

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
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Economic and Social Development

85th International Scientific Conference on Economic and Social Development

Book of Abstracts

Editors:

Maria Elisabete Pinto da Costa, Maria do Rosario Anjos, Vlasta Roska



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POTENTIALS AND OPPORTUNITIES FOR THE DEVELOPMENT OF TOURIST EVENTS IN GORSKI KOTAR

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ABSTRACT

Events are often a motive for travel and an opportunity to participate in unique experiences presented with the content or program of events, and thus the opportunity to visit the destination where they take place in a very special way. Events are often perceived as an expressive means of their participant, as a factor in shaping the image of the place where they occur and as an attractive factor in visiting a destination. From the point of view of a tourist destination, tourist events are part of the tourism sector which in one place and in a certain period of time encourages the full range of human creative and production resources to enrich the tourist offer and gain economic benefits for stakeholders and local communities. Mountainous Croatia is insufficiently recognized as a place of distinct tourist attractiveness. The beauty of the landscape and the untouched nature attracts only a certain number of selective tourists (hikers, campers, skiers and nature lovers), which is far below the possibilities of the area. Good transport infrastructure, proximity to established tourist destinations (Zagreb, Opatija, Rijeka, the island of Krk) open up opportunities for tourist development of Gorski kotar . The paper begins with the assumption that tourist events are suitable for complementing the experience of the tourist destination Gorski kotar and are a solution for optimal annual use of resources and capacity. The aim of this paper is to conduct a benchmarking analysis of the possibilities of developing tourist events in Gorski kotar in relation to the event-established mountain areas in the surroundings.

Keywords: *tourist events, destination, Gorski kotar*

SURVEY OF THE DATASET META-FEATURES

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ABSTRACT

Machine learning is an active area of research and has seen the development of many algorithms. Machine learning practitioners at different levels frequently face a similar problem: What algorithm best suits their data? Recent meta-learning research automates this procedure using a meta-classifier to predict the best algorithm for a given dataset. Meta-features are used to describe the properties and characteristics of datasets and construct the feature space for meta-learning. In this paper, we performed a literature survey to recognize meta-features that should be taken into account when providing meta-learning research and identify directions for further research in this area.
Keywords: *Meta-learning, meta-features, dataset characteristics, machine learning*

IT IS ABOUT THE TEACHERS' SKILLS: PERCEIVED EFFECTS OF THE EUROPEAN ASSISTANCE ON DROP-OUT RATES IN SLOVAKIA

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ABSTRACT

This paper analyses the perceived effects of European assistance on decreasing drop-out rates in Slovakia. The survey (N = 455) was administered to headteachers and directors of primary schools benefitting from European assistance in seventy-nine Slovak districts (LAU 1 level). Simple descriptive statistics and non-parametric tests were used to evaluate the perceived benefits of the European projects, with factor and regression analyses employed to elicit key factors of perceived improvements in drop-out rates. Investments in teachers' cognitive skills were considered more important than those in physical infrastructure, with physical infrastructure (sanitary facilities, new heating and

energy efficiency) investments having a rather weak impact on drop-out rates.

Keywords: *student performance, drop-out rates, European Investment and Structural Funds, Slovak Republic*

THE IMPACT OF REMITTANCES ON ECONOMIC GROWTH – AN OVERVIEW OF SELECTED RESEARCH ACHIEVEMENTS

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ABSTRACT

Numerous papers have examined the relationship between remittances from migrants and the contribution this has towards development. Considering the importance and actuality of the topic, we decided to make an overview of selected achievements in the research of remittance impact on economic growth. Due to the fact that a high ratio of remittances remains officially unrecorded, the officially-reported figures accounting for roughly 35-75 percent of the total volume of remittance flows, it is possible only to predict the importance of remittances on economic growth, nevertheless, these predictions are based on relevant scientific research and methods. Overall, the existing literature provides inconsistent accounts as to how remittance inflows specifically influence economic growth. A significant number of articles suggest that through unintended consequences such as the Dutch Disease, remittance inflows may actually hamper economic growth. On the other hand, a number of

authors suggests that remittance inflows do contribute to economic activity by alleviating poverty and enabling investment activities to take place.

Keywords: *remittances, economic growth, work migration, foreign direct investment (FDI), panel ARDL approach*

E-MENTORING AS A SUPERVISION APPROACH IN DISTANCE UX EDUCATION

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ABSTRACT

This study aims to analyze the connection between e-mentoring and the impact of this type of supervision during UX students' first-time experience with a real industry project. An interdisciplinary field like User Experience (UX), devoid of its own recognized body of disciplinary knowledge, poses its own educational challenges by requiring a holistic and versatile approach to learning. While traditional education has struggled to meet and adapt to the ever-evolving industry needs in UX, more flexible alternatives within the distance education space have

been providing opportunities for students to develop hands-on skills and experience real-life projects for a while. It was in 2020, however, that the interest in online education grew the most, due to COVID-19 and pandemic-induced constraints, especially in tech career paths, such as UX, with the potential to provide profitable work-from-home (WFH) job opportunities. A common learner-centered approach in online UX education is project-based learning (PBL), in which students are involved in both fictional and real projects, with the guidance and support of a mentor. Within this context, we used qualitative research methodology to conduct a thematic content analysis of the following: 10 portfolio industry projects from 10 postgraduate students located in the United States of America who completed an online UX course to complement their education; and 10 session logs of 2 supervisors who mentored them during their 4-week assigned client project. According to the themes which emerged from our analysis, we concluded that being exposed to a safe environment where students were able to experiment with mentors' guidance, helped them develop critical thinking skills, adapt to uncertain circumstances, and gain networking opportunities. Additionally, students struggled with the time available to conduct a real-life project and the inability to apply theoretical concepts within constraints, which implies a cognitive dissonance between the theory and the actual practice of UX. Further research is required to explore how different pedagogical approaches to e-mentoring and supervisory styles may contribute to its quality and the overall impact on the students' learning experience.

Keywords: *e-mentoring, supervision, distance education, user experience (UX), project-based learning (PBL)*

THE IMPACT OF GLOBALIZATION ON THE PARTICIPATION OF CITIZENS IN LOCAL PUBLIC LIFE: CASE OF CROATIA

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ABSTRACT

Globalization is a challenge for the traditional understanding of the nation-state as foundation of political decision-making, and as institutions responsible for solving problems in modern societies. In addition, globalization drastically limits the possibilities of the classical national welfare state in managing its own society and economy. In this paper, we will focus on information-communication-technological mechanisms that, as a result of the globalization process, have introduced new modalities of public affairs management, and involving citizens as actors in the policy processes. Especially at local level the ICTs supported tools are expected to enable a greater level of transparency and openness, promote accountability and effective provision of public services. Two instruments of participatory local government in Croatia are analysed by using the method of legal and content analysis, web analytics of websites and portals, and interviews. E-consultations represent a legal obligation for local governments when issuing acts and strategic documents reflecting on the interests of the public, while participatory budgeting represents example of good practice, not being legally prescribed as mandatory. In the first part of the paper, the impact of globalization on the contemporary public administration will be explained, with focus on government relation to citizens. In the following chapter legal standards promoting ICTs for participatory local government will be analysed. The third chapter will include empirical insights on the local participatory government in Croatia, based on two case studies: e-consultations and e-participatory budgeting.

Finally, concluding remarks and recommendations will be contained in the last chapter.

Keywords: *e-government, local level, openness, participation, transparency*

THE EXPERIENCE OF REMOTE TEACHING IN HIGHER EDUCATION: A SCENARIO OF CHALLENGES AND OPPORTUNITIES

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ABSTRACT

This article aims to present and reflect on some of the results of a study on the perceptions of teachers and students in the Porto Metropolitan Area, regarding their experience with remote learning in Higher Education (HE), during the first period of COVID-19 confinement. In mid-March 2020, within a short space of time and with no prior preparation, the educational offer of HE

institutions shifted from in-person teaching to remote online teaching, leading to a paradigm shift. All teaching and learning activities started to be conducted through digital platforms and technologies, rarely used before then, but which proved to be essential in times of social confinement. As such, it became necessary to offer continuous intensive training within the academic community, aiming to provide teachers and students with the digital skills required to effectively use and maximize the potential of the new teaching and learning platforms. This sudden and dramatic change in HE motivated us to understand the challenges of remote teaching, involving both teachers and students in this reflection, and the potential of the answers found. This study used qualitative methodology, wherein two data collection instruments were used: semi-structured interviews with 10 teachers from different institutions and subject areas, and opinion essays about the aforementioned experience by 9 students. To analyse the data derived from those sources, we conducted content analysis. The results obtained suggested that teaching and learning within a digital environment posed a great challenge, not only from a teaching perspective but also regarding the way students learn and the demand for greater responsibility. At the same time, this challenging scenario opened a window of opportunity for a new teaching paradigm to emerge, one that is based on the exclusive use of digital technologies. In addition to boosting the digitalization of pedagogical action, which was advocated for more than a decade in the Bologna Process, it opened new paths to reformulate teaching and learning processes in HE.

Keywords: *Digital learning, Digital technology, Higher education, Remote learning, Teacher training*

FISH FARMS IN THE REPUBLIC OF MOLDOVA - ISSUES AND TRENDS

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ABSTRACT

The paper proposes a research on the current state of commercial aquaculture fish farms in the Southern Region of the Republic of Moldova. Carrying out a scientific study on the aquatic system provides valuable information on the current state of ponds in the area and allows the development of measures to optimize the activity of the fisheries sector. In order to increase the fish productivity of aquaculture farms, it is necessary to apply appropriate technological principles for rational exploitation - restoring the fish herd and raising valuable species. The main objective of the study is to identify areas favourable to the development of aquaculture in the south of the Republic of Moldova and to maintain potential reserves at optimal limits, to increase fish production in ponds. In this research, an interview-type survey was conducted (using a questionnaire) with the managers of the 5 farms in the study area. Research has shown that most farms grow common species of carp or Asian cyprinids, by using industrial feed. The technological size of fish farms is small / medium, with only one farm having a large production capacity. The study identified the causes of low production of local fish farms, proposing feasible solutions for economic recovery. Based on the research, a pattern of organizational decision-making and investments in aquaculture farms in the Republic of Moldova could be proposed.

The study was conducted in doctoral research, and may have an impact on the business environment and fish farms.

Keywords: *aquaculture, profitability, fish farm, Republic of Moldova*

REASONS FOR DISSATISFACTION OF EMPLOYEES IN THEIR WORKPLACES IN PRIVATE AND STATE-OWNED COMPANIES IN THE REPUBLIC OF CROATIA AND POSSIBLE WAYS TO MOTIVATE EMPLOYEES

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ABSTRACT

Human resources are the bearers of all business activities in the company and are needed to carry out all business processes, realize the vision and mission of the company, retain new customers and attract existing customers or clients. Only satisfied employees will give the maximum in their jobs. Dissatisfied employees will not be in the service of achieving the company's

business goals. Managers should be aware of the importance of human resources in companies in which they are leaders, establish constant care for human resources, monitor the work of employees, praise their efforts and ultimately reward the most successful employees. The aim of this paper is to find out whether employees are satisfied with the working conditions in their workplaces, whether they receive praise for their efforts and commitment in the workplace from their employer, whether they are dissatisfied with their jobs and how the employer could motivate them at work. 39.6% of respondents would change their current job and a high percentage of respondents (48.4%) would resign from their current job in the event of a better business offer from another employer. 49.1% of employees are dissatisfied with the organization of the number of trainings and seminars by their employer, while 45.1% of employees stated that they do not have the possibility of promotion. Only 22.3% of employees are satisfied with their current job. According to employees, in the first place as a motivating factor is a high salary (31.8%), then the empathy of employers towards employees, praise for the work of employees by the employer, then all other motivating factors. The leading reason for employee dissatisfaction in private and state-owned companies in the Republic of Croatia in their jobs, according to employees, is low wages (15.4%), followed by high stress (13.5%) and incorrect superiors (12.8%), followed by all other factors. There is no statistically significant difference according to gender in the attitudes of the respondents about the change of the current job. Recommendations for employers are to increase the salaries of employees, to enable the advancement of employees and to show respect to employees, recognition for their work and effort and showing empathy towards employees, because this is what they wish for.

Keywords: *employees, employee dissatisfaction, ways of motivating employees, managers, human resources*

ANALYSIS OF JOB SATISFACTION AND MACHIAVELLIAN MANIFESTATIONS AMONG EMPLOYEES AT THE WORKPLACE

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ABSTRACT

The aim of the paper is to examine job satisfaction and manifestations of manipulation in employees of public and private sector companies. The paper focuses on the work environment. The empirical part of the paper examines whether the work environment contributes to the job satisfaction of employees in the field of work performance with a focus on Machiavellian manifestations. Two hypotheses were established examining the differences in selected attributes of job satisfaction and Machiavellian manifestations in terms of respondents' education and income. The research was carried out using two standardized methodologies: the Life Satisfaction Questionnaire

and the CASADI Questionnaire to determine Machiavellian manifestations in employees. The research was conducted on a sample of 133 respondents, of which 84 (63%) were women and 49 (37%) men. In terms of the highest level of education attained, 64 (48%) respondents had a secondary education and 69 (52%) a higher education. Of the total number of respondents, there were 85 (64%) employees whose net monthly income did not exceed 1,200 euros and 48 (36%) employees whose net monthly income exceeded 1,200 euros. The established hypotheses were verified through descriptive statistics and statistical analysis in the SPSS statistical program. The output of the paper is an evaluation of job satisfaction and manipulation of employees with regard to the work environment. Within the differences according to the achieved education, statistical significance was recorded in the attribute of Machiavellian manifestations: diplomacy. Higher average values were measured for employees with a university degree. Within the differences according to income, we record statistical significance in the attribute of job satisfaction: financial situation. Higher average values were measured for employees with a net monthly income of over 1,200 euros. Research shows that attitudes towards money play a crucial role in terms of unethical behavior.

Keywords: Education, Income, Job satisfaction, Machiavellianism, Manipulation

ORGANIC PRODUCTION AND FOOD MARKET IN ROMANIA - CHARACTERISTICS AND TRENDS

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ABSTRACT

The paper proposes an analysis of the main characteristics specific to organic agri-food production in Romania. The official information provided by the Ministry of Agriculture and Rural Development in Romania, national and European statistical databases was used for documentation. Specialized papers from the Clarivate Analytics, SCOPUS, Google Scholar databases were used for bibliographic documentation. The data collected were statistically processed and interpreted. The main characteristics of organic plant and animal production were analysed, namely the evolution of cultivated areas and the number of certified operators for organic production. Although there are support measures from the Romanian authorities, mainly due to European policies in the field of organic production and increasing demand on the European market, the national market for organic products has many stages to go until it reaches a level of competitiveness comparable to most European countries.

Keywords: *organic, food market, Romania*

CONFLICT RESOLUTION AND NEGOTIATION FROM A GENDER PERSPECTIVE IN HIGHER EDUCATION

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ABSTRACT

This study aims to develop a pilot scale for future projects on negotiation skills and conflict resolution appropriated for use in the academic context, namely with undergraduate students. The thematic approach of the research seeks to understand whether people's emotions undergo, when faced with contrary situations, considering effective decision-making and the implementation of successful tactics in the negotiation process and conflict resolution, particularly between male and female students. It is justified by the importance of negotiators' emotional intelligence to carry out negotiations effectively, also focused on gender. To achieve the objective, we collected data using the Effective Conflict Resolution and Negotiation Skills Scale. The scale, of Turkish origin, has forty items with seven sub-dimensions, namely: negotiator's style, rationality and common sense, sensitivity for opponents, goal orientation, planning, effective communication and expressing oneself decidedly.

The population of this pilot-scale was 235 students (97 men and 135 women) of bachelors of a Portuguese Private Higher Education Institution. The results showed that men are more associated with the sub-dimensions "rationality and common sense" and "expressing oneself decidedly" and women tend to be more associated with the sub-dimension "sensitivity for opponents". The originality of this study is reflected in the application of this scale to a population of higher education students, based on the differences that may be at the origin of the gender variable. This study is relevant, in both theoretical and practical terms, as it allows a reflection on conflict management strategies, based on competences, properly directed, according to the characteristics of those involved, namely gender.

Keywords: *conflict resolution, gender, negotiation, skills*

THE SQUARE AS A MEETING: THE CULTURE OF REMEMBRANCE AND HISTORY

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ABSTRACT

The square is a dynamic place, pulsing with life in all its expressive forms, and a public place where people learn all information of importance for the wider social community. In urban planning terms, the square is an open space, often surrounded by the walls of buildings serving a public function,

and the basic unit of measurement of any city's urban topography. The relationship between the square and political power is one of the key questions in the analysis of the former's importance. On top of its role as a religious and commercial hub, the square is a symbol of democracy and the lifeblood of the city, a place to discuss politics and other issues of significance related to the city. To this day, it has remained the centre of city life, a place to discuss the latest news and brainstorm new ideas, a place of cultural production and decadence, and a place to observe life in the city in its entirety. Social relations and culture shape a space, but the space also co-shapes social relations at the same time. Our paper analyses the square as a cultural presentation of power, knowledge and space in the context of documentary value of heritage records tracing the identity-shaping process, through which an individual builds their own position within a certain social structure.

Keywords: Culture, History, Knowledge, The Square

A STUDY ON RELATIONSHIP BETWEEN MBTI PERSONALITY TENDENCY AND HOLLAND PERSONALITY TYPE

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ABSTRACT

The purpose of this study was to derive meaningful basic data in establishing individualized guidance strategies for college students by analyzing the relationship between student's personality type, especially MBTI's personality tendency, Holland professional personality type. First, as a result of analyzing the relationship between the Holland personality type and MBTI personality tendency of college students, it was

analyzed that extroverted students had more social personality type than introverted students, while introverted students scored higher than extroverted students in conventional personality type. In addition, in terms of taking in information, the intuition(N) student group scored higher than the sensing(S) student group in the investigative personality type and the artistic personality type, and the sensing(S) student group scored higher than the intuition(N) student group in the conventional personality type. In terms of making decisions, there were significant differences in all Holland personality types except for corporate types

Keywords: MBTI, Holland test, personality tendency, professional personality

ENERGY EFFICIENCY AND OPPORTUNITIES ARE ACHIEVABLE IN THE TRANSITION TO CLEAN ENERGY

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ABSTRACT

Energy and ways to obtain them is a topic that has been a must-have been devoted to economies for many years. The increase in energy consumption has been extremely linked to economic growth, which indicates a very close relationship between total energy consumption and overall global GDP growth. We are currently in a situation where reducing energy consumption is becoming a necessity given the global state of the environment. Resources for energy production are declining and their need is increasing every day, it is necessary to look for new resources, those that will not burden the environment. The UN State of the Environment report states that over the next 40 years, the world

will face a demand for the construction of new commercial and residential buildings and housing of more than 2.3 billion square meters. The reason is population growth. By 2050, the world's population is expected to grow to 11 billion, with the majority living in cities, up to 6.5 billion. The growth of the population in cities, along with urbanization, brings several problems. It is the urban population that will feel more intensely about climate change and will be exposed to the risks associated with high energy intensity. The transition to a zero-carbon economy that is highly energy-efficient and largely based on renewable energy sources requires a rapid transition to clean energy, which will ensure sustainability, security of supply, and affordability of energy, as well as the necessary energy infrastructure. In this paper, we address the need for energy savings in relation to the role of cities in this process.

Keywords: *Energy consumption, Innovation, Population growth, Renewable resources*

FOR A CITIZEN'S APPROACH TO JUSTICE: (PREVIOUS) AUDIENCE, PROCEDURAL MANAGEMENT AND CONCILIATION

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ABSTRACT

In the Portuguese judicial system, the assumption of the relevance of a previous court hearing, halfway between the initial deduction of the claim subject to judgment and the final decision of the case,

was embodied by the decisive (and applauded) Reform of 1995-1997, DL n° 329-A/95 of 12/12 and DL n° 180/96 of 09/25. This reform, considered by many to be the most paradigmatic civil procedural revolution to which the portuguese Civil Procedure Code has been subjected since 1939, assumed a new paradigm: a “working community” to better solve the dispute, through the “preliminary hearing”, an absolutely innovative moment of anticipation of the meeting between parties, representatives and judge. One of the purposes of this phase, would be to achieve parties conciliation: somehow, through a pacifying consensus lead by the judge, a negotiated solution would end the dispute. Therefore the choice of (attempted) conciliation, as the first investment of the so called preliminary hearing (art. 508º-A n° 1 alínea a) CPC by DL n° 329-A/95), which was tending to be mandatory. 18 years later, a new Reform (Law n° 41/2013 of 26/06) insists on this hearing, now called “previous” but paradigmatically identical to the “preliminary”, clearly reinforcing the obligation to carry it out, as well as reinforcing the judge's powers-duties in fulfilling those aims, among them the (attempted) conciliation, once again at the top of the list (art. 591º n°1 point a) CPC). Witnessing closely the evolution of this entire journey, we soon realized the “resistance” put up by the judiciary community to the ease of this previous “meeting point”. Despite the intentional “strengthening” of the 2013 reform, resistance, although met, persists. For the rest, the pandemic that has befallen the world in the last 2 years will have, quite conveniently, done the rest. With significant damage to a adequate conflicts resolution and justice achievement much closer to the citizens, a purpose that is being left behind. This is what we propose to analyze.

Keywords: *justice, citizen approach, audience, conciliation, procedural management*

ASSESSMENT OF SELECTED SENSORY ATTRIBUTES AND THEIR EFFECT FOR CUSTOMER PURCHASING BEHAVIOR

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ABSTRACT

Sensory perception gives us the opportunity to be able to orient ourselves in the current situation or in the given environment in which we are currently located and also gives relatively thorough information about the given fact. Purchasing decisions are influenced by the circumstances of the purchase, which include the customer's sensory perceptions. Based on this knowledge, sensory marketing was created, which seeks to influence the purchasing process by acting on all the senses of the customer. The aim of the paper is to examine shopping behavior in relation to the effect of sensory marketing attributes and socio-demographic characteristics of consumers. The questionnaire consisted of the following selected attributes: visual marketing, auditory marketing, olfactory marketing and tactile marketing. Within the methodology, there was investigated how selected attributes of sensory marketing affect individual socio-demographic indicators.

A questionnaire survey was conducted on a sample of 126 respondents, whose average age was 31.9 years. The survey was aimed at obtaining the opinions of respondents in terms of their visual, auditory, olfactory, tactile and taste perception during shopping. The following were selected as socio-demographic characteristics: respondent's monthly income, education and residence (urban / rural). The established hypotheses were verified through descriptive statistics and statistical analysis in the statistical program SPSS, where appropriate mathematical and statistical methods were used. Statistical analysis did not confirm the existence of relationships between selected characteristics of respondents and attributes of sensory perception. The level of monthly income of respondents, education and residence did not prove a correlation with the perception of sensory marketing stimuli.

Keywords: *Buying behavior, Marketing, Perception, Senses, Stimuli*

BARRIERS TO ADDITIVE MANUFACTURING ADOPTION WITHIN AUTOMOTIVE INDUSTRIES

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ABSTRACT

Additive Manufacturing (AM) technologies are perceived amongst best options to handle the disruptions in many industries as offering unique capabilities that may also benefit automotive industries. Despite significant pressure to adopt new methods and technologies for quick recovery in a post-Covid scenario, empirical evidence has highlighted that only a partial AM

adoption has been achieved by Original Equipment Manufacturers (OEMs) and their suppliers. The purpose of this paper is to understand the factors that inhibit or constrain thorough AM adoption, and in doing so both technical and non-technical barriers are considered. Through a detailed appraisal of the literature, author identifies that previous attempts to discover technology adoption barriers demonstrate encouraging results with regard to the adoption of new technologies. However, the review also reflects the fact that limited work has been done to explore the level of AM adoption within the automotive supply chain and the specific technical and non-technical barriers for automotive industry to enable them to appropriately adopt Additive Manufacturing. These shortcomings will be addressed in the present study.

Keywords: *Additive Manufacturing, Technology Adoption, Barriers to Adoption, Automotive Industry, Europe*

COMMUNITY-BASED TOURISM ORGANISATION AND GOVERNANCE MODELS: CHALLENGES OF IMPLEMENTATION

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ABSTRACT

Community-based tourism (CBT) is a concept relevant to the implementation of sustainable tourism practices in the operational planning and management of tourism supply at the local level. Although it has been discussed and implemented in various forms and initiatives over the past thirty years, there are significant challenges that prevent the concept from expanding.

This paper offers new insights into the relationship between specific barriers to implementing community-based tourism and the choice of organizational structure and governance model of CBT initiatives. A careful analysis of academic literature and previous research, as well as manuals and handbooks related to the practical implementation of CBT, was conducted. The findings highlight the complex pattern of factors influencing the successful implementation of CBT in practice and demonstrate the need for systematic, coordinated and continuous efforts to create an efficient, resilient and manageable organizational structure and to decide on an appropriate governance model that maximizes the benefits for the whole local community.

Keywords: *community-based tourism, governance, local community, organisational model, stakeholders*

DATA PREPARATION AND EXPLORATION FOR DESCRIPTIVE MODELING IN EDUCATION

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ABSTRACT

Education domain generates huge amounts of data, especially in online teaching and learning. Data analysis enables detecting patterns of students' learning behavior which leads to personalized attention and adaptive feedback. Learning management system (LMS) data are in the focus of this paper. The LMS logs store information about students' login frequency, time of visits, number of downloading different resources, time and frequency of various activities. Within this research, log file analysis is performed from a Business decision making course at the University of Zagreb. Raw LMS data were extracted from Moodle, data was prepared, explained and explored in order to detect patterns in student's behavior in the online environment. Research results provide a basis for teachers' interventions on one hand, and serve as an input into predictive models' development, on the other hand.

Keywords: *LMS data, trace data, educational data mining, descriptive modeling*

LEGAL CHALLENGES IN CROSS-BORDER TRADE IN GLOBALISATION

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ABSTRACT

The human desire to avoid the costs and to be selfish is eternal. The mighty companies and mighty individuals tend to create the business environment in which they would pay the least amount of taxes, and they use several old and couple of new ways, like tax havens, tax avoidance, money laundry, and the cross-border trade which takes advantage of registering in the country in which there is virtually no business, since they have low taxation rate, whereas the business is conducted and money earned in places that receive zero or close to zero sum of taxes, which deprives them from growth. The majority of BEPS activities are associated with Intellectual Property ("IP"), i.e. Technology (eg. Apple, Google, Microsoft, Oracle are amongst the most notorious) and Life Sciences (eg. Allergan, Medtronic, Pfizer and Merck & Co). The economy is changing to become more digital and knowledge-based, so it is the main challenge for the legal systems and jurisdictions around the world, and the national jurisdictions must cooperate and create the supranational laws to hunt the profit shifting and boost the exchange of information.

Keywords: *Tax evasion, tax haven, cross-border trade, business, jurisdictions, globalisation*

BUREAUCRACY AS A POLITICAL ACTOR: AN INEFFICIENCY CURSE?

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ABSTRACT

This paper addresses the issue of bureaucracy as a political actor, whether promoting efficiency or, conversely, introducing entropy and generating inefficiency even. This topic has been motivating reflections and fierce discussions, from classical to the present times. Furthermore, judging by the results of this research, one can argue that the question remains open. Indeed, divergences persist between authors who recognize the usefulness of bureaucracy and other who condemn it, while not observing any advantage. The existing difference of opinions results essentially from divergent views on bureaucracy. Such discussions are mostly between, on the one hand, the favorable mainstream political current in favor, which defends the affirmation and primacy of the public State above the privates,

and, on the other hand, the approach against the misjudges of the State, especially when it indiscriminately seeks through the bureaucracy to achieve their own interests, at any cost, nevertheless. Such Machiavelli approach may, unfortunately, produce an effect totally contrary to the goodwill of implementing an archetypal bureaucratic model. Such undesired effects, may have a significant impact on output, with many arguing that they inevitably lead to inefficiency. This paradox is the most challenging and puzzling issue discussed in the literature about bureaucracy. In other words, bureaucracy is defended by some as a way of professionalization and depersonalization, to regulate the activity between the State and individuals (Weber, 1991). It is assumed that bureaucracy avoids promiscuity, keeping the system running fluid and fair, regardless of the people, according to the established rules and procedures. Despite the questioning and the widespread doubts, bureaucracy remains a need in order to regulate the Governments/State's activity and relationships with private individuals. However, the bureaucracy phenomenon is regarded by many as a severe obstacle to innovation, particularly highlighted by the current technological and digitalization era.

Keywords: *Bureaucracy, Bureaucrats, Efficiency, Regulation, State, Political Actors*

THE SOCIAL RESPONSIBILITY/ FINANCIAL PERFORMANCE CAUSALITY IN TIME OF COVID, THE CASE OF MOROCO

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The current business environment is undergoing profound changes. On the one hand, the effects of economic globalization, multilateral trade agreements and new customer requirements, and on the other hand, an unprecedented health crisis, COVID-19. During the Covid-19 crisis, the concept of Corporate Social Responsibility (CSR) has occupied an essential place in the life of any company through the constitution of a socially responsible image in the eyes of third parties and its integration as a new mode of crisis management and as a performance lever allowing the company to resist the current financial and economic shocks. In this paper we will first give a historical overview of CSR, then define CSR, financial performance, the SMB, the role of the SMB on economic growth, then cite the organizational theories related to the importance of CSR in times of crisis, to finally detail the economic impact of health measures to counter the COVID 19; developed by the High Commission for the plan as well as recommendations.

Keywords: *Corporate Social Responsibility, Financial performance, Small and Medium Business SMB, Covid 19*

NEW »MARKETING LANGUAGE« AND TOOLS AS A RESULT OF CHANGE DUE TO THE PANDEMIC

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ABSTRACT

The quality of marketing activities of non-profit organisations is a major factor in their success. The pandemic that started a couple of years ago significantly affected the way non-profit organisations operate, that is, it forced them to change. Marketing mix also had to change to stay relevant. This paper explores what kind of changes happened among Croatian non-profit organisations and how organisations have been transformed to remain relevant in the market. In addition, the authors map the new language of marketing, that is, which new words from the English language have entered everyday use and whether they have the same meaning for all stakeholders. The new educations and tools that organisations use are originally in English. During the pandemics, English language was mainly used for communicating all types of information on the global level, mostly in written, but also in oral form. Therefore, the knowledge of the English language was essential for everyday communication, and as a result, there are a number of English terms continued to be used in this specific field in the Croatian language. This paper provides suggestions for

further research into the impact of the COVID 19 pandemic on the marketing activities of the Croatian non-profit sector.

Keywords: *non-profit organisations marketing, organisational changes, pandemic, English language*

COVID-19, POLICE STOPS MEASURES AND VACCINATION, THE IMPERATIVE OF PROPORTIONALITY BETWEEN HUMAN RIGHTS

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ABSTRACT

The present study aims to analyze the police stops measures adopted by European Union countries to contain the COVID 19 pandemic. The study is developed from the analysis of the police stops law, especially the strengthening of police power to act in case of non-compliance with the rules of confinement imposed. A brief historical account is made about other similar situations experienced in the past. We focus the analysis on the police stop measures, to examine their adequacy to the constitutional principles on individual rights, freedoms, and guarantees. This study aims to analyze the proportionality of the measures adopted, in particular those that required quarantine dwellers, home confinement and vaccination. The methodology adopted is

based on a theoretical framework that included the study of legislation, administrative decisions, reports and opinions of various authorities. Finally, we are looking at some decisions of the European Court of Human Rights. The conclusions show the results on the degree of acceptance by people in general regarding the restrictions adopted and the critical reflection on the adequacy of the measures in the face of the Portuguese Constitution and the Declaration of Human Rights, from the point of view of the principle of proportionality.

Keywords: *COVID 19, European Union case study, Human rights, Police stop measures, Proportionality*

SOCIAL DEVELOPMENT IN RURAL AREAS SUPPORTED IN UNIVERSITY SERVICE- LEARNING

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ABSTRACT

Combining the promotion of solidarity and social responsibility with the training process of students is a challenge for teaching innovation in the field of Higher Education. In this regard, the Service-Learning (SL) methodology, which is increasingly applied in the area of English-speaking countries but is hardly

used in Europe, enables experiential learning, linking curriculum content with community service. In order to provide empirical evidence for the European university system, our work describes an SL experience supporting rural women entrepreneurship in the field of Spanish Higher Education. Specifically, this paper is based on the relationship between the teaching-learning process of five multidisciplinary groups of students enrolled in four Degrees and one Master's degree at the University of León (Spain) and the application of the knowledge acquired in classrooms to provide comprehensive advice on five entrepreneurship projects undertaken by women and aimed at promoting the economic, social and environmental development of disadvantaged rural areas. Our study aims to achieve two objectives: 1) to improve the academic, professional and social development of the students involved in the SL experience and therefore their future employability, and 2) to benefit the local community within the framework of University Social Responsibility. In doing so, in addition to contributing to the so-called 'Sustainable Development Goals' (SDGs) included in the 2030 Agenda of the United Nations, it will be possible to demonstrate that through SL projects it is possible to combine the University's social commitment with a greater academic performance of students and the development of essential skills for their future professional performance once they have graduated.

Keywords: *Social development, Rural environment, Teaching Innovation, Service-Learning, Entrepreneurship, University*

THE NASH EQUILIBRIUM IN THE POLICY MIX NON-COOPERATIVE AND COOPERATIVE GAME

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ABSTRACT

The interactions between the government's fiscal policy and the central bank's monetary policy influence the economy of a country. The combination of these policies is known in the economic literature as a 'policy-mix'. In monetary and fiscal games (policy mix) two models of cooperative and non-cooperative games are often considered. Models assume that authorities make decisions based on mutual choices. The study involved two independent players - the central bank and the government - who make autonomous decisions. In this study, two mathematical policy mix models were built in the case of cooperative and non-cooperative games. The aim of the study is to identify the variables on which the Nash equilibrium depends in the cooperative and non-cooperative policy mix model. The results show that in the Nash equilibrium, the decision variables of the government and the central bank, which are the best government (central bank) reaction to the best central bank (government) decision, depend on the inflation target, core inflation, and the Maastricht deficit limit. Moreover, attempts were made to find an answer to the question whether any of the players can dictate the terms of cooperation in the monetary and fiscal game.

Keywords: *central bank, fiscal policy, game theory, government, monetary policy*



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