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University od Applied Sciences Baltazar Zaprešić

Virovitica University of Applied Sciences

Book of Abstracts

2nd International Conference on Renewable Economics

UNIVERSITY OF APPLIED SCIENCES
BALTAZAR ZAPREŠIĆ

Virovitica University of Applied Sciences

2nd International Conference on Renewable Economics

Book of Abstracts

UNDER THE PATRONAGE OF

REPUBLIC OF CROATIA
Ministry of Regional Development and EU Funds

Biograd na Moru, Croatia
20th -22nd September 2022

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Virovitica University of Applied Sciences

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WELCOME

2nd International Conference on Renewable Economics – ReECON 2022 was organized by Baltazar University of Applied Sciences Zaprešić, and Virovitica University of Applied Sciences in Biograd na Moru from 20 to 22 September 2022.

The desire to organize the conference was recognized as an important step in defining future opportunities and guidelines in the context of business sustainability, but also challenges to which solutions may be found through the contributions.

The aim of the conference was to bring together scientists and professionals from various fields of business economics, tourism, information science, public policy, rural and regional development, as well as other related fields, to draw conclusions and make recommendations to promote sustainable business in a dynamic environment, improve the business climate, and strengthen the resilience of the economy as a whole. The ReECON Conference is aimed at maintaining a proactive approach in the application of the theoretical and empirical achievements for the improvement of business processes, as well as creating an atmosphere of ethical conduct, transparency and accountability, hoping to provide long-term sustainable guidelines for the real sector.

We would like to thank all authors and participants for their hard work, enthusiasm, dedication, and high-quality papers that helped us to make this conference possible. We especially welcome students and young scientists who are just paving their way and their position in the scientific community.

Kind Regards,
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CONFERENCE TOPICS

ReECON 2022 CONFERENCE PROGRAMME

DAY 1 – 20. 09. 2022.

16:00 – 17:00 - Participant registration at Hotel Adria
(Ulica Augusta Šenoe 42, Biograd na Moru) – prijava i registracija sudionika

17:00 – 19:00 - Official Conference Opening

- Welcome speeches:
  - Petra Popek Biškupec, PhD,
    President of the Organizing Committee
  - Šime Erlić, univ. spec. oec.,
    Secretary of State at the Ministry of Regional Development and Funds of the European Union, Republic of Croatia
  - Šime Vicković, bacc. oec.,
    Deputy Prefect of Zadar County
- Plenary presentation „Economics and sustainability: a trade-off or a win-win?", Juan Sapena, PhD, Head of Christeyns Chair for a sustainable economic development, head of Economics Department, Catholic University of Valencia

19:00 - Reception buffet for Conference participants at Hotel Adria

DAY 2 – 21. 09. 2022.

09:30 – 10:00 - Registration for paper presentations
(University of Applied Sciences Baltazar Zaprešić, Šetalište kneza Branimira 52, Biograd na Moru)

10:00 – 12:00 - Paper presentations

12:00 – 13:00 - Lunch break for Conference participants
(2nd floor at the University of Applied Sciences Baltazar Zaprešić, Šetalište kneza Branimira 52, Biograd na Moru)

13:00 – 15:00 - Paper presentations

15:00 – 16:00 - Panel discussion „Science in practice", Beata Bieszk-Stolorz, Krzysztof Dmytrów, scientific journal Folia Oeconomica Stetinensia, University of Szczecin, hall 4

16:00 – 17:50 - Free time

17:50 - Gathering of Conference participants in front of Hotel Adria

18:00 - Bus departure to the Roca restaurant

19:00 - Dinner for Conference participants at the Roca restaurant

DAY 3 – 22. 09. 2022.

09:30 - Gathering of Conference participants on the waterfront
(Obala Petra Kralja Krešimira IV, Biograd n/M - opposite the Riva restaurant)

10:00 – 17:00 - Excursion by boat to The Kornati National park (breakfast on the boat, swimming and/or walking on the island of Katina, lunch on the island of Katina, boat cruise to the islands of The Kornati NP, visit to the Telaščica Nature park and Slano jezero with the possibility of going for a swim)

19:00 - Dinner at Hotel Adria

CONTENTS

PRICE DISCRIMINATION 1
Neven Garača, Zrna Garača, Anamarija Blažević

ECONOMIC AND SUSTAINABLE – TWO PARADIGMS IN OPPOSITION 2
Konstanca Korenčić Kampl, Bruno Raguž

ENCOURAGEMENT OF ENTREPRENEURSHIP IN VIROVITICA-PODRAVINA COUNTY 3
Matea Barnaki, Sara-Patricia Rozman, Nikolina Pleša Puljić

THE INFLUENCE OF EU FUNDS ON REGIONAL DEVELOPMENT 4
Danijela Miokovićć Kapetinić, Zrinka Čordaš, Sanja Bošnjak

ANALYSIS OF BUSINESS DETERMINANTS OF EUROPEAN UNION PUBLIC DEVELOPMENT BANKS AFTER THE GLOBAL FINANCIAL CRISIS 5
Ivica Klinac

SOCIAL NETWORKS IN NON-PROFIT ORGANIZATIONS 6
Ivana Vidak, Dejan Tubić, Martina Kovačević

FACTORING AS AN INSTRUMENT FOR INSURANCE OF DEBT COLLECTION RISK 7
Josip Kereta, Luca Karlušić, Janko Gogolja

PROJECT MANAGEMENT IN LIBRARY BUSINESS 8
Antal Balog

THE INTRODUCTION OF THE EURO – CHALLENGES AND OPPORTUNITIES FOR CROATIAN ENTREPRENEURS 9
Damir Ribić

APPLICATION OF MULTIVARIATE STATISTICAL ANALYSIS TO ASSESS SUSTAINABLE DEVELOPMENT GOAL 8 IMPLEMENTATION IN EU COUNTRIES 10
Krzysztof Dmytrów, Beata Bieszk-Stolorz

THE PARADIGME OF UNITY AND ORGANIZATIONAL CULTURE IN COMPANIES WITHIN ECONOMY OF COMMUNION 11
Dragan Kopecki, Goran Luburić

MEASUREMENT OF DIRECT ECONOMIC IMPACTS OF TOURISM BY TSA METHOD: STATISTICAL ANALYSIS OF RESULTS FOR CROATIA AND SELECTED EU COUNTRIES 12
Kristijan Čović, Alisa Bilal Zorić, Maja Buljat

THE INFLUENCE OF INTERNATIONALIZATION AND PROJECTS BASED ON THE TRIPLE HELIX CONCEPT ON THE DEVELOPMENT OF THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS 13
Mišo Debeljak, Ines Drenjančević, Zlatko Barilović

TALENT MANAGEMENT AS A TREND OF HR MANAGEMENT WHICH GENERATES STRATEGIC ADVANTAGE FOR THE ORGANIZATION 14

Kristijan Milovac, Sendi Deželić, Natalija Jurina Babović

CONFRONTING THE INFLATIONARY PRESURES OF INTRODUCING EURO WITH THE EFFECTS OF NEGATIVE EXTERNAL SHOCKS 15

Petra Popek Biškupec, Ivan Ružić

TOWARDS SUSTAINABLE CULTURAL TOURISM: THE POTENTIAL OF STORYTELLING IN ZAGREB COUNTY 16

Željka Ložnjak, Ines Jemrić Ostojić, Ana Cvetinović Vlahović

THE INFLUENCE OF SUBSIDIZED HOUSING LOANS ON PRICES ON THE REAL ESTATE MARKET IN THE REPUBLIC OF CROATIA 17

Sandra Klarić, Petra Popek Biškupec, Marin Pajić

DISTANCE LEARNING: NECESSITY OR NOR
Attitudes of pupils and students 18

Tomislav Cerinski, Alisa Bilal Zorić , Kristian Čović

PARTICIPATION OF WORKERS IN DECISION-MAKING THROUGH THE RELATIONSHIP BETWEEN THE WORKERS' COUNCIL AND THE TRADE UNIONS 19

Milorad Ćupurdija, Domagoj Rožac

CRITIQUE OF THE OCA THEORY IN THE LIGHT OF FINANCIAL INTEGRATION 20

Ante Tolj

THE IMPACT OF EU FUNDS ON INCREASING THE STANDARD OF SERVICES IN PRESCHOOL EDUCATION INSTITUTIONS IN THE AREA OF POŽEGA-SLAVONIA COUNTY 21

Neven Garača, Zrna Garača, Anamarija Blažević

TUNED SCIENTIFIC CALCULATOR AS AN INNOVATIVE SOFTWARE APPROACH TO THE DEVELOPMENT OF SCIENTIFIC FUNCTIONALITIES 22

Vladimir Šimović, Matija Varga, Slađana Strmečki

HERITAGE INTERPRETATION AS A TOOL OF SUSTAINABLE TOURISM ON THE EXAMPLE OF THE CITY OF PLOČE 23

Lana Domšić, Andrijana Milisavljević

THE MODERN CHALLENGES OF STRATEGIC MARKETING MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES (SMEs) ON THE EXAMPLE OF NEW TECHNOLOGIES 24

Vladimir Šimović, Robert Svetlačić, Jasna Lasinger Silađev

THE IMPACT OF PANDEMICS ON CONSUMER BEHAVIOUR – PURCHASING DECISION MAKING 25

Nikolina Pavičić Rešetar, Ivana Lacković, Ivana Hamberger

QUALITATIVE CONTENT ANALYSIS WITH A CASE STUDY OF CONTEMPORARY USE OF MASS MEDIA 26

Slađana Strmečki, Matija Varga, Dragoljub Amidžić

ANALYSIS OF ENVIRONMENTAL AND SOCIAL INDICATORS IN SUSTAINABILITY REPORTS IN CROATIAN BUSINESS SYSTEMS - COMPARISON OF 2016 AND 2021 27

Lahorka Halmi

DEVELOPMENT OF LNG TERMINALS AND ITS IMPACT ON THE GAS TRANSPORT SYSTEM OF THE REPUBLIC OF CROATIA 28

Matej Galić, Tomislav Horvat, Ivan Galić

THE CROATIAN MODEL OF INTRODUCTION OF THE EURO AND ITS COMPARISON WITH THE MODELS OF SELECTED COUNTRIES OF THE EURO AREA 29

Tena Ciraki, Danijela Vakanjac, Iva Lulić

THE ROLE OF MANAGERS IN HUMAN RESOURCES MANAGEMENT 30

Matej Galić, Marijeta Jurković, Ivan Maričić

COMPARATIVE ANALYSIS OF CORPORATE IDEOLOGIES OF BANKS OPERATING IN THE REPUBLIC OF CROATIA 31

Stjepan Lacković, Marina Baralić, Mateja Šporčić

SELECTED CONDITIONS FOR THE FUNCTIONING OF THE LABOR MARKET IN THE POLISH TOURISM SECTOR IN THE TIME OF THE COVID-19 PANDEMIC 32

Anna Tokarz-Kocik, Anna Bera, Karolina Drela, Agnieszka Malkowska

REASONS FOR THE EXCLUSION OF ENTREPRENEURS FROM PUBLIC PROCUREMENT PROCEDURES 33

Ninoslav Gregurić-Bajza, Mijo Čavlina

MANAGERIAL PERSONALITY TRAITS IN THE ORGANIZATION PROCESS 34

Josip Ivačić, Anita Prelas Kovačević, Irena Bosnić

RELIABILITY OF RENEWABLE POWER GENERATION ON THE EXAMPLE OF OFFSHORE WIND FARMS 35

Joanna Soszyńska-Budny, Mariusz Chmielewski, Joanna Pioch

PRICE DISCRIMINATION

Neven Garača[1], Zrna Garača[2], Anamarija Blažević[3]

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Abstract:

There are cases where companies sell the same good to different consumers at different prices, even though the production costs are the same for all consumers. This practice is called price discrimination. Price discrimination is not possible in perfectly competitive markets. In order for a company to discriminate on prices, it must have some market power. It can be reflected through the market structures of monopolies, oligopolies and monopolistic competition. Monopolies have the greatest market power, and thus the greatest influence on prices, so they are a typical example of the practice of price discrimination. The very notion of discrimination is perceived negatively. In economics, price discrimination does not have a negative connotation, it benefits some and harms some. The prevalence of price discrimination also depends on the state's attitude towards monopolies, the promotion of competition, legal regulations, and the operation of market regulators. The purpose of this paper is to investigate the theoretical starting points and point out the frequency of the existence of price discrimination practices. Secondary research was conducted by reviewing the relevant professional literature, legislation, reports of regulatory bodies and agencies, as well as insight into practical cases. Based on the collected data, these bodies prepare reports that are available on their websites and serve as a source of secondary data relevant for the purposes of writing this article, as well as for making business decisions. In addition to the above, the paper uses empirical methods of observation and comparison. The aim of the research is to confirm the existence of everyday practice of discriminatory prices and its impact on prices. Researchers and consumers do not pay enough attention to this practice. Further research can be conducted in the direction of deeper analysis of statistics, case law, practice of market regulators and business cases.

Keywords:

price discrimination, monopoly, market power, market structure

ECONOMIC AND SUSTAINABLE – TWO PARADIGMS IN OPPOSITION

Konstanca Korenčić Kampl[1], Bruno Raguž[2]

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Abstract:

In the context of two paradigms, the old (Cartesian) which presupposes unlimited economic growth, and today is in crisis and exposed to strong criticism, and is in direct confrontation with the new paradigm of sustainable development that requires environmental protection, resources and human health, such potentially finds a place in the corpus of content of the new, green economy, a compromise is sought. Therefore, for the purposes of this paper, the possibility of their synergy is problematize. Given the above, the basic purpose of the paper is reflected in the theoretical presentation of current knowledge on the contradictions of these paradigms as a fundament for further possible solutions.The paper, which is theoretical in nature using comparative and historical methods, analyzes the achievements, but also the limitations of the mentioned approaches. For the starting point of the paper, relevant literature from several scientific fields is used, which is supplemented by data from exact research.Based on the research conducted, conclusions are drawn on both paradigms. The new one, which with its axiological approach cannot satisfy the need to supply the world's fastest growing population, but is environmentally friendly and in line with the requirements of the green economy. On the other hand, the Cartesian paradigm is absolutely economically confirmed and proven, but largely environmentally unacceptable and questionable in value. Therefore, the paper in its conclusions tends to offer a third path that should be based on extracting the benefits of the two approaches as the basis for future development. Such a development would include alternative new clean technologies that would replace the existing sources primarily of energy, but also a more modern approach to food production, and radical changes in urban structures. From this, various development policies would certainly crystallize, which would ultimately contribute to offering solutions for increasingly challenging future periods, thus confirming the value of learning from the past in the construction of future society and its economy.

Keywords:

economy, sustainability, paradigm, historical perspective, sustainable society

ENCOURAGEMENT OF ENTREPRENEURSHIP IN VIROVITICA-PODRAVINA COUNTY

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Abstract:

The purpose of this paper is to show in which ways encouragement of entrepreneurship stimulates economic growth and development in the area of Virovitica-Podravina county and offers a number of opportunities such as creating new jobs, business investment grants, professional assistance in starting businesses or starting projects all with the aim of improving the economy. To fulfill the purpose of the work, secondary research of relevant scientific papers and internal data of Virovitica-Podravina county bodies involved in encouraging entrepreneurship was made. The analysis of all of the above led to the realization that Virovitica-Podravina county can be an example to other counties with its implementation of numerous projects which indicated a great sum of ways to help entrepreneurs. The projects included the Business incubator network, the Pannonian Wood Competence Center, the Virovitica Technological Innovation Center, the Vidra and Vta Development Agencies and the self-employment measure designed by the employment office at the level of the whole Republic of Croatia. All these incentive measures resulted in the European award for the best local community that creates a good environment for entrepreneurship development in Central and Southeast Europe – Global Local as a medal to all those who encourage entrepreneurship in the county and to all entrepreneurs without whom this award would not exist. The contribution of this paper is firstly reflected in connecting the theoretical aspect of encouraging entrepreneurship with examples of good practice of Virovitica-Podravina county, and secondly, the paper will contribute to the conceptualization of theoretical and applied areas of entrepreneurship. In future research, it is recommended to make a comparative analysis of the encouragement of entrepreneurship in selected counties or even a comparison with one of the members of the European Union. Stated could point to good business practices that could be followed by less efficient members or counties.

Keywords:

encouraging entrepreneurship, entrepreneur, Virovitica-Podravina county

.

THE INFLUENCE OF EU FUNDS ON REGIONAL DEVELOPMENT

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Abstract:

This paper shows how and in what way European funds are used for the implementation of European Union public policy in the member states and how this implementation affects their regional development. The purpose of this paper is to theoretically explain the concept of EU funds, their possibilities and to indicate the degree of utilization of financial resources in the Republic of Croatia. Also, highlight the importance and benefits of EU funds and clarify the effects on regional development. In order to satisfy the stated purpose of the paper, the analysis of relevant secondary data was used, which enabled the synthesis of the collected data into one whole. The results of the secondary research indicate that the utilization of funds in the Republic of Croatia is monitored on the basis of the Report on the state of utilization of ESI funds in the Republic of Croatia. The analyzed report shows that in relation to 2020, when the Republic of Croatia was in 27th place out of 28 members, in 2021 it surpassed 9 countries and is currently in 19th place, which indicates a high utilization of allocated funds. Also, the research determined the role and importance of Cohesion Policy on the regional development of the Republic of Croatia, with special emphasis on the analysis of the regional development of Virovitica-Podravina County.The contribution of the paper is to theoretically explain and conceptualize the complexity of EU funds and the importance of Cohesion Policy for development from which stakeholders can benefit in the practical and academic field. In future research, it is recommended to make a comparative analysis of regional development of member states and conduct a meta-analysis of influencing factors on regional development of EU member states that would help in future conceptualization of research models.

Keywords:

european funds, funds in the Republic of Croatia, cohesion policy, NUTS regions, regional development

ANALYSIS OF BUSINESS DETERMINANTS OF EUROPEAN UNION PUBLIC DEVELOPMENT BANKS AFTER THE GLOBAL FINANCIAL CRISIS

Ivica Klinac[1]

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Abstract:

The main goal of this paper is to analyse the business activities of public development banks of the European Union in the post-crisis period presented on a homogeneous sample of 11 banks from 2007 to 2019, using standard descriptive statistics and a dynamic panel model with the systemic GMM estimator. Despite the undeniable importance of public development banks in crisis and especially in post-crisis periods, very little is known about them to date. Public development banks are an important instrument in the implementation of official policies of economic growth and development by lending as well as a wide range of advisory and capacity-building programs for SMEs and even large private corporations whose financial needs are not met by private commercial banks or local financial markets. Due to the dominant profit motives of the market-oriented commercial private banking sector, there is a decrease in lending activity, deleveraging processes, and an increase in non-performing loan portfolios with negative consequences for the economy, especially in bank-centric financial systems. As a result, the global financial crisis has opened up new debates and questions about the role of the state itself as an active stakeholder in the financial sector and the economy as a whole. The research hypothesis assumes that the behaviour of public development banks differs from commercial banks due to different financing structures, exemptions from regulatory requirements, and non-market-oriented business models to maintain the efficient allocation of credit potential. Empirical results of the research show that the credit activity of public development banks is stable regardless of macroeconomic disturbances and internal performance measures due to their shareholder, business and social responsibility. The growth of assets and activities of public development banks leads to the improvement of the organization to increase internal and allocative efficiency and appropriate risk management. The main contribution of this research is in the function of continuing the creation of countercyclical policies by using the advantages and infrastructure of public development banks to stimulate overall economic activity. However, due to the complexity of the problem, it was not possible to include in the research evidence of the direct and indirect strengthening of state influence in bank management structures, which should certainly be considered as potential questions in seeking answers to the same constraints in future research.

Keywords:

dynamic panel models, public development banks, bank capital, regulatory requirements

SOCIAL NETWORKS IN NON-PROFIT ORGANIZATIONS

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Abstract:

The purpose of this paper is to define the communication, communication process, the concept of social networks and non-profit organizations, with special emphasis on how non-profit organizations use social networks for their work. Social networks are a form of everyday private or business communication. There are different types of social networks, and some of the most popular are: Facebook, WhatsApp, Messenger, Instagram, YouTube, TikTok. The history of social networks is also described, as well as the values that social networks have. In addition, it is stated what kind of social networks we know and what are their advantages and disadvantages. Furthermore, a review of the use of social networks in public relations is given. The goal of public relations is to provide the organization with an environment in which it will function best and where it will have the opportunity to build its reputation. Communication is not only verbal, it is also non-verbal, but today very important is electronic communication and it has great impact on the business of organizations. In the second part of the paper, research methodology is to give through a comparative analysis of the use of social networks as a communication tool in the interpersonal communication of non-profit organizations with users. A comparative analysis was conducted between ten non-profit organizations in the Republic of Croatia. Conducted analysis has shown that non-profit organizations use social networks in their daily work, for communication, but also for transparency of their work. In further research it would be advisable to detect who are stakeholders in such communication process and what is their opinion or suggestions for non-profit organization.

Keywords:

Internet, public relations, non-profit organizations, social networks

FACTORING AS AN INSTRUMENT FOR INSURANCE OF DEBT COLLECTION RISK

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Abstract:

Liquidity management is one of the three basic management problems that companies meet in business, which is a research problem in this paper, and the subject of this paper is the analysis of debt collection considering the possibility of improving liquidity using factoring at the company DOK-ING d.o.o. Small businesses often meet a lack of the financial resources they need to finance during their operations. Limited access to finance is one of the key reasons for the slower of growth and development of these companies. Because of that, factoring is imposed as a significant source of financing of working capital for small businesses. The aim of this paper is to conduct research and find out how the use of factoring affects the liquidity and profitability of the company on a concrete example of the company DOK-ING d.o.o. The paper analyzes the financial statements, and especially the movements of liquidity and profitability indicators in the five-year period, and compares them with the assumption of the company's operations without the use of factoring and with the use of factoring. Based on the analysis, it was found that the use of factoring leads to an increase in liquidity and a simultaneous decrease in profitability. The practical contribution of the paper is reflected in the consideration of improving the liquidity of the company by using factoring and encouraging the use of factoring in financing business. At the same time, factoring is underused as a form of financing in Croatia, and further research should provide insight into the causes of non-use of factoring, and the necessary prerequisites for the wider use of factoring. For the preparation of this paper, secondary data were used, which were taken from the Annual Reports of DOK-ING d.o.o. which are available on the Financial Agency's website. A statistical method was used, which analyzes phenomena and draws a general conclusion based on the characteristics of a certain number of elements, and the results are shown in detail using tables. Conclusions are also drawn on the causal relationships between these phenomena.

Keywords:

factoring, liquidity, profitability, risk

PROJECT MANAGEMENT IN LIBRARY BUSINESS

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Abstract:

The purpose of this paper is to explain the basic concepts of project management and explain the main processes of project management. Also, its goal is to contribute to a better understanding of this business model in the library setting as well as its application in improving the success and efficiency in the realization of its basic mission. The paper uses the *desk* research method combined with observation and the analysis of typical and most common projects in libraries. The content of the article includes the explanation of the project life cycle and the corresponding stages of the project. The basic processes of project management are explained below, from its planning and execution to supervision and closure. In addition to the listed contents, those topics that relate to the scope of the project and time management of the project, as well as the costs, resources and human resources of the project, are also covered to an appropriate extent. The results of this research indicate the significant presence of different types of projects present in Croatian libraries and their role and high success in terms of start-up, execution and completion. This paper is focused on research of project management in public libraries of the Republic of Croatia. With its content and research results, it can contribute to a better understanding of the possibilities and benefits of launching and implementing projects in libraries and related organizations. Given the role of the library as an institution of special social interest, effective and successful project management in libraries has a correspondingly broader social significance in various fields, such as education, science, information, culture, economy and leisure. In addition, the originality and value of this paper is further contained in the appropriate application of theoretical knowledge of project management in the organizational environment of library business.

Keywords:

library business, library, project management, public libraries, Croatia

THE INTRODUCTION OF THE EURO – CHALLENGES AND OPPORTUNITIES FOR CROATIAN ENTREPRENEURS

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Abstract:

Purpose: The Republic of Croatia has found itself in a historic moment since at the beginning of 2023 the national currency Kuna is expected to be replaced with the Euro. The viewpoints of multiple actors of the economic life have been going both in a positive and negative direction. Following this, an overview of the short-term and long-term consequences of introducing Euro as the new national currency will be given in the paper. Special attention and emphasis will be given to entrepreneurship, specifically all the positive and negative consequences that might befall Croatian entrepreneurs. Research methodology: Financial and non-financial effects that might result from the introduction of the new currency will be analysed through case studies of a couple of Croatian entrepreneurs who generate a significant part of their profits from export. The financial analysis of the net costs of conversion incurred in relation to the total revenue generated from exports, will determine the average reduction in direct costs of the couple entrepreneurs engaged mainly in exports. The paper will also take into consideration all other aspects that will not result in concrete financial effects, but rather which will be visible through different positive or negative potential developmental possibilities. Findings: The research may indicate the importance of certain aspects that entrepreneurs should take into account during the process of adjusting to the change of national currency. After the process of change, it can certainly be a good starting point for further analysis and guidance on how to direct entrepreneurial activities, in the event of a recurrence of such or similar economic situations.

Keywords:

Croatia and Eurozone, EURO, Eurozone, Introduction of the EURO

APPLICATION OF MULTIVARIATE STATISTICAL ANALYSIS TO ASSESS SUSTAINABLE DEVELOPMENT GOAL 8 IMPLEMENTATION IN EU COUNTRIES

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Abstract:

The sustainable development is one of the main challenges that must be faced in order to ensure the fair and balanced social and economic environment. It covers the large number of goals (17) to ensure the safe, environmentally clean and economically friendly future for the mankind. Therefore, it is crucial to constantly monitor the goals and protect their fulfilment, especially during the crisis periods. Of the 17 Sustainable Development Goals (SDGs), the SDG8 (Decent work and economic growth) has the greatest economic importance. The purpose of the study is assessment of implementation of targets of the SDG8 for the EU countries for years 2002-2020 with particular consideration of the crisis periods (financial crisis 2007-2009 and the COVID-19 pandemic – 2020). We use methods of multivariate statistical analysis (cluster analysis – k-means method and linear ordering – the TOPSIS method) to assess the general situation of countries with respect to implementation of the SDG8 and dividing them into homogeneous groups. Denmark, the Netherlands, Finland and Sweden are the countries with the highest degree of fulfilment of the SDG8, while Bulgaria, Greece, Spain, Italy, Romania and Slovakia have the lowest degree. It turns out that the financial crisis of 2007-2009 has much greater negative impact to the indicators related to the labour market, while the COVID-19 pandemic has much stronger impact on the indicators related to the economic growth. Also, the new (after 2004) member states generally have much lower degree of fulfilment of SDG8 than the well-developed Western ones. We can also draw some policy recommendations, indicating, which targets for which countries need the greatest improvement.

Keywords:

cluster analysis, EU member states, linear ordering, sustainable development

THE PARADIGME OF UNITY AND ORGANIZATIONAL CULTURE IN COMPANIES WITHIN ECONOMY OF COMMUNION

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Abstract:

Research background: The business of the Economy of Communion (EoC) over a period of more than 20 years inspired Adam Bielu to formulate "The Paradigm of Unity" (PU). This paradigm utilizes a new approach towards human work and entrepreneurship based on collectivneness of all stakeholders in business (employees, owners, customers). Purpose: This Paper explore the innovative concept of the PU and its influence on organizational culture in EoC companies. The results from existing research dated from 2013. and sent among EoC companies in Croatia will be compared to the new research based on the same paremeters. The aim of this Paper is to determine if there has been a change in the mindset of EoC entrepreneurs in relation to stakeholders of organizational culture within The Paradigme of Unity. Hypothesis H1 is: " EoC entrepreneures, when doing business while applying the PU, change attitudes in relation to other stakeholders of organizational culture". Research Methodology: For the purpose of reaching an answer to defined aim and H1 hypothesis, content analysis of relevant literature will be explored with the focus on existing research (from 2013), usage of quantitative and qualitative methods of data gathering and analysis. Special analytical methods will be used: historic, statistical, and comparative. Results: Hypothesis H1 has been confirmed " EoC entrepreneures, when doing business while applying the PU, change attitudes in relation to other stakeholders of organizational culture" Novelty: Scientific attribution of this paper can be visible from the new empirically founded approach of PU which, in return, can become the foundation for developing new scientific methods in holistic approach of managing a company.

Key words;

comparative method, Economy of Communion, organizational culture, Paradigm of Unity

MEASUREMENT OF DIRECT ECONOMIC IMPACTS OF TOURISM BY TSA METHOD: STATISTICAL ANALYSIS OF RESULTS FOR CROATIA AND SELECTED EU COUNTRIES

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Abstract:

The analysis of the effects of tourism on the economy of a country is the subject of interest of numerous studies. This stems from the fact that tourism is a complex economic category whose scope in the structure of the national economy cannot be methodologically fully defined. The economic effects of tourism are conditioned not only by the level of tourism activity that takes place, but also by the specifics of the economy being analyzed. The basic package of classifications and definitions needed to compile a uniform and methodologically consistent statistical system for tourism, called the Tourism Satellite Account (TSA), has been harmonized globally. It has been developped by the World Tourism Organization (UNWTO), the Organisation for Economic Co-opération and Development (OECD), the Statistical Office of the European Communities (Eurostat) and the United Nations Statistics Division. Its main task is to assess the economic impacts of tourism, while at the same time serving as a kind of tool and framework for quantifying the size and scope of tourism within national accounting. The aim of this paper is to provide a general insight into this internationally recognized approach for measuring impacts of tourism and to analyze and compare the results from relevant reports in relation to the impacts of tourism on the economies of Croatia and selected EU countries. For the purposes of the empirical part of the research, statistical analysis methods are used with comparative analysis of secondary data collected from reputable databases such as Eurostat, the World Bank and the OECD. The conclusions that will emerge from this paper can serve as a basis for discussion and further research.

Keywords:

multiplier, national economy, statistics, tourism satellite account (TSA)

THE INFLUENCE OF INTERNATIONALIZATION AND PROJECTS BASED ON THE TRIPLE HELIX CONCEPT ON THE DEVELOPMENT OF THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS

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Abstract:

In accordance with current global trends, project internationalization and integration of higher education institutions, with the aim of generating common ideas based on synergy and commercialization of the same, represent one of the key elements for achieving competitive advantage. With internationalization, a higher education institution develops a specific direction in development quality policy, which is then implemented in various policy arenas. Higher education institutions are facing increasing challenges to meet the needs of users of their services. The current position and role of higher education institutions, as well as the modalities of their activities, are gradually changing. New solutions are being sought, more focused on the entrepreneurial component as a key factor in the sustainable development of higher education institutions. Also, the competitiveness of higher education institutions increasingly depends on their cooperation with the economy and the public sector, with projects that represent strong interaction of three key stakeholders (higher education institutions, business and public sector), in order to maximize synergy based on triple helix concept. Following the global trends, the Faculty of Medicine of the University of Osijek (MEFOS) has recognized these paradigm changes in higher education, and by finding strategic partners is launching an increasing number of projects to generate new ideas and develop commercial activities to increase its competitiveness. This paper presents cases of many years of development of such projects and methodologically describes the concept of their development in recent years. The results indicate a significant increase of project activities in the past period, resulting primarily from internationalization and integration projects and connecting faculties with the economy and the public sector, with the aim of raising growth and development of the region in which it operates. The results presented in this paper can serve as an example of good practice for the development of other higher education institutions in the Republic of Croatia and beyond.

Keywords:

competitiveness, higher education, internationalization, project management, strategic development, triple helix

TALENT MANAGEMENT AS A TREND OF HR MANAGEMENT WHICH GENERATES STRATEGIC ADVANTAGE FOR THE ORGANIZATION

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Abstract:

Today's turbulent changes demand that organizations base their success on the quality and values of talented employees. Talented employees are those whose ideas, knowledge, skills, creativity and innovativeness enable the organizations to be successful on the fast-growing competitive markets. This paper analyses talented employees as a source of competitive advantage because they add to the market value of an organization and make a significant difference in relation to other organizations. The aim of the paper is to examine the importance of talent management as one of the most important trends in HR management that contributes to the strategic development of the organization. The results of the analysis can help organizations' managers to attract talented employees and ensure conditions for their development in order to keep them in the organization. Organizations shall succeed in this if they work out a good HR strategy which they will incorporate into their business strategy. In order to analyze the issue as thoroughly as possible, the so-called desk research method was used.

Keywords:

HR management, HR strategy, talent management, employer brand, attracting and retaining talent

CONFRONTING THE INFLATIONARY PRESURES OF INTRODUCING EURO WITH THE EFFECTS OF NEGATIVE EXTERNAL SHOCKS

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Abstract:

With the introduction of the euro as the domestic currency, economies have faced inflationary pressures caused by price convergence towards higher levels. During last period of significant negative shocks from the environment, by entering the euro area, the negative effects of the likelihood of inflation caused by the introduction of the euro may be absent. The aim of this paper is to prove that inflation caused by joining the euro area will not materialize due to the negative effects of external shocks. A panel analysis of EU member states showed that EU countries with similar transition characteristics suffered inflation caused by the introduction of the euro if they introduced the euro during the upturn in business cycles, while inflation was absent if countries adopted the euro during recessions. In the next period, the effect of restrictive monetary policy and increase of the long-term interest rates may trigger inflation that will nullify inflation expectations caused by the introduction of the euro. The results of the research confirm that due to current negative external shocks and rising long-term interest rates in financial markets, the effect of inflation due to the introduction of the euro will be absent among EU members that will adopt the euro as a common currency in the next few years. The results of the research contribute to the scientific prediction of business and financial trends. Creators of macroeconomic models and monetary policy can use the results in order to more precisely define measures, instruments and activities for achieving and maintaining macroeconomic balance.

Keywords:

Euroarea, external shocks, inflation

TOWARDS SUSTAINABLE CULTURAL TOURISM: THE POTENTIAL OF STORYTELLING IN ZAGREB COUNTY

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Abstract:

Tourism of special interest is a new trend of the 21st century, which allows tourists to gain experience through active participation, adoption and acquisition of new knowledge and cultural values and represents the potential of sustainable tourism. Cultural tourism as a type of special interest tourism allows tourists to discover, consume and experience cultural attractions, tangible and intangible cultural heritage as well as lifestyle of a destination community. Approximately 40% of all tourists worldwide are considered cultural tourists. Among Europeans it is a growing trend. UNWTO expects it will remain one of the key European markets. In this paper the authors discuss cultural tourism development strategies in general and more specific, potential of cultural tourism in Zagreb County. Furthermore, the authors analyze the use of storytelling in cultural tourism and its role in the development of Zagreb County as a tourist destination. The authors use comparative research method for the purpose of: 1. cultural resources analysis (tangible and intangible cultural heritage, cultural manifestations…) of Zagreb County and their contribution to tourism, 2. analysis of storytelling use and its potential in the development of Zagreb County. The results of the analysis point out possibilities and drawbacks of using storytelling in cultural tourism development. Furthermore, the results contribute to the development of innovative cultural and tourist products and sustainable development of a particular destination. Destination storytelling can not only promote less-visited and under-recognized sites but also create emotional connection between the destination and its target market.

Keywords:

cultural tourism, participatory tourism, storytelling, sustainable cultural tourism, Zagreb County

THE INFLUENCE OF SUBSIDIZED HOUSING LOANS ON PRICES ON THE REAL ESTATE MARKET IN THE REPUBLIC OF CROATIA

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Abstract:

The real estate market in the Republic of Croatia is characterized by high demand and rising real estate prices. The main question has arising from questioning the justification of subsidized loans. Subsidizing housing loans were presented as a state aid measure aimed at providing housing for citizens, which will have a demographic effect and encourage urban regeneration. Due to too high real estate prices, the question of the real effect of subsidies arises. The goal of this paper is to investigate the connection between subsidized housing loans and the phenomenon of accelerated growth of real estate prices. The empirical part of the paper includes analysis of real estate prices before and after the subsidy program, analysis of banks' lending activities and analysis of correlations between banks' lending activities and real estate prices. The results of the analysis show an increase in banks' lending activity and an increase in the number of purchase and sale transactions and real estate prices since the beginning of the announcement of the housing loan subsidy program. The positive growth trend of these variables is preceded by the growth of demand in the real estate market. The data show a high correlation between real estate prices and lending activities of banks. The paper contributes to the decision makers in order to better conceive future policy strategies and state aid measure.

Keywords:

credit activity, real estate market, subsidized loans

DISTANCE LEARNING: NECESSITY OR NOR Attitudes of pupils and students

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Abstract:

Distance learning/teaching is a form of schooling that does not take place in a classroom, but from home by mail, email or the Internet. The pandemic caused by the COVID-19 virus has forced almost all stakeholders in the educational process to switch to this form of teaching. Many research shows the pros and cons as well as the benefits and success of this form of teaching. As new generations of pupils and students require constant adaptation of content, teachers must adapt to new times, the use of modern technologies and cooperation. We were interested in distance learning, and for this reason we conducted an online survey among primary school students and students at the Baltazar Zaprešić Polytechnic. A questionnaire on attitudes toward e-learning (Brumini et al., 2012) and a learning climate questionnaire (Williams and Deci, 1996 were used in the research. Relevant secondary sources, case studies and research were analyzed during the writing of the paper. The results of the research show that pupils and students agree that today's education is inconceivable without the application of information and communication technologies. Students are more inclined to distance learning than primary school students who still prefer the classical form of schooling. The obtained results can be related to the fact that students generally have more experience in using computer technologies, but also to the fact that lecturers at colleges have a different approach to students and more direct communication with each other. For more complete results, it is necessary to test the attitudes of school teachers and professors to obtain results from the other side of the process. At the end of the paper, guidelines are given for further improvement of the educational process and distance learning at all levels of education to create the most successful and high-quality educational system.

Keywords:

education, distance learning, teaching

PARTICIPATION OF WORKERS IN DECISION-MAKING THROUGH THE RELATIONSHIP BETWEEN THE WORKERS' COUNCIL AND THE TRADE UNIONS

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Abstract:

In this paper, we try to give or encourage a discussion on the open issue of employee participation in the decision-making process of the employer from the aspect of the place and role of trade unions and workers' councils in this process. Namely, the workers' council and the trade union have a role to protect, promote and represent the interests of workers, but their place, position, and manner of action in the exercise of their functions by the given positive regulations contain significant differences. To understand these differences, it is necessary to start from the well-known approach according to which every social phenomenon should be viewed from its ideological, theoretical, and practical point of view. It is therefore necessary to point out the ontological meaning, i.e., the question "why something is exactly what it is" and the genesis of the trade union and the workers' council. Furthermore, it is necessary to point out how science and profession understand trade unions and workers' councils and what their normative-legal regulations are, and finally, what is most important, how the ideological and theoretical construction of these social phenomena applies in social reality. In accordance with all the above, the main question answered by the authors is: "To what extent are trade unions and works councils complementary and to what extent do they affect the achievement of a common goal in terms of protection of workers' rights?". In order to answer the previous questions, clearly define a certain concept from the scope of labor law of the trade union / workers' council and draw conclusions about the competence of each body, the authors applied the method of description, comparison, concretization and normative-dogmatic method to previous research: Berberović J., Brajić V., Ćupurdija M., Gotovac V., Hermana V., Malenica I., Marinković Drača D., Moslavac B., Potočnjak Ž., Ravnića A., Subašić S., Šokčević S., Učur M., Weiss D. and Zlatović D. and in relation to the labor law regulation of the subject. The thesis: that there are significant differences between the union and the workers' council in terms of organization, methods of work, but also in the field of organization, participation in industrial actions, and ultimately participation in collective labor disputes against employers, was confirmed. From the above it is obvious that there is room for additional research in the field of improving labor law, i.e., expanding, and clearer definition of the scope of each body, then in the field of topical issues of protection of workers through the application of efficiency principles to the actions of individual bodies. which are: remote work and from home workers.

Keywords:

relationship of the workers' council with the trade union, authorizations of the workers' council and trade union, worker participation in decision-making

CRITIQUE OF THE OCA THEORY IN THE LIGHT OF FINANCIAL INTEGRATION

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Abstract:

The purpose of this paper is to analyze the relationship between financial integration and business cycle synchronization which are two of the few most important criteria in optimal currency area theory. There are two research objectives. The first objective is to give a critical review of the optimal currency area theory in the context of financial integration. The second objective is to determine does financial integration impact business cycle synchronization of the Eurozone countries and whether the effect is as predicted by the endogeneity hypothesis. Financial integration is measured by the price-based composite indicator of financial integration and business cycle synchronization is measured by the average difference in output gaps of the Eurozone countries relative to the output gap of the Eurozone as a whole. The analysis is performed for the Eurozone countries over the period 2001-2020. The scatter plot shows a negative correlation between financial integration and business cycle synchronization which contradicts the endogeneity hypothesis. The Granger causality test shows that business cycle synchronization granger causes financial integration. The research findings suggest that although financial integration is a cornerstone of the Eurozone, there should be other smoothing mechanisms that counteract asymmetric shocks and make the Eurozone viable. Further research should be conducted to analyze the specific channels through which financial integration impacts business cycle synchronization and to identify alternative channels that could promote business cycle synchronization.

Keywords:

business cycle synchronization, Eurozone, Financial integration, Hypothesis of endogeneity, Granger causality

THE IMPACT OF EU FUNDS ON INCREASING THE STANDARD OF SERVICES IN PRESCHOOL EDUCATION INSTITUTIONS IN THE AREA OF POŽEGA-SLAVONIA COUNTY

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Abstract:

The use of European funds in the Republic of Croatia has been on the rise in recent years. Grants contribute to the implementation of numerous projects that raise living standards and expand the range of existing services and directly contribute to regional development. This paper will deal with the impact of EU funds on increasing the standard of services in preschool institutions in the Požega-Slavonia County, which were realized through the call "Improvement of services for children in early and preschool education" funded by the European Social Fund within the Operational Program Effective Human Resources 2014-2020. Through this call, numerous local self-government units raised funds to finance additional services within the kindergartens and adjusted working hours to the labor market, ie the needs of employed parents, with extended working hours of kindergartens. In addition, the employment of experts (speech therapists, pedagogues, psychologists, sociologists) was financed with the aim of establishing professional teams to monitor the development of children, which raised the preschool standard. The impact of EU funds on the budget of local governments (founders of these institutions) and the expansion of existing services will be investigated for the purposes of this paper using available relevant professional literature, legislation, reports of regulatory bodies and agencies, which represent secondary research. Practical cases in Požega-Slavonia County, that will gain insight into the direct impact of EU funds, will be made from available data on websites of cities and municipalities that have implemented such projects and will be extremely useful for this work. In addition to the above, the paper uses empirical methods of observation and comparison. The results will be processed for analysis in addition to gain the aim of the research – prove the impact of EU funds on the budget of local governments, its connection with the labor market and its contribution to expansion of existing services in preschool institutions and they will serve as a guideline for future analyzes.

Keywords:

labor market, grants, preschool education, local government budgets

TUNED SCIENTIFIC CALCULATOR AS AN INNOVATIVE SOFTWARE APPROACH TO THE DEVELOPMENT OF SCIENTIFIC FUNCTIONALITIES

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Abstract:

The purpose (and reason) for writing the paper *Python application called Tuned scientific calculator as an innovative software approach to the development of scientific functionalities* is to present first information about an innovative software development approach to scientific functions for the application Tuned scientific calculator in Python. Research methodology is an innovative software development approach to scientific functions in Python programming language. Findings (with main results) of the conducted research are (1) Python innovative application Tuned scientific calculator (2) an innovative software development approach to scientific functions in Python programming language (3) expert and scientific explanation of basic program approach and functions, like (4) branching 'if-elif-else' (5) loop for and (6) functional user application. The main results are the main innovative program parts in Phyton presented in the code view, design view and allow users to (1) innovative embedded apply of basic scientific and arithmetic (calculation) operators, like (2) rooting, (3) display the value of the variable PI, (4) apply trigonometric functions, (5) logarithmic functions, etc. Each command (used in the program) has an explanation in detail. The functions, loops, and corresponding branches are applied. Python is an object-oriented programming language that, in addition to being object-oriented, also allows for procedural programming methodology and an innovative approach. Phyton applications operate in world-famous corporations like Google, NASA, IBM, and Autodesk. As the continuation of this research, we should investigate which innovative and scientific functionalities are used in similar application software solutions of the world, European, and nationally known corporations, which is the subject of future scientific research.

Keywords:

Python, calculator, innovative, scientific functionalities

HERITAGE INTERPRETATION AS A TOOL OF SUSTAINABLE TOURISM ON THE EXAMPLE OF THE CITY OF PLOČE

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Abstract:

Sustainable tourism, apart from reducing negative impacts on the environment, aims at effective planning for sustainable development of destinations, maximizing social and economic benefits for the local community and improving cultural heritage. Today, with the aim of developing sustainable tourism, different selective forms of tourism are encouraged, where the individual interests and needs of tourists are met. Heritage interpretation, which we define as a communication activity and the art of creating and conveying an authentic experience of heritage through various creative methods and tools such as storytelling, thematic tours, revived history, games and active participation of visitors, plays a key role in developing sustainable tourism. By interpreting the heritage, new and individualized narratives are created in accordance with the needs and characteristics of the area. The aim of this paper was to present an example of the use of interpretive planning for the purpose of developing sustainable tourism in the city of Ploče. It is an undeveloped touristic area which in the past was oriented towards military and industrial activity, but possesses valuable natural and cultural heritage. In order to activate resources, it was necessary to design a selective tourism offer with an emphasis on ecological sustainability. The paper presents the methodology of interpretation planning, which is based on the assumptions of participation and the inclusion of all local stakeholders, and is applicable in other contexts and environments. The created interpretation plan, which consists of four thematic zones, is a tool for creating clear communication with current and future visitors, as well as the local population, for the valorization of authentic heritage and the development of experience tourism.

Keywords:

heritage interpretation, sustainable tourism, experience tourism, thematic routes, interpretation planning, interpretation plan, city of Ploče

THE MODERN CHALLENGES OF STRATEGIC MARKETING MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES (SMEs) ON THE EXAMPLE OF NEW TECHNOLOGIES

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Abstract:

The purpose of writing this article is to research the modern challenges of strategic marketing management of SMEs on the example of new technologies and give the first research and scientific information. The research methodology is the comparative analysis of relevant scientific and professional literature and business examples. The expected findings (and main results) of the conducted research are the first research and scientific information about the new paradigm of the modern challenges of strategic marketing management of SMEs on the example of new technologies. The new paradigm relies on new technologies that support SMEs in enterprise planning (to generate certain revenues), satisfying old and new clients, coping and beating the competition, developing main and executive business functions, especially (strategic) marketing as an operational function of a modern SME, developing more tailored marketing plans, establishing better customer loyalty, etc. The modern company establishment is an enterprise that aims to generate certain revenues incorporated in the plan. The client and the competition have a significant role in the company's life cycle. Marketing is an operational function of a company that introduces potential customers to products to meet their wishes and needs and make a profit for the company. The marketing mix strategy represents four elements: product, price, distribution, and promotion (PPD&P). SMEs have an interest in developing more tailored marketing plans. Customer loyalty is most important to them. Contribution and further research rely on online marketing as the most affordable and fastest way to promote products and services. Social networks, mobile applications, machine learning, and artificial intelligence tools are significant to help the marketing activities of SMEs. That is a suggestion for further research.

Keywords:

SMEs, marketing, segmentation, new technologies

THE IMPACT OF PANDEMICS ON CONSUMER BEHAVIOUR – PURCHASING DECISION MAKING

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Abstract:

Consumers participate in the market by purchasing goods and services and want to maximize their usefulness. At the time of the pandemic caused by the COVID-19 virus, consumers were facing many changes in the way they bought goods and services. In addition to changing their shopping habits, many retail chains have been forced to change the way they sell and enable consumers to shop online. The subject of this paper is consumer shopping habits in a pandemic that has inevitably changed the living conditions to all market participants. For the purposes of this paper, a survey was conducted in 2021, using the online survey questionnaire method. The aim is to present consumer habits in different product categories, to determine the extent to which the pandemic affected consumers' behaviour and purchasing habits, but also the conditions of purchase that have changed significantly. The tested hypotheses were: the pandemic had a significant impact on changes in consumer habits, and consumers were prone to impulsive shopping at the time of the pandemic. Based on the obtained results, changes in consumer behaviour when deciding on purchases are visible, due to the influence of a significant external factor (COVID-19 pandemic). The contribution of this paper can be seen in changes in online shopping habits, where consumers show significant changes and therefore consumers' propensity to shop online is expected to grow significantly in the future - thanks to the experience gained during the pandemic. Given that consumer attitudes in key categories related to online shopping have changed, this leads to the just stated conclusion that in many categories online will become an equally represented way of buying goods.

Keywords:

consumers, pandemic, shopping habits, attitudes about online shopping

QUALITATIVE CONTENT ANALYSIS WITH A CASE STUDY OF CONTEMPORARY USE OF MASS MEDIA

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Abstract:

The purpose (and main reason) for writing the paper Qualitative content analysis with a case study of contemporary use of mass media is to present first information about findings of the conducted scientific research with the main results of analysis of basic conceptual definitions, content analysis and presentation of the symbiotic relationship between the media and terrorist or terrorism, and with analysis of specific cases (case studies) of that relationship. Research methodology is qualitative content analysis with a case study of contemporary use of mass media in the modern environment related to a symbiotic relationship between the media and terrorists or terrorism, and with relationship analysis of specific cases (case studies). A prominent place in the paper has media-oriented strategies that the media can use when creating news about terrorist attacks. According to some analysts, such an approach is partly "responsible" for spreading terrorism. Media and diplomacy covered in this research paper can play a crucial role in combating terrorism. Scientific work primarily deals with the relationship between the mass media and terrorism through the prism of media and possible public influences. Some countries have tried to restrict the direct contact of terrorists with the specific media because of the significant effect of terrorist threats. Also, due to the connection of all media (old and new), such attempts could not be consistently carried out. As a continuation of this research, we should investigate the best strategies that the media can use in the future when creating news about terrorist attacks. Focus has to be primarily on a media-oriented approach. Such a strategy can be partly "responsible" for stopping terrorism, which is the subject of future scientific research.

Keywords:

content analysis, case study, mass media, terrorism

ANALYSIS OF ENVIRONMENTAL AND SOCIAL INDICATORS IN SUSTAINABILITY REPORTS IN CROATIAN BUSINESS SYSTEMS - COMPARISON OF 2016 AND 2021

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Abstract:

As a specific field of sustainability accounting, sustainability reporting has reached a momentum with a growing number of companies joining in sustainability data and information reporting, various sustainability reporting systems, business systems sustainability assessment and ranking, and sustainability certifications that business systems might have. In the hustle and bustle of sustainability reporting development during the past five years several major events took place: (1) Directive 2014 / 95 / EU imposed additional legal requirements on the EU member states regarding sustainability reporting, which have been in force since December 2016, (2) GRI guidelines were transformed into GRI Standards in 2017, and (3) Proposal for an EU Directive regarding corporate social responsibility, thus amending Directive 2013/34/EU (Accounting directive) and consequently Directive 2014/95/EU on non-financial reporting directive. The purpose of the paper is to investigate the structure of sustainability indicators identified in sustainability reports disclosed by Croatian business systems registering 400+ employees in 2021. By comparing these results to the 2016 research results, the aim of the paper is to identify changes in the structure of the sustainability indicators disclosed in sustainability reports of companies that are affected by the Directive 2014/95/EU and by the Proposal for an EU Directive regarding corporate social responsibility. Content analysis of sustainability reports in 2021 will be carried out, determining inclination of Croatian companies registering 400+ employees for sustainability reporting as announced by Proposal for directive regarding corporate social responsibility. Suggestions for further research refer to continuing longitudinal research of this subject and finding apt methods and methodologies for testing the quality of sustainability reports.

Keywords:

sustainability reporting content analysis, Directive 2014/95/EU, GRI Standards, environmental and social indicators, sustainability accounting

DEVELOPMENT OF LNG TERMINALS AND ITS IMPACT ON THE GAS TRANSPORT SYSTEM OF THE REPUBLIC OF CROATIA

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Abstract:

Natural gas has come to the forefront of the public, businesses and individuals due to recent geo-political developments in Europe, but also due to the fact that it is an extremely clean, economical and until recently favorable source of energy. With the development of LNG terminals, the Republic of Croatia has opened a very important alternative route of natural gas supply, not only for its own needs, but also opened the possibility to distribute this gas to other European countries through its own gas transport system. The total historical consumption of natural gas in the Republic of Croatia will be presented, which are the supply routes from Europe, production and storage capacities, and which ordinances and laws regulate their operation. Data will be collected through publicly available data from regulatory agencies, systems and portals in charge of gas transport in the Republic of Croatia, Central and Eastern Europe. Special focus will be on the capacity of LNG terminals in the Republic of Croatia, which is the current utilization and potential for the future. The aim is to show the structure of gas input into the gas system of the Republic of Croatia, the functioning of the gas system itself, explain the potential of gas supply with a focus on the LNG terminal and show and analyze gas consumption at the state level. All the above conclusions will serve as proposals for improving the gas transmission system of the Republic of Croatia and what are the short-term and direct impacts on the transmission system and what can be expected in the next gas year. Future research may include the impact of increasing LNG use on gas prices for households and businesses in the Republic of Croatia.

Keywords:

energy sources, natural gas, LNG terminal, procurement

THE CROATIAN MODEL OF INTRODUCTION OF THE EURO AND ITS COMPARISON WITH THE MODELS OF SELECTED COUNTRIES OF THE EURO AREA

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Abstract:

The process of introducing euro as the official currency in the Republic of Croatia has been one of the most recent economic issues, preoccupying not only the financial experts and analysts, but also the citizens of Croatia. There are many benefits as well as disadvantages, above all related to the costs, which will occur during the process of replacing the kuna with the euro as the new official currency of the country. Due to the present situation with the COVID-19 pandemic and higher inflation rate, there is an impression of scepticism about the attitude on the moment of introduction of the euro. Hence, a justified question arises whether the euro introduction will have more benefits, or whether the costs will prevail for individuals, businesses, and Croatian economy in general. The purpose of this paper is to present the benefits and costs of euro introduction, and also to describe the model of the euro introduction chosen by the Republic of Croatia which will be compared to the models of other selected European Union members. Therefore, the paper uses the method of comparative analysis of Croatian model with the models of selected countries of the euro area, which presents a practical implications of the euro introduction issue. According to the given analysis of the authors, it can be concluded that the Croatian model of euro introduction is most similar to Estonian model. Also, the paper shows that the euro introduction should have more benefits in the long term, which will have a positive influence on the economy of the country in comparison to the costs, which should have a present and short-term effect on the country's economy.

Keywords:

Croatian model, ERM II, Euro, euro area

THE ROLE OF MANAGERS IN HUMAN RESOURCES MANAGEMENT

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Abstract:

Employees in a business organization are the drivers, leaders, motivators or innovators within human resources. In any organization, it is very important to lead to the development of a successful system for human resources that are the foundation of a business organization. The secret to the success of a business organization is based on human resources. Within the human resources sector, the people in charge of their management are managers. Managers can be department heads or heads of core human resources departments. Human resource management practices include: human resources planning, attracting human resources, human resources selection, training and development of employees, development of employee remuneration systems, evaluation of employee performance and creating a positive and stimulating work environment. Human resource management is important for the organization because it creates a positive environment within the business organization in which motivated and satisfied employees who want to learn and develop. Quality human resources management leads to the creation of a competitive advantage of the company in the market and encourages the development of the organization's business. The level of success of an organization depends on the efficiency of managers in departments and the level of development of knowledge and skills of these managers who are in charge of managing the most valuable resource of the organization related to human resources. From all the above, it can be concluded that the difference between successful and less successful organizations is in the effectiveness of the human resources management system, and the difference in human resources management is due to leadership and management styles practiced by individual managers.

Keywords:

manager, management, human resources, business organization

COMPARATIVE ANALYSIS OF CORPORATE IDEOLOGIES OF BANKS OPERATING IN THE REPUBLIC OF CROATIA

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Abstract:

In this article we analyse corporate ideologies of banks operating in the Republic of Croatia. We understand corporate ideology as a set of fundamental beliefs held by company members about how the company and its members should behave in relation to one another and to the outside world. In this paper, we treat corporate ideology as the basis for creating the identity of the organization and as an extremely important factor in its success. In the first, theoretical part of the paper, we discuss the concept of corporate ideology, its history, purpose, definition and application. Furthermore, we discuss and clarify the main components of corporate ideology. We focus on two core components of corporate ideology: core values and core purpose. In the second part of the paper we have used comparative analysis and content analysis as qualitative methods of research of an interpretative character in order to analyse corporate ideologies of banks operating in the Republic of Croatia. The goals of this analysis are to determine which components of corporate ideology are present in the analysed banks, whether their ideology is implicit or explicit, simple and clear or not and, finally, to determine what kind of identity the surveyed banks communicate through their corporate ideologies.

Keywords:

core purpose, core values, corporate identity, corporate ideology

SELECTED CONDITIONS FOR THE FUNCTIONING OF THE LABOR MARKET IN THE POLISH TOURISM SECTOR IN THE TIME OF THE COVID-19 PANDEMIC

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Abstract:

The year 2020 was special due to the global COVID-19 pandemic caused by the SARS-CoV-2 virus. This also had a significant impact on the labour market, which, like the lens, concentrates the effects of major changes taking place in both the economy and social life. The aim of the article is to present selected conditions for the functioning of the labour market in the Polish tourism sector in the time of the COVID-19 pandemic. Theoretical issues were examined on the basis of the analysis of available source literature on labour market and tourism economics. The research methods used in this paper include: critical analysis of the source literature and raw and secondary data analysis as well as the results of surveys conducted in the tourism sector in Poland in January 2022. The analysis and evaluation carried out in the article indicated that managing the labour market in the tourism sector during a pandemic requires integrated protective measures. The article indicates the actions taken by the government in Poland to support the labor market in the tourism sector and a model of instruments designed to reduce the risk of disturbances in the labor market during the COVID-19 pandemic has been developed. The results obtained may be used to formulate a long-term strategy for the EU labour market and programmes to counter the effects of the crisis. The issues as presented in the article concerning the selected conditions for the functioning the labour market in the era of the COVID-19 pandemic have not been studied in Polish and foreign literature.

Keywords:

labour market, tourism sector, financial instruments, non-financial instruments, COVID-19 pandemic

REASONS FOR THE EXCLUSION OF ENTREPRENEURS FROM PUBLIC PROCUREMENT PROCEDURES

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Abstract:

For smooth operation of their business, each entrepreneur needs to procure various goods, services or contract works. In the process of procurement, entrepreneurs from both the public and real sectors mostly use funds raised from citizens, which are for the most part budgetary funds as well. In order to prevent misuses in this area, public procurement procedures had to be regulated by numerous regulations. In relation to this, the Public Procurement Act, which is the fundamental law in the area of public procurement, among other things also regulates the criteria on the basis of which contracting authorities may reduce the number of entrepreneurs that may be potential bidders in public procurement procedures. The Act also regulates the situations where contracting authorities have the obligation or the possibility to exclude from an already established procedure those entrepreneurs whose behaviours were inappropriate/illegal in their previous operation or such behaviours were displayed by their responsible or authorised person. However, the Public Procurement Act could not foresee and regulate all situations that might occur in practice. This is why the purpose of this paper is to point to the reasons for the exclusion of entrepreneurs from public procurement procedures and relate them to the examples of how competent Croatian and European institutions act in appeal proceedings that have resulted from the exclusion of entrepreneurs from public procurement procedures. The aim of this paper is to contribute to creating a higher level of legal certainty for all the participants in public procurement in the application of reasons regulated by law for the exclusion of entrepreneurs from public procurement procedures. In this professional paper, the core methodological principle of comparison of theory and practice and the methods of description, classification and comparison will be applied.

Keywords:

exclusion, public procurement, procedures, practice

MANAGERIAL PERSONALITY TRAITS IN THE ORGANIZATION PROCESS

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Abstract:

Personality traits are the subject of many studies, the results of which yield useful conclusions that can help individuals and organizations understand their behavior, change counterproductive work behaviors, and compensate for potential deficiencies. The definition of personality has evolved throughout history, and many approaches and theories have emerged that explain personality. For the purposes of this work, a preliminary study was conducted with the aim of determining which personality traits are prominent in individual managers of the Anti-Terrorist Unit Lučko (ATJ Lučko), i.e. managers at the level of: specialist training instructor, platoon commander and specialist team leader. Primary data were collected using the BIG FIVE INVENTORY-BFI questionnaire of 44 questions that analyze the five dimensions of the Big Five model. Managers used the survey to assess the degree of agreement with each individual statement, for which a Likert scale of 1 to 5 was used, with 1 indicating "I do not agree at all" and 5 "I completely agree". According to the data obtained, the majority of managers within ATJ Lučko have a pronounced conscientiousness, which implies that the individual plans the execution of tasks in advance and is generally organized. Conscientious individuals are disciplined, attentive and reliable. Also, the results of the research showed that among the respondents, the lowest expressed personality trait is neuroticism, which refers to emotional stability. Concrete progress in practice can be achieved by introducing a psychologist for the purpose of assessing the personality of potential candidates during the selection process for admission to the unit, but also for assessing the readiness of employees to advance to managerial positions.

Keywords:

Big five model, personality traits, organization, management

RELIABILITY OF RENEWABLE POWER GENERATION ON THE EXAMPLE OF OFFSHORE WIND FARMS

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Abstract:

All countries in the world are investing in renewable energy sources. Wind farms are an important source of green energy. Wind energy from wind farms is an great source of energy, which does not generate pollution and contributes significantly to the reduction of CO2 in the atmosphere. In the paper, we presented how wind energy has developed in European countries between 2010 and 2020 years. Wind farm long-term operation is associated with activities described as processes. An important parameter describing that process is its reliability. In the paper using multi-state approach to system reliability analysis we analyse reliability of real wind farm located at North Sea. In its reliability analysis, three periods of "early", "random" and "wear-out" failures, are distinguished. Next the basic reliability indicators have been determined. The analysis shows that we can determine at what minimum number of working wind turbines we can providing adequate efficiency. It is crucial for the process of electricity production.

Keywords:

environment, reliability, renewable energy, wind energy, wind farm

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