

**Juraj Dobrila University of Pula
Department of Economics and Tourism
“Dr. Mijo Mirković” Pula, Croatia**

**4th International Conference
Global Challenges for Competitiveness:
Business and Government Perspective**

CONFERENCE PROGRAM

Pula, September 27-29, 2007

4th International Conference Global Challenges for Competitiveness: Business and Government Perspective

PROGRAMME COMMITTEE

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Iraj Hashi (Staffordshire University, UK)
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Ines Kersan-Škabić
Marli Gonan Božac
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Robert Zenzerović

WELCOME

Welcome to the 4th International Conference of the Department of Economics and Tourism “Dr. Mijo Mirković” Global Challenges for Competitiveness: Business and Government Perspective

The Department of Economics and Tourism “Dr. Mijo Mirković” Pula is organizing its Fourth International Conference with the central theme “Global Challenges for Competitiveness: Business and Government Perspective“.

The aim of the forth conference is to deal with different fields of national and business competitiveness. The transition and globalisation challenges move to area of competitiveness. Liberalised trade and capital flows influence on strong competition among countries and enterprises and the most important became question how to survive in integration and globalisation pressures.

The subject of the conference is to analyse of the present and future challenges for competitiveness and economic growth in the global perspective. The objective of conference is to bring together researches from all fields of economics and business. Focus will be on economic, social and political issues related to actual and future development challenges in the processes of integration and globalisation.

The Conference will include organizing a number of events, as follows:

- plenary session with speeches and presentations by special guests and key-note speakers,
- parallel thematic sessions with presentations of the papers and discussions,
- different social events for participants and guests.

More than 50 papers have been accepted for the Conference, which presentations will be organised in 7 parallel sessions within the framework of the following main thematic areas:

- A. Economic growth and development
- B. Integration and globalisation
- C. National and company competitiveness
- D. Public and monetary sector development
- E. Entrepreneurship, management and marketing
- F. Tourism sector development
- G. E-business and e-learning

All papers presented at the Conference are published in the Conference Proceedings.
The official language of the Conference is English.

**4th International Conference
Global Challenges for Competitiveness: Business and
Government Perspective**

CONFERENCE PROGRAM

Wednesday, September 26, 2007 Hotel "Histria"

**18:00 – 19:00 Registration
19:00 – 20:30 Welcome Cocktail**

**Thursday, September 27, 2007
Hotel "Histria" Congress Hall**

**08:00 – 10:00 Registration
10:00 – 10:30 Opening Ceremony
10:30 – 12:00 Plenary Session**

Hotel "Histria"

**12:00 – 12:30 Coffee break
12:30 – 14:00 Parallel Sessions
14:00 – 16:00 Lunch
16:00 – 17:30 Parallel Sessions**

Hotel "Histria"

19:30 – 23:00 Gala Dinner

Friday, September 28, 2007 Hotel "Histria"

**09:00 – 10:30 Parallel Sessions
10:30 – 11:00 Coffee Break
11:00 – 12:00 Closing session
12:30 – 21:00 Excursion to Rovinj and Motovun
Departure from hotel Histria**

**THURSDAY, SEPTEMBER 27, 2007
HOTEL “HISTRIA” CONGRESS HALL**

10:00 – 10:30 Opening Ceremony

10:30 – 12:00 Plenary Session

Key note speaker:

**Pan A. Yotopoulos, Stanford University, California, USA and
Universita' di Firenze, Italy**

*The Asymmetric Benefits of Globalization: perspectives from the new
modalities of post-Ricardian international trade*

Schapour S. Zafarpour, Wirtschaft Universität Wien, Austria

Government and Company Competitiveness in Europe

Milford Bateman, Consultant - Local Economic Development

*The 'Local Developmental State' model: does it have a role in South East
Europe?*

12:30 – 14:00 Parallel Sessions

14:00 – 16:00 Lunch

ACADEMIC PROGRAM

Session A: Economic growth and development

Thursday, September, 27 2007

Parallel sessions 12:30-14:00

12:30 – 14:00 Session A1 Room 1

Chairpersons: Sandra Krtalić; Andreja Benković

Kristine Rozite, Inguna Ieviņa, Jekaterina Melnikova

Elaboration of dynamical optimization model for long term labour market forecasts in Latvia

Andreja Benković

Benchmarking structural and institutional changes of the labour market during the process of integration: implications for Croatia

Sanja Blažević

Indicators for establishing the extent of knowledge in the Republic of Croatia

Sandra Krtalić

The welfare state: What does the future hold?

Marinko Škare, Romina Pržiklas

A new approach to measure poverty

Session B: Integration and globalisation

Thursday, September, 27 2007

12:30 – 14:00 Session B1 Room 2

Chairpersons: Tomas Krabec; Adnan Rovčanin

Adnan Rovčanin, Muamer Halilbašić, Kasim Tatić

The role of foreign direct investment in raising national competitiveness

Sanella Stipanović, Branimir Skoko

Foreign direct investment as a determinant of economic development in Bosnia and Herzegovina

Jon L. Bryan

Offshore outsourcing: Assessing the downside

Tomas Krabec

Valuation of business where goodwill is personally determined

Aleš Novak

The effects of globalisation and integration on Slovenian accounting standards

Deša Mlikotin-Tomić, Marta Božina

Control of global business – legal questions and tendencies

Session C: National and company competitiveness

Thursday, September, 27 2007

12:30 – 14:00 Session C1 Room 3

Chairpersons: Čedomir Ljubojević; Ines Kersan-Škabić

Čedomir Ljubojević, Larisa Vetro

Relational orientation as a source of persistent competitive advantage in services

Ines Kersan-Škabić

Effectiveness of clusters in Croatian economy

Gordana Ljubojević, Maja Novičić

Development of corporate governance in transition economies and achievement of competitiveness

Henry Penikas

Competitiveness and modernization of enterprises in manufacturing: policy options for the case of Russia

Ivan Šverko, Dragan Benazić

Elements of new economy and their importance for the competitiveness of service companies in Croatia

Ksenija Černe, Robert Zenzerović

Academic and professional community cooperation in function of accountants' university education improvement

Session A: Economic growth and development

Thursday, September, 27 2007

Parallel sessions 16:00-17:30

16:00 – 17:30 Session A2 Room 1

Chairpersons: Iraj Hashi; Ivica Katavić

Marija Džunić

Interdependence of political stability and economic growth as a determinant of successful market reforms

Zdravko Šergo

Growth and convergence across Croatia: Evidence from county-level data

Marinko Škare, Dean Sinković

Equipment investments as a main driving force of economic growth in Republic of Croatia

Ivica Katavić

Creating a positive change to achieve sustainable growth

Željko Marić

Possibilities of current account balance disequilibrium overcoming in Bosnia and Herzegovina

Session D: Public and monetary sector development

Thursday, September, 27 2007

16:00 – 17:30 Session D1 Room 2

Chairpersons: Alka Obadić; Nikola Papac

Alka Obadić

Fiscal policy and the role of changed fiscal rules in new EU member states

Frano Ljubić, Željko Marić, Nikola Papac

The concepts of public-private financing of infrastructure project (the example of corridor VC-five C)

Sofija Adžić, Rade Šaša

How to improve the performances of enterprises for the production of public goods in an institutionally non-regulated surrounding- the study of the case of Serbia

Marko Košak

Ownership structure and performance of the banking sector: the evidence from six Balkan countries

Ivica Prga, Ivan Šverko

Hedging interest rate risk of Croatian banks with derivative products

Tomislav Ćorić

Terms and conditions for the implementation of inflation targeting in Croatia

Tanja Broz, Tomislav Ridzak

Exchange rate misalignment - a case of Croatia

Session E: Entrepreneurship, management and marketing

Thursday, September, 27 2007

16:00 – 17:30 Session E1 Room 3

Chairpersons: Massimo Bianchi; Ariana Nefat

Zdenko Segetlija

Value chains, vertical marketing and the developing countries

Ariana Nefat, Snježana Lucić

Service competitiveness: Antecedents and consequences of superior customer value

Sanja Bijakšić, Sandra Jelčić, Dijana Ćavar

New trends in retail trade and their influence on consumers' behaviour in view of area of Herzegovina

Željko Herner, Antun Marinac, Ivo Mijoč

Importance of marketing for apple producers in Croatia

Massimo Bianchi, Laura Tampieri

Virtual communities for the creation of scientific and entrepreneurial parks in transition countries

G van Zyl

The driving forces for organisational project-management efficiency

Session E: Entrepreneurship, management and marketing

Friday, September, 28 2007

Parallel sessions 9:00-10:30

09:00 – 10:30 Session E2 Room 1

Chairpersons: Bruno Završnik; Lorena Mošnja-Škare

Damjana Jerman, Bruno Završnik

The impact of public relations on company's effectiveness

Zdenko Klepić, Igor Živko, Josipa Grbavac

Sources of financing small enterprises: A case of Federation of Bosnia and Herzegovina

Lutz Sommer, Manuel Haug

SMEs' attitude towards cooperative arrangements – a comparison between Asia and Europe - Empirical results from the European Union and Malaysia

Bruno Završnik, Damjana Jerman

Evaluating the process of logistics and outsourcing

Lorena Mošnja-Škare

The Features of SMEs as the variables of influence onto global accounting standards implementation in Croatia

Session F: Tourism sector development

Friday, September, 28 2007

09:00 – 10:30 Session F1 Room 2

Chairpersons: Maria-Gabriella Baldarelli; Oliver Kesar

Maria-Gabriella Baldarelli

Managing inter-company relations and Corporate Social Responsibility (CSR) in an highly Italian tourist area

Maja Lamza-Maronić, Jerko Glavaš

New Age Tourism - The challenge of developing tourism in continental Croatia

Josip Tica, Oliver Kesar

The impact of EU enlargement on tourism and real estate market development- possible repercussions for Croatia

Danijela Križman-Pavlović, Alen Belullo

INTERNET – an agent of tourism destination image formation: Content and correspondence analysis of Istria travel related websites

Ivona Vrdoljak Raguž, Ivana Pavlić, Tonći Svilokos

The role of decision-making models in hospitality industry

Violeta Šugar

How to manage destinations of culture - is culture a prime attraction or pure décor?

Damijan Mumel, Boris Snoj

The analysis of questionnaires for hotel guests satisfaction - comparison between Croatia and Slovenia

Session G: E-business and e-learning

Friday, September, 28 2007

09:00 – 10:30 Session G1 Room 3

Chairpersons: Ljupčo Krstov; Moira Kostić-Bobanović

Ljupčo Krstov, Ana Krstov

Business model as an interface between the organization strategy and e-business applications

Blaženka Knežević, Željka Požgaj, Krešimir Kristić

The development of an e-learning system prototype within integrated knowledge management support system

Moira Kostić-Bobanović, Mauro Dujmović

The importance of e-learning for part-time students

10:30 – 11:00 Coffee Break

11:00 – 12:00 Conference closing session

**12:30 – 21:00 Excursion to Rovinj and Motovun
(Departure from hotel «Histria»)**