



Univerza v Mariboru

31. mednarodna konferenca
o razvoju organizacijskih znanosti

31st International Conference
on Organizational Science Development

Fakulteta za organizacijske vede

21. - 23. marec 2012
Kongresni center Bernardin
Portorož, Slovenija

21 - 23 March 2012
Congress Centre Bernardin
Portorož, Slovenia

**KAKOVOST.
INOVATIVNOST.
PRIHODNOST.
QUALITY.
INNOVATION.
FUTURE.**

Program

31. mednarodne konference

Programme

of the 31st International Conference

Sekcije / Sessions

Bančništvo in financiranje / *Banking and Financing*

E-izobraževanje / *E-Learning*

Ekološki management / *Ecology Management*

Ekonomika in management / *Economics and Management*

Hrana in voda kot strateška vira / *Food and Water as Strategic Sources*

Informatika / *Informatics*

Kadrovski management / *Human Resource Management*

Kakovost v zdravstvu / *Quality in Healthcare*

Management kakovosti / *Quality Management*

Management poslovnih procesov / *Business Process Management*

Management projektov / *Project Management*

Management v izobraževanju / *Education Management*

Management v zdravstvu / *Healthcare Management*

Marketing / *Marketing*

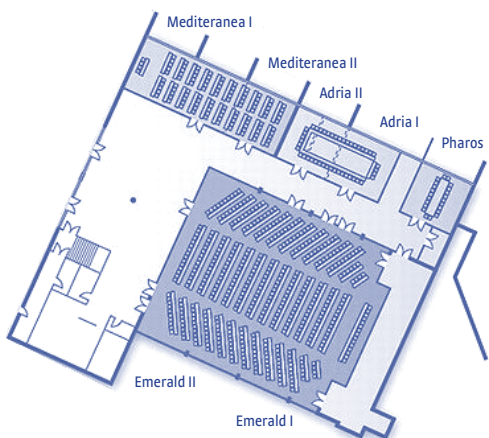
Organizacija / *Organization*

Organizacija in management / *Organization and Management*

Sekcija doktorskih študentov / *PhD Students' Session*

Turizem in marketing / *Tourism and Marketing*

Kongresni center Bernardin / Congress Centre Bernardin



Program konference / Conference Programme

Prihod in prijava udeležencev / Arrival and Registration

21.3. Sreda / *Wednesday*

od / *from* 8.00

22.3. Četrtek / *Thursday*

od / *from* 8.00

23.3. Petek / *Friday*

od / *from* 8.00

Program konference - SREDA, 21. 3. 2012

Časovni razpored / <i>Schedule:</i>	Adria I	Adria II	Emerald I	Emerald II	Mediterranea I	Mediterranea II	Pharos - Dvorana za komunikacijo / <i>Cyber Room</i>
8.00	Prihod in prijava udeležencev / <i>Arrival and Registration</i>						
9.00 – 12.30 (odmor / break 10.30 – 11.00)	Študentsko mednarodno tekmovanje v reševanju študije primerov / <i>International Student Case Study Competition</i> <i>Sponsored by: Innbox, Slovenia / ENG/</i>	Študentsko mednarodno tekmovanje v reševanju študije primerov / <i>International Student Case Study Competition</i> <i>Sponsored by: Innbox, Slovenia / ENG/</i>	Organizacija / <i>Organization</i> (vodi / <i>chair:</i> Jure Kovač) / <i>SLO/</i>	Kadrovski management / <i>Human Resource Management</i> (vodi / <i>chair:</i> Vesna Novak) / <i>SLO/</i>	Marketing / <i>Marketing</i> (vodi / <i>chair:</i> Goran Vukovič, Miha Marič) / <i>ENG/</i>	Študentsko mednarodno tekmovanje v reševanju študije primerov / <i>International Student Case Study Competition</i> <i>Sponsored by: Innbox, Slovenia / ENG/</i>	
12.30 – 14.00	Študentsko mednarodno tekmovanje v reševanju študije primerov / <i>International Student Case Study Competition</i> <i>Sponsored by: Innbox, Slovenia / ENG/</i>	Srečanje programskega odbora konference / <i>Meeting of the Programme Committee of the Conference</i> (vodi / <i>chair:</i> Marko Ferjan) 12.30 – 13.30			Okrogla miza / <i>Round Table:</i> (vodi / <i>chair:</i> Rok Pintar) / <i>ENG/</i>	Delavnica: Tri ključne skrivnosti motivacije v službi, športu, pri študiju, itd. (vodi: Aleksander Šinigoj) / <i>SLO/</i>	

14.00 – 16.00				<p>Študentsko mednarodno tekmovanje v reševanju študije primera / <i>International Student Case Study Competition</i> Sponsored by: Imibox, Slovenia</p>	<p>Otvoritev konference s plenarnim delom / <i>Opening of the Conference with Plenary Session</i> (vodi / chair: Marko Ferjan) /ENG/</p>			
16.00 – 16.30	Odmor / Break							
16.30 – 19.30 (odmor / break 18.00 – 18.30)	<p>Študentsko mednarodno tekmovanje v reševanju študije primera / <i>International Student Case Study Competition</i> /ENG/</p>	<p>E - izobraževanje / <i>E - Learning</i> (vodi / chair: Brane Šmitek) /SLO/</p>	<p>Informatika / <i>Informatics</i> (vodi / chair: Robert Leskovar) /ENG/</p>	<p>Ekološki management / <i>Ecology Management</i> (vodi / chair: Matjaž Maletič) /ENG/</p>	<p>Management v zdravstvu / <i>Healthcare Management</i> (vodi / chair: Vladislav Rajkovič) /SLO/</p>			
20.00	od 20.00 dalje Družabni dogodek / <i>Social Event: Restavracija Sunset / Restaurant Sunset</i>							

Študentsko mednarodno tekmovanje v reševanju študije primera / *International Student Case Study Competition (ENG)*

dvorana / <i>hall</i> : ADRIA I	9.00 – 19.00
ADRIA II	9.00 – 12.30, 14.00 – 16.00
MEDITERANEA II	9.00 – 11.00

Pokrovitelj / *Sponsored by*:



Mnogi študenti v času svojega študija pridobijo širši vpogled v področje uporabnega znanja in sodelujejo pri iskanju novih rešitev, ki jih zahtevajo sodobni izzivi domačega in tujega okolja.

Letošnje 2. mednarodno tekmovanje v reševanju študije primera je priložnost, ko lahko študenti svoje pridobljeno znanje preizkusijo na praktičnih primerih, kjer bodo svojo ustvarjalnost soočile različne skupine študentov, tako domačih kot tujih fakultet.

Koncept študije primera predstavlja metodološko in pedagoško naravnani izziv, katerega cilj je integracija različnih teoretičnih konceptov in situacij iz realnega poslovnega okolja. Iz tega razloga sama metodologija študije primere omogoča udeležencem podroben vpogled v konkreten poslovno naravnani problem proučevane organizacije / podjetja. Skozi raznoliko diskusijo kot metodo aktivnega učenja se spodbuja osvajanje in razvoj potrebnega kritičnega oz. ustvarjalnega razmišljanja, potrebnega na področju managementa. Člani najbolj uspešne skupine bodo s strani pokrovitelja tekmovanja v študiji primera: podjetja Innbox prejeli praktične nagrade.

During their study many students obtain a wider insight into the applicable knowledge and participate in finding new solutions to modern challenges from domestic and foreign environment.

This year's second international case study competition is an opportunity, where different groups of students from domestic as well as foreign faculties come to compete face to face.

The concept of case study is a methodological and pedagogic-oriented challenge, aimed at integration of different theoretical concepts and situations from the real business environment. For this reason alone the case study methodology allows participants, to work out a detailed insight into the practical business-oriented problem of the studied organization or company. Through diverse discussions as a method of active learning we encourage the adoption and development of critical and creative thinking that is necessary in the field of management. Members of the winning team will receive practical prizes from our sponsor Inbox.

Organizacija / Organization (SLO)

dvorana / hall: EMERALD I

vodi / chair: Jure Kovač

9.00 – 12.30 (odmor / break: 10.30 – 11.00)

Družbena odgovornost - vrednota sodobnega managerja /
Social Responsibility - Values of a Modern Manager

Maja Pungeršek, Maja Meško

Ali se poslovna etika splača? / *Does Business Ethics Pay?*

Amela Mešič, Matjaž Žigon

Razumevanje organizacije na prehodu iz biosfere v noosfero in zavestno evolucijo / *Understanding of Organization in Biosphere - Noosphere Transition and Conscious Evolution*

Jožef Ovsenik

Ustvarjalno sodelovanje - edina pot iz krize / *Creative Collaboration - the Only Way Out of the Crisis*

Janez Mayer

Kakovost in optimiziranje stroškov v javnem sektorju /
Quality and Optimization Costs in the Public Sector

Janez Zeni

Problematika preoblikovanja stroškov v sredstva oziroma odhodke / *Transformation of Costs to Assets of Expences*

Franko Milost

Vpliv gospodarske krize na transport / *Impact of Economic Crisis on Transport*

Polona Ramšak, Davorin Kofjač, Martin Ivan Lipičnik

Življenjsko zavarovanje za vsako odraslo osebo / *Life Insurance for a Every Adult*

Alojz Klaneček

Vpliv sodelovanja v mednarodnih tekmovanjih na organizacijsko strukturo neprofitnih športnih organizacij: primer slovenskih košarkaških klubov / *Impact of Participation in International Competition on Organizational Structure in Non - Profit Sport Organizations: The Case of Slovenian Basketball Clubs*

Igor Ivašković, Kaja Brankov

Kadrovski management / Human Resource Management

(SLO)

dvorana / hall: EMERALD II

vodi / chair: Vesna Novak

9.00 – 12.30 (odmor / break: 10.30 – 11.00)

Vpliv novih tehnologij na zaposlovanje / *The Impact of
New Technologies on Employment of Personnel*

Vesna Novak, Polona Šprajc

Teledelo, oblika dela prihodnosti? / *Teleworking, Form of
the Work in the Future?*

Drago Mežnar

Problematika zaposlovanja starejših / *The Problem of
Employment of Older People*

Vesna Novak

Položaj žensk v procesu zaposlovanja / *The Status of Women
in the Recruitment Process*

Eva Mlakar, Gozdana Miglič

Raziskava o izrabi delovnega časa kot kakovostnem
dejavniku izboljšanja delovnih procesov / *The Research
About the Use of Working Time as a Quality Improving
Factor of the Working Processes*

Gozdana Miglič,

Aleš Ušaj, Alenka Temeljotov Salaj

Razvoj kadrov v zdravstvenem domu Ljubljana / *Human
Resource Development in the Community Health Centre
Ljubljana*

Andrea Backović Juričan, Eva Jereb

Dejavniki managementa znanja in vpliv fluktuacije na
dejavnost in učinkovitost tehnoloških parkov /
*The Impact of Movement in Knowledge Management
Turnover in Organizations and Effectiveness of the Technology
Parks*

Vasja Roblek, Zlatka Meško Štok

Viri poslovne pogodbe / *Sources of Business Contracts*

Mirko Macher

Marketing / Marketing (ENG)

dvorana / hall: MEDITERANEA I

vodi / chair: Goran Vukovič, Miha Marič
9.00 – 12.30 (odmor / break: 10.30 – 11.00)

The Applicability of »7P« Marketing Mix

Daša Potočnik, Rok Pintar

Gaining Competitive Advantage by managing Customer Facing Processes

Ivan Tomašević, Dragan Vasiljević

Personal Values Influence on the Environmentally Friendly Behaviour of Consumers

Dina Lončarić,
Ivana Tonković Pražić, Jasmina Dlačić

Intellectual Capital as an Element of Internal Marketing in Serbian Companies

Maja Djurica, Miroljub Albijanic,
Jovanka Vukmirovic, Nina Djurica

Value Analysis Application for Image and Design of Brand Name Alveus

Katarina Kotnik Urbiha, Franc Čuš

Nautical Port Management in Conditions of Globalisation - Croatian Experiences

Mirjana Kovačić, Srečko Favro,
Romana Franjić

Organisational Culture in Marketing

Siniša Rudelj, Katja Rudelj

Srečanje programskega odbora konference / Meeting of the Programme Committee of the Conference

dvorana / hall: ADRIA II

vodi / chair: Marko Ferjan
12.30 – 13.30

Okrogla miza: Znanje za uspeh Študentske aktivnosti: predstavitev dobrih praks / Round Table: Knowledge for Success

Student Activities: Presenting Good Practices (ENG)

dvorana / hall: MEDITERANEA I

vodi / chair: Rok Pintar
12.30 – 14.00

V času študija se študenti posvečajo tudi obštudijskim dejavnostim. Kljub temu, da ima študij že sam po sebi izjemen pomen za razvoj posameznika, pa ne smemo zanemariti tudi pozitivnega razvoja posameznika skozi obštudijske dejavnosti. Študenti lahko na ta način pridobijo dragocene izkušnje in praktična znanja z udeležbo ter pomočjo pri organizaciji seminarjev, konferenc, mednarodnih izmenjav, poletnih šol, projektov, itd. Sodelovanje na mednarodnih konferencah in strokovnih srečanjih je tudi vidik učenja oziroma širjenja znanja, ki se ga skozi študij le delno da pridobiti. Vključenost v razne študentske organizacije pripomore k širšem razmišljanju študentov in njihovi osebni rasti. Vključevanje študentov v mednarodno sodelovanje in študentske izmenjave s tujimi fakultetami pa še naknadno pripomorejo k izpopolnjevanju študenta in izboljšajo možnost za zaposljivost le-tega, katero fakultete vedno bolj spodbujajo tudi s kariernimi centri.

During their study many students obtain a wider insight into the applicable knowledge and participate in finding new solutions to modern challenges from domestic and foreign environment. This year's second international case study competition is an opportunity, where different groups of students from domestic as well as foreign faculties come to compete face to face. The concept of case study is a methodological and pedagogic-oriented challenge, aimed at integration of different theoretical concepts and situations from the real business environment. For this reason alone the case study methodology allows participants, to work out a detailed insight into the practical business-oriented problem of the studied organization or company. Through diverse discussions as a method of active learning we encourage the adoption and development of critical and creative thinking that is necessary in the field of management. Members of the winning team will receive practical prizes from our sponsor Inbox.

Delavnica:

3 ključne skrivnosti motivacije v službi, športu, pri študiju, itd.

(SLO)

dvorana / *hall*: MEDITERANEA II

vodi / *chair*: Aleksander Šinigoj
12.30 – 14.00

Kako to, da so eni ljudje tako motivirani za svoje delo in kako to, da drugi niso? Kaj lahko sami naredimo, da bomo izčrpali več našega potenciala? Kako lahko vplivamo na okolje in sodelavce, da bodo bolj motivirani? Kakšne so praktične tehnike, ki jih priporočajo nekateri najbolj uspešni ljudje vseh časov?

**Otvoritev konference
in plenarni del /
Opening of the Conference
and Plenary Session (ENG)**

dvorana / *hall*: EMERALD

vodi / *chair*: Marko Ferjan
14.00 – 16.00

Otvoritev konference / *Opening of the conference*

Plenarno zasedanje / *Plenary Session:*

*Academic Mobility as a Key Factor of Quality Assurance in
Tertiary Education*

Anna Voroshilova

*Human Resources in ICT – What are Perspectives and How
to Measure It?*

Petr Doucek, Lea Nedomová

E – izobraževanje / E – Learning (SLO)

dvorana / hall: ADRIA II

vodi / chair: Brane Šmitek

16.30 – 19.30 (odmor / break: 18.00 – 18.30)

IKT kot podpora pri komuniciranju in administraciji v šoli / *ICT Support in Communication and School Administration*

Tatjana Šček Prebil

Spodbujanje samozaposlovanja s pomočjo e-učnih podjetij – primer Slovenije in Hrvaške / *Self – Employment with E - Learning based Practise Firms – the Case of Slovenia and Croatia*

Tanja Arh, Marko Šetinc

Razvoj WebLab E-platforme študija na daljavo za inženirsko in ekonomsko izobraževanje / *The Developed Distance Education WebLab E-Platform for Engineering and Business Education*

Franc Čuš, Valentina Gečevska,
Franco Lombardi

Proces izdelave elektronskega gradiva za potrebe usposabljanja bombnih operaterjev / *The Development Process of E-Learning Materials for Bomb Operators Training*

Branislav Šmitek, Matevž Gladek, Marko Urh

Predmet poslovno sporazumevanje v slovenskem jeziku v višješolskem študijskem programu Poslovni sekretar – med ustaljenostjo besedilnih vrst in inovativnostjo zapisa / *Business Communication Course in Slovene Language within the Executive Secretary Short-Cycle Higher Education Programme – Between the Traditional Use of Text Types and the Innovativeness of a Written Word*

Lidija Grmek Zupanc

Prostočasna dejavnost nemščina in projektno delo – izdelava kratkega animiranega filma / *Organized Free Time Activity German Language in Boarding School and Project Work - Creating a Short Animated Film*

Barbara Štingl

Informatika / Informatics (ENG)

dvorana / hall: EMERALD

vodi / chair: Robert Leskovar

16.30 – 19.30 (odmor / break: 18.00 – 18.30)

*Business Model Elements, Impacting Cloud Computing
Adoption – Research Framework*

Kristina Bogataj, Andreja Pucihar,
František Sudzina

*How the Communication of IS with Users through Output
Reports Could Be Improved*

Jindrich Kaluža

Why do People Stop playing On -Line Games?

František Sudzina, Liana Razmerita

Information Systems in Education

Dejan Sredojevič, Željko Marčičević,
Boban Vesin

*Involving Users in the Process of Co-Creation in the Approach
of Living Labs*

Ana Malešič, Andreja Pucihar,
Mirjana Kljajić Borštnar

*Decision Model for Selecting the Document Management
System*

Gorazd Šter, Vladislav Rajkovič

Ekološki management / Ecology Management (ENG)

dvorana / hall: MEDITERANEA I

vodi / chair: Matjaž Maletič

16.30 – 19.30 (odmor / break: 18.00 – 18.30)

*Towards Sustainable Organization: Measuring
Environmental Performance Indicators*

Marko Čirović, Nataša Petrović,
Dragoslav Slović

Financing Environmental Projects

Snezana Knežević, Iva Joksimović,
Marijan Bilić

*System POTKO – a Successful Example of Informational
Technology Use in Waste Management*

Aleš Gabršček, Drago Vuk,
Marjan Senegačnik

*Development of a Decision Support System for Air Pollution
Accidents Management using Simulation Models*

Radovan Stojanović, Andrej Škraba,
Simon Berkowicz, Raffaele de Amicis,
Doron Elhanani, Giuseppe Conti,
Davorin Kofjač, Marko Dragović,
Gojko Nikolić, Nedjeljko Lekić,
Marjan Senegačnik, Bojan Vavtar

*Decision Support System in the Selection Process for Odor
Treatment in the Waste Air*

Marko Šetinc

Landfill Gas as Additional Value to Waste Management

Tomaž Levstek

*Good Practices in Higher Education for Sustainable
Development*

Nataša Petrović, Drago Vuk,
Mirjana Drakulić, Marjan Senegačnik,
Ratimir Drakulić, Marko Čirović

Management v zdravstvu / Healthcare Management (SLO)

dvorana / hall: MEDITERANEA II

vodi / chair: Vladislav Rajkovič

16.30 – 19.30 (odmor / break: 18.00 – 18.30)

Družbena odgovornost v zdravstveni dejavnosti / *Social Responsibility in the Health Activity*

Tatjana Mlakar

Odnos do sprememb in kakovosti v zdravstvu / *Attitude to Change and Quality in Health Care*

Branko Lobnikar, Hilda Maze

Klinične poti: kakovost in inovativnost / *Clinical Trails: Quality and Innovation*

Jožica Rešetič

Pomen Oskrbovalnih služb Univerzitetnega kliničnega centra Ljubljana in njihov prispevek h kakovostni zdravstveni negi in oskrbi / *The Role of the Ancillary Services in the University Medical Centre Ljubljana and its Contribution to Quality Patient Care*

Danijela Kralj

Proces zdravstvene obravnave z vidika teorije transakcijskih stroškov / *Process of Health Treatment from Point of View of Theory of Transaction cost*

Hilda Maze

Prepoved oglaševanja zobozdravstvene dejavnosti in njenih izvajalcev z vidika zobozdravnikov / *Ban on Advertising Dental Services and Its Providers from the Dentists' Point of View*

Elena Marulc, Gabrijel Devetak

Varnost nanomaterialov v zdravstvu / *Safety of Nanomaterials in Medicine*

Anka Mohorič Kenda, Drago Vuk

Družabni dogodek / Social Event

Restavracija / *Restaurant*: SUNSET

20.00



Program konference - ČETRTEK, 22. 3. 2012

Časovni razpored/ <i>Schedule:</i>	Adria I	Adria II	Emerald I	Emerald II	Mediterranea I	Mediterranea II	Pharos - Dvorana za komunikacijo <i>/ Cyber Room</i>
8.00	Prihod in prijava udeležencev / <i>Arrival and Registration</i>						
9.00 – 12.15 (odmor / <i>break</i> 10.30 – 11.00)	Management v zdravstvu / <i>Healthcare</i> <i>Management</i> (vodi / <i>chair: Uroš Rajkovič</i>) <i>/SLO/</i>	Informatika <i>/ Informatics</i> (vodi / <i>chair:</i> Borut Werbet) <i>/SLO/</i>	Organizacija in <i>Organization</i> <i>and</i> <i>Management</i> (vodi / <i>chair:</i> Vlado Dimovski, Miha Marič) <i>/ENG/</i>	Management kakovosti <i>/ Quality</i> <i>Management</i> (vodi / <i>chair:</i> Boštjan Gomišček, Borut Rusjan) <i>/ENG/</i>	Študentsko mednarodno tekmovanje v reševanju študije primera: Predstavitve študij primera <i>/ENG/</i>	Management v izobraževanju <i>/ Education</i> <i>Management</i> (vodi / <i>chair:</i> Marko Urh) <i>/SLO/</i>	
12.15 – 12.30	Odmor / <i>Break</i>						
12.30 – 14.00			Plenarni del <i>/ Plenary</i> <i>Session</i> (vodi / <i>chair: Boštjan</i> Gomišček <i>/ENG/</i>		<i>International Case</i> <i>Study Competitions:</i> <i>Presentations /ENG/</i>		

Odmor / Break	
14.00 – 14.15	
14.15 – 15.45	<p><i>Workshop:</i> <i>The Ancient Secret How to Program the Unconscious Mind</i> (chair: Aleksander Šinigoj) /ENG/</p> <p>Pokrovitelj: Innbox, Iskratel d.d. / Sponsored by: Innbox, Iskratel d.d.</p> <p>Okrogla miza / Round Table Sponsored by: Goodyear Dunlop Sava Tires /SLO/</p>
15.45 – 16.00	Odmor / Break
16.00 – 19.30 (odmor / break 17.30 – 18.00)	<p>Management poslovnih procesov / Business Process Management (vodi / chair: Matjaž Roblek) /SLO/</p> <p>Management v izobraževanju / Education Management (vodi / chair: Eva Jereb) /ENG/</p> <p>Management projektov / Project Management (vodi / chair: Tomaž Kern) /SLO/</p> <p>Turizem in marketing / Tourism and Marketing (vodi / chair: Goran Vukovič, Gozdana Miglič) /SLO/</p> <p>Kakovost v zdravstvu / Quality in Healthcare (vodi / chair: Boštjan Gomišček, Bojana Beović) /SLO/</p> <p>Ekonomika in management / Economics and Management (vodi / chair: Aleš Novak) /ENG/</p>
20.30	Slovesna večerja / Gala Dinner

Management v zdravstvu / Healthcare Management (SLO)

dvorana / hall: ADRIA I

vodi / chair: Uroš Rajkovič

9.00 – 12.15 (odmor / break: 10.30 – 11.00)

Zahtevani podatki za medicinske in kozmetične naprave
v povezavi s standardi / *Required Data for Medical and
Cosmetic Devices and Their Relation to Standards*

Blanka Hercog

Zadovoljstvo pacientov z zdravstveno nego kot indika-
tor kakovostne zdravstvene obravnave v Ambulanti nujne
medicinske pomoči / *Patient Satisfaction with Nursing Care
as an Indicator of Quality Medical Treatment at an Emergency
Department of Primary Medical Care*

Zvonka Fekonja, Aleksander Jus

Izboljševanje kakovosti in varnosti pacientov skozi analizo
neželenih dogodkov / *Quality Improvement and Patient
Safety through the Analysis of Adverse Events*

Suzana Labaš

Analiza neželenih dogodkov – incidentov, z uporabo spiral-
nega modela, pri zaposlenih v UKC Ljubljana / *Analyzing
Adverse Events the Spiral Model among Employees at the
University Medical Centre Ljubljana*

Nevenka Šestan, Zvone Balantič

Dejavniki tveganj v zdravstveni negi /
Risk Factors in Nursing

Vesna Prijatelj, Vladislav Rajkovič,
Olga Šušteršič, Uroš Rajkovič

Uporaba m - vodnika temeljnih postopkov oživljanja na
mobilnem telefonu pri nudenju prve pomoči / *Use of
E - Guide of Basic Resuscitation Procedure on Mobile Phone
Offering First Aid*

Zvone Balantič, Sandra Bajde

E-izobraževanje svojcev bolnika po možganski kapi /
E - Education for Family Members of Brain Stroke Patients

Helena Jelen Zorenč, Zvone Balantič

Informatika / Informatics (SLO)

dvorana / hall: ADRIA II

vodi / chair: Borut Werber

9.00 – 12.15 (odmor / break: 10.30 – 11.00)

Možnosti storitev računalništva v oblakih v mikro podjetjih / *Possibilities of Cloud Computing Services in Micro Enterprises*

Borut Werber, Anja Žnidaršič

Razvoj prototipne rešitve za spremljanje znanstvene aktivnosti zaposlenih / *Science Activity Monitoring Prototype Solution Development*

Matevž Oman,
Mirjana Kljajić Borštnar

Razvoj spletne strani Pandurtheaters / *Developing a Website for "Pandurtheaters"*

Davor Dragić, Matevž Oman

Revizija uporabniških dostopov in konfliktov na področju razmejitve dolžnosti v sistemu Navision / *Audit of User Accesses and Segregation of Duties in Navision System*

Patrik Godec

Sistematični pristop pri zagotavljanju informacijske varnosti v državni upravi / *A Systemic Approach to Information Security in Public Administration*

Samo Tomažič, Alenka Brezavšček

Izbira načina prenove informacijskega sistema v Elektro distribucijskem sistemu Slovenije / *The Methods of Selection Reengineering Information System in Electric Distribution System of Slovenia*

Dominik Ovniček

Platforma za sodelovanje v bodočem internetu / *Future Internet Collaboration Platform*

Matija Pipan, Tomaž Klobučar,
Dušan Gabrijelčič

Organizacija in management / Organization and Management

(ENG)

dvorana / hall: EMERALD I

vodi / chair: Vlado Dimovski, Miha Marič
9.00 – 12.15 (odmor / break: 10.30 – 11.00)

Sustainability in Leadership Development

Vlado Dimovski, Sandra Penger,
Karla Oblak, Miha Uhan, Miha Marič,
Matej Janežič, Judita Peterlin

Sun Tzu's "The Art of War" and Leadership

Vlado Dimovski, Marko Ferjan,
Miha Marič, Miha Uhan,
Matej Černe, Judita Peterlin

Material Culture: An Underestimated Concept for the Future Development of Companies

Jürgen Mühlbacher, Irene Mühlbacher

Interrelationships of Changes in Organizational Structure and Technology

Ivan Todorović, Mladen Čudanov,
Stefan Komazec

Personnel Selection

Ljubiša Stojmirović, Stojan Stojmirović,
Aleksandra Stojković

Learning Organizations and Venture Capital Investment

Matej Janežič, Vlado Dimovski,
Miha Marič, Ivana Uršič

Implementation of Public - Private Partnership Concept in Infrastructure Financing in Serbia

Nevenka Žarkić Joksimović, Slađana Benković

Quality & Innovation: a Virtuous Co - Opetition

Stefano Setti

Management of Technological Development

Jovana Kojić, Milica Jovanović,
Jasna Petković, Maja Levi-Jakšić

Management kakovosti / Quality Management (ENG)

dvorana / hall: EMERALD II

vodi / chair: Boštjan Gomišček, Boris Rusjan
9.00 – 12.15 (odmor / break: 10.30 – 11.00)

*Limitations of ISO 9001:2000/2008 in Service Industries –
Theoretical Discussion*

Borut Rusjan

*With Combination of Approaches and Quality Management
Tools to Excellence - An Example of the Company TPV dd
from Novo Mesto*

Tone Petrič

*Upgrading of Quality Management System ISO 9001:2008
Requirements for Performing Live Work*

Viktor Lovrenčić, Vesna Oman

*The Development of a Sustainability Performance
Measurement Framework using Exploratory Factor Analysis*

Matjaž Maletič, Damjan Maletič, Boštjan Gomišček

*Is BSC an Appropriate Management Tool for Guiding
Organizations Out of a Crisis? The Case of Hit d.d.*

Nenad Savič, Drago Podobnik

*Do Internal Audits of Management Systems Meet Their
Purpose?*

Milena Alič

Quality of the Communication in the Organization

Aleša Svetič

*Sustainability Reporting - The Challenge for the International
Standardization*

Peter Kunc

Študentsko mednarodno tekmovanje v reševanju študije primera / *International Student Case Study Competition (ENG)*

dvorana / *hall*: MEDITERANEA I

10.00 – 15.00

Predstavitev končnih rešitev skupin študentov v študiji
primera. / *Presentations of Case Study Solutions.*

Pokrovitelj / *Sponsored by:*



Management v izobraževanju / Education Management (SLO)

dvorana / hall: MEDITERANEA II

vodi / chair: Marko Urh

9.00 – 12.15 (odmor / break: 10.30 – 11.00)

Nekaj temeljnih načel za doseganje kakovosti izobraževanja in raziskovanja Univerze v Mariboru / *Some Basic Principles to achieve Quality Education and Research at the University of Maribor*

Čuš Franc

Prepoznavanje učnih priložnosti / *Identifying Learning Opportunities*

Jožica Slana

Učne navade študentov Fakultete za organizacijske vede Univerze v Mariboru / *Learning Habits of Students at Faculty of Organizational Sciences of University of Maribor*

Eva Jereb, Marko Urh

Univerzitetni inkubator na Fakulteti za organizacijske vede / *University Incubator at the Faculty of Organizational Sciences*

Tamara Gerdej, Katjuša Piber, Rok Pintar

Generične in poklicno specifične kompetence višješolskih predavateljev / *Generic and Career - specific Competencies at Higher Education Programs Lecturers*

Iris Fink Grubačević, Darko Števančec

Vpliv hrupnega okolja na kakovost izvedbe študentskih obveznosti / *The Impact of Environmental Noise on Quality of Student Performance Obligations*

Zvone Balantič, Katjuša Piber

Pomen multidisciplinarnih izobraževalnih ekskurzij za učenje naravoslovja v osnovnošolskem izobraževanju / *The Meaning of Multidisciplinary Educational Excursions for Teaching Natural Science in Primary Schools*

Polonca Petrica Ponikvar

Vpliv izvajanja pouka zunaj šole na učenje tujih jezikov v osnovnošolskem izobraževanju / *The Influence of Classes beyond the School Walls for Teaching Foreign Languages in Primary Schools*

Mojca Jamnik

Plenarno zasedanje / Plenary Session (ENG)

dvorana / hall: EMERALD I

vodi / chair: Boštjan Gomišček
12.30 – 14.00

Building TQM & Excellence - Does It Pay?

Jens Jörn Dahlgaard

Management Innovation - West to East, and East to West

Su Mi Dahlgaard Park

*Maintaining Asset Quality Cost-Effectively: A Future Business
Challenge*

Basim Al-Najjar

Okrogla miza / Round Table: Problematika ločevanja odpadkov: primeri dobrih praks (SLO)

dvorana / hall: EMERALD II

vodi / chair: Ana Verčko Grilec
14.15 – 15.45

UM Fakulteta za organizacijske vede je partner v kampanji Pozor(!)ni za okolje, ki je bila zasnovana s strani podjetja Goodyear Dunlop Sava Tires z namenom opozarjati širšo skupnost na nepravilnosti pri našem vsakdanjem odnosu do okolja. Kampanja osvešča posameznike o pravilnem ravnanju z okoljem ter jih spodbuja k razmisleku, kaj lahko za okolje ter lastno varnost naredijo sami. Na okrogli mizi se bodo vabljeni gostje dotaknili problematike ločevanja odpadkov v Sloveniji ter pregledali primere dobrih praks iz različnih koncev Slovenije. Predstavljena bo tudi kampanja Pozor(!)ni za okolje, kot primer dobre prakse osveščanja mladih Gorenjcev.

Pokrovitelj okrogle mize / *Sponsored by:*

GOODYEAR DUNLOP
SAVA TIRES



Workshop:
**The Ancient Secret How to Program
the Unconscious Mind (ENG)**

dvorana / hall: MEDITERANEA II

vodi / chair: Aleksander Šinigoj
14.15 – 15.45

How can you program your unconscious mind? What is the ancient secret to program your unconscious mind? How can you use your mind to achieve more? How can you use more than 5% of your potential? Discover the greatest and simplest secret how to program your unconscious mind!

Management poslovnih procesov / Business Process Management

(SLO)

dvorana / hall: ADRIA I

vodi / chair: Matjaž Roblek

16.00 – 19.30 (odmor / break: 17.30 – 18.00)

Učinkovitost poslovnih procesov z vidika njihove
strukture / *Business Process Efficiency from Process
Structure Point of View*

Benjamin Urh, Tomaž Kern

Upravljanje poslovnih procesov z eTom procesnim ogrodjem
/ *Business Process Management with eTom Process Framework*

Tilen Medeot, Marino Medeot

Usmerjena uporaba informacijske tehnologije: neizkoriščeno
orodje managementa / *Oriented Use of Information
Technology: An Unused Instrument of the Management*

Mitja Cerovšek

Uporaba lokacijskih storitev z mobilno napravo v
poslovnem procesu spremljanja službene poti / *Using
Location-Based Services with a Mobile Device in the Business
Process of a Business Trip*

Marko Justinek, Robert Leskovar

Zdravstvo in poslovni procesi / *Healthcare and Business
Processes*

Živa Rant

Z razvrščanjem proizvodov do boljšega upravljanja
oskrbovalne verige / *With Material Classification to Better
Supply Chain Management*

Mitja Tizaj

Vzratni inženiring ETO proizvodnje s pomočjo znanja /
ETO Production Knowledge Based Reverse Engineering

Matjaž Roblek, Maja Zajec

*Examining the Role of Quality Management Activities in
Maintenance Processes using Principal Component Analysis*

Damjan Maletič , Matjaž Maletič, Boštjan Gomišček

*Vzdrževanje z Inteligentimi diagnostičnimi sistemi /
Maintenance with Intelligent Diagnostic System*

Jože Vižintin

Management v izobraževanju / Education Management (ENG)

dvorana / hall: ADRIA II

vodi / chair: Eva Jereb

16.00 – 19.30 (odmor / break: 17.30 – 18.00)

The Future of Business Schools in Globalized Environment

Ivija Jelavić, Dina Vasić, Edda Apfenthaler

Managing University Impacts on the Economy

Maja Levi Jakšić, Sanja Marinković,
Jasna Petković, Jovana Kojić

Fundraising Strategies for Higher Education Institutions

Financing with a Special Reference to United States Models

Dina Vasić, Ivija Jelavić, Dario Silić

*Economic Aspects of Tertiary Education: Deliberations Based on
Current Developments in the USA and Germany*

Bjoern Paape, Iwona Kiereta, Anke Schnatz

*Fundraising as a Means of Financing Private Higher
Education Institutions in Croatia, with Special Reference to
Comparison with the United States of America*

Dina Vasić, Martina Josipović

*Accounting Framework for Fundraising as a Source of
Financing for High Educational Institutions – Differences
Between Croatia and United States of America*

Martina Josipović, Vasić Dina

Social Inequality in American and German Tertiary Education

Bjoern Paape, Iwona Kiereta, Anke Schnatz

Use of E-Learning in Corporate Environments

Miodrag Ivkovic, Dusanka Milanov, Vesna Jevtic

Management projektov / Project Management (SLO)

dvorana / hall: EMERALD I

vodi / chair: Tomaž Kern

16.00 – 19.30 (odmor / break: 17.30 – 18.00)

Model kompetenc projektno usmerjenih produktnih vodij
in njegov vpliv na učečo se organizacijo / *Project Oriented
Product Managers Competency Model and Its Implications
for the Knowledge - Based Organization*

Peter Meža, Andrej Kohont

Agilno vodenje programov in portfeljev projektov / *Agile
Program and Portfolio Management*

Maja Ferle

Znanje o managementu časa izvedbe projektov /
Project Time Management Knowledge

Dejan Žohar

Prenos znanja v gospodarstvo, primer projekta SOS /
*Academia - Economy Knowledge Transfer; Project SOS Case
Study*

Aleš Lipnik, Maja Cergol Lipnik

Inovacijski proces glede na kakovost proizvoda in
nastalih stroškov / *Innovation Process in Relation to Product
Quality and Costs*

Mežnar Dušan

Turizem in marketing / Tourism and Marketing (SLO)

dvorana / hall: EMERALD II

vodi / chair: Goran Vukovič, Gozdana Miglič
16.00 – 19.30 (odmor / break: 17.30 – 18.00)

Konkurenčnost slovenskega turizma z vidika trajnosti po metodologiji WEF / *Competitiveness of Slovenian Tourism in Terms of Sustainability using WEF Methodology*

Tanja Švigelj

Turizem v zidanicah na Dolenjskem / *Tourism in the Vineyard Cottages at Dolenjska*

Jožko Gregorčič, Klemen Methans

Problematika ločevanja odpadkov na turističnih destinacijah / *The Problem of Separating Waste at Tourist Destinations*

Sabina Šegula

Strategije za doseganje konkurenčne prednosti slovenske oblačilne industrije / *Strategies for Achieving Competitive Advantage in the Slovenian Clothing Industry*

Beno Klemenčič

Marketinško informacijski sistem v oblačilni industriji mladih / *Marketing Information System in the Clothing Industry of Young People*

Beno Klemenčič

Povečanje učinkovitosti in uspešnosti poslovanja v malem podjetništvu s pomočjo spletnega oglaševanja / *Increasing the Efficiency and Performance in Small Businesses through Online Advertising*

Vida Kampuš Trop, Kristjan Zagoričnik

Kakovost v zdravstvu / Quality in Healthcare (SLO)

dvorana / hall: MEDITERANEA I

vodi / chair: Boštjan Gomišček, Bojana Beović
16.00 – 19.30 (odmor / break: 17.30 – 18.00)

Zdravje (zdravstvenih) organizacij in sistemov / *Health of (Health) Organizations and Systems*

Marko Kiauta

Javno - zasebno partnerstvo v slovenskem zdravstvu /
Public -Private Partnership in Slovenian Health Care

Boštjan Kušar, Samo Fakin,
Dragica Maja Smrke

Metode za izboljševanje kakovosti v bolnišnicah / *Methods for Quality Improvement in Hospitals*

Miran Rems

Ocena primernosti uvedbe AHRQ bolnišničnih kazalnikov kakovosti v Univerzitetni klinični center Ljubljana /
Assesing the Suitability of AKRQ Inpatient Quality Indicators into the University Medical Centre Ljubljana

Bojana Beović, Špela Štritof,
Boštjan Gomišček

Zagotavljanje kakovostnih podatkov o CT in MR preiskavah / *Assuring Quality Data for CT and MRI Investigations*

Darja Jereb, Marija Peterlin

Uvajanje elektronske bele table na urgentnem oddelku bolnišnice / *Implementation of the Electronic White Board at Emergency Department*

Stanko Grabljevec, Hugon Možina,
Marija Brvar, Zlatko Fras,
Andrej Škraba, Majda Cotič

Kakovost storitev zdravstvene nege in oskrbe v domovih starejših občanov / *Service Quality of Care and Medical Care in Homes for Elderly People*

Marta Kavšek

Ekonomika in management / Economics and Management (ENG)

dvorana / hall: MEDITERANEA II

vodi / chair: Aleš Novak

16.00 – 19.30 (odmor / break: 17.30 – 18.00)

Relationship between Technological Progress and Economic Growth; Historical Overview

Daniel Tomić

The Importance of Innovation for Improving Competitive Advantage of the Economy in the Global Environment

Radovan Tomić, Dragica Tomić,
Gordana Tomić, Denis Bugar

*Statistical Methods and Study of Consumer Behavior:
Example of Economics of Entrepreneurship Professional Study*

Kristina Devčić, Ivana Tonković Pražić

Analysis of the Balance Sheet Categories' Flows

Alfio Barbieri, Ticijan Peruško, Ksenija Černe

The Impact of Ownership Structure on the Corporate Performance of Croatian Companies

Dean Učkar

Qualitative Characteristics of Useful Financial Information in Conceptual Framework

Aleš Novak

The Process of Internal Auditing as a Management's Consultative Function in the Public Sector

Elio Štifanić

Information Systems for Planning of Company's Business and Financing

Miloš Milosavljević, Veljko Dmitrović,
Marko Jovanović, Nataša Petrović,
Dragan Bjelica

Slovesna večerja / Gala Dinner

Dvorana / *ball*: EMERALD

20.30

Posebna gostja / *Special Guest*: Manca Špik



Program konference - PETEK, 23. 3. 2012

Časovni razpored/ <i>Schedule:</i>	Adria I	Adria II	Emerald I	Emerald II	Mediterranea I	Mediterranea II	Pharos - Dvorana za komunikacijo / <i>Cyber Room</i>
9.00 – 10.30				Plenarni del / <i>Plenary Session</i> (vodi / <i>chair:</i> Mirjana Kljajić Borštnar / <i>ENG/</i>)			
10.30 – 10.45				Odmor / <i>Break</i>			
10.45 – 14.00 (odmor / <i>break:</i> 12.00 – 12.30)	Management v izobraževanju / <i>Education Management</i> (vodi / <i>chair:</i> Polona Šprajc) /SLO/	Informatika / <i>Informatics</i> (vodi / <i>chair:</i> Marko Urh) /SLO/	Bančništvo in financiranje / <i>Banking and Financing</i> (vodi / <i>chair:</i> Aleš Novak) /ENG/	Sekcija doktorskih študentov / <i>PhD Students' Session</i> (vodi / <i>chair:</i> Vladislav Rajkovič, Hans Dieter Zimmermann, Tomi Ilijaš) /ENG/	Kadrovski management / <i>Human Resource Management</i> (vodi / <i>chair:</i> Mojca Bernik) /SLO/	Hrana in voda kot strateška vira / <i>Food and Water as Strategic Sources</i> (vodi / <i>chair:</i> Marjan Senegačnik) /SLO/	

Plenarni del /
Plenary Session (ENG)

dvorana / *hall*: EMERALD II

vodi / *chair*: Mirjana Kljajić Borštnar
9.00 – 10.30

Plenarno zasedanje / *Plenary Session*:

Quo vadis Slovenija? Challenges of the Future

Aleš Mihelič

How to Design a Winning Business Model?

Goran Vukovič,
Aleksandra Kregar Brus

Management v izobraževanju / Education Management (SLO)

dvorana / hall: ADRIA I

vodi / chair: Polona Šprajc

10.45 – 14.00 (odmor / break: 12.00 – 12.30)

Učitelji o svojem delu in okolje o delu učiteljev / *What Teachers think About their Work and How their Work is Recognized in the Environment*

Tatjana Kovač

Ravnateljstvo - zadovoljstvo učiteljev / *Headship - Teacher Satisfaction*

Melita Moretti, Adi Moretti

Percepcija kakovosti pedagoškega procesa na gimnazijskem nivoju / *Perception of Quality of the Teaching Process at the High School Level*

Tamara Gerdej, Bogdan Mali, Polona Šprajc

Interno ocenjevanje praktičnih nalog pri slovenski maturi / *Internal Grading of Coursework in Slovenian Matura*

Darko Zupanc, Matevž Bren

Uporaba okolja Moodle na primeru matematike – študija primera / *The Use of Environment Moodle in the Case of Mathematics - Case Study*

Anja Žnidaršič, Borut Werber, Petra Šparl

Vpliv okolja na politiko razvoja in modele dijaških domov / *Environmental Impact of the Policy Development and Models of Boarding Schools*

Olga Dečman Dobrnjič, Alenka Temeljotov Salaj

Kritične točke pri organizaciji prakse za dijake in študente iz tujine / *Critical Points in the Organization Process of Practical Training for Foreign Students*

Nina Kaličanin

Informatika / Informatics (SLO)

dvorana / hall: ADRIA II

vodi / chair: Marko Urh

10.45 – 14.00 (odmor / break: 12.00 – 12.30)

Dogodkovna simulacija z odprtokodnim orodjem
Blender 3D / *Queing Simulation with an Open Source Tool
Blender 3D*

Jernej Černe, Andrej Škraba

Model ocenjevanja celovite programske rešitve / *The Model
for Evaluating the Enterprise Resource Planning Solution*

Mateja Škaper, Vladislav Rajkovič

Model hitrega razvoja spletnih aplikacij / *Rapid Web
Applications Development Model*

Marko Urh, Eva Jereb

Živi laboratorij kot pristop k oblikovanju prototipne
rešitve za razvoj trajnostnega turizma / *Development of the
Prototype Solution for User Involvement in the Living Lab
Approach*

Aleš Šifrer, Andreja Pucihar, Mirjana Kljajić Borštnar,
Gregor Lenart

Elektronski sistem za upravljanje z dokumenti na Fakulteti
za organizacijske vede / *Electronic Document Management
System at Faculty of Organizational Sciences*

Andrej Zupan, Mirjana Kljajić Borštnar,
Eva Jereb

Avtomatizirano arhiviranje podatkov z datotečnih
strežnikov / *Automatic Data Archiving of File Servers*

Iztok Bitenc

Bančništvo in financiranje / Banking and Financing (ENG)

dvorana / hall: EMERALD I

vodi / chair: Aleš Novak

10.45 – 14.00 (odmor / break: 12.00 – 12.30)

Pokrovitelj / Sponsored by:



*Exploratory Forecasting Approach and Objectives Matrix in
the Area of Banking Services*

Jasna Petkovic, Maja Levi-Jaksic, Jelena Krstic

*Interest Expenses Optimization Model for the Banking
Industry*

Alfio Barbieri, Ticijan Peruško, Ksenija Černe

Barter Exchanges: Markets for Organizations and Individuals

František Sudzina

Combating Money Laundering in Croatia

Anita Pavković, Vinko Miličević

*The Cost of Funds and Pricing Loans of Croatian Banks:
Evidence from a Vector Error Correction Model*

Manuel Benazić

*Features of the Exchange and Negotiation in the Corporate
Banking Market in the Republic of Croatia*

Danijela Križman Pavlović, Erik Ružić

*Financiranje lokalne samouprave in stroški občin v
Sloveniji / Financing Local Self-Governing and Municipality
Costs in Slovenia*

Žan Jan Oplotnik, Boštjan Brezovnik,
Borut Vojinovič

*The Comparison of Insurance Company's Investment Portfolio
Structure in Highly Developed Insurance Markets and in
Croatia*

Mihovil Anđelinović, Tifani Protić

Sekcija doktorskih študentov / PhD Students' Session (ENG)

dvorana / hall: EMERALD II

vodi / chair: Vladislav Rajkovič,
Hans Dieter Zimmermann, Tomi Ilijaš
10.45 – 14.00 (odmor / break: 12.00 – 12.30)

Influence of Organizational Values on Manager Competencies
Mitja Gorenak

*Organizational Value Driving Factors of SMEs: the Case of
Germany and the Czech Republic*
Peter Kögler, Tomáš Krabec

*Usefulness of Data Mining Tools for Preparation of Business
Plans in Medium-Sized Companies*
Tomaž Dular

Trust and Relationship Commitment in Supply Chains
Sonja Mlaker Kač, Irena Gorenak

*Competitive Advantage of Camping Tourism in Croatian
Regions*
Jasmina Gržinić, Suzana Aflić

Facework in Customer Service Encounters
Sara Orthaber, Irena Gorenak

*Dynamic Discrete Spreadsheet EOQ Model for Educational
Purposes*
Lena Đorđević, Slobodan Antić,
Konstantin Kostić

*Retirement Insurance: Challenges and Prospects upon the
Accession of the Republic of Croatia to the European Union*
Ante Govorko

Standardization of the Work of Sign Language Interpreters
Darja Fišer

*Acceptance Criteria for a Therapeutic Ophthalmic SLT-Laser
Source*
Franc Koplán, Zvone Balantič, Darjan Oblak

Kadrovski management / Human Resource Management (SLO)

dvorana / hall: MEDITERANEA I

vodi / chair: Mojca Bernik

10.45 – 14.00 (odmor / break: 12.00 – 12.30)

Vodenje skupine za uporabniško izkušnjo / *User Experience Team Management*

Emilija Stojmenova,
Slobodan Jovanovski

Vodstvene kompetence in organizacijska kultura v policijskih organizacijah / *Leadership Competencies and Organizational Culture in Police Organizations*

Emanuel Banutai, Iztok Podbregar

Integriteta vodij v gospodarstvu z vidika njihovih zaposlenih / *Integrity of Leaders from the Perspective of Their Employees*

Robert Šumi,
Branko Lobnikar

Kriza kot priložnost za intenzivnejše komuniciranje z zaposlenimi / *Crisis as an Opportunity for Enhanced Communication with Employees*

Renata Možek

Vpliv osebnosti na odnos do dela / *The Impact of Personality on Attitude to Work*

Jasmina Žnidaršič, Mojca Bernik

Vrednote zaposlenih v majhnih in srednje velikih slovenskih podjetjih / *Values of Employees in Small and Medium - Sized Slovenian Companies*

Damjan Pirc, Zlatka Meško Štok,
Maja Meško

Prakse upravljanja s kadri v slovenskih organizacijah in njihova povezanost s stališči zaposlenih in percepcijo uspešnosti organizacij / *Human Resources Management Practices in Slovenian Organisations and their Relationship with Employees' Attitudes and Perceptions of Organisational Effectiveness*

Katarina Babnik

Izvori stresa na delovnem mestu in njihovo preprečevanje /
Source of Stress on Workplace and His Prevention

Tomaž Erjavec, Maja Meško

Uporaba koncepta transakcijske analize pri motiviranju
zaposlenih / *Using the Concept of Transactional Analysis for
Motivation of Employees*

Irena Turšič

Hrana in voda kot strateška vira / Food and Water as Strategic Sources (SLO)

dvorana / hall: MEDITERANEA II

vodi / chair: Marjan Senegačnik

10.45 – 14.00 (odmor / break: 12.00 – 12.30)

Zdravo okolje kot prioriteta za uravnotežen trajnostni razvoj v Sloveniji in svetu / *Healthy Environment as a Priority for the Balanced Sustainable Development in Slovenia and Abroad*

Davorin Žnidarič

Najprimernejše oblike organiziranja kmetijskih gospodarstev z vidika lokalne oskrbe s slovenskimi prehranskimi proizvodi višje kakovosti / *Most Suitable Organisation Forms of Agriculture Enterprises for Supply of Local Community with High Quality Slovenian Nutritional Products*

Marijan Pogačnik, Dragan Žnidarčič

Management in oblikovanje lokalnega partnerstva v ribištvu / *Management and Building of Local Partnerships in Fisheries*

Bety Breznik

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