

Varazdin Development and Entrepreneurship Agency

in cooperation with:

University North

Faculty of Management University of Warsaw

Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat



Economic and Social Development

46th International Scientific Conference on Economic and Social Development –
"Sustainable Tourist Destinations"

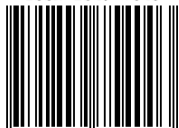
Book of Abstracts

Editors:

Marin Milkovic, Damira Kecek, Khalid Hammes



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Varazdin, 24-25 October 2019

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ETIS DESTINATION MANAGEMENT SUSTAINABILITY MEASUREMENT SYSTEM ON THE EXAMPLE OF MEĐIMURJE COUNTY

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ABSTRACT

For each successful tourist destination the most important is to create a good and recognizable image focusing on the optimal ratio of quality of service provided and the high entry preservation of natural and social resources. According to new trends and rapidly growing tourist market requires new methods of monitoring are needed to contribute development of sustainable tourism. Unfortunately, state, and local policies in the Republic of Croatia relies just on statistical data such is the number of nights, arrivals, satisfaction with the service, offers, which follow the tourist movement in the area. To get a complete and accurate picture of the impact of tourism on the local economy, population and the environment more that is needed. The fact is that all Croatian counties have tourism development strategies / master plans for tourism development, but only the County of Međimurje, through the Tourist Board, has a system for measuring the process of managing the sustainability of a destination, which enables monitoring and monitoring of the process, and with realistic recommended target goals enables planning of activities and future processes management. Specific measurements were carried out on the example of the County of

Međimurje, according to the measurements defined by the European Commission, European Tourism Indicator System (ETIS). Based on the data obtained, it is evident that the systematic measurement of sustainable tourism development is a very complex and demanding process for which there is no legal basis as an obligation to measure the sustainability of a destination. The responsibility of managing tourist destination as well as the financing system entirely on the goodwill of the destination itself, a concrete policy, which is the tourism destination management, with the aim of sustainable tourism and sustainable development put on the will and conscience of local authorities and the enthusiasm of local tourism stakeholders.

Keywords: *sustainable tourism, destination management, ETIS, Međimurje County*

DIFFERENTIATION CONTENT ANALYSIS OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS OF COUNTRY

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ABSTRACT

The article analyzes the content analysis of differentiation of socio-economic development of the regions of the country. The list of indicators that form groups for assessing the socio-

economic development of the regions of the country is given. Grouping of indicators-indicators of socio-economic development of the regions of the country . Using the methods of content analysis, we have selected indicators that characterize the socio-economic development of the regions of the country. In accordance with the selected groups of indicators of socio-economic development of regions, the identification of types of regions of the country is proposed. The author's method of differentiation of socio-economic development of the regions of the country is presented. It is established that the study was conducted is the basis for developing recommendations for improving the country's Socio-Economic Development Program for the harmonious development of its regions.

Keywords: *region, differentiation, socio-economic development, public relations, content analysis*

THE LEGAL ENVIRONMENT OF BUSINESS WITH RESPECT TO CHANGES IN INCOME TAX

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ABSTRACT

In terms of the legal environment for businesses, one of the main areas is the tax load salary. The tax system has two opposing sides, on the one hand, that is, entrepreneurs and employers who

advocate the lowest possible burdens, and on the other, a state that must generate sufficient tax revenue. According to the tax burden, Croatia is not ranked well in comparison to other EU countries, and employers' organizations often warn about problems of Croatian employers. The Government of the Republic of Croatia has introduced certain tax exemptions with the aim of reducing the tax burden on labor and improving the competitiveness of Croatian companies in relation to the EU market. The main objective of this paper is to investigate the impact and significance of new tax and other legal changes related to workload and to show the effectiveness or ineffectiveness of legal changes in the example of wage calculations in Croatia.

Keywords: *Business, Income, Legal, Tax*

RESEARCH OF IMPACT FACTORS ON BEHAVIOR OF MILLENNIALS IN ONLINE BUYING

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ABSTRACT

The emergence and development of the Internet have had and have a substantial impact on all segments of the social and economic life of people. The most important of its advantages are easier and faster communication and connection, quick access to various types and forms of information, and the possibility to buy

online. The very possibility of online buying is considered a “miracle” of the century, in just a few “mouse clicks” one can order a product from any part of the world. It is without a doubt that online buying is gaining in importance and is changing traditional patterns of customer behavior. A powerful consumer group, which is increasingly respected by the economy and which stands out for its specificities, beliefs, and values, is the so-called millennial generation. Marketing, as well as overall business goals, are directed toward this consumer group that has grown with the Internet and the development of new communications technologies. In this sense, online sales also becomes an integral part of the overall sales policy of a company. The paper explores the impact factors of online buying by millennial generation to maximize the adaptation of this form of direct sales to the millennial generation.

Keywords: *factors, influencing, online buying, Internet, millennials*

APPLIED REGRESSION ANALYSIS FOR PRIVATE EQUITY FUNDS

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ABSTRACT

From the perspective of today's investors, it is encouraging to search for optimal subset of solutions and opportunities for propulsive investments on capital markets. Imbalances between valuation methods, performance ratios and investors' expectations in different investment phases of the private equity represent incentives for pension or private funds under the given financial discipline. In this paper, the concept and the role of committed capital follow basic terminology of limited partners toward the distribution of general partners' investments with its multiples and residuals paid-in. The linear regression model for the most promising private equity funds (456) for 19 periods on a global scale emphasize the dry powder function. The results of the authors' model, shown by data from Preqin Pro database, indicates growing risk aversion criteria through the realized gains of residuals or distribution of capital to general partners for the last decade. Additional findings with simple cases explain the performance ratios as a measure in predicting the total cost of ownership in the discussion part. Researched gaps with solutions on mentioned findings provide insight for empirical analysis of general partner and its experienced international

investors. Predefined criteria that support findings is related to fund capitalisation, called up capital, distribution to paid-in capital, residual value to paid-in capital, total value to paid-in capital and its multiple ratios. In the conclusion part, the authors shall summarise all useful findings related to the area of interest and studies in science and business.

Keywords: *capital markets, distribution of capital, linear regression, private equity, total cost of ownership*

APPLYING GAME THEORY TO THE EXAMPLE OF AXELROD'S TOURNAMENT

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ABSTRACT

This paper presents the application of the Axelrod's tournament example in game theory. Game theory is a branch within the economy and deals with the analysis of strategic problems in different environments. The basic idea of this paper is to demonstrate and explain the example of Axelrod's tournament. Axelrod's tournament is based on the Prisoner's Dilemma with

repetitions in order to obtain the best possible strategy for further action. Practical part of the paper is written in object-oriented language JavaScript. JavaScript is a simple programming language that can be used online, where no additional files or programs are needed. Axelrod's Tournament is implemented with six strategies. Strategies used in this paper are ALLC, ALLD, TESTER, JOSS, RANDOM and TFT. Only cooperation that took place between two strategies was scored, where non-cooperation and half cooperation do not win any points. To ensure that all strategies interact with each other and to ensure higher accuracy of the results, 90,000 iterations were selected. Based on the results obtained, conclusion confirming Axelrod's tournament has been adopted.

Keywords: *Axelrod's tournament, game theory, Nash equilibrium, Prisoner's Dilemma*

SPECIFICS OF RETAIL SUPPLY CHAIN MANAGEMENT

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ABSTRACT

Retailers have prevailing power in most of contemporary supply chains. While this power stems primarily from the dependence of other supply chain members on them, retailers manifest their power by imposing and carrying out numerous activities in the supply chain in collaboration with their partners, that is, other members of the supply chain. In this case it is possible to talk about retail supply chain management. The paper describes and analyzes contemporary retail supply chain management activities, highlighting its specificities with respect to traditional

manufacturer-led supply chain management. For this purpose analysis of relevant secondary sources has been conducted. The work aims to clarify the role and significance of retail supply chain management in contemporary supply chains.

Keywords: *retailing, retail supply chain management, business logistics, competitiveness*

ON MATTERS OF ECONOMIC AND POLITICAL INEQUALITY IN THE CONTEXT OF DIGITAL POLICIES: THE ROLE OF JOURNALISM

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ABSTRACT

The field of journalism is being explored from the viewpoint of convergence processes in a broader social context, as well as from the perspective of converging media. The article deals both with dystopic and with the utopistic theories of the future of technology, taking both perspectives into account in order to analyze the crisis of journalism from different angles. Attention is given to the need to neutralize political control of the media in order to enable growth of truly independent, existentially unthreatened media able to provide intellectual and ethical input to the society and thus acting as a corrective force, i. e. as a true 'analogue complement' to the digital reality capable of transforming digital platforms into generators of actual value to the society, referred to as 'digital dividends'. Finally, this is also

seen as a precondition for a human-oriented cultural development which is – and undoubtedly will be in the future – becoming ever more dependent on digital practices, and therefore inevitably under a growing pressure of social and political forces competing for influence across the digital sphere.

Keywords: *convergence, analogue complement to digital reality, digital dividend, crisis of journalism*

STATE AID AND TAX RULINGS ISSUED BY EU MEMBER STATES IN SELECTED CASES

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ABSTRACT

Free movement of goods, alongside three other fundamental freedoms, namely free movement of capital, persons and services, is the key feature of the European Union. However, member states, restricting the free movement of goods in the form of national legislative, may threaten the effective operation of internal market, as well as certain restrictive practices exercised by the various private companies. Not only do such business practices harm one of the four fundamental freedoms of the EU, but they can also have a detrimental effect on business efficiency,

harm consumers and, are likely to disadvantage small and medium size enterprises. This is why the enforcement and compliance with competition law rules is crucial for the effective functioning of the EU. Therefore, state aid is generally prohibited unless it is justified by reasons of general economic development. To ensure that this prohibition is respected, and exemptions are applied equally across the European Union, the European Commission is in charge of ensuring that State aid complies with EU rules. The subject of state aid and illegal tax rulings issued by various EU member states for the benefit of multi-national companies is the main theme of this paper. In the first part, general rules which govern the state aid are described. Secondly, procedures that Commission undertakes with regard to various types of State aid are assessed. Lastly, the most famous selected cases where the violation of the State aid rules were established, are presented and discussed.

Keywords: *competition, free movement of goods, government aid, state subsidies*

DESIGNING THE COMPLETE ICT SOLUTION FOR A MODERN MANUFACTURING COMPANY

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ABSTRACT

In today's business environment, investing in information technology is more than remunerative. To receive the real state of a company, the key element is the realization and implementation of the complete ICT solution. To prepare and realize such a complex system, continuous interaction of all participants is required, from the top management to direct participants of each production segment: personnel in the financial and accounting sectors, planning and analyzing sector, procurement and sales personnel, logistics, occupational safety and quality control... In addition to human resources, proper hardware support is also needed built into the automated machines and devices within the manufacturing location that will deliver operational data to the

system. In order to survive and be competitive in the market today, the access to the right information in the shortest possible time is essential. Data warehouses and business intelligence form the foundation on which business people make their strategic and tactical business decisions. The ability to analyze snapshots of the observed subject's state of affairs in the past and to look for similarities and differences in behavior over a period of time makes one of the greatest advantages of the data warehouse over previous transaction systems. Newer technology has enabled the development of ETL (Extract, Transform and Load) applications with minimal delay, and thus the emergence of data warehouses that work in real or near real time. This paper provides guidelines for the development and design of a comprehensive ICT solution and addresses some of the consequences that this solution could have for modern businesses.

Keywords: *business intelligence, data warehouse, hardware support, ICT solution*

INFLUENCE OF STUDENT SATISFACTION WITH COMMUNICATION DIMENSION ON THE OVERALL SATISFACTION WITH STUDY

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ABSTRACT

This study explores the satisfaction of students from the University of Travnik with higher education. The research is focused on determining the impact of how satisfied the students

are with communication between them and the teaching staff and the impact of informal communication on students' satisfaction with their communication with the office for student affairs, as well as the media of communication. In the study, a questionnaire based on the Likert scale from 1 to 7 was used as a means of data collection. The research sample includes 126 students from the University of Travnik. The results of the regression analysis revealed a significant and positive impact of students' satisfaction with communication between them and the teaching staff and informal communication in response to their overall satisfaction with higher education. The emergence of privately owned higher education institutions in contrast to those owned by the state has led to the creation of harsh competition in the higher education market and the necessity for applying the general theoretical principles of management and marketing in the governance of these institutions. In today's competitive academic environment where students have many options available to them, factors that enable educational institutions to attract and retain students should be seriously studied. However, students' satisfaction with informal communication has a greater contribution to explaining student satisfaction with higher education.

Keywords: *students satisfaction, communication, higher education*

FURTHER DIFFERENTIATING FACTORS OF GAMERS' HEXAD PLAYER TYPES

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The contemporary economic weight of online gaming and present approaches of gamified system-personalization attract focused academic interest, to which the present paper aims to contribute with further insights in terms of the Hexad player type scale components. Previous study results regarding their relationship with gender and age will be discussed. Furthermore, participants' gaming behavior in terms of time spent with gaming-related activities, such as multiplayer gaming, solo gaming, communication with other gamers in public/private chats or forums, watching uploaded let's play's/gaming-related videos/previously recorded live streams, and reading gaming-related news, posts, discussions etc., will be explored. The paper uses evaluation techniques, such as Cronbach's Alpha, Kendall's tau-b, one-way ANOVA, Kruskal-Wallis H tests, Jonckheere-Terpstra tests, and interprets effect sizes with partial eta squared (η^2). Significant differences between the Hexad player types and operationalized age groups were found exclusively in the case of »Player« type. Independent samples t-test results showed no significant differences between user types and gender. There were, however, significant differences and observable, significant, positive, monotonic trends between player types and

time spent with multiplayer gaming, as well as communication with other gamers in public/private chats or forums, and likewise in the case of time spent with reading gaming-related news, posts, discussions. Our results indicate the necessity of further investigation regarding differentiating factors in player types for the further optimization of gamified systems and offer insights for actors of the gaming industry in tackling obstacles in application and game development.

Keywords: *Gamification, Gaming, Hexad, Player type*

GENDER AND SCHOOL TEXTBOOKS: FIRST YEAR BACCALAUREATE FRENCH SYLLABUS

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ABSTRACT

The present article brings to focus the knowledge conveyed through the very fine teaching processes which can contribute to the socialization of a series of representations on men and women. In fact, the textbooks used in the first year in high school represent the data of our analysis and give rise to reflections on gender social mechanisms existing in the Moroccan society as a whole. Throughout this work, we address questions about gender-related representations in the case of French teaching in the first year of high school, starting by an assessment of the syllabus while laying emphasis on the system of norms conveyed, i.e., a system that can come out as sex stereotypes and, ultimately, affect

students' behavior in their school, personal and professional life. The analysis also points out to how using the same contents taught as a subject can serve to promote and develop in students positive values and images about gender.

Keywords: *textbooks, gender, representations, values, Moroccan society, norms, French*

DEVELOPMENT OF INTERNATIONAL TRADE IN SERVICES AND ISSUES OF STATISTICAL MONITORING AND RECORDING

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ABSTRACT

The aim of this paper is to present the development of international trade in services and to highlight the problems of statistical monitoring and recording of services at the international level, but also in the Republic of Croatia. The paper proves that trade in services is the fastest growing component of international exchange in the last twenty years. The growth of world exports of services was achieved for several reasons:

growth of income of the world's population, strong growth of foreign direct investment in services, liberalization of international trade in services, technical progress, privatization processes, unification of international trade law, convertibility of more currencies and increase in the number of countries in the world. However, the real share of services and their importance in the economy is far greater than that shown in official statistics. At the international level, statistical monitoring of trade in services has been largely incomplete for numerous causes. First and foremost, the problem is the separation of services from goods, and thus incomplete national statistics on services. Then, the data on the international exchange of services by service sector is insufficiently disaggregated. In addition, part of the services related to international trade is often included in the value of exports of goods, which is the case with services provided in conjunction with goods being exported. Most often, these are goods that are exported directly by the manufacturer, and the services that accompany these goods are most often related to the training of workers to work on imported equipment and the transport directly performed by the manufacturer. Such input is included in the value of exports of goods and increases it, while the value of exports of the service thus provided is not recorded.

Keywords: *European Union, international trade, Republic of Croatia, services, statistical monitoring*

A DIGITAL PLATFORM TO ENHANCE PUBLIC MANAGEMENT BY DELIVERING FINANCIAL AWARENESS TO LOCAL COMMUNITIES: THE TACLARO PROJECT

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ABSTRACT

The digital transformation offers a wide range of opportunities for political representatives to reshape the way they interact with the public. Local governments have shown great creativity in the way they use information and communication technologies (ICT) to communicate with local citizens. This paper presents a project under development in a Portuguese municipality, called TAClaro. This project aims to decode and “untangle” the financial information that Portuguese municipalities provide to their citizens, making it intelligible and accessible to all, regardless of their degree of financial literacy. It is an action research-based project. It created, tested and validated a concept of proof, in an

iterative process that is described in detail in this paper. This project improves the concept of accountability and demonstrates the potential of ICT as an instrument for training and dissemination of financial information to lay on citizens.

Keywords: *Accountability, Financial Literacy, Citizens, Municipalities, Research-action methodology, Information and Communication Technologies (ICT)*

IMPLEMENTATION OF BUSINESS PROCESS REENGINEERING METHODS TO ENTERPRISES - OMICRON D.O.O. AND KUŠTELEGA D.O.O.

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ABSTRACT

Contemporary and fast-growing market imposes business in terms of strong competition. Ways businesses can compete in these conditions are an adjustment and continuous improvements. In the center point of this paper are business process reengineering methods in two small business companies. Even since the Second World War, Deming and Ishikawa have noticed the space for the growth of business success in Japan (mostly in the car industry), to bring improvement in the

production. Business management is complex and demanding work with its own goal – maximising the profit. To enable this it is necessary to minimize the expenses (decrease the duration of a business process in a business function, eliminate waste, decrease write-offs, implement the newest technologies and similar) to optimize the results. Considering that the inadmissible error in doing business is one-single view (from your perspective), businesses need to take into consideration the parameter which is the key indicator of their success - buyer's satisfaction. By implementing some of the methods of reengineering, in this paper is presented progress on the examples of companies Omicron d.o.o. and Kuštelega d.o.o. which were able to create competition on the market by revivification of a part of the processes.

Keywords: *business processes, competition, improvement, reengineering*

POSITION OF PRAGUE ON THE INTERNATIONAL TOURISM MARKET

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ABSTRACT

There are not many European countries with such a significant share of the capital city on tourism (especially incoming tourism) as the Czech Republic. The number of foreign tourists grows significantly in the Czech Republic, and so does the share of Prague. All marketing campaigns aiming to get foreign tourists beyond Prague ended inefficient. The share of Prague on the number of tourists accommodated in standard accommodation facilities on the total number of tourists in the Czech Republic (CZ) is 62%. Prague is also the only region with a higher number of foreign tourists than Czech tourists (85% of tourists in Prague

are foreigners). Prague is therefore struggling with overtourism in some attractive areas and must deal with unsustainable development.

Keywords: *Benchmarking, City tourism, Overtourism, Prague, Urban tourism*

EFFECTIVENESS OF MANAGERIAL COMMUNICATION - EMPLOYEES' POINT OF VIEW

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ABSTRACT

Communication is a process of exchanging thoughts, ideas and information between sender and receiver of information. Effective communication is crucial for achieving goals both; private as well as in business life. Managers in an organization are responsible for fulfilment of different tasks and functions simultaneously, and in order to deliver the results they depend on activating all human resources' available in the organization. Even though, it seems so obvious, managers rarely pay appropriate attention to the quality of their internal communication. At the same time, in ICT sector, internal and external communication are gaining on importance, because of their contribution to the effective and efficient fulfilment of customers' needs and raising of customers' satisfaction. Roots of customer satisfaction is now more than ever connected to employees' satisfaction. In order to improve effectiveness of

managerial communication employees' perception should be taken into account. The paper presents the results of the quantitative research conducted in 2018. In the survey, 101 respondents from the selected ICT company participated. The results showed that effective managerial communication influence overall employees' satisfaction, build interpersonal relationship and contribute to the creation of effective working environment. It also downsizes frustrations and information overload and enables managers to become more focused on organizational priorities; people development and fulfilment of organizational objectives. Therefore, investment in building managerial skills, especially effective communication can create significant benefits for the organization.

Keywords: *communication, ICT sector, internal communication, management, managerial skills*

THE CITY AS THE LEADER OF SUSTAINABLE DEVELOPMENT

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ABSTRACT

Urban economy focuses on promoting urban strategies and city policies that help the cities to understand their potentials and ways of achievement. Cities are places in which people live and gather in order to negotiate jobs, buy and sell, share information, etc. They are the initiators of economic development, wealth, and job creation. In addition to the foregoing, cities are the leaders of sustainable development. The goal of sustainable development is to maintain and enhance natural wealth and beauty of the

environment in which people live. This concept advocates a more even and rational use of resources today, in order to keep the quality of life at the level at which it is today, or even better. Along with sustainable development, the development of cities and the whole society is encouraged, not by the cost of environmental destruction, but through the promotion of sustainable development that will preserve its environment and contribute to its development. Cities encourage their people, through the practice of sustainable development of life, by breaking down and separating waste, recycling and participating in projects and activities aimed at improving the environment. A large number of cities in the world practice sustainable development and thus contribute to the development of society through environmental care. The city of Rijeka was among the first cities in Croatia to engage in sustainable development. During the last ten years it has encouraged all those interested, through various activities, projects, workshops and events, to learn about the day-to-day importance of caring for the environment and to practice it. This paper attempts, through an online survey and targeted questions, to understand the perception of young people about the concept of a sustainable city and the city as the leader of basic activities.

Keywords: *city, development, environment, sustainable development, perception*

DIGITALIZATION CREATES A NEW PARADIGM OF THE GLOBAL MUSIC INDUSTRY: THE TRADITIONAL MUSIC INDUSTRY IS UNDER PRESSURE OF THE STREAMING PLATFORMS

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ABSTRACT

The aim of this paper is to determine the underlying factors that have affected the changes in the global music industry. The global music industry has come under the pressure of digitalisation at the end of the last century. Digitalization of production and convergence of business activities within the media industry caused fundamental changes in the way business of global media corporations. Internet development and digitalization of production directly affected the decline in revenues of global media corporations. Sales of physical media carriers fell sharply, and various forms of piracy dropped the revenues of global corporations. Additionally, the sharing economy increasingly conquered Generation Z, and this influence spilled over to all post-industrial societies. Sharing music on the Internet was prevented in the first hurdle, but global corporations were aware that it was the last moment to change the way revenue was generated. With the emergence of streaming platforms that members of the postmodern community accepted with enthusiasm, the last nail was dumped into the classic management strategy of the music industry of the twentieth century. "Old" media corporations have taken on the challenges of the "new" media industry. Instead of selling physical products, the 21st century strategy implies the sale of copyrights and other forms of intangible assets. Over the past three years, revenues from global music corporations have risen again despite the growing popularity of streaming platforms.

Keywords: *global media corporation, media management, music industry, post-industrial society, streaming platforms*

INFLUENCE OF SMART CITY COMPONENTS ON COMPETITIVENESS OF TOURISM DESTINATION

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ABSTRACT

Smart tourism is defined as an innovative tourist destination, built on an infrastructure of state-of-the-art technology guaranteeing the sustainable development of tourist areas, accessible to everyone, which facilitates the visitor's interaction with and integration into his or her surroundings, increases the quality of the experience at the destination, and improves residents' quality of life. The main goal of creating smart tourism destinations is ultimately to improve the competitiveness of tourism organizations and destinations. Just as smart cities use sensors, technology and knowledge to collect and analyze data, so do smart tourism destinations use such data to enhance their tourism offer. The fact is that smart tourism destinations must embrace all the elements represented by the concept of a smart city, but the foundation for any new development must be smart management, facilitated by the use of new technologies. This secondary research collected and presented case studies and researches

with examples of the implementation of smart concepts, as well as the main factors that influence the development of smart destinations.

Keywords: *competitiveness, ICT, smart city, smart tourism*

KNOWLEDGE MANAGEMENT: CASE OF CROATIA

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ABSTRACT

Knowledge management (KM) has received a lot of attention in the past two decades. However, it is still under-researched in Croatia. Goal of this paper is to determine the actual state of KM in Croatian companies with special emphasis on information technology (IT). IT has become a vital and integral part of every KM initiative today and one of the aims of this study is to analyse and identify the role of IT in KM and to determine if there is a connection between IT and KM. The results of the research conducted in big, middle and small Croatian companies show that a trend of KM exist in Croatia, but also that there is a potential for further development, especially in IT field. The paper describes main concepts connected with this topic, shows the results of the empirical research and gives guidelines on how to improve KM.

Keywords: *Croatia, empirical research, information technology, knowledge management*

SUSTAINABLE ENTREPRENEURSHIP AND RELATED DESTINATIONS, LITERATURE REVIEW FOR RESEARCH IMPLICATION

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ABSTRACT

Whilst the entrepreneurship is being considered one of the most important forces of today's economic development, tourism is an economic sector in which the impact of vast everyday changes regarding the environmental and social issues can be easily seen. Considered to be a dynamic force for change, entrepreneurship is expected to contribute to this social, ecological and economic goal of sustainability. The enhancement of the sustainable development practice, in a form of sustainable entrepreneurship, has the potential to represent the core of the future entrepreneurial activities, and one of the areas where the sustainable entrepreneurship can be applied is the tourism sector. The purpose of this paper is to provide insight into recent literature on sustainable entrepreneurship in tourism and current trends and developments. Based on the review, it can be said that the field of sustainable entrepreneurship in tourism field has generated increased interest during the last ten years. Furthermore, the findings from the review and analysis lead us to the assumption that the multilevel approach to the concept of sustainable entrepreneurship is the one that most successfully highlights the role of each of those factors. Implemented in the tourism sector it highlights that the organizations are combined of individuals, sustainability-driven entrepreneurs, who on a

daily basis make decisions regarding business opportunities which will consequently effect the organization and the organizational behavioural, as well as the national economy. Moreover, based on the findings and analyses, the paper discusses potential contributions from tourism entrepreneurship and suggests future directions.

Keywords: *Entrepreneurship, Sustainable development, Tourism*

SUBJECTS OF LEGAL REGULATION – DIFFERENT APPROACHES OF COMPETITION, PUBLIC PROCUREMENT AND CORPORATE LAW

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ABSTRACT

To have a proper regulation is arguably an ultimate aim of every regulator. In order to achieve this goal, the regulator needs to define to whom the regulation shall be addressed. With the conception of legal persons, this definition is a tricky task to do. Due to the fact that legal persons have separate legal personality, the legal state of affairs and the business state of affairs do not need to correspond. This may cause issues from regulatory point of view. This paper discusses the subjects of three different types of regulation. Competition law of the European Union is, in general, focused on undertakings. The notion of undertakings is based mostly on economic approach and it can overcome purpose-built creation of de iure separate legal persons. Such

approach may be very efficient and it is unfortunate that this understanding is not completely reflected within competition law of the Slovak Republic. Economic operators under public procurement law are understood differently from undertakings. We present the subjects of public procurement law of the Slovak Republic in the light of law of the European Union. Lastly, both concepts differ from legal persons and their employment in concerns under corporate law. The legal norms of the Slovak Republic are analysed in this regard. Thus, the paper asks to what extent are these concepts similar, whether their dissimilarities are rationalised and what possible negative consequences they may have in practice.

Keywords: *Undertakings, Competition Law, Public Procurement, Concern Law, Group of Companies*

MISSELLING IN THE FINANCIAL SECTOR - THE EXAMPLE OF THE UNITED KINGDOM AND POLAND

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ABSTRACT

Misselling of financial services products can cause serious harm and can take many forms. Customers are increasingly expressing their dissatisfaction by submitting complaints to supervisory authorities, as illustrated by the data presented in this article. Ethical values, trust in financial institutions are becoming very important factors in attracting and retaining client. The article focuses on misselling in the financial sector. The aim of this paper is to identify the concept of misselling, explanation of the reasons causing this phenomenon. The article shows also the scale of

occurrence of this phenomenon on the example of the United Kingdom and Poland. The research methods used in this article include analysis of literature and comparative analysis. The paper is based on review, analysis and synthesis of selected important literature from the point of view of the discussed issue. Moreover, the paper includes an analysis of secondary data from official documents and reports of financial market entities.

Keywords: *misselling, financial sector, unfair practice in finance, consumer protection*

MEASURING THE IMPACT OF SELF- EMPLOYMENT SUBSIDIES ON UNEMPLOYMENT IN CROATA

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ABSTRACT

Subsidies are a form of government transfer payments allocated to certain individuals or groups of beneficiaries, who are awarded said funds based on social, economic or other predefined and prescribed criteria. Self-employment subsidies are a form of financial support awarded to unemployed persons with the intention of starting their own businesses, in order to increase the employment rate in Republic of Croatia. Basic

objective of this paper is to examine the impact of government self-employment subsidies on the number of unemployed persons, i.e. to determine the existence and the nature of the effect of self-employment subsidies on the number of unemployed persons. All counties in Republic of Croatia and the City of Zagreb were included in this analysis, as well as all relevant data for the time period from 2011 to 2018. The conducted analysis encompassed data sorted by year and county. Research results indicate a positive correlation between the observed variables, which means that the increase in unemployment leads to an increase in funds the government allocates to self – employment incentives. In the long run, this leads to a decline in unemployment.

Keywords: *transfer payments, self- employment subsidies, number of unemployed persons, analysis*

EMERGENCE OF WINE TOURISM AND ITS DEVELOPMENT IN UKRAINIAN TRANSCARPATHIA

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ABSTRACT

Virtually all tourism experts concur that there is no region in Ukraine that could boast a diversity of grape varieties to match that of the Ukrainian Transcarpathia. The unique terrain with a special climate that has evolved there is unique in the country. Mineral springs, rapid rivers, mountain ranges, and rare flora

and fauna species represent only a handful of the region's riches. The geography of the Ukrainian Transcarpathia is also unique in that it borders four countries simultaneously, which also contributes to the region's economic and tourist development prospects. The growth of tourist traffic in the Ukrainian Transcarpathia in recent years has generated demand for local foodstuffs, including wine. It is safe to say that tourism has a direct impact on the development of the wine industry and supports the renewal of the cultural and culinary traditions of specific areas. This is especially true of the five administrative districts of Transcarpathian Region: Berehove, Irshava, Mukachevo, Vynohradiv, and Uzhhorod, where small commodity producers are predominant. These areas are pushing for the development of the local economy, and their goal is the preservation of the local traditions and culture associated with wine production rather than competition on a global scale. In this research, the authors offer a comprehensive review of geographical, tourist and recreational, industrial and economic conditions affecting the social and economic situation in Ukrainian Transcarpathia with a focus on the development of wine tourism (enotourism) to provide an evaluation of the potential of wine tourism in specific destinations and a rationale for the modalities of its effective operation. The authors propose a breakdown of enotourism market into segments and identify factors that encourage or discourage the participants of the tourist traffic to visit wine tourism operators.

Keywords: *wine tourism, wine, enotourists*

THE PROSPECTS OF SHANGHAI COOPERATION ORGANIZATION TURNING INTO A COUNTERWEIGHT TO THE NATO ALLIANCE

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ABSTRACT

The Shanghai Cooperation Organization (hereafter: the SCO) is a continental-sized organization that could rise up into a political-military alliance. At first it serves as Eurasian political, economic and security treaty under the bilateral alliance between China and Russia. It was created joined by four out of five Central Asian states: Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan, which create a security buffer at the Russia's southern flank. The observer states in the SCO: Turkey, Syria, Afghanistan, Iran, Mongolia, and Belarus, are a part of this international organization. The continental sphere of influence of the SCO's forerunners Russia and China is even broader (Armenia, Bangladesh, Nepal, Sri Lanka, India, Pakistan), and some Gulf states such as Saudi Arabia, Yemen, Oman, Kuwait, Iraq, despite the still dominant US presence in the Gulf. A joint multidimensional cooperation could transform the SCO into a

defense union and a counterweight rivalling NATO. Defence, security, logistics, economic market etc. are neuralgic spheres of mutual interests to take into considerations to fuse these states and other MENA states in Africa and sub-Saharan states. The USA has also gained some advantage hence Uzbekistan had abandoned the Shanghai Six. However, since 2017, India and Pakistan had joined with full membership. The geopolitical role of the SCO is widening and deepening dialogue with other regional Asian states. The topic of this paper is dedicated to combat terrorism, separatism, and extremism by implementing further essentials goals, means and resources those are necessary to form a future defense union.

Keywords: *The Shanghai Cooperation Organization (the SCO), Russia, China, Eurasian army, NATO, geostrategy*

BUSINESS VALUATION OF THE STATE- OWNED COMPANIES: THE CASE OF KOSOVO TELECOM

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ABSTRACT

Intrinsic value signifies an expectation for the future cash flows of the company. The value of the company can only be estimated since future outcomes rest on the decisions that are not made by humans, nature, government, etc. The work detects the estimated intrinsic value of the Kosovo Telecom from 2012 till 2017. The study uses the DCF model based on the net cash flow from operations to find out the intrinsic value of the company, not the market price. The Monte Carlo simulation technique was used with 1000, 5000 and 10000 trials to observe the estimated results. The results of the work show that the intrinsic value of the company was constantly declining from 2012 till 2017. The

maximum value of the company occurred in 2012 in the range of 617 million euro, while the minimum one was 4.9 million euro, in 2016. Kosovo does not have a stock market that exposes the model to the various limitations during the valuation process of Kosovo Telecom.

Keywords: *intrinsic value, Kosovo Telecom, DCF model, estimated results*

EXPERIENCE ECONOMY AND TOURISM

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ABSTRACT

The development of tourist products based on experience as the key exchange value requires an interdisciplinary approach, which, with applied marketing activities and competitive positioning by means of identity affirmation, leads to the positioning of tourist offer from the aspect of the experience economy. Experience economy facilitates the achievement of competitive advantage on the basis of differentiation by quality. The main goal of this paper is to represent how that concept reflects advantage in (tourist) experiences promotion, based on unique attributes which do not utilise the competitive destination of the area. It is due to the nature of the resource basis itself that the experience dimension of the entire tourist offer should represent a dominant direction in consolidation of the tourist

offer elements. Marketing actions must omit the stress from the traditional elements of receptive tourism and focus on the exploitation and promotion of the dominant resources, whose value is exceptionally high and/or on the unrepeatability of the local destination identity. The authors are of the opinion that the destination's attractive elements have to be completed with additional activities while the tourist destination's quality is measured solely on the basis of experience, and experience providers in a tourist destination could be tour operators.

Keywords: *Tourist destination, Tourism trends, Experience economy, Tourist, competitiveness*

WORKER'S REMMITANCES FROM ABROAD – INCREASINGLY IMPORTANT SOURCE OF DOMESTIC CONSUMPTION GROWTH

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ABSTRACT

All cashless payment orders related to the diaspora and resident natural persons from abroad are recorded in the balance of payments. They represent an important and stable source of funds, which is sometimes higher than the inflow of foreign direct

investments. Those payments can have a significant impact on the reduction of poverty and can finance part of the economic growth of the recipient country. EU Member States with the highest inflows of payments of resident natural persons from abroad (worker's remittances) in comparison with the size of the economy are predominantly "new Europe" countries, which includes Croatia. Namely, Croatia has the highest level of inflows of payments of resident natural persons from abroad among EU Member States in comparison to the size of the economy. Worker's remittances reached EUR 2,4 bn in 2018, an equivalent of 4.7% of the national GDP. Although Croatia has always had a high level of worker's remittances from abroad in comparison to the size of the economy, more dynamic growth has been recorded in the last couple of years. That could be linked to the emigration growth after Croatia became an EU member state and to opening neighbouring labour markets due to the free movement of workers within the EU. Negative effects will be diminished if the emigration trend could be reversed into a trend of return of emigrants. In that respect, the return of a highly educated labour force could be crucial, since they will bring knowledge and experience gained in the more developed markets.

Keywords: *Emigration, labour market, resident natural persons, worker's remittances*

TAX COMPLIANCE MODEL: AN INTERVENTIONIST STUDY TO ENHANCE FINANCIAL SUSTAINABILITY

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ABSTRACT

The purpose of this paper is to propose the implementation of an applied model of compliance process management for the Tax Compliance area, based on Lean Accounting. This paper presents the results of an interventionist research, using a management model inspired by Lean Thinking, to ensure the mapping of the needs to be met when managing ancillary tax obligations in companies. As a result of this study and contribution to the theory, a Tax Compliance Management Model was developed and applied, focused on the control of the activities and the profile of the professionals in the area that, although it was directed to a specific company, generated a model that can contribute with other companies in general, considering the similarity of the

accessory obligations and standards established by the Brazilian Government. The contribution to the scientific area is in the development of an interventionist study, applying already consolidated academic frameworks, in the management of the tax area, a concept still little explored. One can affirm this based on the cataloging of academic journals presented in this work, which shows that there is still a gap to be explored. This study aimed to contribute to the management of the tax area in the companies, through the development of a study of technological and interventionist nature, applying the Lean Thinking framework, resulting in an Applied Model of Tax Conformity Management, focused on the control of activities, automation and profile design of the professionals to the area that, although it was directed to a specific company, also generated a suitable model, that can contribute with other companies in general, considering the similarity of the accessory obligations and standards established by the Government. As a result of this study, the company was able to identify and improve its processes, measured through indicators, as well as implemented an Applied Tax Compliance Management Model. Considering that benchmarking and interviews with experts were used during the process of model development, it is believed that it may be suitable for other companies with similar characteristics, and used in future studies.

Keywords: *Lean Tax Management, Tax Compliance, Lean Thinking*

DIGITAL TRANSFORMATION - THE IMPLEMENTATION PROCESS IN THE CASE OF THE CROATIAN CHAMBER OF ECONOMY (CCE)

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ABSTRACT

The term digital transformation means structural changes in an organization with the help of modern digital technologies and their integration into all areas of business by applying new business models. The main goal of digital transformation is to adapt more quickly to high-frequency change in the environment while maintaining and improving business competitiveness. While there is a clear understanding in the global market that digital transformation is not a matter of choice but a necessity, most companies in Croatia have not yet defined digital transformation as a strategic benchmark, but mainly use the digitalization of existing processes and / or raise the level of technical and technological equipment as a defensive strategy for retention of the existing market position or for survival on the market. The Croatian Chamber of Economy, as the umbrella institution of the Croatian economy, very clearly understands its role in raising awareness of the need for both its own digital transformation and the digital transformation of economic operators. Therefore, the Digital Chamber project was launched, which is an information and communication platform for

businesses, public administration, and citizens. The main objectives of this project are the establishment of a management model and application-data infrastructure, digitalization of public services and internal business processes to support work with the CCE members, with the design and formation of new e-services to increase the competitiveness of the Croatian economy, in line with the e-Croatia 2020 strategy. It will modernize the organization and further strengthen human resources. A prerequisite for the implementation of the digital transformation process is the drafting of a development strategy that defines the vision, mission and strategic goals of the organization, proposes activities and tools, and an appropriate organizational structure to achieve the strategic goals. The Chamber's experiences from its own digital transformation process, preceded by the process of drafting a development strategy, apply in the context of professional support to Croatian businessmen across all implementation segments, taking into account the similarities of problems and challenges encountered during the process as well as the specificities of individual industries. Upon completion of the project, the Chamber will achieve greater efficiency with better utilization of its own human resources through more flexible and effective communication with members, which will, in the long run, contribute to strengthening the institutional position.

Keywords: *digital transformation, development strategy, digital chamber, E-platform, E-services, competitiveness*

THE APPLICATION OF TRIPLE BOTTOM LINE CONCEPT IN TOURISM WITH THE EMPHASIS ON THE HOTEL INDUSTRY

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ABSTRACT

Economic restructuring and innovation are important measures for the tourism sector development, while progress strategies include the concepts of corporate governance and social responsibility. Research corpus on the components of corporate social responsibility in tourism for the Republic of Croatia is relatively modest. Therefore, the subject of this research is sustainability reports or social responsibility reports of the hotels on the economic, social and environmental components based on the Triple Bottom Line (TBL) concept. Hotels that included components of corporate social responsibility in their business are detected as well as methods for corporate social responsibility measuring. In this research the most common measures of the TBL concept in the Croatian hotel industry are identified. Furthermore, a comparison of qualitative and quantitative measures of each component of the TBL concept is given. Results of this research indicate that in corporate responsibility reporting large hotels are leading, because of their sufficient financial resources and human capital, i.e. employees who are familiar with the concepts of social responsibility.

Keywords: *corporate social responsibility, hotel industry, Triple Bottom Line concept*

IMPACT OF TRADITIONAL AND DIGITAL MARKETING ON CONSUMER PERCEPTION

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This paper analyses the impact of traditional and digital marketing on consumer perception. Consumer perception of a particular product or a service heavily depends on both consumers' age and their individual needs. Consumer perception is a complex process, influenced by various factors. One of marketing's vital functions is continuous monitoring of consumer needs and other factors that influence consumer behaviour and their perception on advertising the products and services. Adaptation to consumer needs will be quicker and more effective with better understanding of the footprint individual factors have on consumer perception. Traditional marketing is increasingly being replaced with digital marketing, as throughout the years digital marketing has been made much more accessible to consumers, especially younger generations. The objective of this paper is to determine the importance of both traditional and digital marketing and its affects on consumer perception through the purchase of certain products or services. Data used for the analysis was collected using 'desk research'- research that includes theoretical part. A quantitative survey was also

conducted using a survey questionnaire on a representative sample. The analysis found that consumers' age has an affect on perception of traditional and digital marketing.

Keywords: *digital marketing, marketing, advertising, consumers, traditional marketing*

CROSS-BORDER TOURIST DESTINATIONS IN EUROPE - GENESIS, ESSENCE AND PROMOTION

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ABSTRACT

The issue of tourist destinations is richly reflected in the literature on the subject, but this does not apply to cross-border destinations where this problem is still being recognized. Classification of destinations allows the identification of cross-border destinations, i.e. those that are crossed by a state border. The authors analyse basic relationships between state borders and tourism destinations. They present various definitions and concepts of destinations and identify the specificity of cross-border destinations. They prove that borders can be not only barriers but also stimulators of tourism development. In relation to cross-border destinations, they use a broader interpretation, understanding them as points, lines and areas. In terms of points, the authors describe the phenomenon of 48 European tripoints, i.e. the crossing points of three national borders. The borders line have become tourist attractions allowing the traveler to

physically stay in 2 countries at the same time. They compare the border line between Poland and Lithuania and cross-border seaside promenade connecting the Polish city of Świnoujście and the German city of Heringsdorf. Another group of cross-border destinations analysed in the paper are spatial destinations (Euroregions, macroregions, European Groupings of Territorial Cooperation) and cross-border facilities (hotels, restaurants, operas, hospitals). The authors also analyse 39 cross-border objects inscribed on the World Heritage List. The limited framework of the article does not allow full analysis of this interesting and complex issue. The authors' intention is that the article contributes to enriching the interdisciplinary theory of tourism, with particular emphasis on management science and economic geography, and constitutes an inspiration for further in-depth research in this field.

Keywords: *border, destination, EGTC, Euroregion, macroregion, tourism, tripoint*

THE IMPORTANCE OF IDENTIFYING OPPORTUNITIES AND RISK IN ENSURING BUSINESS CONTINUITY

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ABSTRACT

One of the fundamental requirements that stakeholders have and its related to the organization is ensuring business continuity. Business continuity can be impaired by various events and risks which may result in an interruption in the delivery of the product, i.e. the provision of the service. Any interruption in business continuity also means less revenue for the organization, possible loss of market reputation, costs associated with remedying the consequences of risk, etc. In order to ensure business continuity, the organization can implement the business continuity management system and certify it with ISO 22301 norm. However, the implementation of Business continuity management has often not been sufficient and there is a need to integrate all management systems that will create synergy in the organization. To ensure business continuity, the organization defines plan. In addition, when creating a business continuity plan, it is necessary to analyze the opportunities and the risks and to define appropriate measures.

For each opportunity, organization must define, measure to use identified an opportunity and for risk and consequence of the risk measures whit which they will be annulled.

Keywords: *Business continuity, Business continuity management system, ISO 22301, risk and opportunities, planning*

THE ROLE OF TRANSPORT DECARBONIZATION IN THE CROATIAN ECONOMY AND TOURISM

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ABSTRACT

The aim of this paper is to research the importance of decarbonisation in the transport of the Republic of Croatia, as well as advantages and disadvantages it brings to the Croatian economy, respectively regarding the selection of priorities in the choice of the energy mix in the decarbonisation of transport. From the aim of the research one question arose: Which priorities should be selected when allocating subsidies to maximize emissions reduction with as little funding as possible? The goal of the climate policy of the European Union (EU) is to limit global warming to 2° C above the average level of temperature from pre-industrial times. From the Operational Program Competitiveness

and Cohesion 2014-2020, investment priorities are the reduction of air pollution and the promotion of measures of noise reduction. The main funding priorities are focused on promoting renewable energy and energy efficiency measures in the sectors with the highest share of energy consumption, namely: industry, transport, services, agriculture, and households. The choice of the wrong projects for financing can only make Croatia's rating worse in terms of competitiveness. The Republic of Croatia has one of the lowest CO₂ emissions per capita in the European Union, and selection of poor projects to achieve greater emission reductions could have a negative effect on the economy itself. In the period from 1991 to 2017, the share of transport in the final energy consumption increased from 21.7% to 33.9%. Although the highest energy consumption is in the construction sector, transport is extremely important in reducing emissions, because energy that used in transport is mainly fossil fuels. At a time when the share of tourism in the gross domestic product is almost 20 percent, it is necessary to take into account the infrastructure in transport that must be provided to tourists, respectively electric and gas filling stations. The paper will analyse the energy consumption in transport sector as well as the shares of types of energy. Furthermore, the situation in electromobility as well as use of natural gas as an alternative fuel will be analysed.

Keywords: *electromobility, emission reductions, pollution, transport*

THE PROCESS OF FINANCIALIZATION IN GROUPS OF EUROPEAN UNION MEMBER STATES

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ABSTRACT

In the beginning of 50. the economy started to be perceived by risk and profitability. In few next decades a big changes in financial sector had place, f.e. the fall of Bretton Woods system, new financial instruments, felxible exchange rates. The process of changes, which caused the growth of financial sector is determined as financialization. Excessive financialisation is often cited as the main reason for the financing crisis on the real estate market. The financialization is mostly visible in high developed countried. The interesting case is the European Union, which consist of 28 member states. The aim of the study is to define the differentiation of financialization between member states. To determine the growth of financial sector were used indicators, that are in literature of subject. The results of indicators were standarised by zero unitarization method. The results of the study allow to determine in the differentiation in financial sector growth in EU member states.

Keywords: *banking sector, EU, financialization, financial sector*

SOCIAL ECONOMIC COMPLEX VALUE OF AMENITIES AS MEASURE OF BIDS FOR THE USE OF ITALIAN PUBLIC SEASIDES

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ABSTRACT

Coastal tourism, especially in sandy beaches, is generated by the competitiveness of seaside features, on valuable landscapes and natural issues, and furthermore, and on the access to services, accommodations and "amenities". The amenities level, joint with the service level, generate the competitiveness of coast for tourism. Some parts of the coastal strips, on one hand, are less accessible, due to the need to maintain the natural dimension of sea, to protect the environmental fragility of some peculiar part (e.g. Sites of community importance, marine parks, protected

areas), to preserve from some hazard (e.g. geomorphological risk-related problems) and in the same to favour a sustainable compromise between nature and infrastructures (barriers such as railway line, or high waterfront). On the other hand, it is necessary to provide and to enjoy good accessibility, especially in proximity to bathing services. In addition to accessibility and support services, the most relevant "physical" indicator is that relating to the ability to accommodate bathers, ensuring the sustainability of the effects on the environment, and social equity. These aspects become peculiar in the Italian coastal management system, as the edge of the coastline is by Constitutional Law, public property, and the access to entrepreneurs and manager of coast services is granted through the payment of a fee. The very low value of this Italian form of taxation, however, does not repay the use of natural resources, and often conflicts with European directives (in this case the Bolkenstein Directive) obliges member states to assign by public bids the management of public coastal domain, just for granting the access, the valorisation and the preservation of public beach, based on environmental and socio-economic criteria. The paper shows a multidimensional approach to assess the amenity value of coastal lines, according to principle of sustainability and economic feasibility

Keywords: *bids, public coast management, nature amenities, social economic value, WTP*

STAKEHOLDER DIALOGUE IN THE DEVELOPMENT OF SUSTAINABLE TOURIST DESTINATIONS

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ABSTRACT

Resources at the destination level are temporary in nature. Hence, sustainable tourist destinations must configure them and ensure the collaborative partnership between stakeholders at the beginning of each new tourist season. Furthermore, it is vital to introduce the concept of resource management indicator at the level of the tourist destination. It includes and connects the goals, resources and processes through which inputs, i.e. the resources engaged are transformed into values provided to tourism consumers, the success of which depends on the cooperation of all stakeholders in the development of a sustainable tourist destination. In addition to being sustainable and authentic, having adequate infrastructure, protected natural and anthropogenic destination values and efficient business entities of various sizes, a tourist destination must gain a distinctive advantage over its many competitors. In order to achieve sustainable development and ensure environmental protection, there is a need to coordinate and balance the responsibilities of all stakeholders.

Keywords: *stakeholders, sustainable development in tourism, sustainable tourist destination, stakeholder responsibility, implementation of sustainable development*

A MODEL FOR ASSESSING CUSTOMERS' PERCEPTIONS TOWARDS FUNCTIONAL FOOD

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The functional food phenomena has been receiving increased attention, to the extent that the concern for this specific type of food continues to expand and has drawn consumers' attention towards the relation of food with performance and health. Furthermore, and in some developed countries, there is a high prevalence of diseases associated with improper diets and lifestyles, which could be regarded as preventable. The concept of functional foods has been granting a high level of deep reflection, as well as increasing consumers' behaviour and focus in regard to this range of products. The functional food market is in a clear stage of growth, and therefore deserves the focus of the modern retail industry, as these products can be catalysts of increased sales and differentiation as well. In this paper, a theoretical analysis of functional food and consumers' perception, i.e. willingness to pay for a more specific, but also more expensive, type of food is developed in order to contribute for a possible enhanced product development by the food retail sector of activity.

Keywords: *Functional Food, Consumer's Behaviour, Willingness to Pay, Food Retail*

NEW PERSPECTIVES ON FAMILY FIRMS AND CORPORATE GOVERNANCE

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ABSTRACT

The importance of family business in the world is unquestionable. Gersick et al. (1997) discuss the importance of family business in the economy and Blumenthal and Steinberg (2011) shows that 80% of the private companies in the world are owned by families, supporting their importance in the global business. However, a single concept about what is the family business and how it can be conceptualized it is still missing (Casillas Bueno et al., 2007). The purpose of this work is to analyze the publication about family business and corporate governance from 1945 to 2019. The methodology of this article consists of an exploratory-descriptive study, which provides a greater familiarity with the field of research proposed, using standardized techniques to raise and process the data to make the problem more explicit. This

research is based on the bibliometric technique, which was used by Leonidou and Leonidou (2011), and is described as a set of laws and principles based on experience that makes the investigation of quantitative and statistical aspects of measuring indices of scientific production and disseminate the knowledge studied. The research process began with the definition of the database to be used, and the choice was made by the Web of Science, because it is a material with relevant references and publications in journals that are highly considered in an academic context.

Keywords: *Governance, Family Firms, Corporate Social Responsibility, Bibliometric Methodology*

TRANSDISCIPLINARY PROBLEM-SOLVING: VALIDATING ACCESSIBLE APPROACHES

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ABSTRACT

Practitioners working on complex problems of our society are facing an abundance of interpretations of transdisciplinarity. We present a new model based on artificial intelligence to validate the consistency, relevance and applicability of transdisciplinary approaches. We illustrate how this model can be used by applying

it to a set of papers incorporating transdisciplinarity. The conceptual model, built in a knowledge based expert system (KBS), is based on the if-then rules between the values of the attributes, aspirations identified during the knowledge acquisition process. The three main pillars of our model are consistency, relevance and applicability. The values of consistency were described based on (i) the definition of transdisciplinarity; (ii) the level of reality observed; and (iii) the conclusion of the specific piece. Similarly, the values of relevance are comprised of two sub-aspirations: (i) impact; and (ii) recency. Finally, we defined applicability by assessing (i) the methods used; (ii) the level of complexity; and (iii) the type of learning. The basic mindset of social studies in our era has to be transformed. Transdisciplinarity - in our understanding - is meant to facilitate this evolution. However, we need to find a new way to validate the contribution of the scientific community to this process. On the one hand, the presented model is an attempt to initiate a discussion on how this validation can take place. On the other hand, this model can serve as a help for practitioners to apprehend transdisciplinarity as an approach to their problem-solving process without having to deep dive into the epistemology and ontology that provides its foundations.

Keywords: *problem solving, expert system, transdisciplinarity*

ENTREPRENEURSHIP EDUCATION AT UNIVERSITIES: EMPIRICAL FINDINGS AND IMPLICATIONS FOR THE PROGRAM DESIGN

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ABSTRACT

Founding an enterprise and business succession are of high importance for the economy. As the entrepreneurial intent of academics is above average, universities increasingly offer Entrepreneurship Education to foster entrepreneurial intent of students and staff as well as to support potential start-ups. The findings of an online-survey among 1.999 students show that, whilst directly after graduation almost two third of the students want to work as employees and 5% intend to begin as entrepreneurs, there is a distinct shift towards self-employment as career option in a five years perspective (29%). Furthermore, entrepreneurship education has a self-reinforcing effect as participants rate the entrepreneurial climate at their universities more favorable and also show a marked higher propensity to become entrepreneurs than non-participants. There are marked differences in the participation rate between universities and fields of study. Based on the empirical findings several

implications for the program design can be derived: Entrepreneurship education should be offered university-wide. At least advanced courses should be combined with extra-curricular activities (f.i. networking events, business plan competitions) and support (f.i. co-working spaces, start-up centers and pre-incubators for students). A strong practice-orientation including start-up experts, young entrepreneurs and alumni as testimonials is recommended as well as international networking. Target groups should include students trying to start-up already during their studies as well as students considering to found after accumulating practical know-how for some years as well as potential intrapreneurs.

Keywords: *Entrepreneurship Education, Entrepreneurial Intent, Program Design*

URBAN DRIVERS OF URBAN TRANSFORMATION – DRIVIT UP

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ABSTRACT

The aim of this paper is to present a conceptual Decision Support System (DSS) to model the drivers of urban transformations, with the main purpose of assessing the impact of policy decisions on the territory. This integrated tool encompasses six main drivers: two at the regional level (economy and demography) and four at the municipal level (location preferences, housing, general interest services and infrastructures). Methodologically this DSS intends to combine two different typologies of models: on the one hand, the more formal mathematical and analytical tools (such as, econometric models, demographic projections, bayesian estimation methods, optimization and genetic algorithms) and, on

the other hand, the more informal approaches (such as Multicriteria and Foresight Analysis). As an ongoing research process, this piece of work presents just a prototype considering three interdependent key dimensions of the urban system: i) population: estimated at sub-municipal scale, using a cohort survival method; ii) housing: analysed in terms of its characteristics (age of dwellings, type of occupation, etc.), using a life cycle approach; and iii) general interest services: analysed in terms of its optimal locations, using gravitational models. The methodology developed and presented in this congress has been applied to a Portuguese municipality, as an example of the importance of analyzing and assessing territorial dynamics in a unified manner. This work is policy oriented and aims to support planning strategies in the context of the physical morphology, and socio-economic and environmental outcomes. In other words, it allows evaluating the consequences of certain policy decisions under certain restrictions and exogenous scenarios. The main outcomes of this work concerns the link between public policy decisions, individual choices and spatial configurations of the urban structures.

Keywords: *DSS, demographic projections, housing, general interest services, public policy*

THE CONCEPT OF TRUST WHEN INTEGRATING LABOR MIGRANTS INTO SMALL FAMILY BUSINESSES

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ABSTRACT

The operation in small family businesses is based on trust. Existence of trust in transactions lowers cost of such transactions, as it allows financial agreements to be less dependent on formal regulations and facilitates investment and innovations. Trust supports the capability of creating the extra added value originating from the family tradition and the reduction of administrative costs. Between native people trust can be relatively easily achieved, as they have the same language, background and origin. However, when it comes to the integration of employees from different cultures this is not the case. Relevance of this topic comes from the fact that small family businesses are essential drive for our economy, however in most cases they face difficulties to benefit from labor migration. It is

an accepted fact that on national level labor migration is positive. However, the challenges and the possible benefits of global labor migration on small family businesses have not been investigated in detail. The authors of this paper present an educational concept that includes the different attitudes of a non-native or labor migrant employee. Trust is one thing difficult to learn and to understand. We conclude as the focal point of this the research the education on understanding the cultures and the habits. The proposition is that within a small (family) business labor migrants can only be employed when trust between the owners the native employees and the labor migrant employee exists. To achieve this trust education of all employees in understanding the different cultures is needed. We present the different education methodologies of our concept.

Keywords: *Family Business, Labor migrant, Trust*

A STUDY ON RECENT INSOLVENCY PROCESSES IN PORTUGAL

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ABSTRACT

Corporate bankruptcies are timeless and these types of events, despite often being traumatic, must be regarded as natural, almost as something inevitable as for every living thing. Nevertheless,

this phenomenon has its own particularities and literature continues examining the existence of bankruptcies in its wide dimensions, suggesting that the occurrence of crises of various orders, such as economic, social, or armed conflicts, are certainly a major explanation for an increase of this phenomenon. In the last decades globalization contributed to a more interconnected world. The last international financial crisis that began in the United States of America showed how the world is connected and how the consequences of this crisis contribute to the increase of bankruptcy of companies in distant geographies. This has affected Portugal as well, across every sector of activity, however, with different levels of impact. Within this context, the government had to revise its policies, legislating to try to reverse the deteriorating business situation. Taking into account recent data, this research makes an analysis of the insolvency processes that have taken place recently in Portugal, examining concurrently which instruments were used to help these companies to recover and how they were differently affecting the Portuguese sectors of economic activity and the corresponding geographies, by performing an impact analysis by provinces (districts).

Keywords: *Bankruptcy, Bankruptcy Law, CIRE, Restructuring, Portugal*

MOBBING AS A SOCIOLOGICAL AND COMMUNICATION PHENOMENON - NEED TO OPEN MOBBING VICTIMS CENTER

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ABSTRACT

This paper presents and describes the sociological problem of mobbing that has recently emerged among different populations and sociodemographic structures of the community. It should be emphasized that mobbing, besides being a sociological phenomenon, should also be considered in communication discourse. Almost every mobbing begins and ends with verbal communication, while in more complex situations non-verbal communication leads to serious health and psychological problems. The types and methods of mobbing are identified and defined and viewed in the context of the health consequences for individuals who are victims of mobbing. In this paper, we will endeavor to portray the need to protect each individual, especially at work, as an indispensable factor in defining the degree of social sensibility and empathy. A great prerequisite for achieving interpersonal tolerance and communication of respect is the legal regulation that we present through the prism of the Labor Law, the Gender Equality Act and the Anti-Discrimination Act. In particular, we will focus our research on the need to open a Mobbing Center. Through its activities, the Mobbing Center would provide education, research and advocacy and provide

psychological and legal support to any person who needs assistance in this field. The main objective of the research is to prove the ethical, moral and social need to open a Mobbing Center. Given that this is an extremely complex problem, we will also open up opportunities for further research, especially in the context of the cognitive sciences, sociology as well as psychology of the media.

Keywords: *Center for Victims of Mobbing, communication, mobbing, Workplace Violence*

MOROCCAN-AFRICAN REVIEW: WHAT ARE THE RESULTS IN 2017-2019?

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ABSTRACT

We are living in a new era, contrary to the long-standing ideas that the economic diplomacy no longer concerns the developing countries, which are trying to integrate into the world economy through economic diplomacy, developed countries and international powers also adopt in their own way a diplomacy that allows them to open up to the world. This diplomacy comes in many forms, in many ways that enable the big decision-makers to defend their economic interests through political means. In this sense, the highlight of this year is the beginning of a thin but open diplomacy during the G7 grouping in Biarritz in August 2019. Emmanuel Macron and D. Trump have managed to identify

common positions on the Iranian crisis, the trade war with China and the taxation of the digital giants also. In the era of globalization and these events that push to reflect on the importance of the negotiations imposed by the international context, Morocco is also called to take advantage of this new era by appealing its many strengths namely: its strategic position, the relations maintained with Europe, the reintegration of the African Union in 2017, the political stability... to adopt a strategy which aims, ultimately, to project an image of a Morocco open to negotiations aimed at defending its economic interests in Africa and political like the Sahara issue. In sight of its integration into the world economy, Morocco should arm itself with the instruments and means to strengthen its position as African leader following the example of its French ally (Constable of Africa) considered as a pioneer of economic diplomacy which is the battle horse of French foreign policy. Promoting exports, enhancing attractiveness, attracting foreign direct investments and increasing the number of actions in Africa are actions on which the kingdom should focus in order to increase its chances of becoming an active player in economic diplomacy. The central question of this article is: What are the results for the diplomatic actions undertaken by Morocco after the reintegration of the African Union? To answer this central question, we will start by studying Moroccan foreign policy towards its foreign political allies in general and African in particular by focusing on all actions undertaken by Morocco in this direction at the dawn of a trend of negotiations started around the world. Then, highlight the strengths and opportunities for improvement that the kingdom should focus more on to move forward and present an image of an open and attractive Morocco.

Keywords: *Economic diplomacy, Economic intelligence, International relations, Foreign direct investment, Morocco-Africa, Foreign policy, Exportation, Economic war, Market intelligence, Influence*



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