzzy TOPSIS approach is proposed. The main objective of the study is to prioritize and evaluate the application areas of this smart city project. The validity of the proposed method is tested with a case study from Istanbul. The results show that in terms of application areas, mobility and technology play a significant role which can

be explained by the coordinator agency being a technology provider municipal company and partners being global and local technology companies.

Keywords: *Smart city, Application areas, Interval type-2 fuzzy set, Hesitant, TOPSIS, multi-criteria decision making (MCDM)*

HISTORIOGRAPHICAL APPROACH TO INTERREGNUM IN MANAGEMENT PHENOMENON - THE CASE OF POLISH JOURNAL "TYGODNIK WARSZAWSKI" (1945- 1948)

Tomasz Ochowski

*Faculty of Management, University of Warsaw, Poland
Warsaw Group for Organizational Historiography, Poland
ochinto@wz.uw.edu.pl*

Kinga Bajdecka

*Warsaw Group for Organizational Historiography, poland
miklaskinga@gmail.com*

ABSTRACT

The purpose of this paper is to "intellectually face" the phenomenon of interregnum in modern management. For this purpose, the authors use historiographic analysis on the example of the Polish journal "Tygodnik Warszawski", which was published in 1945-1948. The term interregnum introduced by Antonio Gramsci means that "the old is dying and the new cannot be born". Later, this concept was re-examined by the Polish sociologist Zygmunt Buman. He stated that this is "a time-span of yet unknown length, stretching between a social setting which has run its course and another, as yet under-defined and most certainly underdetermined, which we expect or suspect will replace it". Zygmunt Bauman in discussion with Monika Kostera,

Jerzy Kociatkiewicz and Irena Bauman (2015) the term interregnum referred to organizational practice. The presented paper is the result of seeking interregnum antecedences. It is an analysis of the content of historical texts supported by the analysis of semantic fields. It is an attempt to counter the tendencies of modern managers and researchers who, when making decisions, rarely resort to solutions from the past. The main role is played by modern and fashionable management concepts, which in the long run often prove to be useless.

Keywords: *Interregnum, "liquid modernity", „Tygodnik Warszawski”, historical approach, organizational historiography, meso level organizing, self-organization, utopia*

RECESSION IN NIGERIA: ENTREPRENEURSHIP EDUCATION TO THE RESCUE

Christopher Oguah

*Business Administration Department,
Edo State Polytechnic, Usen
Benin City, Edo State, Nigeria
christopherchristopheroguah@gmail.com*

Ekienabor Ehijele

*Business Administration Department, Igbinedion University
Okada, Edo State, Nigeria
jekienabor@yahoo.com*

ABSTRACT

The overall goal of this paper was to provide insight into the roles of entrepreneurship education in the rescue of the economy during recession. Recession is seen as a general slowdown in economic activity for two consecutive quarters. Recession can be caused by two factors, which are; internal (endogenous) and

external (exogenous). It was observed that, the roles of entrepreneurship education is to help in addressing the level of poverty which is synonymous with recession, also in checking high dependency on foreign goods, it helps in revenue generation in the form of taxes, levies, fines, fees and duties which help to stimulate the economy during recession. It was therefore recommended that government and other bodies should adequately fund the programme (entrepreneurship education) in order that the laudable objectives and goals of the programme should be realized.

Keywords: *Economic recession, entrepreneurship education, entrepreneurship, Nigeria, recession*

INTERLINKAGES AMONG FOREIGN DIRECT INVESTMENT, INTERNAL MIGRATION AND STRUCTURAL CHANGES IN ECONOMY

Agne Simelyte

*Vilnius Kolegija, University of Applied Sciences,
Faculty of Economics, Lithuania
a.simelyte@ekf.viko.lt*

Arturas Vitas

*Vilnius Kolegija, University of Applied Sciences,
Faculty of Economics, Lithuania
a.vitas@ekf.viko.lt*

ABSTRACT

Economic structural changes influenced by various factors such as: demographic and social technological, economic factors and expansion of financial sector. The theory of structural changes in the economy explores structural transformation from the traditional agricultural economy to modern and advanced on technology-based economy. Modern economy highly influenced

on the movement of capital from one country to another. Even more, foreign direct investments (further – FDI) create new job places that stimulates both labour force movement from one sector to another and internal migration in a country. At the same time movement of labour force from one economy sector to another is driven by fluctuations of income, as well as structural changes in demand. The object of research lies on interlinkages among FDI, internal migration and structural changes in economy. The research focuses on the causes of structural changes and FDI impact on structural transformation. Furthermore, internal migration has been taken in account as internal migration often is caused by income fluctuation, unemployment level, opportunities for better career in the large foreign capital corporations. This paper has aimed to examine the causal relationships between FDI – structural changes, FDI – internal migration and internal migration – structural changes in Lithuania. Meanwhile, economic structures are described by sub-sector changes in gross value added. In assessing and comparing structural changes in national economies structural rate of change intensity have been estimated. Research extends theory of structural changes in economy and employs several econometric methods for implementing the aim of the research.

Keywords: *foreign direct investment, internationalization, migration, structural change*

SHARED MOBILITY IN TRI-CITY

Michal Kuzia

*Gdynia Maritime University, Poland
m.kuzia@wpit.umg.edu.pl*

ABSTRACT

Cities are shaped by their transport systems. However, as a consequence of spatial, economic, technological and ecological global changes, these systems have recently been transformed.

The role of transport in cities has become more important and new urban mobility models have emerged based upon shared mobility, smart mobility and sustainable mobility. Transport is perceived as a service, which is open to everyone and can be ordered and paid for via mobile applications (Mobility-as-a-Service). Some examples of rapidly developing vehicle sharing systems such as: car-sharing, scooter-sharing, bike-sharing. Furthermore, shared transport is taking on an increasing importance, as a key strategy for reducing greenhouse gases and other emissions from the transport sector by finding ways of getting more effective use of vehicles on the road. The aim of this paper is to present the changes taking place in shaping mobility and compare them to those in the Tri-City (Gdańsk-Gdynia-Sopot). The paper also refers to the author's study, which compares 9 different journey possibilities in the new urban mobility model in this agglomeration. The Tri-City has introduced car-sharing and scooter-sharing as well as its investment the cycling infrastructure and has also provided the IV generation bike-sharing system in March 2019.

Keywords: *global changes, shared mobility, sharing economy, sustainable transport, urban mobility model*

THE IMPACT OF THE INTERNAL RATE OF RETURN (IRR) AS A BENCHMARK MODEL FOR VALUE CREATION IN PRIVATE EQUITY

Petar Misevic

*Assistant professor at University North, Varaždin, Croatia
pmisevic@unin.hr*

Hrvoje Volarevic

*Croatian National Bank, Croatia
hrvoje.volarevic@hnb.hr*

Marko Peric

*Doctoral student at Sheffield Hallam University,
United Kingdom
b7045473@my.shu.ac.uk*

ABSTRACT

The contribution of performance ratios on the capital markets goes along with the inconsistency of investors' expectations and deregulated premium of return for different asset classes on alternative markets. In the introduction part of the paper, the role of the multiple ratios related is highlighted as an applicable standard in the industry. In practice, performance fees, often derived by general partners, do not always take into consideration the concept of internal rate of return (IRR), as a benchmark model for value creation in private equity investors. Because of that, the multivarious conditions defined in the statute or the rule book of the equity entities should be examined under value creation perspectives. Conversely, from the perspective of prominent fund investors, there should be taken into calculation the standard of a carry for unrealised investments, market timing, utilisation of financial leverage, operational excellence, and residuals. Taking into consideration the perspectives above, authors of the paper have extracted the internal rate of return as a consistency ratio for four different horizons (a year, three years, five years and ten years) with the benchmarks from the Preqin

Pro database. The authors intend to reassess alternatives according to best practices in the field of alternative asset class investments while offering alternative benchmarking methods as a measure of ranking fund performance via internal rate of return. In the discussion part of the paper, the model aims to define which alternative assets class or mechanism is affected by endogenous shocks (deregulation) or exogenous opportunities (consolidation) without going into the details. In the conclusion part, the authors shall summarise all useful findings related to the area of interest and studies in science and business.

Keywords: *alternative asset, endogenous shocks, exogenous shocks, internal rate of return, opportunity cost*

PATTERNS OF RELATIONAL CONSCIOUSNESS AS ETHICAL POTENTIAL IN VOCATIONAL TRAINING OF INFORMATION TECHNOLOGY PROFESSIONALS

Muhammad Kamran

*Wyższa Szkoła Gospodarki Euroregionalnej im
Alcide De Gasperi w Jozefowie
Jozefow, Poland
m.kamran@wsge.edu.pl*

Tomasz Ochowski

*Faculty of Management, University of Warsaw, Poland
ochinto@wz.uw.edu.pl*

ABSTRACT

The key objective of this article is to explore patterns of relational consciousness as ethical potential in Vocational Training of Information Technology (IT) professionals. Relational consciousness is the necessary biological precursor of

spirituality, and it is believed that it is the underpinning of ethics. David Hay's model of spirituality, which is used in the study, contains awareness sensing, mystery sensing, and value sensing. For the current research, the author has chosen narrative epistemology as an example of a constructive paradigm. The research approach is qualitative exploratory, narration analysis looking for patterns of spiritual dimensions and meta-dimensions, which are based on Hay's model. The data was collected through in-depth interviews with eight experts, IT professionals from Pakistan. Qualitative data has been analyzed by using Nvivo 11. According to the results of the study, awareness sensing, mystery sensing, and value sense found in the personal and professional life of IT experts. It is recommended that ethics can be a starting point for developing practical skills if information technology professionals. Moreover, the awareness of spirituality can also be introduced during the professional education of IT professionals through organizing conferences, workshops and interactive sessions.

Keywords: *Relational consciousness, Ethical perspective, IT professionals, David Hay's Spiritual conception, Vocational Training*

APPLICATION OF COMPLIANCE IN FRAUD RISK MANAGEMENT IN BUSINESS PRACTICE

Agnieszka Skoczylas-Tworek

*University of Lodz, Faculty of Economics and Sociology
ul. POW 3/5, 90-255 Lodz, Poland
agnieszka.skoczylas@uni.lodz.pl*

ABSTRACT

Fraud and abuse have become an integral part of the business of economic operators. This is indicated by the growing scale of fraud in companies and financial institutions. Moreover, this

phenomenon is evolving together with economic and technological development, in a very dynamic way. Solutions for limiting this phenomenon are adopted both at the international and national level, as well as within the organizational structures of enterprises. Within the latter, the tool, which is increasingly used in managing the risk of abuse, is compliance. Its popularity is particularly evident in the case of financial institutions, which develop entire compliance systems aimed not only at verifying compliance, but also at preventing fraud and corruption. The aim of the publication is to present the compliance mechanism as a tool to reduce the risk of fraud. Due to its wide application among German market economy entities, its use was analysed using the example of 30 companies included in the Deutscher Aktienindex Index (DAX30). The results of the research were related to selected companies listed on the Warsaw Stock Exchange Index (WIG20), which implemented the compliance function in their structures, however, its anti-fraud application is not used to such extent as by German operators. The basic research method was quantitative and qualitative analysis. It referred to the verification of information contained in the reports on the activity of management boards of the surveyed entities in the scope of application of the compliance tool, in the frame of limiting the phenomenon of fraud by defining its tasks, placing it in an organisational structure and entrusting it with responsibility for detecting fraud. The analysis made it possible to formulate conclusions within the framework of popularization and effectiveness of compliance in fraud risk management and to start a discussion on the directions of changes that should be taken in relation to the perception and application of compliance in the Polish market economy.

Keywords: *compliance, fraud, corruption, money laundering, risk management*

HOW TO STIPULATE LEAN, LEAGILE AND AGILE RESOURCES? MULTI-CRITERIA METHODS IN MANUFACTURING

Pawel Bogacz

*University of Warsaw, Poland
p.bogacz2@student.uw.edu.pl*

ABSTRACT

Globalization and turbulent environment drive companies towards taking advantage of arising opportunities. Innovations, market fragmentation and high customization are accelerating changes which are crucial for producers. There are two major approaches, paradigms that established new ways of managing the manufacturing organization at the end of the 20th century and that are still actual: leanness and agility. They can be formed as the metaconcepts with techniques, tools or be analyzed as managerial fads, fashions, etc. Agility connects leanness and elasticity which can respond to customers' needs according to the rise or fall in their demand. Agile manufacturing integrates technologies, human capital and firm's resources. The connection of lean and agile designates the 'decoupling point' in the supply chain where lean precedes agile. There is an assumption that, extra production is no longer lean and demonstrates the flexibility of the manufacturer. This is the key condition to our resources, particularly when we try to assign them to lean, leagile and agile approach respectively. We propose a pattern that helps to achieve the answer to our research question: How are resources shared among different manufacturing approaches i.e. lean, leagile and agile? What is the relation between that resources and different approaches? The main aim of our study is a framework of multi-criteria decision making methods (AHP, REMBRANDT) that can contribute to a specification of the key resources (criteria) among different manufacturing approaches (lean, leagile, agile - respectively).

Keywords: *agile, AHP, lean, MCDM, REMBRANDT*

MANAGING INTERNAL AND EXTERNAL STAKEHOLDERS IN STARTUP PROJECTS

Araksya Mirakyan

Lomonosov Moscow State University, Russia
agmirakyan@econ.msu.ru

Rebeka D. Vlahov Golomejic

Faculty of Economics and Business, Croatia
rvlahov@efzg.hr

ABSTRACT

Startup projects are nowadays recognized to be crucial for economic growth of many countries, generation of new knowledge, as well as creation and commercialization of innovative ideas. However, due to the fact that a modern business environment is characterized by high level of uncertainty, starting such a project is a risky endeavor which requires balance between a competent project team and a spectrum of external partners. With the aim of exploring and better understanding stakeholder management practices in startup projects, a qualitative empirical research was conducted in 128 startup projects implemented in Moscow in the last five years. The collected data were analyzed by a grounded theory approach and presented in three main areas: specifics of gathering and managing an internal project team, specifics of gathering and managing an external business community and the role of trust between stakeholders in startup projects.

Keywords: *external stakeholders, internal stakeholders, stakeholder management, startup projects*

DEVELOPMENT OF METHODS FOR PROFESSIONAL COMPETENCE ASSESSMENT OF IT PROFESSIONALS USING SIMULATION GAMES

Zinaida Rodionova

*Novosibirsk State University of Economics and Management,
Russian Federation*

z.v.rodionova@edu.nsuem.ru

ABSTRACT

The paper presents the statement and analysis of the problem of professional competence assessment of IT professionals by employers and universities. Various definitions of the term competence used in Russia and other countries are considered. The features of development and application of competence approach in the field of information technologies are described. The sources of information about the IT professionals competencies in the three enlarged groups are analysed: requirements of federal higher education standards; requirements of professional standards (Information & Computer Technologies Industry Association, the European-Competence Framework, International Project Management Association, Framework, Babok, etc.); requirements of modern employers (proposals of the IT community, analysis of job sites vacancies, The atlas of new professions, etc.). A competency model for an IT project Manager is presented. The solution for this problem through the development of new methods of professional competence assessment of candidates for the post or future professionals (students) in the field of information technologies based on testing and the development of professional skills and competencies through the application of simulation games is justified. The procedure for competence assessment based on this methodology consists of seven stages: self-discovery, approbation, reflection, development, immersion, support, being on your own. The article describes the experience of testing the methodology in Novosibirsk State University of Economics and

Management. An information system supporting the implementation of the methodology has been developed. The main research methods used in the development of the methodology were: observation, questioning and interviewing, system and structural analysis. Implementation of the developed methodology in educational institutions contributes to the quality of the education and employment of young specialists in the field of information technology, employers and recruitment agencies will improve the efficiency of selection process of IT staff.

Keywords: *competence, IT specialist, simulation game, methods of competence assessment, gamification, IT specialists' selection*

MANAGEMENT AS THE BASIS FOR EDUCATION QUALITY AT UNIVERSITY IN TERMS OF EDUCATION FOR SUSTAINABLE DEVELOPMENT

Romashin Vladimir Nikolaevich

*Novosibirsk State University of Economics and Management,
Russia
v.n.romashin@nsuem.ru*

Atamanova Galina Ivanovna

*Tuva State University,
Novosibirsk State University of Economics and Management,
Russia
g.i.atamanova@edu.nsuem.ru*

Fil Tatyana Alexandrovna

*Novosibirsk State University of Economics and Management,
Russia
t.a.fil@nsuem.ru*

ABSTRACT

The article gives some insights into management that assists university teaching staff in administering their integrated activities based on the ideas of sustainable development. Directions for such activities are proposed and basic definitions are given to clarify the article content.

Keywords: *Academic disciplines, development, education, global goals, integration, interests, instructor, management, student, sustainable, University*

TAX CRIMES AS THREAT TO ECONOMIC SECURITY OF THE STATE

Sergey Anofrikov

*Novosibirsk State University of Economics and Management,
Russia
anofrikov@rambler.ru*

Vera Afonchikova

*Novosibirsk State University of Economics and Management,
Russia
dacnsk@gmail.com*

ABSTRACT

The article provides analysis of various approaches to the definition of economic security. The scientists view it as a set of conditions that protect the country's economy from external and internal threats; as the state of the country's economy that allows to protect its vital interests; and as the ability of economy to provide effective satisfaction of social needs at interethnic and international levels. The authors discuss the structure of the category and focus on the financial state of economic security and tax crimes that adversely affect its condition. A significant space is allotted to data interpretation based on the Financial Secrecy Index, which has been used by the British non-governmental organization Tax Justice Network since 2011. The index is calculated on the basis of 20 indicators and allows to compile the ranking of countries and territories that are the most closed in terms of tax cooperation and information disclosure. The highest positions in this ranking in 2018 were occupied by Switzerland, the USA, Cayman Islands, Hong Kong and Singapore. The Russian Federation took the 29th place among 112 countries in terms of illegal financial transactions, tax evasion and capital outflows. The article also provides data on the number of registered economic crimes in Russia, including tax crimes, in dynamics over the past five years. The reasons for the growth of tax crimes before 2017 and the reasons for the reduction of their

number among other types of economic crimes in 2018 in the Russian Federation are examined. Moreover, the authors consider the most common ways of tax evasion and reasons why taxpayers practice it. The authors conclude that, according to various experts, as a result of tax evasion the state annually loses up to 30% of tax payments. The authors give some recommendations to reduce the level of tax crimes and, consequently, increase the level of economic security of the state. In conclusion, the authors emphasize the importance of detailed elaboration of issues connected with responsibility for tax crimes and the need to develop legal measures to prevent and combat them.

Keywords: *economic security, financial security, tax crimes*

HARMONIZATION OF THE EMPLOYEE'S CAREER BASED ON THE CONCEPT OF TIME MANAGEMENT

Svetlana Sotnikova

*Novosibirsk State University of Economics and Management,
Russia
s.i.sotnikova@nsuem.ru*

Nikita Sotnikov

*Novosibirsk State University of Economics and Management,
Russia
n.z.sotnikov@edu.nsuem.ru*

ABSTRACT

Radical transformation of the sphere of work contributes to the fact that the employee competitiveness depends on the use of scarce time resources. The achievement of economic and social goals in the employee's life, their future, place in the complex hierarchy of human relations depends on the size and structure of

time for the career. In Russian and foreign theoretical and practical works there is a high theoretical-methodological and methodological uncertainty of the career time concept. In this context, the need to identify the general nature of the temporary contribution of the employee to the processes of harmonization of the dual nature of a career increases. The objective of the article is to substantiate the strategic imperatives of the harmonization of the career dual nature on the basis of the concept of time management. Such harmonization of career creates conditions for the improvement of working life quality, formation of competitive advantage of the employee in the labour market. The research methodology is based on the theoretical analysis of the results of scientific works, which presents the main provisions on the career dual nature, the employee's work time and rest. The article analyses the empirical data characterizing the size and structure of the employees' career time at commercial banks in Novosibirsk during six years. The scientific novelty of the article lies in the formation of the author's conceptual approach to the harmonization of an employee's career: the author's interpretation of the career time concepts and career harmony, the interpretation of their socio-economic content, the essence of the architectonics of career time, also a system of indicators for assessing career harmony, justified methodological approach to career harmonization has been proposed and tested. The study theoretical provisions and conclusions allow us to understand the general nature and underlying causes, sources, driving forces of the processes of the organization, development and destruction of the career. The applied results allow us to identify areas and directions of the improvement of personnel policy at commercial banks targeted at the increasing of the employees' competitiveness, improving the quality of their life, boosting the image of the employer organization.

Keywords: *career harmony, harmonization of a career, a business career, the duality of career, employee's career, personality career, time management*

MANAGING DEVELOPMENT OF CREATIVE CITY SYSTEM: COWORKING

Paulina Stachura

*Faculty of Economic Sciences, University of Warsaw
ul. Długa 44/50, 00-241 Warszawa, Poland
pstachura@wne.uw.edu.pl*

Karolina Kuligowska

*Faculty of Economic Sciences, University of Warsaw
ul. Długa 44/50, 00-241 Warszawa, Poland
kkuligowska@wne.uw.edu.pl*

ABSTRACT

The advancements in new technologies during the last decades and the change in the nature of work, which has become more dependent on knowledge and creativity, have reshaped the world of work and led to the decline of classical employment relation. Creative city system understood as the practice of working individually and independently but in the presence of others in a shared environment, became a solution in managing development of urban areas, when more and more people tend to work from remote locations. The aim of this paper is to present a concept of creative city system, to examine the current state of coworking spaces, and to discuss the role of managing its further development.

Keywords: *city development, coworking, creative city, knowledge economy*

EUROPEAN DEPOSIT INSURANCE SYSTEMS IN THE TIME OF CRISIS

Stella Suljic Nikolaj

*University of Rijeka,
Faculty of Economics and Business, Croatia
stella.suljic.bikolaj@efri.hr*

Bojana Olgic Drazenovic

*University of Rijeka,
Faculty of Economics and Business, Croatia
bojana.olgic.drazenovic@efri.hr*

Vesna Buterin

*University of Rijeka,
Faculty of Economics and Business, Croatia
vesna.buterin@efri.hr*

ABSTRACT

Deposit insurance system was primarily created to protect depositors and their deposits. It creates depositors' confidence in the banking system, thus preventing depositor panic and bank run of bank deposits especially in the time of crisis. Since most depositors do not possess adequate knowledge and professional experience, which is necessary to assess bank risks, the operation of deposit insurance system is justified in order to create trust in the banking system. It is believed that the depositor's trust in the banking system and the deposit insurance system ultimately contribute to the maintenance of banking stability. Despite the these significant positive effects of deposit insurance system there are also some negative aspects that have to be taken into account effects on bank stability. They refer to risky bank operations, reduced market discipline, moral hazard, negative selection and the principal-agent problem. Financial crisis in Europe started in 2008, points on the risk operations of banks in certain eurozone countries, which is often associated with high level protection of the deposit insurance system.

To prevent depositor panic and further systemic banking crisis, in this period, national deposit insurance systems became more generous by introducing additional forms of protection (paybox plus protection, foreign currency deposits insurance, interbank deposits insurance and government support in raising funds regardless of the management of the system), increasing the amount of protection and leaving co-insurance. Therefore, the aim of this paper is to discuss about changes in the implementation of the deposit insurance systems in European Union (EU) countries and selected Southeastern (SE) European countries in the time of financial crisis as well as changes resulting from the requirements of the banking union.

Keywords: *deposit insurance system, bank stability, financial crisis, EU countries, Southeastern European countries*

IMPORTANCE OF NEUROMARKETING IN COMPANY'S MARKETING CAMPAIGN

David Vrtana

*University of Zilina, Faculty of Operation and Economics of
Transport and Communication, Department of Economics
Univerzitna 8215/1, 010 26 Zilina, Slovak Republic
david.vrtana@fpedas.uniza.sk*

Anna Krizanova

*University of Zilina, Faculty of Operation and Economics of
Transport and Communication, Department of Economics
Univerzitna 8215/1, 010 26 Zilina, Slovak Republic
anna.krizanova@fpedas.uniza.sk*

Lubica Gajanova

*University of Zilina, Faculty of Operation and Economics of
Transport and Communication, Department of Economics
Univerzitna 8215/1, 010 26 Zilina, Slovak Republic
lubica.gajanova@fpedas.uniza.sk*

ABSTRACT

Current market situation is characterized by dynamicity, growing strength of consumer behaviour and by intense business competition. It is up to enterprises which marketing tools they use to strengthen their competitive positions. One of such tools is communication policy which has significant position not only for companies but also for consumers. International markets are supersaturated with different products and every producer permanently seeks new ways how to get attention and consumers' preferences. It is also very important to differentiate from competitors and therefore the companies try to use many different attitudes to influence consumers' behaviour. The result of using those tools is product or service sale. One of the tools of communication policy with enormous impact on consumer behaviour is advertisement. We can see a boom of advertising in both range and numbers of used communication policy tools.

The importance of advertisement is currently orientated on emotional consumers' behaviour too. That is also the reason why we can see that through advertising many companies try to manipulate the public in their favour. Some elements of advertisement can indirectly effect consumers' emotions and many companies use different neuromarketing techniques and tools to reach that goal. The aim of the article is to emphasize the importance of neuromarketing in marketing campaign of chosen company. The first part of paper consists of elementary theoretical background of neuromarketing. The second part is about the company's introduction and it's marketing campaign which was measured the eye-tracking tool. Discussion part also consists of neuromarketing future predictions and finding new opportunities of neuromarketing analysis. It also consists of evaluation of the chosen company's communication policy and its effect on company's overall marketing strategy.

Keywords: *neuromarketing, communication policy, advertisement, eye tracking*

THE FUTURE OF MANAGERIAL RESEARCH

Grazyna Wieczorkowska-Wierzbinska

*University of Warsaw, Faculty of Management, Poland
wierzbinska@wz.uw.edu.pl*

Kinga Wilczynska

*University of Warsaw, Faculty of Management, Poland
kingawil@me.com*

ABSTRACT

The text presents five theses:

- 1. Management practitioners need scientific research results, but although the number of studies increases exponentially, the popularization of their research results in the*

- »information smog« leads to harmful for practice misinterpretations.*
2. *The cliché activated automatically in the minds of consumers of research »these are the results of scientific research« causes the exclusion of criticism, which causes that the results of scientific research are treated identically regardless of their internal and external validity.*
 3. *Consumers of scientific research results should remember that: (1) correlation studies, regardless of how large the sample was tested, cannot have high internal validity; (2) the results of experimental studies, whose external validity is increased not by testing representative samples, but by replication on often small groups are much more valuable.*
 4. *The main difficulty in applying the research results is the fact that both experimental and correlation studies are conducted in the »ceteris paribus« paradigm (with the determined influence of other variables - other things being equal), and in a specific situation in which we want this knowledge to be used, other variables are not fixed (ceteris is never a paribus) and thus may distort the relationships established previously in the research.*
 5. *The future of research are quantitative case studies - possible thanks to the introduction of new technologies such as bands, eye trackers and other wearables and programs that are tracking employee computer activity during working hours.*

Keywords: *experimental research, external validity, internal validity, wearable technologies*

SUSTAINABILITY MANAGEMENT IN RUSSIA: VALUES, MOTIVES AND ASSESSMENT

Yulia Fomina

*Dostoevsky Omsk State University, Russia
fomina-u-a@yandex.ru*

Svetlana Apenko

*Dostoevsky Omsk State University, Russia
apenkosn@yandex.ru*

ABSTRACT

The sustainability management concept brings new challenges and advantages for organizations. Some of them have already implemented this concept in practice and show a high level of maturity in sustainability management. Some of them have just started or are only discussing the opportunity to implement sustainability practices. Nevertheless, organizations in Russia shall cope with the increasing complexity of the social and economic environment and the sustainability management concept gives an organization the internal strength to do this. Our study is focused on the assessment of sustainability management of organizations in Russia, including the values, motives and level of maturity of sustainability management. The research questions are as follows:

- *What indicators allow us to assess comprehensively the sustainability management of an organization?*
- *What are the main motives that lead managers to implement sustainable development principles in management processes in Russia?*
- *What values does sustainability management bring to an organization?*

To conduct our study, we used a semi-structured online survey with managers of organizations in Russia. Our data-frame includes answers from 34 respondents from different regions of Russia.

Keywords: *Sustainability Management, Sustainability Assessment, Sustainable Development Principles, Sustainable Development, Motives of Sustainability Management*

THE USAGE OF MODERN PAYMENT TECHNOLOGIES IN UKRAINE

Onyshchenko Volodymyr

Professor at

*Poltava National Technical Yuri Kondratyuk University
Poltava, Ukraine*

Sivitska Svitlana

Associate professor at

*Poltava National Technical Yuri Kondratyuk University
Poltava, Ukraine
Sivitskaya.s@gmail.com*

Chernysh Iryna

Associate professor at

*Poltava National Technical Yuri Kondratyuk University
Poltava, Ukraine
irinachernysh@gmail.com*

Ante Roncevic

Associate professor at

*University North, Department of Economics
Croatia
aroncevic@unin.hr*

ABSTRACT

Over the past few decades, e-commerce has become an integral part of the trade industry, and online purchases have become part of everyday life of most consumers in many countries around the world. Even in Ukraine, no serious business can be imagined without e-support in the form of online stores or web resources, and some merchants are completely transformed into a more economical and user-friendly virtual format. For the organization of Internet commerce necessarily need tools that would allow you to pay for the purchased product in online mode, thereby making the purchase process as comfortable as possible

for both the customer and the seller. For this purpose, electronic payment systems have been created to allow payment on the site in several "clicks". Thanks to payment services, the buyer has the opportunity to immediately pay for purchased goods, without interrupting the monitor, and the seller can quickly get funds to the current account. Introducing a family of cashless payment systems, the modern electronic service for payment of online purchases represents a complex combined product, which is based on a set of technical infrastructure, procedural operations, rules of operation. Generated in a single integral system, these elements provide the possibility of transferring funds from one entity to another in a non-cash format. In this case, online payment transactions go online. Similar payment systems allow you to make online purchases and pay for goods and services using bank cards, electronic money or other settlement tools.

Keywords: *payment systems, mobile payment systems, electronic money*

**FORECASTING CORRECTNESS OF INCURRING
CREDIT WITH THE AID OF E.I. ALTMAN'S, J.
GAJDKA'S AND D. STOS'S DISCRIMINANT
ANALYSIS MODELS ON THE EXAMPLE OF 200
STUDIED COMPANIES FROM OPOLE AND
PODKARPACIE PROVINCES WITHIN 2010-2018**

Rafal Parvi

*WSB University in Wroclaw, Faculty of Economics in Opole
Wroclaw, Poland
rafalp4@o2.pl*

ABSTRACT

The credit risk related to issuing credit for a company is mostly the result of too high amount of the incurred credit, wrong prediction of future periods and repayment of the incurred

liability. In order to minimize risk, as part of information about a credited company, there should be technical and economic information enabling to conduct "collective evaluation of the company's activity" with the use of E.I. Altman's, J. Gajdka's and D. Stos's models. Both models were used in the group of the studied companies of Opole and Podkarpackie provinces. The research showed that incurred credit contributed to improvement of the financial liquidity in both groups. However, credits of greater worth led to the lessened increase of net profit and contributed to the small decrease of companies showing net loss. On the other hand, the group of companies, in which credits of lower worth were incurred, could decrease the number of companies suffering from net loss.

Keywords: *company, financial liquidity, credit, discriminant analysis, net profit*

FACTORS AFFECTING THE FINANCIAL PERFORMANCE OF THE BANKING SECTOR

Zia-ur-Rehman

University of the Punjab Lahore, Pakistan

Zara Mazahir

University of the Punjab Lahore, Pakistan

Hafiz Fawad Ali

*University of the Punjab Lahore, Pakistan
fawadali94@hotmail.com*

ABSTRACT

The purpose of the study is to investigate a relationship between employee empowerment, employee loyalty, service quality and financial performance of banks. It was hypothesized that there is likely to be a positive relationship among employee engagement,

employee loyalty, service quality and financial performance of serving organizations; Employee engagement, employee loyalty, and service quality are likely to predict financial performance of service sector organizations; and employee engagement is also likely to predict employee loyalty and service quality of service sector organizations. It is also hypothesized that Employee loyalty and service quality likely to mediate the relationship of employee empowerment and financial performance of service sector organizations. A sample of 300 bankers was recruited from the private banks. Result of Pearson Product Moment Correlation analysis showed that employee empowerment is positively associated with financial performance through employee loyalty and service quality. Process analysis showed that employee empowerment effect on financial performance through service quality.

Keywords: *Employee empowerment, employee loyalty, service quality, employee engagement*



كلية العلوم القانونية والاقتصادية والاجتماعية - سراييفو
Fakultet ekonomskih i društvenih nauka
Faculté des sciences juridiques
économiques et sociales-sar

