

**international
scientific
conference**

6.

**mednarodna
znanstvena
konferenca**

**Knowledge and
business challenge
of globalisation
in 2015**

Faculty of commercial and business sciences
Celje, 20th november 2015

**Znanje in
poslovni izzivi
globalizacije v letu
2015**

Fakulteta za komercialne in poslovne vede
Celje, 20. november 2015

Program konference

| Conference Programme

Sekcije

| Sections

Inteligentne rešitve v poslovni informatiki

| Intelligent Solutions in Business IT

Izzivi destinacijskega managementa v turizmu

| Challenges of Destination Management in Tourism

Sodobni pristopi k managementu znanja

| Modern Approaches to Knowledge Management

Globalni izzivi podjetništva in trženja

| Global Challenges in the Field of Entrepreneurship and Marketing

Perspektive na področju financ in računovodstva

| Financial and Accounting Perspectives

Prihod in prijava udeležencev

| Arrival and registration

20. november 2015

PETEK | Friday

od 8.30 do 9.00

IV. nadstropje

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 Celje | Director

izr. prof. dr. Marjana Merkač Skok, dekanja, FKPV Celje | Dean

9.15 – 11.00

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

mag. Alojz Gostenčnik | Ustanovitelj podjetja Relax Turizem, d. d., Ljubljana, Slovenia

Matjaž Omladič | Direktor podjetja Novem Car Interior Design, d. o. o., Žalec, Slovenia

Brigita Langerholc Žager, univ. dipl. ekon., | BA University of Southern California, Olimpijski komite Slovenije -
Komisija za ženski šport in BCL - Izobraževanje v športu

11.00 – 11.30

Odmor za druženje | Break (IV/5)

11.30 – 13.30

Sekcije | Sections

VABLJENO PREDAVANJE

izr. prof. dr. sc. Josip Stepanić | University of Zagreb, Faculty of Mechanical Engineering & Naval Architecture, Croatia

IV/3

INTELIGENTNE REŠITVE V POSLOVNI
INFORMATIKI | Intelligent Solutions in Business IT

Skupina 1

VABLJENO PREDAVANJE

doc. dr. Dubravka Mahaček | Josip Juraj Strossmayer University of Osijek, Faculty of Medicine in Osijek, Croatia

IV/4

PERSPEKTIVE NA PODROČJU FINANC IN
RAČUNOVODSTVA | Financial and Accounting

Perspectives

Skupina 2

V/A

GLOBALNI IZZIVI PODJETNIŠTVA IN TRŽENJA
| Global Challenges in the Field of Entrepreneurship and
Marketing

Skupina 3

IV/2

IZZIVI DESTINACIJSKEGA MANAGEMENTA V
TURIZMU | Challenges of Destination Management in
Tourism

SODOBNI PRISTOPI K MANAGEMENTU ZNANJA

| Modern Approaches to Knowledge Management

Skupina 4

13.30 – 14.30

Kosilo | Lunch (V / Plava terasa)

14.30 – 15.00

Zaključek konference | Conference conclusions (V/A)

OTVORITEV KONFERENCE | Conference opening and initial address

Pozdravni nagovor

Predavalnica V/A, 9.00 -9. 15

Andrej Geršak | direktor, FKPV Celje

izr. prof. dr. Marjana Merkač Skok | dekanja FKPV, Celje

VABLJENA PREDAVANJA | Plenary Session - Invited Lectures

Vabljena predavanja na plenarnem zasedanju

Predavalnica V/A, 9.15 -11.00

mag. Alojz Gostenčnik | Ustanovitelj podjetja Relax Turizem, d. d.

The impact of the external environment on the effectiveness and efficiency of the Relax Turizem d.d. company

Matjaž Omladič | Direktor podjetja Novem Car Interior Design, d. o. o., Žalec

Challenges and obstacles in the development of the company

Brigita Langerholc Žager, univ. dipl. ekon., | BA University of Southern California, Olimpijski komite Slovenije - Komisija za ženski šport in BCL - Izobraževanje v športu

*Preparation of top athletes for their second career"
- FKPV and OKS research project*

Vabljena predavanja v okviru sekcij

Sekciji 1 in 2, 11.30 -13.30

izr. prof. dr. sc. Josip Stepanić | University of Zagreb, Faculty of Mechanical Engineering & Naval Architecture, Croatia

Rise of the unmanned aerial systems

doc. dr. sc. Dubravka Mahaček | Josip Juraj Strossmayer University of Osijek, Faculty of Medicine in Osijek, Croatia

Opportunities for sustainable development by improving the management of public funds

VABLJENO PREDAVANJE

izr. prof. dr. sc. Josip Stepanić | University of Zagreb, Faculty of Mechanical Engineering & Naval Architecture,
Croatia

Rise of the unmanned aerial systems

Alisa Bilal Zorić

Knowledge discovery in databases: relation to operations research

Denis Hrestak

The usefulness of IT in banking in Croatia

Sebastian Lahajnar, Alenka Rožanec

Vrednotenje metodologij 7FE BPM in BPTrends za menedžment poslovnih procesov | The comparison of 7FE BPM in BPTrends methodologies for business process management

Marko Laznik, Tatjana Kovač

Elektronska knjižnica letenja | Electronic library of flights

Mateja Meršnik, Jovana Zoroja

Improving quality of public services: data mining approach

Mirjana Pejić Bach, Sandro Juković, Jasmina Pivar, Marijana Ivanov, Božidar Jaković

Cluster analysis approach to the financial instability discovery

Jasmina Pivar

Big data and the Internet of things: smart cities

PERSPEKTIVE NA PODROČJU FINANC IN RAČUNOVODSTVA I

Financial and Accounting Perspectives

Vodja sekcije

Skupina 2

doc. dr. Mojca Nekrep

Predavalnica IV/4, 11.30 – 13.30

VABLJENO PREDAVANJE

doc. dr. sc. Dubravka Mahaček | Josip Juraj Strossmayer University of Osijek, Faculty of Medicine in Osijek, Croatia

*Opportunities for sustainable development
by improving the management of public funds*

Vladimir Bukvič

EFQM model – odlično orodje za analizo poslovne odličnosti in njegova uporaba na področju zdravstva | EFQM model – an exquisite tool for analysis of business excellence and its use in the health industry

Domagoja Buljan Barbača, Mijana Matošević Radić

Financial support to Tourism-a reflection of the importance of the sector

Zdenka Čemažar Vrban

Pomen varčevanja in CAE-Cost Average Effect | The importance of saving and CAE-Cost Average Effect

Tatjana Horvat, Sonja Martinčič

Sestavitev letnega poročila splošne knjižnice | Preparation of the annual report of the public library

Marjana Leva Bukovnik

Učinki uvedbe davčnih blagajn v Sloveniji | Effects of introducing certified cash registers in Slovenia

Mojca Nekrep

Zavarovalništvo v evropskem prostoru: potencialni trgi slovenskih zavarovalnic | Insurance industry in Europe: potential markets for Slovenian insurance companies

Vojka Ojsteršek

Kriza denarnega in bančnega sistema: vizija reforme denarnega sistema v smislu trajnostnega razvoja | Crisis of money and banking system: the vision of the reform of the monetary system in the context of sustainable development

Korana Radović Nimac

Factors influencing the financial performance in hospitals

Predavalnica V/A , 11.30 – 13.30

Ana Aleksić, Hrvoje Razumović, Ivana Marić

Comparative analysis of workplace design in public institutes in Croatia

Jože Celin, Boris Snoj, Ksenija Dumičić

Vrednotenje uspešnosti prodajalcev; primer zavarovalnih zastopnikov | Salesperson performance evaluation: the case of insurance agents

Aleš Lukman, Hana Šuster Erjavec

Optimiranje trženjskega spleta podjetja GVO d. o. o. | Marketing mix optimization of GVO d. o. o. company

Edita Mahič, Štefan Šumah

Vpliv nezaposlenosti, vlaganja v raziskave in razvoj ter deleža delovno aktivnega prebivalstva na gibanje BDP | The impact of unemployment, investing in research and development and the proportion of the working population on GDP

Rudi Matjašič

Merjenje zadovoljstva poslušalcev glasbene skupine | Measuring the satisfaction of music group listeners

Drago Papler

Priložnost trajnostnega razvoja v ogrevalnih sistemih z lesno biomaso | Opportunities for sustainable development in the biomass heating systems

Tatjana Rijavec

Organizacijska kultura in družbena odgovornost podjetij in organizacij | Organisational culture and social responsibility of enterprises and organisations

Matjaž Štor

Poslovna logistika kot orodje strateškega menedžmenta za krepitev konkurenčne sposobnosti podjetja | Business logistics as a strategic management tool to enhance the competitiveness of enterprises

Hana Šuster Erjavec, Petra Vovk Škerl

Regresijska analiza zvestobe uporabnikov mobilne telefonije | Regression analysis of customer loyalty in mobile service industry

Denis Tomše, Ksenija Dumičić, Boris Snoj

Model of users' beliefs, attitudes and behaviour towards marketing communication on social networks

Petra Vovk Škerl, Hana Šuster Erjavec

Kakovost kot ključna determinanta zadovoljstva na primeru slovenskih bank | Quality as a key determinant of customer satisfaction – the case of Slovenian banks

IZZIVI DESTINACIJSKEGA MANAGEMENTA V TURIZMU | Challenges of Destination Management in Tourism

SODOBNI PRISTOPI K MANAGEMENTU ZNANJA | Modern Approaches to Knowledge Management

Vodja sekcije

Skupina 4

mag. Mirjana Ivanuša-Bezjak

Predavalnica IV/2, 11.30 – 13.30

Sodobni pristopi k managementu znanja | Modern approaches to knowledge management

Anton Vorina

Vpliv zavzetosti zaposlenih na uspešnost poslovanja | The impact of employee's engagement on the business performance

Domagoja Buljan Barbača, Petar Pepur, Marko Miletić

How to insure successful future of professional higher education institutions?

Katarina Teržan Kukovec, Marjana Merkač Skok

Zadovoljstvo zaposlenih v javnem in zasebnem sektorju v času krize | Employee satisfaction in the times of crisis: public and private sector

Izzivi destinacijskega managementa v turizmu | Challenges of destination management in tourism

Tatjana Dolinšek, Milena Sitar Matelič

Zadovoljstvo uporabnikov turističnih storitev pri izbrani potovalni agenciji | Users' satisfaction of tourist services in selected travel agency

Mirjana Ivanuša-Bezjak

Turizem starostnikov kot priložnost za slovenski turizem | Senior tourism as opportunity for Slovenia tourism

Dragica Marinič

Potencial mladinskih centrov na področju razvoja mladinskega turizma | The potential of youth centers in the field of youth tourism

Damjan Pintar

Paradigma proučevanja in modeliranja športnega turizma | Paradigm for researching and modelling of sports tourism

Andrej Raspor

Gibanje napitnin v slovenskem igralništvu in gostinstvu | Tipping variations in Slovenian gambling and catering industry

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