

faculty of
commercial and
business sciences



fakulteta
za komercialne
in poslovne vede

international
scientific
conference



mednarodna
znanstvena
konferenca

**Knowledge and
business challenges
of globalisation
in 2017**

Faculty of commercial and business sciences
Celje, 17th November 2017

**Znanje in
poslovni izzivi
globalizacije v letu
2017**

Fakulteta za komercialne in poslovne vede
Celje, 17. november 2017

Program konference

| Conference Programme

Sekcije

| Sections

INTELLIGENTNE REŠITVE V POSLOVNI INFORMATIKI

| Intelligent Solutions in Business IT

IZZIVI SODOBNEGA POSLOVANJA

| Modern Business Challenges

TURIZEM – IZ TEORIJE V PRAKSO

| Tourism – From Theory to Practice

Prihod in prijava udeležencev

| Arrival and registration

17. 11. 2017

PETEK | Friday

8.30 - 9.00

IV. nadstropje/hodnik | 4th Floor

Potek konference | Timetable

8.30 – 9.00

Prijava udeležencev | **Arrival and registration** (IV / hodnik)

9.00 – 9.15

Otvoritev konference in uvodni nagovor | **Conference opening and initial address** (V/A)

Andrej Geršak, direktor, FKPV / Director, FCBS, Celje, Slovenia

doc. dr. Tatjana Kovač | dekanja, FKPV / Dean, FCBS, Celje, Slovenia

9.15 – 11.00

Plenarno zasedanje - Vabljeni predavanja | **Plenary Session - Invited Lectures** (V/A)

red. prof. dr. Andreja Savič, Fakulteta za diplomatijo i bezbjednost Univerzitet „Union – Nikola Tesla“ /
Faculty for diplomacy and security of "Union-Nikola Tesla" University, Belgrade, Serbia

red. prof. dr. Mario Spremić, Ekonomski fakultet / Faculty of Economics and Business, Zagreb, Croatia

doc. dr. Hana Šuster Erjavec, Razvojna agencija Savinja / Development Agency Savinja, Žalec, Slovenia

11.00 – 11.30

Odmor za druženje | **Break** (IV/5)

11.30 – 13.30

Sekcije | **Sections**

IV/2	IV/4
IZZIVI SODOBNEGA POSLOVANJA I Modern Business Challenges I	IZZIVI SODOBNEGA POSLOVANJA II Modern Business Challenges II
IV/3	V/A
TURIZEM – IZ TEORIJE V PRAKSO Tourism – From Theory to Practice	INTELIGENTNE REŠITVE V POSLOVNI INFORMATIKI Intelligent Solutions in Business IT

13.35 – 14.35

Zaključek konference - okrogla miza | **Conference conclusions - Roundtable** (V/A)

od 14.35 dalje

Kosilo | **Lunch** (V / Plava terasa)

OTVORITEV KONFERENCE | Conference opening and initial address

V/A, 9.00 – 9.15

Andrej Geršak | direktor, FKPV / Director, FCBS, Celje, Slovenia

doc. dr. Tatjana Kovač | dekanja, FKPV / Dean, FCBS, Celje, Slovenia

VABLJENA PREDAVANJA | Plenary Session - Invited Lectures

V/A, 9.15 – 11.00

red. prof. dr. Andreja Savić | Fakulteta za diplomatiju i bezbjednost Univerzitet „Union – Nikola Tesla” / Faculty for diplomacy and security of “Union-Nikola Tesla” University, Belgrade, Serbia
Varnostno-poslovni izzivi globalizacije: teoretični pristop
Security and business challenges in globalization: theoretical approach

red. prof. dr. Mario Spremić | Ekonomski fakultet / Faculty of Economics and Business, Zagreb, Croatia
Značilnosti digitalnih tehnologij in smernice za digitalno preoblikovanje
Distinctive features of digital technologies and guidelines for digital transformation

doc. dr. Hana Šuster Erjavec | Razvojna agencija Savinja / Development Agency Savinja, Žalec, Slovenia
Razvoj inovativnega turističnega proizvoda kot poslovni izziv: primer Fontane piv Zeleno zlato
The development of an innovative tourism product as a business challenge: an example of the Beer Fountain Green gold

IV/2, 11.30 – 13.30

Tamara Cirkveni Filipović, Anja Božina, Jasna Vuk

Fair value of assets and possible risks

Tatjana Dolinšek, Petra Vovk Škerl, Irena Slemenšek

Nakupni dejavniki pohištvene opreme

Factors affecting the purchasing of furniture equipment

Miran Lampret

Inovativni poslovni modeli usmerjeni v vrednost

Innovative business models centered on value

Drago Papler

Gospodarski izzivi in ekološka varnost pri izgradnji hidroelektrarn

Economic challenges and ecological safety by building hydroelectric power plants

Mojca Nekrep

Zavarovalne storitve v digitalni dobi

Insurance products in digital age

Marjana Leva Bukovnik

Kripto valuta kot priložnost slovenskih investorjev

Cryptocurrency as an opportunity for Slovenian investors

Adela Delalić, Ksenija Dumičić, Josipa Akalović Antić

Measuring the inequality: recent situation in Bosnia and Herzegovina

Ksenija Dumičić, Berislav Žmuk, Blagica Novkovska

Regression analysis of e-commerce: focusing the selected EU candidates and the EU countries

IV/4, 11.30 – 13.30

Bojan Macuh

Vpliv časa in prostega časa na aktivnosti študentov
Influence of time and free time on the activity of students

Miro Simonič, Anton Vorina

Vpliv spremembe proizvodnih količin perutninskega mesa na BDP
The impact of production quantities changes of poultry meat on GDP

Marko Skarlovnik, Anita Goltnik Urnaut

Medkulturna inteligentnost pri Slovencih in Hrvatih
Intercultural intelligence in Slovenia and Croatia

Milena Svetlin

Povezanost med čustvenimi kompetencami in strategijo aktivnega spoprijemanja s stresnimi situacijami
Correlation between emotional competence and active coping with stressful situations strategy

Denis Tomše, Boris Snoj

Impact of Internet access on different economic factors in OECD countries

Boštjan Urbanc

Globaliziranost nabavnih trgov
Globalization of purchasing markets

Matjaž Štor

Razvijanje strateškega menedžmenta z namenom krepitve konkurenčne sposobnosti podjetja
Developing strategic management with a view to enhancing the competitiveness of businesses

Andrej Raspor

Pristransko prikazovanje iger na srečo v angleško govorečih tematskih filmih o igrah na srečo
The biased portrayal of gambling in gambling themed movies filmed in English

Nevenka Ribič

Vloga forenzičnega računovodje pri preprečevanju in odkrivanju nedovoljenih gospodarskih dejanj
The role of a forensic accountant in the prevention and detection of illegal economic activities

V/A, 11.30 – 13.30

Vesna Bosilj Vukšić, Mirjana Pejić Bach, Ana-Marija Stjepić

The success factors of business intelligence system adoption: a case study of Croatian SME

Boštjan Erjavec, Tatjana Kovač

Raziskava možnosti prihrankov v podjetju Mariborski vodovod

Researching the options for savings in the Mariborski vodovod company

Aleš Kotnik

Vpliv kibernetских groženj na zaščito kritične infrastrukture

The impact of cyber threats to critical infrastructure protection

Sebastian Lahajnar, Alenka Rožanec

Digitalna strategija

Digital strategy

Patrik Vida, Sabina Bilal

»Deep Tech«: katera tehnologija bo nasledila spletne platforme?

»Deep Tech«: what kind of technology will supersede online platforms?

Alisa Bilal Zorić

Application of educational data mining

Matej Mlakar

Varnostni vidik prehoda na računalništvo v oblaku

Security aspect of the transition to cloud computing

Mirjana Pejić Bach, Sanja Seljan, Ante Buljan, Jovana Zoroja, Brigitta Cafuta

Hospital websites as a road to transparency: case study of transition countries

Jasmina Pivar, Mirjana Pejić Bach, Lucija Juroš

Catching trends in relevant business informatics skills: an outlook to advertisements for IT jobs

Ivan Strugar, Božidar Jaković

Building the smart and intelligent destination: the role of big data

Lejla Turulja, Nijaz Bajgorić

Dimensions of information technology capability and product innovation

IV/3, 11.30 – 13.30

Charnee Bijon Bonno, Urška Rožič, Petra Vovk Škerl

Potovalne odločitve turistov glede na varnost turistične destinacije
Tourist destination safety as a factor for travel decisions

Mirjana Ivanuša-Bezjak, Jolanda Ivanuša

Odličnost v kakovosti izvajanja turističnih storitev skozi sporočilno moč kratkih pravil internih standardov v obliki akrostiha oz. mota, namenjenih zaposlenim
Striving for excellence to achieve the quality of hospitality services through the message power of short rules of internal standards in the form of acrostics for employees

Elena Marulc

Ključni vplivi na razvoj trajnostnega integrativnega medicinskega turizma z vidika tujih turistov
Key influences on development of sustainable integrative medical tourism from foreign tourists' view

Elena Marulc

Mnenja udeležencev prirediteljev o nalogah in pooblastilih policije
Event attendees' opinions about police tasks and powers

Polona Frajzman

Sodelovanje managerjev slovenskih potovalnih agencij s poslovnimi partnerji v tujini
Cooperation of Slovenian travel agencies managers with foreign business partners

Tatjana Rijavec, Amadej Kozole

Novi turistični produkti v Sevnici
New Tourist Products in Sevnica

Biserka Inkret

Partnerstvo za dolgoročno usmerjen razvoj turizma
Partnership for a long-term oriented tourism development

Sveto Živković, Marija Savić

Development of sustainable rural tourism in underdeveloped regions of Montenegro

Andrej Raspor

Prisotnost napitnin v Sloveniji
Tipping in Slovenia

Zarko Markus, Sanja Pekovic, Stevo Popovic

The role of sport-recreational activities in the creation of tourism satisfaction

Sanja Pekovic, Jovana Vukcevic, Tatjana Stanovic, Djurdjica Perovic

Identifying actions for sustainable rural tourism development: the case of Montenegro

Ivan Strugar, Blaženka Knežević, Ana Sertić

Modern trends reshaping hotel industry

Ivan Strugar, Melisa Jašarević, Božidar Jaković

E-marketing activities within small and family hotels: the case of Croatia

ZAKLJUČEK KONFERENCE - OKROGLA MIZA | Conference Conclusions - Roundtable

V/A, 13.35 – 14.35

Socialni inženiring kot del kibernetске varnosti | Social engineering - part of cyber security

Okroglo mizo vodi:

dr. Franci Čeč | Inštitut za coaching

Sodelovali bodo:

Gorazd Božič, Aleš Germovšek, Aleš Kotnik, Marko Potokar, Patricija Potisk,
Ana Bastelj, Urban Ažman, Michele Kovač, Taja Savić, Ana Peterka in Ana
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