



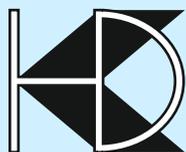
XX. Međunarodni znanstveni skup

XX. International scientific conference

DRUŠTVO I TEHNOLOGIJA
-DR. JURAJ PLENKOVIĆ
SOCIETY AND TECHNOLOGY
-DR. JURAJ PLENKOVIĆ

**BOOK OF
ABSTRACTS**

2013



ALMA MATER EUROPAEA
European Centre, Maribor

ECM

Zagreb, 2013.

Edited by**Prof.dr.sc. Mario Plenković & Prof.dr.sc. Vlado Galičić & Prof.dr.sc. Ludvik Toplak & Dr.sc. Daria Mustić*****Nakladnik /Published by***

International Federation of Communication Associations - IFCA
Croatian Communication Association - CCA
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Oblikovanje i prijelom / Layout

Daria Mustić & Bogdan Dugonik

Tisak /Printed by

HKD & NONACOM

Tiskano u 300 primjeraka CD-a / issued as 300 CDs (Book of Abstracts)

CIP zapis dostupan u računalnom katalogu Nacionalne i sveučilišne knjižnice u Zagrebu pod brojem 846487

ISBN: 978-953-6226-24-5

UREDNIŠTVO SE OGRAĐUJE OD JEZIČNIH I TISKARSKIH POGREŠAKA / EDITORIAL COMMITTEE DISCLAIMS RESPONSIBILITY FOR LANGUAGE AND PRINTING ERRORS**Projekt br.128-000000-3620: HRVATSKA MEDIJSKA KOMUNIKACIJA U KONVERGENTNOM OKRUŽENJU / CROATIAN MEDIA COMMUNICATION IN CONVERGENT ENVIRONMENT (Knjiga 6.)**

Glavni istraživač / Head of the research project: Prof.dr.sc. Mario Plenković

**DRUŠTVO I TEHNOLOGIJA 2013. –
Dr. Juraj Plenković**

**SOCIETY AND TECHNOLOGY 2013 –
Dr. Juraj Plenković**

XX. MEĐUNARODNI ZNANSTVENI SKUP

XX. INTERNATIONAL SCIENTIFIC CONFERENCE

Organizatori/ Organized by:

Hrvatsko komunikološko društvo-HKD/ Croatian Communication Association- CCA
Međunarodna udruga komunikoloških društava/ International Federation of
Communication Associations- IFCA
Alma Mater Europaea – European Center Maribor (AMA – ECM)

Suorganizatori/ Co-organized by:

Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija / University of Rijeka, Faculty
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Sveučilište u Zagrebu, Grafički fakultet, Katedra za komunikologiju, Zagreb / University of Zagreb, Faculty of
Graphic Arts, Department of Communication Science, Zagreb
RIS d.o.o., Rijeka
Visoka škola za poslovanje i upravljanje „Baltazar Adam Krčelić“, Zaprešić/ College of Business and
Management „Baltazar Adam Krčelić“, Zaprešić
Informatologia & Media, Culture and Public Relations & MediaNet & Presscut

Zagreb, 2013.

PROGRAM / PROGRAMME**DRUŠTVO I TEHNOLOGIJA 2013. – Dr. Juraj Plenković
SOCIETY AND TECHNOLOGY 2013 - Dr. Juraj Plenković**XX. MEĐUNARODNI ZNANSTVENI SKUP
XX. INTERNATIONAL SCIENTIFIC CONFERENCE**28. – 30.6.2013.****HRVATSKA / CROATIA
Opatija (hotel Ambassador)**Svečano otvaranje skupa u petak 28. 06. 2013. u 17:00 sati u hotelu «Ambasador», Opatija
Radni početak skupa u petak 28. 06. 2013. u 09:30 sati u hotelu «Ambasador», OpatijaOpening ceremony of the conference on Friday 28th of June 2013 at 05:00 p.m. at the hotel «Ambasador», Opatija
Beginning of the conference on Friday 28th of June 2013 at 09:30 a.m. at the hotel «Ambasador», Opatija**Organizatori/** Organized by:**Hrvatsko komunikološko društvo-HKD/** Croatian Communication Association- CCA
Međunarodna udruga komunikoloških društava/ International Federation of Communication Associations- IFCA
Alma Mater Europea – European Center Maribor (AMA – ECM)**Suorganizatori/** Co-organized by:**Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija /** University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija**Sveučilište u Zagrebu, Grafički fakultet, Katedra za komunikologiju, Zagreb /** University of Zagreb, Faculty of Graphic Arts, Department of Communication Science, Zagreb**RIS d.o.o., Rijeka****Visoka škola za poslovanje i upravljanje „Baltazar Adam Krčelić“, Zaprešić/** College of Business and Management „Baltazar Adam Krčelić“, Zaprešić
Informatologia & Media, Culture and Public Relations & MediaNet & Presscut**Pokroviteljstvo /** Sponsored by:**PRIMORSKO-GORANSKA ŽUPANIJA / PRIMORSKO-GORANSKA COUNTY****www.dit-konferencija.org**

ČETVRTAK / THURSDAY 27.06.**20:00 – 21:30: REGISTRACIJA SUDIONIKA / REGISTRATION OF PARTICIPANTS**17:00 - 18:00: ORGANIZACIJSKI ODBOR / *ORGANIZING COMMITTEE* – SAMO ZA ČLANOVE / *MEMBERS ONLY*18:00 - 20:00: MEDIA, CULTURE AND PUBLIC RELATIONS (UREDNIČKI ODBOR / EDITORIAL BOARD) - SAMO ZA ČLANOVE / *MEMBERS ONLY*21:30 – 22:30: IFCA – ACADEMIC NETWORK -CCA - INFORMATOLOGIJA / MEDIA, CULTURE AND PUBLIC RELATIONS - SAMO ZA ČLANOVE / *MEMBERS ONLY***PETAK / FRIDAY 28.06.****09,00 – 17,00: REGISTRACIJA SUDIONIKA / REGISTRATION OF PARTICIPANTS****17,00-19,00****CONGRESS HALL**

Svečano otvaranje skupa u petak 28. 6. 2013. u 17,00 sati u hotelu «Ambasador», Kongresna dvorana, Opatija
Opening ceremony of the conference on Friday 28th of June 2013 at 17,00 p.m. at the hotel «Ambasador, Congress Hall, Opatija

Društvo i tehnologija 2013 – Dr. Juraj Plenković
Society and Technology 2013 - Dr. Juraj Plenković

Voditelji /Chairmen:

Wojciech Walat (Poljska/Poland), Ludvik Toplak (Slovenija/Slovenia), Vlado Galičić (Hrvatska/Croatia),
 Slavo Kukić (Bosna i Hercegovina / Bosnia and Herzegovina), Hiroshi Matsumoto (Japan), Milan Jurina (Hrvatska/Croatia)

U povodu 20. obljetnice međunarodnog znanstvenog skupa „Društvo i tehnologija – Dr. Juraj Plenković” / Celebrating 20th anniversary of international scientific conference „Society and Technology – dr. Juraj Plenković):

Vlado Galičić (Hrvatska/Croatia), Vidoje Vujić (Hrvatska/Croatia), Ludvik Toplak (Slovenija/Slovenia), Vladimir Rosić (Hrvatska/Croatia)

Rosić Vladimir (Hrvatska/Croatia): **AKADEMIK PROF. DR. SC. JURAJ PLENKOVIĆ UTEMELJITELJ MEĐUNARODNOG ZNANSTVENOG SKUPA „DRUŠTVO I TEHNOLOGIJA“ / ACADEMICIAN PROF. DR. SC. JURAJ PLENKOVIĆ FOUNDER OF INTERNATIONAL SCIENTIFIC CONFERENCE “SCIENCE AND TECHNOLOGY”**

POZVANA PREDAVANJA / KEYNOTE SPEAKERS :

Mr.sc.Andrej Plenković (President of the Croatian Parliament Delegation in joint parliamentary committee of Croatia - EU and Member of the European Parliament): **HRVATSKA – 28. EU ČLANICA / CROATIA – 28th EU MEMBER**

Univ.Prof.dr.sc. Ludvik Toplak (President of AME - ECM, Vice-Rector of Alma Mater Europea): **VAŽNOST AKADEMSKIH INICIJATIVA ZA AUTONOMIJU ZNANOSTI U PODUNAVSKOJ REGIJI / IMPORTANCE OF ACADEMIC INITIATIVES FOR THE AUTONOMY OF SCIENCE IN THE DANUBE REGION**

Univ.Prof.dr.dr.h.c. Felix Unger (President of the European Academy of Sciences and Arts): **OSNOVNI ELEMENTI ZA EUROPSKU BUDUĆNOST / THE BASIC ELEMENTS FOR EUROPEAN FUTURE**

Univ.Prof.dr.sc.h.c.Stefan Luby (Vice President of the European Academy of Sciences and Arts): **BARIJERE U TRANSFERU INOVACIJA I TEHNOLOGIJA U NOVIM ČLANICAMA EUROPSKE UNIJE / INNOVATION AND TECHNOLOGY TRANSFER BARRIERS IN NEW MEMBER STATES OF EU**

Dr.sc. Franci Demšar (Slovenian Research Agency): **ORGANIZACIJA ZNANSTVENOG ISTRAŽIVANJA U EUROPSKOJ UNIJI / ORGANISATION OF SCIENTIFIC RESEARCH IN EUROPEAN UNION**

Univ.-Prof.Dr. Lew Zybatow (President of IATI University of Innsbruck, Innsbruck, Austria): **EUROPSKA JEZIČNA POLITIKA I EUROPSKA VIŠEJEZIČNOST / EUROPEAN LANGUAGE POLICY AND EUROPEAN MULTILINGUALISM**

Prof.dr.sc. Krešimir Pavelić (Hrvatska/Croatia): **NANOMEDICINA – VAŽAN FAKTOR PREMA NOVOJ MEDICINI / NANOMEDICINE – IMPORTANT FACTOR TOWARD NEW MEDICINE**

Prezentacije/Presentations:

RIS d.o.o.

Časni gosti znanstvenici / Honorable guests scientists:

Prof.dr.sc. Ivo Šlaus, FCA, FWA, President of WAAS, **Prof.dr.sc. Ivan Cifrić**, akademik HAZU, **Prof.dr.sc. Krešimir Pavelić**, Dean Department of Biotechnology, University of Rijeka, **Prof.dr.sc. Slavo Kukić**, akademik BiH

Prezentacije/Presentations:

Studijski programi Visoke škole za poslovanje i upravljanje »Baltazar Adam Krčelić«

Study Programs of College of Business and Management "Baltazar Adam Krčelić"

20,00

SVEČANI PRIJEM ZA SUDIONIKE SKUPA / FORMAL RECEPTION FOR THE CONFERENCE PARTICIPANTS

PETAK / FRIDAY 28.6.2013.

Radni početak znanstvenog skupa / Working sessions (9,30-16,30)

MAGNOLIJA HALL

09,30 – 16,30

DRUŠTVO I MEĐUGENERACIJSKI DIJALOG / SOCIETY AND INTERGENERATIONAL DIALOGUE

Voditelji / Chairmen:

M. Ovsenik (Slovenija/Slovenia), M. Ambrož (Slovenija/Slovenia),
B.Toplak Perović (Slovenija/Slovenia), D.Tomka (Slovenija/Slovenia),
R.Ovsenik (Slovenija/Slovenia), M.B.Kaučič (Slovenija/Slovenia),
N.Lipič (Slovenija/Slovenia)

MEĐUGENERACIJSKI JAZ / INTELLECTUAL CAPITAL AS A CHALLENGE FOR INTERGENERATIONAL GAP

Borut Ambrožič (Slovenija/Slovenia): GERONTOLOŠKI RAZVOJ NA PODRUČJU SLIJEPIH I SLABOVIDNIH OSOBA NA PRIMJERU ESOVA / GERONTECHNOLOGY DEVELOPMENT ON THE FIELD OF BLIND, POOR SIGHTED AND COLOUR BLIND ON THE EXAMPLE OF ESOVA

DISKUSIJA / DISCUSSION

9,30 – 10,15

STARI I PROMJENE

Voditelji / Chairmen:

M. Ovsenik (uvod), M. B. Kaučič, Š. Ražun

Marija Ovsenik, Nikolaj Lipič, Jožef Ovsenik (Slovenija/Slovenia): SVIJET STARIJIH OBILJEŽEN PROMJENAMA / THE WORLD OF OLDER PEOPLE MARKED BY CHANGES

Špela Režun (Slovenija/Slovenia): NEĆU U DOM: PRILAGODBENE STRATEGIJE PONAŠANJA STARIJE OSOBE / I DON'T WANT INTO REST HOME: BEHAVIORAL ADAPTATION STRATEGIES OF AN OLDER PERSON

Ambrož Milan, Marjan Petrišič (Slovenija/Slovenia): UTJECAJ ŽIVOTNOG STILA I SMISLA ŽIVOTA NA NA KVALITETU ŽIVOTA STARIJIH OSOBA / INFLUENCE OF LIFE-STYLE AND SENSE OF LIFE ON THE QUALITY OF LIFE OF OLDER PEOPLE

Rok Ovsenik, Marija Ovsenik, Ana Spitzer (Slovenija/Slovenia): INTELEKTUALNI KAPITAL KAO IZAZOV ZA

10,30 - 11,30

OBRAZOVANJE I STARI

Voditelji / Chairmen:

N. Lipič, S. Fister, M. Berčan

Nikolaj Lipič (Slovenija/Slovenia): PERCEPCIJA SREDNJOŠKOLACA PREMA STARIJOJ POPULACIJI U SLOVENIJI U KONTEKSTU MEĐUGENERACIJSKOG SUŽIVOTA / PERCEPTIONS OF HIGH SCHOOL STUDENTS ABOUT OLDER POPULATION IN SLOVENIA IN THE CONTEXT OF INTERGENERATIONAL COHABITATION

Mirjana Ivanuša-Bezjak (Slovenija/Slovenia): MEĐUGENERACIJSKI PRIJENOS "PREŠUTNOG ZNANJA" POJEDINACA KOJI NE BI TREBAO BITI IZGUBLJEN / INTERGENERATIONAL TRANSMISSION OF INDIVIDUALS' TACIT KNOWLEDGE WHICH SHOULD NOT BE LOST

Evelina Katalinić (Slovenija/Slovenia): VAŽNOST GEOGRAFIJE ZA OKOLIŠNO OBRAZOVANJE DRUŠTVA / IMPORTANCE OF GEOGRAPHY EDUCATION SOCIETY FOR ENVIRONMENTAL EDUCATION OF THE SOCIETY

Marjan Petrišič, Milan Ambrož (Slovenija/Slovenia): INTEGRIRANA
PODUKA I OBRAZOVANJE ZA RADNU SNAGU KOJA STARI /
*INTEGRATED TRAINING AND EDUCATIONAL PROGRAMS FOR
AGING LABOUR FORCE*

Mateja Berčan (Slovenija/Slovenia): FAKTORI UKLJUČIVANJA
STARIJIH OSOBA U OBRAZOVANJE / *FACTORS FOR THE
INCLUSION OF ELDERLY PEOPLE IN EDUCATION*

Smiljana Fister (Slovenija/Slovenia): MEĐUGENERACIJSKO UČENJE
I AKTIVNO STARENJE: ULOGA ICT-a i ESP-a /
*INTERGENERATIONAL LEARNING AND ACTIVE AGEING: THE
ROLE OF ICT AND ESP*

DISKUSIJA / DISCUSSION

11,45 – 12,45

ZDRAVSTVO I STARI

Voditelji / Chairmen:
N. Lipič, S. Fister, M. Berčan

Danica Železnik, Sabina, Šebjan Jaklin, Uroš Železnik
(Slovenija/Slovenia): KAKO UČENICI U SREDNJOJ MEDICINSKOJ
ŠKOLI DOŽIVLJAVAJU SKRB U STARIJIH LJUDI / *HOW DO
STUDENTS IN THE SECONDARY SCHOOL OF NURSING
EXPERIENCE THE TREATMENT OF ELDERLY PEOPLE*

Damiir Buković (Hrvatska/Croatia): DULJI ŽIVOT I UZ RAZVITAK
ZLOČUDNE BOLESTI / *LONGER LIFE WITH THE DEVELOPMENT
OF MALIGNANCIES*

Danica Železnik, Silva Roncelli Vaupot, Uroš Železnik
(Slovenija/Slovenia): KOMUNIKACIJA ČLANOVA NJEGOVALNOG
TIMA SA PACIJENTIMA U KONFLIKTNIM SITUACIJAMA /
*COMMUNICATION OF NURSING TEAM MEMBERS WITH PATIENTS
IN CONFLICT SITUATIONS*

Amadeus Lešnik (Slovenija/Slovenia): ČIMBENICI PRILAGODBE
KOD SLIJEPIH / *ADJUSTMENT FACTORS FOR THE BLIND*

Mateja Berčan (Slovenija/Slovenia): STRATEGIJE
PRILAGOĐAVANJA I SOCIJALNA PODRŠKA OKOLINE U
PROCESU PALIJATIVNE SKRBI / *FACTORS FOR THE SUPPORT
IN THE PROCESS OF PALLIATIVE CARE*

Bernarda Hostnik (Slovenija/Slovenia): KRITERIJI ZA
UKLJUČIVANJE U ANABOLIČKO LIJEČENJE OSTEOPOROZE U
STARIJIH SA PRIJELOMOM KUKA / *INCLUSION CRITERIA FOR
ANABOLIC TREATMENT OF OSTEOPOROSIS IN ELDERLY WITH
FRAGILITY HIP FRACTURE*

Jurica Ferenčina, Amadeus Lešnik (Slovenija/Slovenia):
POLYPHARMACY IN ELDERLY

DISKUSIJA / DISCUSSION

12,45 – 13,45

DRUŠTVO, PRAVO I SOCIJALNA POLITIKA NA PODRUČJU STARIH

Voditelji / Chairmen:
B. Toplak Perović, B. Ambrožič, P. Seljak

Barbara Toplak Perović (Slovenija/Slovenia): POVEĆANJE
MIROVINSKIH IZDATAKA U ODNOSU NA ODRŽIVOST
MIROVINSKOG SUSTAVA / *INCREASE IN PENSION*

*EXPENDITURES IN RELATION TO THE SUSTAINABILITY OF THE
PENSION SYSTEM*

Peter Seljak (Slovenija/Slovenia): DILEME STAMBENE IMOVINE
STARIJIH LJUDI NA PRIMJERU SLOVENIJE / *DILEMMAS OF
HOUSING PROPERTY OWNED BY THE ELDERLY*

Borut Ambrožič, Mara Ovsenik (Slovenija/Slovenia):
GERONTOLOŠKA ANALIZA SUSTAVA ZA POMOĆ NA
PRIMJERU PODUZEĆA BERGHAUS / *GERONTOLOGICAL
ANALYSIS OF NON-URGENT RESCUE SERVICES USERS ON THE
EXAMPLE OF COMPANY BERGHAUS*

DISKUSIJA / DISCUSSION

14,30 – 15,30

SLOBODNO VRIJEME I STARI

Voditelji / Chairmen:
J. Zalar, B. Grintal, D. Vidic

Damijana Vidic (Slovenija/Slovenia): RAZLIKE U PERCEPCIJI
SLOBODNOG VREMENA STARIJIH PRIPADNIKA DRUŠTVA /
*DIFFERENCES IN PERCEPTION OF FREE TIME OF ELDERLY
SOCIETY MEMBERS*

Nikolaj Lipič, Rok Ovsenik (Slovenija/Slovenia): PROJEKTNI
PRISTUPI S TIMSKIM DJELOVANJEM ZA OSNIVANJE NOVIH
ORGANIZACIJSKIH OBLIKA PROVOĐENJA SLOBODNOG
VREMENA STARIJE POPULACIJE / *TEAM WORK PROJECT
APPROACHES FOR ESTABLISHING NEW ORGANIZATIONAL
FORMS OF LEISURE FOR THE ELDERLY*

Tomka, Dragica, Holodkov, V., Andjelkovic, Ivana (Srbija/Serbia):
KVALITETA ŽIVOTA KAO PUTNIČKA MOTIVACIJA STARIJIH
TURISTA - REZULTATI ISTRAŽIVANJA U NOVOM SADU /
*QUALITY OF LIFE AS A TRAVEL MOTIVATIONAL FACTORS OF
SENIOR TOURISTS – RESULTS OF RESEARCH IN NOVI SAD*

Jože Zalar (Slovenija/Slovenia): UTJECAJ STARIJIH OSOBA NA
ORGANIZACIJU SEOSKOG TURIZMA GORENJSKE / *THE IMPACT
OF ELDERLY ADULTS TO THE STRUCTURE OF TOURIST FARMS
IN THE GORENJSKA*

Irena Rupnik Ravnihar, Rok Ovsenik (Slovenija/Slovenia):
PERSPEKTIVE I PROTUSLOVLJA IMPLEMENTACIJE
PREVENTIVNIH GERONTOLOŠKIH USLUGA / *PERSPECTIVES
AND CONTRADICTIONS IMPLEMENTATION OF PREVENTIVE
SERVICES IN GERONTOLOGY*

Barbara Grintal (Slovenija/Slovenia): UTJECAJ INTERNETA NA
SOCIJALNO UKLJUČIVANJE STARIJIH LJUDI / *INFLUENCE OF
THE INTERNET ON SOCIAL INTEGRATION OF THE ELDERLY*

DISKUSIJA / DISCUSSION

15,30 – 16,30

MEĐUGENERACIJSKI DIJALOG

Voditelji / Chairmen:
J. Görgner, S. Žlof, I. Rupnik Ravnihar

Sandra Žlof, Janez Görgner (Slovenija/Slovenia): UTJECAJ
KOMUNIKACIJE NA JAČANJE SNAGE U MULTIGENERACIJSKI
OBITELJI / *THE EFFECT OF COMMUNICATION ON
EMPOWERMENT IN A MULTIGENERATIONAL FAMILY*

Nataša Demšar Pečak, Marija Ovsenik (Slovenija/Slovenia): PITANJA
PARTNERSKOG ODNOSA - IZAZOV ZA DRUŠTVENI

MARKETING / *PARTNER RELATIONSHIP ISSUES – CHALLENGE TO SOCIAL MARKETING*

Bevc Viktorija, Podbevšek Marija, Ovsenik Marija (Slovenija/Slovenia):
MOTIVACIJA ZA UKLJUČIVANJE U SKLOPU PRIPREMA ZA

POSVOJENJE DJETETA / *MOTIVATION FOR INCLUSION IN PREPARATION FOR ADOPTION OF A CHILD*

Livija Pogačnik Jarec (Slovenija/Slovenia): MEĐUGENERACIJSKI SUŽIVOT I RAZUMIJEVANJE / *INTERGENERATIONAL SYMBIOSIS AND UNDERSTANDING*

Bevc Viktorija, Podbevšek Marija, Ovsenik Marija (Slovenija/Slovenia):
DOKTRINALNE ZAMKE U SOCIJALNOM RADU NA PODRUČJU USVAJANJA / *DOCTRINAL TRAPS IN SOCIAL WORK IN THE FIELD OF ADOPTION*

16.30 – 17.00

DISKUSIJA/DISCUSSION

Voditelji / Chairmen:

D. Tomka, M. Ambrož, R. Ovsenik, D. Železnik, M. Ovsenik

KAMELIJA HALL

9,30 – 12,00

E-OBRAZOVANJE I ŠKOLA BUDUĆNOSTI / E-EDUCATION AND SCHOOL OF THE FUTURE

Voditelji / Chairmen:

Majda Pšunder(Slovenija /Slovenija), Gerhard Wazel (Njemačka /Germany), Vlado Rosić (Hrvatska/Croatia)

Vlado Rosić, Marina Radman (Hrvatska/ Croatia): BOLONJSKI OBRAZOVNI PROCES I KOMUNIKACIJSKE KOMPETENCIJE / „BOLOGNA“ *EDUCATIONAL PROCESSES AND COMPETENCE OF TEACHER*

Jozef Macko, Dana Blahútová, Nadežda Stollárová (Slovačka/Slovakia): PROSTOR ZA OBRAZOVANJE O OKOLIŠU U SLOVAČKIM SREDNJIM ŠKOLAMA / *SPACE FOR THE ENVIRONMENTAL EDUCATION IN THE SYSTEM OF SECONDARY EDUCATION IN SLOVAKIA*

Jusuf Šehanović, Vanessa Toić i Antonio Ribić (Hrvatska / Croatia): FAKULTETSKA E-KNJIŽNICA / *FACULTY E-LIBRARY*

Šime Pilić, Zvonimir Parać (Hrvatska / Croatia): ZADOVOLJSTVO UČENIKA SREDNJIH ŠKOLA NEKIM ELEMENTIMA NASTAVE / *SATISFACTION OF SECONDARY SCHOOL STUDENTS WITH SOME ELEMENTS OF TEACHING*

Matjaž Duh, Tomaž Bratina, Marjan Krašna (Slovenija/Slovenia): UČITELJI I MULTIMEDIJSKI MATERIJALI ZA UČENJE U OSNOVNOM ŠKOLSTVU / *TEACHERS AND MULTIMEDIA LEARNING MATERIALS IN ELEMENTARY EDUCATION*

Darko Etinger, Marko Turk (Hrvatska / Croatia): STUDENTSKO PRIHVAĆANJE MOODLE-A NA SVEUČILIŠTU JURAJ DOBRILA U PULI / *THE ACCEPTANCE OF MOODLE BY STUDENTS AT JURAJ DOBRILA UNIVERSITY OF PULA*

Mihaela Cvek, Majda Pšunder (Slovenija/Slovenia): OSNOVNA ŠKOLA, PROSTOR MEĐUVRŠNJAČKOG NASILJA / *PRIMARY SCHOOL, THE PLACE OF PEER VIOLENCE*

Urška Topolovec, Samo Fošnarich (Slovenija/Slovenia): UPOTREBA INTERAKTIVNE BIJELE PLOČE KOD PRIRODOSLOVNIH PREDMETA U DRUGOM NASTAVNOM RAZDOBLJU OSNOVNIH ŠKOLA PODRAVJA / *THE USE OF INTERACTIVE WHITEBOARD IN NATURAL SCIENCE IN THE SECOND EDUCATIONAL PERIOD OF THE PRIMARY SCHOOLS IN PODRAVJE*

Martina Jurković (Hrvatska / Croatia): WEB TEHNOLOGIJE U RAZVOJU ELEKTRONIČKOG UČENJA NA VISOKOOBRAZOVNIM INSTITUCIJAMA / *WEB TECHNOLOGIES IN DEVELOPMENT OF ELECTRONIC LEARNING IN HIGHER EDUCATION INSTITUTIONS*

Uhrinová Miriam, Zentko Jozef, Jablonský Tomáš(Slovačka/Slovakia): KOMUNIKACIJSKA DIMENZIJA VIZUALNE ANTHROPOLOGIJE U RAZUMIJEVANJU KULTURNOG NASLIJEĐA I NJENA PRIMJENA U OSNOVNOŠKOLSKOM OBRAZOVANJU U SLOVAČKOJ / *COMMUNICATION DIMENSION OF VISUAL ANTHROPOLOGY IN UNDERSTANDING OF CULTURAL HERITAGE AND ITS APPLICATION IN PRIMARY EDUCATION IN SLOVAKIA*

Marija Buterin, Stjepan Jagić (Hrvatska / Croatia): INTERKULTURALNI ODNOS HRVATSKIH SREDNJOŠKOLACA PREMA MANJINSKIM NARODIMA / *INTERCULTURAL RELATION OF CROATIAN HIGH SCHOOL STUDENTS TO MINORITY GROUPS*

Elena Krelja Kurelović, Jasminka Tomljanović, Sabina Rako (Hrvatska / Croatia): STUDENTI NA PUTU DO „OBLAKA“ / *STUDENTS ON THE WAY TO THE „CLOUDS“*

Slavoljub Hilčenko (Srbija/Serbia): OD FALSIFIKATA DO PLAGIJATA, OD MEDIJA DO OBRAZOVANJA, OD LAŽI DO ISTINE / *FROM FALSIFICATE TO PLAGIAT, FROM MEDIA TO EDUCATION, FROM LIE TO TRUTH*

Tamara Štukelj (Slovenija/Slovenia): ZANIMANJE DJECE ZA UPOTREBU INTERNETA KAO ALATA ZA UČENJE U SLOVENSКИM OSNOVNIM ŠKOLAMA / *INTEREST OF CHILDREN IN THE USE OF THE INTERNET AS A LEARNING TOOL DURING THEIR PRIMARY EDUCATION IN SLOVENIA*

Marko Turk, Darko Etinger (Hrvatska / Croatia): HIBRIDNI SUSTAV PREPORUKE ZA LMS / *HYBRID RECOMMENDER SYSTEM FOR LMS*

Ljiljana Babogredac, Marta Račić (Hrvatska / Croatia): INTERDISCIPLINARNOST ZA ŠKOLU BUDUĆNOSTI, PRIRODA INTERDISCIPLINARNOSTI VISOKOG OBRAZOVANJA U HRVATSKOJ / *INTERDISCIPLINARITY FOR THE SCHOOL OF FUTURE, THE NATURE OF INTERDISCIPLINARITY IN HIGHER EDUCATION IN CROATIA*

Kristian Đokić (Hrvatska / Croatia): UTJECAJ KOMUNIKACIJE IZMEĐU RODITELJA I ŠKOLE BAZIRANE NA SMS TEHNOLOGIJI NA KOMUNIKACIJU IZMEĐU RODITELJA I DJECE / *IMPACT OF SMS TECHNOLOGY BASED COMMUNICATION BETWEEN*

PARENTS AND SCHOOL ON COMMUNICATION BETWEEN PARENTS AND CHILDREN

Miroslav Kuka, Ksenija Jovanović, Jove Talevski (Makedonija / Macedonia): *KOMPATIBILNOST NOVI OBRAZOVNIH STRUKTURA SA PROJEKCIJAMA ŠKOLE BUDUĆENOSTI / COMPATIBILITY OF NEW EDUCATION STRUCTURES WITH PROJECTIONS OF THE SCHOOL OF THE FUTURE*

Ksenija Stojaković (Hrvatska / Croatia): *PODUČAVANJE STUDENATA NA SPEC.DIPL.STRUČ.STUDIJU FINACIJSKI MENADŽMENT / GERMAN LANGUAGE TO STUDENTS AT THE SPECIALIST PROFESSIONAL GRADUATE STUDIES IN FINANCIAL MANAGEMENT*

Vlasta Kučiš (Slovenija /Slovenia): *PREVODILAČKE TEHNOLOGIJE U FUNKCIJI KVALITETE PRIJEVODA U TURIZMU / TRANSLATION TECHNOLOGIES AS CONTRIBUTORS TO TRANSLATION QUALITY IN TOURISM*

Mateja Pšunder, Polonca Kolbl (Slovenija/Slovenia): *NEKE SPECIFIČNOSTI NASILJA PREKO INTERNETA KAO NOVOG OBLIKA NASILJA U ŠKOLI / SOME FEATURES OF VIOLENCE ON THE INTERNET AS A NEW FORM OF VIOLENCE IN SCHOOLS*

DISKUSIJA / DISCUSSION

Stanka / Break

12,30 – 14,00

NOVE ICT TEHNOLOGIJE I EUROPSKA BUDUĆNOST / NEW ICT TECHNOLOGIES AND EUROPEAN FUTURE

Voditelji/Chairmen:

Mile Pavlič (Hrvatska/Croatia), Jozsef Gyorkos (Slovenija/Slovenia), Akiva Asherow (Ukrajina / Ukraine)

Štefan Luby, Ivan Chodák, Martina Lubyová (Slovačka/Slovakia): *INOVACIJE I PREPREKE U TRANSFERU TEHNOLOGIJE U NOVIM ČLANICAMA EU, POSEBNO U SLOVAČKOJ / INNOVATION AND TECHNOLOGY TRANSFER BARRIERS IN NEW MEMBER STATES OF EU, ESPECIALLY IN SLOVAKIA*

Cirila Toplak (Slovenija/Slovenia): *HRVATSKA U PROCESU PRISTUPANJA EU / CROATIA IN EU ACCESSION PROCESSES*

Dragomir Sundać, Dunja Škalamera-Alilović, Mirela Ahmetović (Hrvatska / Croatia) : *APSORPCIJA STRANIH TEHNOLOGIJA KAO STRATEGIJA RAZVOJA HRVATSKE / ABSORPTION OF FOREIGN TECHNOLOGIES AS A STRATEGY FOR DEVELOPMENT OF CROATIA*

Neven Garača, Zrinka Blažević (Hrvatska/Croatia) : *ULOGA INFORMATIČKE TEHNOLOGIJE U PROVOĐENJU CRM STRATEGIJE / ROLE OF INFORMATION TECHNOLOGY IN IMPLEMENTATION OF CRM STRATEGY*

Krunoslav Antoliš (Hrvatska / Croatia): *ICT I KRAĐA IDENTITETA / ICT AND IDENTITY THEFT*

Dražen Dragičević, Nina Gumzej (Hrvatska/Croatia): *TEMELJNA PRAVA GRAĐANA U KONTEKSTU PRAVNE ZAŠTITE INTELEKTUALNOG VLASNIŠTVA NA INTERNETU / CITIZENS' FUNDAMENTAL RIGHTS IN THE CONTEXT OF LEGAL PROTECTION OF INTELLECTUAL PROPERTY ON THE INTERNET*

Mile Pavlič, Alen Jakupović, Ana Meštović (Hrvatska/Croatia): *METODA ČVOROVI ZNANJA ZA PREDSTAVLJANJE ZNANJA / NODES OF KNOWLEDGE METHOD FOR KNOWLEDGE REPRESENTATION*

Marko Korenjak (Slovenija/Slovenia): *UTJECAJ MODERNE TEHNOLOGIJE NA INDIVIDUALNI MENADŽERSKI TRENING / IMPACT OF MODERN TECHNOLOGY ON EXECUTION OF INDIVIDUAL MANAGERIAL COACHING*

Goran Popović, Tanja Grmuša, Lordan Prelog (Hrvatska/Croatia): *ISTRAŽIVANJE RIZIKA I OPASNOSTI KOMUNICIRANJA NA FACEBOOKU I KORISNIČKIH PREFERENCIJA UPORABE FACEBOOKA KOD MALOLJETNIKA / RESEARCH RISKS AND DANGERS OF COMMUNICATION ON FACEBOOK AND USERS PREFERENCE BY ADOLESCENTS*

Perino Krneta (Hrvatska / Croatia): *E-NABAVA (PRIMJENA ICT-a U PROCESU NABAVE) / E-PROCUREMENT (THE APPLICATION OF ICT IN THE PURCHASE PROCESS)*

Goran Kreso (Hrvatska / Croatia): *LUMENS 5+ / LUMENS 5+*

Damir Dorčić (Hrvatska / Croatia): *FAROS – TEMELJ VAŠEG POSLOVANJA / FAROS - THE FOUNDATION OF YOUR BUSINESS*

Albin Hofbauer (Hrvatska / Croatia) : *EU I ETIKA SUDIONIKA GRADNJE / EU AND ETHICS OF CONSTRUCTION PARTICIPANTS*

Dragica Korenjak (Slovenija/Slovenia): *NEOGRANIČENO EU TRŽIŠTE / THE ULIMITED EU MARKET*

DISKUSIJA / DISCUSSION

Stanka / Break

14,10 – 16,30

KULTURA, RELIGIJA I MEDIJI / CULTURE, RELIGION AND MEDIA

Voditelji /Chairmen:

Zdravko Šorđan (Srbija/Serbia), James J.Napoli (Egipat / Egypt), Wojciech Walat (Poljska/Poland)

Imrich Gazda, Albert Kulla (Slovačka/Slovakia): *UPOTREBA NOVIH MEDIJA U KATOLIČKOJ CRKVI / THE USE OF NEW MEDIA IN THE CATHOLIC CHURCH*

Peter Kravcak (Slovačka/Slovakia): *RELIGIJSKO EMITIRANJE NA JAVNOJ TELEVIZIJI U ČEŠKOJ I SLOVAČKOJ / RELIGIOUS BROADCASTING ON PUBLIC MEDIA IN THE CZECH REPUBLIC AND SLOVAKIA*

Zdravko Šorđan (Srbija/Serbia): *RELIGIJSKA KOMUNIKACIJA KAO STVARALAŠTVO / RELIGIOUS COMMUNICATION AS CREATIVE WORK*

Mirosław Babiarsz, Miłosz Mólka (Poljska/Poland): *IGNACIJANSKA PEDAGOGIJA KAO JEDAN OD PREDLOŽENIH MODELA*

KATOLIČKOG ODGOJA / *IGNATIAN PEDAGOGY AS ONE OF THE PROPOSED MODELS OF CATHOLIC EDUCATION*

Milan Petričković (Srbija/Serbia): **SUVREMENO ODGONETANJE DREVNOSTI PITANJA LJUDSKE SLOBODE U RELIGIJSKOJ ETICI / *CONTEMPORARY DECIPHERING OF THE ANCIENT ISSUE OF HUMAN FREEDOM IN RELIGIOUS ETHICS***

Dragoslav Kočović (Srbija/Serbia): **SOCIJALNE VRIJEDNOSTI U FILOZOFIJI BUDIZMA / *SOCIAL VALUES IN THE PHILOSOPHY OF BUDDHISM***

Dragoslav Kočović (Srbija/Serbia): **ŠINTO RELIGIJA I NJEN DRUŠTVENI KARAKTER / *SHINTO RELIGION AND ITS SOCIAL CHARACTER***

Mirjana Radan (Hrvatska/Croatia): **ZAMJENSKO MAJČINSTVO, TEHNOLOGIJA I KOMUNIKACIJA / *THE SURROGATE MOTHERHOOD, TECHNOLOGY AND COMMUNICATION***

Gordana Tkalec (Hrvatska / Croatia): **HIPERTEKST KAO NOVI OBLIK POJAVNOSTI KNJIŽEVNOGA DJELA, KULTURNIH SADRŽAJA I VJERSKIH PORUKA / *HYPertext AS A NEW MANIFESTATION FORM OF LITERARY TEXT, CULTURAL CONTEXT AND RELIGIOUS MESSAGES***

Ljiljana Pavlović (Hrvatska/Croatia): **REKLAMNI DISKURS U HRVATSKIM TISKOVNIM MEDIJIMA KAO ATRIBUCIJA POSTMODERNISTIČKOG DRUŠTVA ADVERTISING DISCOURSE IN CROATIAN PRINT MEDIA AS A FEATURE OF POSTMODERN SOCIETY**

Alan Labus (Hrvatska / Croatia) : **NOVINSKA PROMIDŽBA I FORMIRANJE JAVNOG MNJENJA: POLITIČKI I RATNI CILJEVI USTAŠKIH VLASTI I TREĆEG REICHA U TISKU NEZAVISNE DRŽAVE HRVATSKE NA KRAJU DRUGOG SVJETSKOG RATA / *PROPAGANDA IN THE PRESS AND THE FORMATION OF PUBLIC OPINION: POLITICAL AND WARTIME GOALS OF THE USTASHA GOVERNMENT AND THE THIRD REICH IN THE PRESS OF THE INDEPENDENT STATE OF CROATIA AT THE END OF WORLD WAR 2***

Dunja Dulčić (Hrvatska / Croatia) : **MASOVNI MEDIJI I POSTMODERNO DRUŠTVO / *MASS MEDIA AND POST-MODERN SOCIETY***

Stjepan Lacković, Arsen Oremović (Hrvatska / Croatia): **KOMPARATIVNA ANALIZA JUGOSLAVENSKOG I HRVATSKOG FILMA S OBZIROM NA ULOGU I ZNAČAJ U LEGITIMIRANJU POLITIČKIH REŽIMA / *COMPARATIVE ANALYSIS OF YUGOSLAV AND CROATIAN FILM REGARDING THE CHARACTER AND ROLE IN LEGITIMIZING THE POLITICAL REGIME***

Gordana Bujišić, Stjepan Jelica (Hrvatska / Croatia): **DRUŠTVO I MEDIJI-INFORMACIONALIZAM KAO NOVA DRUŠTVENA PARADIGMA / *SOCIETY AND MEDIA-INFORMACIONALIZAM AS A NEW SOCIAL PARADIGM***

Vesna Baltezarević (Srbija/Serbia): **MASA U MEDIJSKOM OGLEDALU / *MASS IN MEDIA MIRROR***

Ana Ištaković (Hrvatska / Croatia): **ARAPSKO PROLJEĆE ONLINE / *ARABIAN SPRING ONLINE***

Željana Ivanuš (Hrvatska/Croatia): **ULOGA VIJEĆA ČASTI HRVATSKOG NOVINARSKOG DRUŠTVA U RAZVOJU HRVATSKOG NOVINSTVA: ANALIZA MJERA IZREČENIH NOVINARIMA I UREDNICIMA U 2012. GODINI / *CROATIAN JOURNALIST SOCIETY COUNCIL OF HONOR'S ROLE IN THE DEVELOPMENT OF CROATIAN JOURNALISM: ANALYSIS OF THE PENALTIES PRONOUNCED AGAINST JOURNALISTS AND EDITORS IN 2012***

Goran Popović, Tanja Grmuša, Hrvoje Prpić (Hrvatska/Croatia): **REFERENDUMSKA KAMPANJA OKO ULASKA HRVATSKE U EU – INFORMIRANJE ILI PROPAGANDA? / *REFERENDUM CAMPAIGN AROUND THE CROATIAN ACCESSION TO THE EU – INFORMATION OR PROPAGANDA?***

Filip Matošić (Hrvatska/Croatia): **NEVERBALNA KOMUNIKACIJA U POSLOVNOM PREGOVARANJU/ *NON-VERBAL COMMUNICATION IN BUSINESS NEGOTIATION***

DISKUSIJA / DISCUSSION

Stanka / Break

LOVOR HALL

09,30 – 13,30

**TEHNOLOGIJA I NOVI TURISTIČKI TRENDVI /
TECHNOLOGY AND THE NEW TOURISM
TRENDS**

Voditelji / Chairmen:

Vlado Galičić (Hrvatska / Croatia), Amos Bianci (Italija/Italy), Keval J. Kumar (Indija / India), Božidar Veljković (Slovenija, Slovenia)

Irena Bosnić, Dejan Tubić (Hrvatska / Croatia): **PRIMJENA INFORMACIJSKO-KOMUNIKACIJSKE TEHNOLOGIJE U AGROTURIZMU NA PRIMJERU SLAVONIJE I BARANJE / *THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN AGRO-TOURISM OF SLAVONIA AND BARANJA***

Miguel Angel Ledhesma (Španjolska/Spain): **PUTOPISNO NOVINARSTVO U SVIJETU / *TRAVEL JOURNALISM IN THE WORLD***

Maja Šimunić (Hrvatska / Croatia) : **POLITIKA UPRAVLJANJA**

**CIJENAMA I PRIHODIMA U SUVREMENOM HOTELIJERSVU /
RATE AND YIELD MANAGEMENT IN COMTEMPORARY
HOSPITALITY INDUSTRY**

Tomislav Car (Hrvatska / Croatia) : **UPOTREBA MOBILNIH APLIKACIJA U PROMOCIJI TURISTIČKIH PROIZVODA I USLUGA / *USING MOBILE APPLICATIONS TO PROMOTE TOURISM PRODUCTS AND SERVICES***

Marina Laškarin (Hrvatska / Croatia) : **UPRAVLJANJE PSIHOLOŠKIM ASPEKTIMA INTERNETA I NJIHOV UTJECAJ NA ODLUKE HOTELSKIH GOSTIJU / *MANAGING PSYCHOLOGICAL ASPECTS IN THE HOTEL INDUSTRY AND ADJUSTING TO THE INTERNET ENVIRONMENT***

Tea Baldigara, Maja Mamula, Miroslav Ambroš (Hrvatska / Croatia): **TURIZAM ZA MLADE – GLOBALNI IZAZOVNI FENOMEN / *YOUTH TOURISM - A GLOBAL CHALLENGING PHENOMENON***

Sandra Mrvica Madarac, Stjepan Jelica, Igor Kukić (Hrvatska / Croatia) : **INTERPERSONALNA KOMUNIKACIJA U TURISTIČKOJ**

ANIMACIJI / *INTERPERSONAL COMMUNICATION IN TOURIST ANIMATION*

Maja Turnšek Hančič, Maja Rosi, Bojan Kurež, Marjetka Rangus, Boštjan Brumen (Slovenija/Slovenia): *POLITIČKA EKONOMIJA DRUŠTVENIH MEDIJA - ŠTO ZNAČI ZA TURIZAM? / POLITICAL ECONOMY OF SOCIAL MEDIA: WHAT DOES IT MEAN FOR TOURISM?*

Boštjan Brumen, Maja Rosi, Maja Turnšek Hančič, Bojan Kurež (Slovenija/Slovenia): *WEB PRISUTNOST SLOVENSkih*

SUBJEKATA U TURISTIČKOJ INDUSTRIJI - KOMUNIKACIJA TIŠINA? / *WEB PRESENCE OF SLOVENIAN TOURISM INDUSTRY ENTITIES – A COMMUNICATION SILENCE?*

Tanja Angleitner Sagadin (Slovenija/Slovenia): *KOMUNICIRANJE KONCEPTA TURIZMA KROZ STUDENTSKE MANIFESTACIJE / COMMUNICATING CONCEPTS OF HOSPITALITY THROUGH STUDENT EVENTS*

DISKUSIJA / DISCUSSION

Stanka / Break

14,00 – 16,30

HOLISTIČKI POGLED NA ZDRAVLJE I EDUKACIJU / HOLISTIC VIEW ON HEALTH AND EDUCATION

Voditelji / Chairmen:

Zmago Turk (Slovenija/Slovenia), Vesna Filipović (Hrvatska/Croatia)

Momir Dunjić (Srbija/Serbia): *INTEGRATIVNA MEDICINA / INTEGRATIVE MEDICINE*

Slaviša Stanišić (Srbija /Serbia): *MOGUĆNOST EDUKACIJE NA PODRUČJU INTEGRATIVNE MEDICINE / POSSIBILITY OF EDUCATION IN THE FIELD OF INTEGRATIVE MEDICINE*

Dušanka Mičetić-Turk, Maja Šikić Pogačar (Slovenija/Slovenia): *UTJECAJ PREHRANE NA ZDRAVLJE LJUDI / THE INFLUENCE OF NUTRITION ON HUMAN HEALTH*

Zmago Turk (Slovenija/Slovenia): *KRETANJE KAO IZVOR ZDRAVLJA – ZDRAVLJE KAO IZVOR ŽIVOTA / MOVEMENT IS THE SOURCE OF HEALTH – HEALTH IS THE SOURCE OF LIFE*

Peter Praper (Slovenija/Slovenia): *NEUROBIOLOŠKI I PSIHOLOŠKI PROCESI U PODRUČJU INTERSUBJEKTIVNOSTI / NEUROBIOLOGICAL AND PSYCHOLOGICAL PROCESSES IN THE FIELD OF INTERSUBJECTIVITY*

Marjan Premik (Slovenija/Slovenia): *HOLISTIČNI PRISTUP ZDRAVLJU U SVIJETLU PROMJENA DRUŠTVENIH VRIJEDNOSTI / HOLISTIC APPROACH TO HEALTH IN THE LIGHT OF SOCIAL VALUES CHANGE*

Lukrecija Jakuš, Olivera Petrak, Gordana Grozdek-Čovčić (Slovenija/Slovenia): *CJELOŽIVOTNA TJELESNA AKTIVNOST I SAMOPROCJENA ZDRAVLJA / LONGLIFE PHYSICAL ACTIVITY AND SELF-PERCEPTION OF HEALTH*

Jasminka Tomljanović, Saša Mršić, Elena Krelja Kurelović (Hrvatska / Croatia): *UTJECAJ DIABETES CENTAR WEB APLIKACIJE NA SMANJENJE GLUKOZE U KRVI / DIABETES CENTER WEB APPLICATION*

Suzana Špendal (Slovenija /Slovenia): *PREPOZNAVANJE INDIVIDUALNIH POTREBA STARIJIH OSOBA S POSEBNIM POTREBAMA U CENTRIMA ZA NJEGU I RAD ZA NJIHOVO UKLJUČIVANJE U ODGOVARAJUĆE PROGRAME U STAROSTI / RECOGNISING INDIVIDUAL NEEDS OF ELDERLY PEOPLE WITH SPECIAL NEEDS IN CARE AND WORK CENTRES FOR THEIR INCLUSION IN ADEQUATE PROGRAMMES IN OLD AGE*

DISKUSIJA / DISCUSSION

Stanka / Break

MIMOZA HALL

09,30 – 11,30

DRUŠTVO, TEHNOLOGIJA I EKOLOGIJA / SOCIETY, TECHNOLOGY AND ECOLOGY

Voditelji / Chairmen:

Albert Kulla (Slovačka / Slovakia), Brane Markić (Bosna i Hercegovina/Bosnia and Herzegovina), Vidoje Vujić (Hrvatska/ Croatia)

Slobodan I. Marković, Sonja Dragović (Srbija/Serbia): *EKOLOGIJA IZMEĐU POLITIKE I EKONOMIJE / ECOLOGY BETWEEN POLITICS AND ECONOMICS*

Ksenija Čulo, Vladimir Skendrović, Ivana Šandrk Nukić (Hrvatska / Croatia): *Metodologija IZRADE ANALIZE TROŠKOVA I KORISTI U PROCJENI UTJECAJA NA OKOLIŠ / METHODOLOGY FOR PREPARATION OF COST BENEFIT ANALYSIS IN ENVIRONMENTAL IMPACT ASSESSMENT*

Zdenka Damjanić (Hrvatska / Croatia) : *INFORMIRANOST O SUSTAVU RAZDVAJANJA OTPADA STANOVNIKA OTOKA KRKA / AWARENESS OF THE SYSTEM OF SEPARATING WASTE BY THE RESIDENTS OF THE ISLAND OF KRK*

12,30:13,30 Prezentacije/Presentations: Studijski programi Visoke škole za poslovanje i upravljanje »Baltazar Adam Krčelić« / *Study Programs of College of Business and Management "Baltazar Adam Krčelić"*

14,00 – 16,30

COMMUNICATION SCIENCE IN NETWORK MARKETING (workshop)

Voditelji / Chairmen: M. Plenković (Hrvatska /Croatia), S.N.Mehta (Indija /India), D.Korenjak (Slovenija/Slovenia), S.I.Marković (Srbija/Serbia), M.Korenjak (Slovenija/Slovenia), A. Ištaković (Hrvatska /Croatia), M. Radan (Hrvatska /Croatia), V. Grbavac (Hrvatska /Croatia), S. Hadžić (Hrvatska /Croatia), O. Sineoky (Ukrajina /Ukraine), S. Fišer Žilić (Slovenija /Slovenia)

SUBOTA/SATURDAY 29.06.2013.**MAGNOLIJA HALL**

9,30 – 19,30

**EUROPSKI POSLOVNI STUDIJI /EUROPEAN BUSINESS STUDIES
HRVATSKA I EUROPSKI INTEGRACIJSKI PROCESI**

Special topic: Full-day scientific section on Croatia's Accession to the EU

Voditelji/Chairs:
ass.prof.dr. Jurij Toplak, ass.prof.dr. Cirila Toplak

09:30 – 19:00

09:30 - 09:45	ass.prof.dr. Jurij Toplak - Welcome address
09:45 – 11:00	Izr.prof. dr. Cirila Toplak, Alma Mater Europaea (in FDV) - Croatia in European Integration Processes
11:00 – 11:30	Discussion
11:30 – 12:00	Break
12:00 – 12:45	Dr. Snježana Vasiljević (Croatia) - Fundamental rights in the EU
12:45 – 13:30	Dr. Đorđe Gardašević (Croatia) - Human rights in Croatia before and after the EU accession
13:30 – 14:00	Discussion
14:00 – 15:00	Lunch break
15:00 – 15:45	Izr.prof. dr. Saša Prelić, Pravna Fakulteta Univerze v Mariboru (Slovenia) - The effects of Croatia's accession to the EU on Croatian economy
15:45 – 16:30	Prof.dr. Hans Ferk (Slovenia-Germany) - Risks of EU accession – economic aspect
16:30 – 17:00	Discussion
17:00 – 17:30	Break
17:30 – 18:15	Doc. dr. Peter Simonič, FF, Ljubljana (Slovenia) - Adriatic islands in the process of integration
18:15 – 19:00	mag. Ivo Bizjak (Slovenia) - Croatia and Shengen
19:00 – 19:30	Discussion and wrap-up

KAMELIJA HALL

09,30 – 11,00

**INTERNACIONALNI OKRUGLI STOL „DRUŠTVO I MEĐUGENERACIJSKI DIJALOG“ (ZDRAVLJE KAO POSEBNA VRIJEDNOST) /
INTERNATIONAL ROUND TABLE „SOCIETY AND INTERGENERATIONAL DIALOGUE“ (HEALTH AS A SPECIAL VALUE)**

Voditelj/ Chairman:
Ludvik Toplak (Slovenija/Slovenia), Stefan Luby (Slovačka), Zmago Turk (Slovenija/Slovenia), Vidoje Vujić (Hrvatska/ Croatia)

Sudionici/Participants:
Ludvik Toplak (Slovenija/Slovenia), Stefan Luby (Slovačka), Zmago Turk (Slovenija/Slovenia), Damir Buković (Hrvatska/ Croatia), Jozef Macko (Slovačka/ Slovakia), Zdravko Sordan (Srbija/ Serbia), Vidoje Vujić (Hrvatska/Croatia), Ivan Cifrić (Hrvatska /Croatia), Slavo Kukić (Bosna i Hercegovina/Bosnia and Herzegovina), Vlado Rosić (Hrvatska/Croatia), Ksenija Čulo (Hrvatska/Croatia), Albert Kulla (Slovačka/Slovakia), Peter Kravcak (Slovačka/Slovakia), Goran Popović (Hrvatska/Croatia), Vitomir Grbavac (Hrvatska/Croatia), Suzana Fišer Žilić (Slovenija /Slovenia), Slobodan Hadžić (Hrvatska/Croatia), Slobodan

I.Marković (Srbija/Serbia), Vladimir Skendrović (Hrvatska /Croatia), Ivana Šandrak Nukić (Hrvatska /Croatia), Zdenka Damjanić (Hrvatska/ Croatia), Eduard Pavlović (Hrvatska /Croatia), Marija Peitl Vučić (Hrvatska /Croatia), Vesna Pešić (Hrvatska /Croatia)

Vesna Filipović (Hrvatska / Croatia): PRIMJENA VR U FIZIOTERAPIJI ZA IA SKOLIOZE / THE APPLICATION OF VIRTUAL REALITY IN THE PHYSIOTHERAPY FOR IDIOPATHIC ADOLESCENT SCOLIOSIS

Silva Roncelli Vaupot, Danica Železnik (Slovenija/Slovenia): PREPOZNAVANJE ASERTIVNOSTI KOD TIMOVA NJEGOVATELJA U BOLNICAMA/ IDENTIFYING ASSERTIVENESS IN NURSING TEAMS OF HOSPITALS

Nešić Nebojša, Bujišić Gordana, Davidović Cvetko Erna, Šeper Vesna (Hrvatska/Croatia): UTJECAJ FIZIČKE AKTIVNOSTI NA KVALITETU ŽIVOTA ŽENA TREĆE ŽIVOTNE DOBI / INFLUENCE OF PHYSICAL ACTIVITY TO THE QUALITY OF LIFE FOR ELDERLY WOMAN

Slavica Babić, Ivana Drašinac, Tanja Igić, Blanka Šarić (Hrvatska/Croatia): ZNAČAJ VJEŽBANJA U OSOBE OBOLJELE OD ALZHEIMEROVE BOLESTI / THE SIGNIFICANCE OF EXERCISE IN PERSONS SUFFERING FROM ALZHEIMER'S

Milan Zorman, Sandi Pohorec, Bojan Butolen, Bojan Žlahtič (Slovenija /Slovenia): STROJNO UČENJE I PROCESIRANJE PRIRODNOG JEZIKA ZA VERIFIKACIJU MEDICINSKOG ZNANJA/ MACHINE LEARNING AND NATURAL LANGUAGE PROCESSING FOR VERIFICATION OF MEDICAL KNOWLEDGE

Alen Bartoš (Hrvatska/Croatia): DOPRINOS INFORMACIJSKO-KOMUNIKACIJSKIH SUSTAVA U RAZVOJU SPORTA I SPORTSKE REKREACIJE U RESOCIJALIZACIJI OSOBA SA INVALIDITETOM / CONTRIBUTION OF INFORMATION AND COMMUNICATION SYSTEMS TO THE DEVELOPMENT OF SPORTS AND RECREATION IN RESOCIALIZATION OF PERSONS WITH DISABILITIES

Šeper, V., Nešić, N., Davidović-Cvetko, E., Tataj, I. (Hrvatska/Croatia): POZNAVANJE VAŽNOST TJELOVJEŽBE U PREVENCIJI NASTANKA OSTEOPOROZE U ŽENA SREDNJE I STARIJE ŽIVOTNE DOBI / THE AWARENESS ABOUT IMPORTANCE OF EXERCISE IN PREVENTION OF OSTEOPOROSIS IN MIDDLE AGED AND OLDER WOMEN

DISKUSIJA / DISCUSSION

Stanka / Break

11,30 – 13,00

INTERNACIONALNI OKRUGLI STOL „INFORMACIJSKO DRUŠTVO I OBRAZOVANJE ZA ŠKOLU BUDUĆNOSTI“ / INTERNATIONAL ROUND TABLE „INFORMATION SOCIETY AND EDUCATION FOR THE SCHOOL OF THE FUTURE“

Sudionici/Participants:

Vlado Galičić (Hrvatska/Croatia), Mirko Pšunder (Slovenija/Slovenia), Vladimir Rosić (Hrvatska/Croatia), Mile Pavlič (Hrvatska/Croatia), Slavko Šimundić (Hrvatska/Croatia), Vitomir Grbavac (Hrvatska/Croatia), Krunoslav Antoliš (Hrvatska/Croatia), Mara Ovseničnik (Slovenija/Slovenia), Darja Kupinić Guščić (Hrvatska/Croatia), Goran Popović (Hrvatska/Croatia), Suzana Žilić Fišer (Slovenija/Slovenia), Mario Plenković (Hrvatska/Croatia), Slobodan Hadžić (Hrvatska/Croatia), Daria Mustić (Hrvatska/Croatia), Milan Zorman (Slovenija/Slovenia), Sandi Pohorec (Slovenija/Slovenia), Bojan Butolen (Slovenija/Slovenia), Bojan Žlahtič (Slovenija /Slovenia), Boštjan Brumen (Slovenija /Slovenia), Tomaž Klojčnik (Slovenija/Slovenia)

DISKUSIJA / DISCUSSION

Stanka / Break

15,00 – 17,30

KOMUNIKACIJSKI MENADŽMENT, PODUZETNIŠTVO I ODNOSI S JAVNOSTI(MA) / COMMUNICATION MANAGEMENT AND PUBLIC RELATION(S)

Voditelj/Chairmen:

Jozef Macko (Slovačka/Slovakia), Milan Jurina (Hrvatska/ Croatia /Bulgaria), Amos Bianchi (Italija/Italy), Daria Kupinić Guščić (Hrvatska/ Croatia)

Ines Milohnić, Maja Šustar (Hrvatska / Croatia): MENADŽERSKA ETIKA U ODNOSIMA S JAVNOŠĆU: PROMJENE I IZAZOVI / MANAGERIAL ETHICS IN PUBLIC RELATIONS: CHANGES AND CHALLENGES

Sanja Bijakšić, Brano Markić, Slavo Kukić (Bosna i Hercegovina/Bosnia and Herzegovina): SOCIO-DEMOGRAFSKE KARAKTERISTIKE KAO FAKTOR POTROŠAČKOG PONAŠANJA / SOCIO-

DEMOGRAPHIC CHARACTERISTICS AS FACTOR OF CONSUMERS' BEHAVIOR

Suzana Žilić Fišer (Slovenija/Slovenia): KOMUNIKACIJA ZA EUROPSKI KULTURNI PROJEKT – EUROPSKA PRIJESTOLNICA KULTURE MARIBOR 2012 / COMMUNICATION FOR EUROPEAN CULTURAL PROJECT – EUROPEAN CAPITAL OF CULTURE MARIBOR 2012

Marija Dejanović, Iva Skočić, Tatjana Gulan (Hrvatska / Croatia): ULOGA I VAŽNOST ODNOSA S JAVNOSTIMA PRI OBLIKOVANJU I RAZVOJU NOVOG TURISTIČKOG PROIZVODA NA PRIMJERU SOLANE NIN / THE ROLE AND THE SIGNIFICANCE OF THE PUBLIC RELATIONS IN DESIGNING AND DEVELOPING A NEW TOURISM PRODUCT IN SOLANA NIN EXAMPLE

Nikolina Borčić (Hrvatska / Croatia): POLITIČKI GOVORI KAO ZRCALO KULTURE NACIJE / POLITICAL SPEECH AS A MIRROR OF THE NATIONS CULTURE

Jacinta Grbavac, Goran Popović, Vitimir Grbavac (Hrvatska / Croatia):
RETROSPEKTIVA I PERSPEKTIVA RAZVOJA SUVREMENIH
KOMUNIKACIJSKIH TEHNOLOGIJA/ *RETROSPECTIVE AND
PERSPECTIVE CONTEMPORARY COMMUNICATION
TECHNOLOGY DEVELOPMENT*

Jurčević, Matea; Čorić, Gordana; Kukec, Ljiljana (Hrvatska / Croatia):
UTJECAJ KOMUNIKACIJE, PROMIDŽBE I EDUKACIJE NA RAST
FRANŠIZNOG POSLOVANJA U HRVATSKOJ / *THE IMPACT OF
COMMUNICATION, PROMOTION AND EDUCATION ON GROWTH
OF FRANCHISING IN CROATIA*

Tanja Kocjan Stjepanović, Sašo Flac (Slovenija/Slovenia): PROCJENA
ZNAJANJA KOD E-UČENJA U PROJEKTNOM MENADŽMENTU /
*THE KNOWLEDGE ASSESSMENT IN E-STUDY OF PROJECT
MANAGEMENT*

Marko Šantić, Arnela Bevanda, Mirela Mabić (Hrvatska / Croatia):
ULOGA INTERNETA U KREIRANJU IMIDŽA TURISTIČKIH

DESTINACIJA/ROLE OF THE INTERNET IN CREATING THE
TOURIST DESTINATION IMAGE

Igor Šehanović (Hrvatska / Croatia): SINERGIJSKI SUSTAV
OPERACIJSKOG, FINANCIJSKOG I PRODAJNOG
MENADŽMENTA / *OPERATIONAL, FINANCIAL AND SALES
MANAGEMENT SYNERGY SYSTEM*

Mitja Gorenak (Slovenija/Slovenia): KAKO ORGANIZACIJSKE
VRIJEDNOSTI UTJEČU NA ZADOVOLJSTVO POSLOM KOD
ZAPOSLENIKA / *HOW ORGANIZATIONAL VALUES INFLUENCE
JOB SATISFACTION OF EMPLOYEES*

Mario Plenković, Daria Mustić (Hrvatska / Croatia): HRVATSKA
MEDIJSKA EPOHA U NOVOM EUROPSKOM OKRUŽENJU /
*CROATIAN MEDIA EPOCH IN THE NEW EUROPEAN
ENVIRONMENT*

DISKUSIJA / DISCUSSION

Stanka / Break

LOVOR HALL

09,30 – 12,30

TEHNOLOGIJA RIJEŠAVANJA DRUŠTVENIH PROBLEMA / TECHNOLOGY OF SOLVING SOCIAL PROBLEM

Voditelji / Chairmen:

Jouko Havunen (Finska/Finland), Slavo Kukić (Bosna i Hercegovina/
Bosnia and Hercegovina), Matjaž Duh (Slovenija/Slovenia)

Ivan Cifrić, Tijana Trako Poljak (Hrvatska / Croatia) : TRI TEZE O
DRUŠTVU I TEHNICI / *THREE THESES ON TECHNOLOGY AND
SOCIETY*

Slavko Šimundić, Danijel Barbarić, Siniša Franjić (Hrvatska / Croatia):
BORBA PROTIV RAČUNALNOG KRIMINALITETA / *FIGHTING
AGAINST COMPUTER CRIMES*

Božo Milošević (Srbija/Serbia): ZNANSTVENO - TEHNOLOŠKA
REVOLUCIJA ILI „ONAUČAVANJE” RADA ORGANIZACIJA:
TEHNOLOGIJA I DRUŠTVENI NAPREDAK / *SCIENTIFIC-
TECHNOLOGICAL REVOLUTION OR »SCIENTIFICATION« OF
WORK OF ORGANIZATIONS: TECHNOLOGY AND SOCIAL
PROGRESS*

Eduard Pavlović, Marija Vučić Peitl, Vesna Pešić (Hrvatska / Croatia):
SMRT U SUICIDU : OSJEĆAJI ŽIVIH / *DEATH IN SUICIDE :
FEELINGS OF LIVES*

Marko Zebec Koren, Dana Mesner Andolšek (Slovenija/Slovenia):
POVJERENJE U ODNOSU KOD UPOTREBE VANJSKIH RESURSA
NA PODRUČJU INFORMACIJSKE TEHNOLOGIJE / *TRUST AND
INFORMATION TECHNOLOGY OUTSOURCING RELATIONSHIP*

Erika Sampaio Ramljak, Vesna Cvitanović, Gordana Čorić (Hrvatska /
Croatia) : UTJECAJ ORGANIZACIJE OLIMPIJSKIH IGARA NA
RIJEŠAVANJE DRUŠTVENIH PROBLEMA I DRUŠTVENO-
EKONOMSKI RAZVOJ ZEMLJE DOMAČINA / *IMPACT OF
ORGANIZATION OF THE OLYMPIC GAMES ON SOLVING SOCIAL*

PROBLEMS AND SOCIO-ECONOMIC DEVELOPMENT OF THE
HOST COUNTRY

Zdenka Damjanić (Hrvatska / Croatia) : BRAK I ULOGA ŽENE
IZMEĐU EGALITARNOSTI I TRADICIJE / *MARRIAGE AND THE
ROLE OF WOMEN BETWEEN EGALITARIANISM AND TRADITION*

Olga Caric (Slovenija/Slovenia): GENTRIFIKACIJE KAO PSEUDO-
REZOLUCIJA SOCIO-PROSTORNIH PROBLEMA U GRADOVIMA /
*GENTRIFICATION AS A PSEUDO-RESOLUTION OF SOCIO-SPATIAL
PROBLEMS IN CITIES*

Tomaž Klojčnik (Slovenija/Slovenia): TEHNOLOGIJA
JEDINSTVENOG POLJA SVIJESTI – UNIVERZALNO SREDSTVO
RIJEŠAVANJA DRUŠTVENIH PROBLEMA / *TECHNOLOGY OF
THE UNIFIED FIELD OF CONSCIOUSNESS – UNIVERSAL
REMEDY FOR SOLVING PROBLEMS OF THE SOCIETY*

Roberta Dassie (Italija / Italy): MEĐUNARODNA ZAŠTITA
LJUDSKIH PRAVA U VREMENU NOVIH TEHNOLOGIJA /
*INTERNATIONAL PROTECTION OF HUMAN RIGHTS IN THE AGE
OF NEW TECHNOLOGIES*

Šinka Pfeifer (Hrvatska / Croatia): UTJECAJ MEDIJA NA LJUDSKA
PRAVA CASE STUDY: SEGREGACIJA U AMERICI I LGBT PRAVA
U HRVATSKOJ / *INFLUENCE OF MEDIA ON HUMAN RIGHTS
CASE STUDY: SEGREGATION IN AMERICA AND LGBT RIGHTS
IN CROATIA*

Gian Luigi Cecchini (Italija / Italy): NANOTEHNOLOGIJA I ULOGA
MEĐUNARODNOG I EU PRAVA / *NANOTECHNOLOGY AND THE
ROLE OF INTERNATIONAL AND EU LAW*

Mario Plenković (Hrvatska / Croatia), Vlasta Kučič (Slovenija/ Slovenia),
Darja Kupinić Guščić (Hrvatska / Croatia): PRILOG RAZVOJU
INTERKULTURALNE KOMUNIKACIJE (Case Study Slovenia) /
CONTRIBUTION TO THE DEVELOPMENT OF INTERCULTURAL
COMMUNICATION (Case Study Slovenia)

MIMOZA HALL

09,30 – 12,30

**ULOGA I ZNAČAJ ARHIVA U
INTERKULTURALNOM POVEZIVANJU
ZEMALJA PODUNAVSKE REGIJE / ROLE
AND IMPORTANCE OF ARCHIVES IN
INTERCULTURAL CONNECTING THE
DANUBIAN REGION AND EU**

Voditelji / Chairmen:

Miroslav Novak (Slovenija /Slovenia), Peter Pavel Klasinc
(Slovenija/Slovenia)

Peter Pavel Klasinc (Slovenija /Slovenia): **ULOGA ARHIVA U
NJIHOVIM DRŽAVAMA I DRUŠTVIMA / THE ROLE OF
ARCHIVES IN THEIR COUNTRIES AND SOCIETIES**

Miroslav Novak (Slovenija /Slovenia): **SEMANTIČKI
PROBLEMI SUVREMENIH INFORMACIJSKIH SUSTAVA
ZA ARHIVISTIKU/ SEMANTIC PROBLEMS OF
CONTEMPORARY ARCHIVAL INFORMATION SYSTEMS**

Nikola Mokrović, Živana Hedbeli (Hrvatska / Croatia): **ARHIV
ANTIRATNE KAMPANJE HRVATSKE: DOKUMENTI,
SJEĆANJA, REKONSTRUKCIJA / ANTIWAR CAMPAIGN
CROATIA ARCHIVE: DOCUMENTS, MEMORIES,
RECONSTRUCTION**

Jelka Melik (Slovenija /Slovenia): **ARHIVSKO PRAVO I
PRAVIČNOST / ARCHIVAL LAW AND EQUITY**

Jedert Vodopivec Tomažič (Slovenija /Slovenia): **KLIMATSKI
UVJETI U ARHIVSKIM SPREMIŠTIMA / CLIMATIC
CONDITIONS IN ARCHIVAL REPOSITORIES**

Franc Križnar (Slovenija/Slovenia): **GLAZBENA
INFORMATIKA U FUNKCIJI KULTURNE BAŠTINE /**

*MUSIC INFORMATION IN FUNCTION OF CULTURED
INHERITANCE*

Grazia Tato' (Italija/Italy): **KOJI EUROPSKI PROJEKTI? /
WHICH EUROPEAN PROJECTS?**

Antonio Monteduro (Italija/Italy): **EUROPA I ARHIVI:
PREGLED INICIJATIVA U PODRUČJU ARHIVISTIKE /
EUROPE AND ARCHIVES: AN OVERVIEW ON INITIATIVES
IN THE FIELD OF ARCHIVES**

Darija Hofgräff (Hrvatska/Croatia): **PROBLEMATIKA
ISTRAŽIVANJA SPECIJALNIH ZBIRKI U KNJIŽNICAMA I
ARHIVIMA NA PRIMJERU ZDRAVSTVENE POLITIKE U
KRALJEVINAMA HRVATSKOJ I SLAVONIJI 1875. – 1910.
I NUŽNOST POVEZANOSTI ARHIVA PODUNAVSKE
REGIJE / ON PROBLEMS IN RESEARCH OF SPECIAL
COLLECTIONS IN LIBRARIES AND ARCHIVES USING
EXAMPLE OF HEALTH POLITICS IN THE KINGDOM OF
CROATIA AND SLAVONIA 1875–1910, AND NECESSITY OF
COOPERATION BETWEEN ARCHIVES OF DUNAV REGION**

Zdenka Semlič Rajh (Slovenija/Slovenia): **PRISTUP
ARHIVIMA U REPUBLICI SLOVENIJI / ACCESSING
ARCHIVES IN THE REPUBLIC OF SLOVENIA**

Aktivni sudionici na diskusiji / Active participants in discussion:

Ivan Filipović (Hrvatska/Croatia)
Elisabeth S. Ernst (Austrija/Austria)

DISKUSIJA / DISCUSSION

Stanka / Break

NEDJELJA / SUNDAY 30.06.2013.

MAGNOLIJA HALL**09,30 -11,00****ZAKLJUČAK ZNANSTVENOG SKUPA / CONCLUSION OF THE SCIENTIFIC CONFERENCE****Voditelji / Chairman: Prof.dr.sc. Vlado Galičić & Prof.dr.sc. Mario Plenković & prof.dr.sc.Ludvik Toplak**

15,00 – 16,00: ORGANIZACIJSKI ODBOR/ ORGANIZING COMMITTEE – CROATIAN COMMUNICATION ASSOCIATION & INFORMATOLOGIJA (HKD – CCA – DIT 2013) - (Samo za članove / Members only)

17,00 – 18,00: INFORMATOLOGIJA & DIT 2013 (Urednički odbor/Editorial Bord/Members only)

18,00: SKUPŠTINA HKD/CCA (Samo za članove/Members only)

02.- 06.07. 2013. KOMUNIKOLOŠKA LJETNA ŠKOLA (IFCA-HKD) / COMMUNICATION SUMMER SCHOOL (IFCA-CCA)

Predsjednici Organizacijskog i Programskog odbora/ Presidents of the Organizing and Program Committee:

Prof.dr.sc. Vlado Galičić**Prof.dr.sc. Mario Plenković****Prof.dr.sc. Ludvik Toplak***Programski odbor/ Program committee:*

Amos Bianchi (Italija/Italy), Zdenka Bolanča, Waldemar Furmanek (Poljska/Poland), Vitomir Grbavac, Keval J. Kumar (India), Klaus Krippendorf (Philadelphia, USA), Slavo Kukić (Bosna i Hercegovina, Bosnia and Herzegovina), Štefan Luby (Slovačka /Slovakia), Vladimir Lvov (Rusija/Russia), Ruslan Motorny (Ukrajina/Ukraine), Andrej Plenković, Mario Plenković, Majda Pšunder (Slovenija/Slovenia), Karib Phringer (Švicarska/Switzerland), Vladimir Rosić, Patrick Rossler (Njemačka/Germany) Ludvik Toplak (Slovenija/ Slovenia), Felix Unger (Austrija/Austria), Emil Vlajki (Bosna i Hercegovina/ Bosnia and Herzegovina), Vidoje Vujić, Gerhard Wazel (Njemačka/ Germany), Minka Zlateva (Bugarska/Bulgaria), Lew Zybatow (Austrija/Austria), Jan Zimny (Poljska/Poland), Vilko Žiljak.

Organizacijski odbor / Organizing committee:

Marcello Cherini (Italija/Italy), Slobodan Elezović, Vlado Galičić, Slobodan Hadžić, Vlasta Kučič (Slovenija/ Slovenia), Hiroshi Matsumoto (Japan), Vinko Morović, Daria Mustić, Mario Plenković, Goran Popović, Mirko Pšunder (Slovenija/Slovenia), Zdravko Sordani (Srbija/Serbia), Ludvik Toplak (Slovenija/Slovenia), Marko Tomašević, Vidoje Vujić, Miodrag Živanović (Srbija/Serbia), Wojciech Walat (Poljska/Poland).

On the occasion of the 20th anniversary of International
Scientific Conference
"SCIENCE AND TECHNOLOGY 2013 - Dr. Juraj Plenkovic "

(Opatija, 28.-30.06.2013.)



*Akademik prof. dr. sc. Juraj Plenković
founder of the international scientific conference "Society and Technology"*

As the years pass, past of the international scientific conference "Society and Technology" is becoming clearer and more effective. Started in 2004, from its founder, a university professor dr. Juraj Plenkovic, it become increasingly important today. Some people grow into the foundation stones in which they built themselves and their life choices. For us, You professor, are our unforgettable founder, unquestionably one of such stones in education, in our information and communication sciences.

There are rare occasions, which gathers researchers and professionals who provide a systematic, effective and interdisciplinary contribution to the development of science and scientific, professional and educational work, as is the case with the international conference "Society and Technology 2013 - Dr. Juraj Plenkovic ", which marks the 20th anniversary of its operations, which you, the deceased university professor, President of the Organizing and Scientific Council established in the 2004, led and organized till 2011. On this twentieth anniversary international conference "Society and Technology 2013th - Dr. Juraj Plenkovic" we want to remember you, your work and activities, our founder and review your enormous contribution to scientific continuity of this distinguished gathering. On 16th of February 2011, the news about your sudden death painfully echoed among all of us, because we have lost a dear friend, an honest and sincere university professors, scientists, academic and our Chairman of the Organizing and Scientific Committee of 17 international conferences "Society and Technology" DIT since 1994 -2011., who systematically worked on the preparation of 18th conference. These were responsible and complex tasks in which prof. Dr. Juraj Plenkovic fulfill our mission, vision and strategy of international scientific cooperation.

The history of this symposium is the history of the development and openness of building activity in creating a better and more effective application of science in life and work. Construction for him was the foundation of all human activities.

Before we look to the historical genesis of the international conference, we should indicate the basic thoughts on approach to science that were guiding thoughts of this conference. Science has always been encouraging the development of the theory and practice of our work, cooperation, exchange of thoughts, research and teamwork, and provided indisputable scientific and professional contributions to the interdisciplinary work of all participants in meetings. On the opening of the first international conference in 1994 in Opatija, at "Imperial" hotel, prof. dr. Juraj Plenkovic as Chairman of the Organizing and Scientific Committee, guided by the idea and vision of technological progress on the basis of Croatian society of knowledge, among other things said:

"Society and Technology" is our pride and we consider it noble, because it began in the war time, at a time when many did not believe that in the war, we can organize the international conference at which we will have participants from abroad. It was a contribution, gift in the creation of our country with the implementation of the idea of progress, peace and human love ... Its history is the history of the development and openness of the building activity in creating a better and more effective application of science in life and work, not only in higher education but in all human activities. And we did it. Thank you. "

His life was not easy and simple but infused with hard work, sacrifice, continuous learning, from primary, secondary, higher, master's and doctoral education has evolved in extraordinary scientific and didactic value of university professor and scholar at home and abroad.

Born on the 18th July in 1934th in Svirče, island Hvar. He finished elementary school in Jelsa, high school in Sibenik, College for teachers in Zagreb, Faculty of Pedagogy at the Faculty of Social Sciences and Humanities at the University in Zagreb in 1962 and a Master's degree at the Medical Faculty of the University of Zagreb in 1971. in the field of public health. At the University of Warsaw in 1974. he earned a doctorate in social prevention, then in 1988 he earned a second doctorate in economics at the University of Gdansk. He specialized in sociology at the University of Krakow and repeatedly systematically stayed abroad (Poland, Russian Federation, Ukraine, Slovenia, ...), and effectively realized scientific cooperation and became university professor, academic and ordinary member in Russia and Ukraine. In scientific papers he used knowledge of four languages, which systematically contributed to the quality work of international conferences.

Professor Juraj Plenkovic worked in Zagreb as a teacher in primary and secondary school education, as a teacher in Training College in Gospić, Industrial-Pedagogical Institute of the Faculty of Industrial Education, University of Rijeka, Faculty of Medicine, University of Zagreb, at prestigious international universities in Krakow, Rzeszow, Lublin, Maribor, Alma mater Europea and Faculty of Civil Engineering at University of Rijeka. Based on the scientific and educational work, he was selected in all teaching, research and teaching and research positions, and has been a regular university professor in Croatia and Poland. He was elected in three scientific areas: education, political science and and was academic and

regular member of five international scientific academies. Guest professor at several scientific and educational institutions in the country and abroad. He participated in the undergraduate, graduate, postgraduate and doctoral studies at the University of Zagreb, Zadar, Rijeka, Poland, Ukraine, Slovakia and Slovenia.

What is the contribution of the international scientific conference "Society and Technology"? How did it start?

1. It was created and developed as a part of the realization of the research project "Anthropology conditions for the effective work in the construction industry", marking the 25th Anniversary of Civil Engineering, University of Rijeka, where prof. dr. Juraj Plenkovic was head of the project. The interest for this first international conference "Society and Technology" in 1994. in Opatija, under the auspices of the Ministry of Science and Technology Croatian, was extreme scientific surprise. 67 participants applied, 55 peer-reviewed papers were published in the first book, "Society and Technology". In the preface the late prof. Dr. Juraj Plenkovic said: "The general meaning of all published papers is they analyze complex relationships between society and technology, and thus represent a starting point for the unilateral abandonment of the simple model and the convergence to model of the maximum possible realization of these relations, without which there is no solution for entering the XXI Century."

2. Scientific meetings are well organized and they possess exemplary international organization, Research and Program Committee. President of the Organizing and Scientific Committee in all 18 meetings was the distinguished scientist prof. dr. Juraj Plenkovic.

3. Scientific meetings are systematically held under the auspices of the Ministry of Science, Education and Sports of the Republic of Croatia, Croatian Communication Association, Primorje-Gorski Kotar County, Chamber of Commerce, International Federation of Communication Associations (IFCA), Alma Mater Europea (ECM), University of Rijeka, Split, Zadar and Zagreb, as well as other prominent scientific institutions.

4. The effectiveness of these international gatherings is always exercised in the group (plenary) presentations and group work and roundtable discussions. Thus paved the active participation of all stakeholders at meetings, exchange of thoughts, spread the knowledge and the ability of better efficiency and operation.

5. The basic paradigm of scientific work of the President of the Organizing and Scientific Committee Professor dr. Juraj Plenkovic was based on appropriate scientific international cooperation. His vast educational, professional and scientific experience and systematic exercise of international cooperation was an incentive, desire and reality, that grounded scientific conference "Society and Technology" since 1994 to become a reality, which is marking its 20th annual activity.

6. At these meetings, their works presented scholars, dignitaries, academics, public and political workers, students from numerous countries (Croatia, Slovenia, Bosnia and Herzegovina, Serbia, Italy, Japan, UK, Germany, Poland, Israel, Slovakia, Ukraine, the Russian Federation, China, India, Taiwan, Lithuania, the Netherlands, Spain, the Philippines,

USA, Canada, Australia, Finland, Austria, Romania, Bulgaria, Czech Republic, Albania, Montenegro, Macedonia, Belgium, Greece, Sweden and other countries), what unquestionably contributed to the development of science, social science and the reputation and contribution of Croatia which develops in the land of knowledge, promotion of the Faculty of Engineering, University of Rijeka, and all the co-organizers of meetings.

7. These international conferences were attended by 3,650 participants personally, 1,496 papers were registered and delivered, of which 892 were reviewed and published in the Book of abstracts, Proceedings papers, special publications such as journals *Informatologia* (*Separati Speciale*) and journals *Informatologia* and *Media, Culture and Public Relations*.

8. Sponsor of the 10th international symposium, held in 2003, was the Croatian President Stjepan Mesic, Croatian Ministry of Science and Technology and the Croatian Chamber of Commerce, which is of great importance for the recognition and scientific contribution of the conference.

7. Unquestionably, the continuity of these international conferences shows the following:

- valued and respected late prof. Dr. Juraj Plenkovic was systematically guided by the idea of technological progress in the Croatian democratic foundations of knowledge, cooperation, team research, science and business connections, and solid-built and with the personal vision of the scientific reputation at home and abroad, is continuously expanding in quantitative and qualitative terms the application of high technology in education and all areas of operation.

- these meetings provide a wide and varied opportunities permeation and cooperation between top scientists, theorists and skilled practitioners sharing thoughts, knowledge and action. Creative collaborative relationship accomplished with communication interaction is extremely significant wealth and specific characteristics of these international conferences.

- his organization and conduct of international conference and leadership of Organizing and Scientific Committee encouraged creative participant in the new creative endeavor, for further scientific cooperation and continuously arriving at the scientific meetings. Such communication methods, personal contact with each participant provided a continuous coming and motivated scientists theoreticians and practitioners, whose work contributed to the expansion of the network with prominent national and international scientists from many countries.

8. As a scientist, educator, political scientist, sociologist and communication scientist, deceased university professor dr. Juraj Plenkovic and Chairman of the Organizing and Scientific Committee studied the system of social science questions, pedagogical teleology, and axiology, theory and practice of teaching methods of communication, particularly issues of ethics, morality, art, technology, educational values in the process of work and leisure, and he consistently advocated in scientific papers proving the need of spiritual renewal, moral and educational transformation, the need to reassess neglected educational function, and educational values of human dignity, which is the basic motto and scientific contribution to these international conferences.

9. Unquestionably, quantitatively and qualitatively, international conferences "Society and Technology" in this 20 years have given and make an outstanding contribution to the development and presentation of science.

10. A special contribution to these international conferences professor dr. Juraj Plenkovic gave as a President of Croatia-Japan Society in Rijeka.

11. For his work he received numerous national and international accolades, awards, plaques, awards - but on this occasion we would like to highlight the annual award of the Ministry of Science, Education and Sports "Ivan Filipovic" in the field of higher education, for the quality and the successful operation of the international achievements in promoting the Croatian science and education in the process of Croatian joining the EU.

12. Scientific contribution of these international conferences reputation of Croatian science guided by its president prof. Dr. Juraj Plenkovic, president of the Organizing and Scientific Committee is huge and effective. Especially his contribution to linking international conference with Croatian Communication Association (CCA), the International Federation of Communication Associations (IFCA), journals Informatologia and Media, Culture and Public Relations where she was very active as a member of the Editorial Board. In recent years, prof. Dr. Juraj Plenkovic included the Croatian Association of Radio and Newspapers, the Croatian Council for Electronic Media, University of Zadar, Faculty of Graphic Arts, University of Zagreb, Faculty of Maritime Studies, University of Split, Business Administration School "Baltazar Adam Krčelić" from Zaprrešić, European Centre Maribor, Faculty of Tourism and Hospitality Management at the University of Rijeka in the organization of the international scientific conference "Society and Technology". Involvement of numerous international scientific institutions and university distinguished scientists unquestionable and effectively raised the interdisciplinary approach to science.

What are these international conferences? The answer is unquestionably affirmative, efficient and stimulating.

First, they are a concrete reality of scientific cooperation between the Croatian and world-science, the place for exchange, assistance, support and cooperation at various levels of interdisciplinarity on the role of science and technology.

Second, public appearances, presentations, scientific workshops, between theory and practice of science in different areas of the economy, publishing high quality papers, including students in scientific and research work and teamwork, which, among other things, gives the high human, technical and scientific effectiveness to these meetings.

Third, there is no doubt that the international conference in this 20 years, successfully united, connected and accomplish the analysis and presentation of many achievements in various sectors of the upbringing and education, economic activities, and the rest gave their contribution to the development and application of technology in their lives and become known in Croatia and abroad, which show the arrival of many scientists and experts from other countries.

Fourth, the international conference, with its organization, labor content, the effect of the Organizing and Scientific Committee serves as an example to communities how to organize and achieve international co-operation for better prosperity of the role of science in society.

Fifth, the specific scientific and professional gratitude goes to all the participants of conferences, applicants of papers and releases, as well as members of the Organizing and Scientific Committee who have contributed to the systematic scientific dignity of the conference, guided by the work of late Professor dr. Juraj Plenkovic, who left behind an indelible mark to pedagogical and scientific work and active international scientific communication as the basis for an interdisciplinary approach to science in the function of human life and social development, science technology. University professor late dr. Juraj Plenkovic founder of the international meetings, he was a true Croatian visionary, communication theorist, educator, political scientist, sociologist, educator, methodist of technology development of education, science and technology for the new knowledge-based society.

His pedagogical and scientific paradigm is - honesty, support, praise, and recognition of changes in human activities and actions, he focused on synergy of social, human and social laws, pedagogical and communicational paradigm and confidence in man and his power as an essential building scientific cornerstone of cultural heritage, science and technology in these international conferences. As a scientist, he knowingly took part in historical responsibility for accomplishing the task of science in society. It now unquestionably continue participants of this symposium, with proud to achieved and wishes for more effective and successful participation in the development of society, and the application of technology. Today gathered on this twentieth anniversary international scientific conference "Society and Technology 2013 - Dr. Juraj Plenkovic" all together thanks to our founder to work together, efficiently and unquestionable foundation of technology and science in the development of society, organization, management, promotion of Croatian Communication thoughts, spread and connect our world and science, and the affirmation of Croatian which develops in the land of the knowledge society.

We, the scientists, as well as all the participants in this jubilee scientific conference, continue your actions and the establishment of the international scientific meetings, and our commitment to knowledge, experience, knowledge and skills, which we jointly created systematically further develops. It is our scientific obligation and duty to you as the founder of this international conference. You will remain in your memory forever as an accomplished scholar, expert and Croatian visionary.

Prof. Dr. Vladimir Rosić
University of Rijeka,
Rijeka, Croatia

Rijeka / Opatija, 28th of March, 2013.

KEYNOTE SPEECHES

IMPORTANCE OF ACADEMIC INITIATIVES FOR THE AUTONOMY OF SCIENCE IN THE DANUBE REGION

Ludvik Toplak

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Abstract

Joint characteristics of the Danube region are:

Geographical space, defined by the Danube basin, and the cross-border area,

Large diversity of small nations with a long cultural identity,

Historical and cultural connectedness of the area,

Historical and cultural problematics of small nations,

Specific approaches to inter-cultural communications and transnational cooperation,

Historic political separation from Europe versus historical wish of the smaller nations for belonging to the European space and cultural heritage,

Political influence of external centers of power on individual nations,

Regarding the said characteristics, the Danube region today needs to develop specific instruments to enable the smaller nations to follow the needs of modern technologies and the global market, as well as developing academic excellence, competitiveness and academic autonomy.

The educational approaches of public administration, business management, intercultural communication are needed in all educational areas, for all generations and with state-of-the art technologies, following the institutional changes in accordance with the highest international ethical, professional and legal standards.

Keywords

European Union, academic networks, Danubian region

THE BASIC ELEMENTS FOR EUROPEAN FUTURE

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Abstract

At present time it seems that Europe is a great building area promising a real future. There are many influences, many considerations to be taken, especially mainly in account how to govern Europe. The specific questions come up when national governments have to give up and to diminish their own nationality authority and to bring it toward a European entity. But anyway, since the meaning of the European idea has been founded by Count Coudenhove-Kalergi in the 1920ies today many things could be achieved. I point out immediately the Schengen cooperation and the Euro despite all criticism the Euro faces. But anyway the main elements building up a new Europe are

1. The culture

Europe cannot survive without culture. Culture gives the soul to Europe. We have to be grateful that the hardware in form of Economy is done. But Economy is a small part of our whole life and we have all to work on a European Culture finding the main stream in staying together and especially overcoming the old national boundaries thinking in a European way. A specific element, which has to be considered, is the language, we have in Europe many languages but everybody should speak at least two to three languages, giving a possibility for communication.

2. Freedom

Europe has been built up on its Christian roots and one major element is the freedom. The freedom of anybody has to be respected, the freedom of developing the own personality. In this context immediately tolerance becomes a new impact. Freedom has also its limits, when we are violating the interests of others. Freedom means the source for development but has major responsibility towards the others. Freedom can be enriched by education, fostering a stable basis for the own judgement.

3. Security

Security is a very important issue. The security within Europe against crime and security against outside. But the security is jeopardized by overusing all this security checks and controlling our personal data. This is going to empower other people while we predict saying we are fighting terrorism, we are going to narrow the personality of others. With overdrawn security we have freedom and personal dignity.

4. Social Economy

Europe was always famous for its social economic market and this has to be stressed further. In reality the social economic market is a little bit endangered by the global players. A main violation of European structures is to be seen when companies are paying their taxes in offshore banks outside of Europe. Market gives the basis of dynamic social economical development considering man, whom we have to serve.

5. Mobility and Education

The mobility is an ingredient of our human beings. There are different forms of mobility. A special form of mobility is to gain more education via new technology. A specific form of new mobility is using all this new information technology, leading to distance learning and other new instruments in education. The education gives the real mobility, a spiritual mobility going being capable to overcome the own narrowing limits reaching out and developing in an interdisciplinary way new structures. Mobility has its final goal to enlarge the own perspective.

Keywords

EU, EU future, culture, freedom, security, social economy, mobility, education

INNOVATION AND TECHNOLOGY TRANSFER BARRIERS IN NEW MEMBER STATES OF EU, ESPECIALLY IN SLOVAKIA

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Abstract

Technology transfer at the high professional level is an inevitable component of the innovation system of the 2nd generation. New member states in the Central and Eastern Europe are according to the Innovation Union Scoreboard moderate innovators with the exception of Slovenia that belongs to the higher category of innovation followers. The present technology transfer process in our countries is compared with approaches and methods applied by the innovation leaders, like Germany, Sweden or Finland. The obstacles of an effective innovation process are explored: governments are hunting for the foreign investments providing only cheap, however qualified labour force; foreign investors prefer know how from their home countries; universities and research institutes compete for domestic and European research projects moving step by step into the area of basic research; small and medium enterprises are oriented to low and medium technologies based on imported components and systems; venture capital is missing. However, this situation seems to change slowly at this very period in Slovakia, because wages are growing, albeit slowly, and foreign companies begin to move to the

other parts of the world seeking for even higher benefits. Moreover, new member states are acquiring a new research infrastructure - laboratory instruments and equipment from the structural funds of the EU. Thus a new development paradigm is entering the stage. To adopt to this challenge, it is necessary to better manage patenting, to cope with misleading information and myths about innovations, to educate students to new habits even at the universities, to learn how to prepare good business plan, as well as to understand the way of thinking of investors and the policy of technology transfer organizations, which are subsidized by governments even in the innovation leader countries. The long lasting cooperation with these companies from Germany, Italy and Austria is a starting point for the further progress in this field in Slovakia.

Keywords

EU, technology transfer, innovation, Slovakia

ORGANISATION OF SCIENTIFIC RESEARCH IN EUROPEAN UNION

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Abstract

Financing of Science is a part of financing Research and development (R&D). In most developed EU countries financing of development, which is done mostly by companies, is prevailing over financing of science which is performed mostly by government funds. There is a positive correlation between R&D investment and national product per capita. Scientific research in EU countries takes place mostly at Universities and less at research institutes. Scientific research is financed by stable instruments, which are mostly executed by ministries responsible for science, and by competitive instruments mostly executed by research funding agencies or councils. Common characteristics of research agencies are: legal status which makes them independent of politics and use of peer review in evaluation procedures. Research agencies cooperate among themselves in two organizations - European Science Foundation and Science Europe. Very important source of research funds is European Commission and its framework program Horizon 2020, but in overall, these funds do not exceed 10% of available public funds in EU. The most important indicators of R&D are innovation index, patents activity, publication number, its citations in WoS and Scopus and country and discipline impact factors.

Keywords

Financing, science, EU

EUROPEAN LANGUAGE POLICY AND EUROPEAN MULTILINGUALISM

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Abstrakt

Das im Bau befindliche gemeinsame Europäische Haus hat mehrere tragende Säulen. Doch auch wenn heute vor allem die Tragfähigkeit der wirtschaftlichen und finanzpolitischen Säulen die Gemüter erhitzt, muss immer wieder daran erinnert werden, dass auch die Tragfähigkeit der kultur- und bildungspolitischen Säulen für das gemeinsame Europa essentiell wichtig ist. Die europäische

Vereinigung kann nur dann auf Dauer von Erfolg gekrönt sein, wenn die europäische Vielsprachigkeit erhalten bleibt. In der erweiterten Europäischen Union werden fast 500 Millionen Menschen leben, die eine farbenreiche Palette an Sprachen und Kulturen verkörpern. Deshalb ist es von großer Wichtigkeit, dass die EU-Bürger eine sprachenübergreifende Verstehenskompetenz entwickeln und dass die Erziehung zur Mehrsprachigkeit als integraler Bestandteil von demokratischer Bildung wahrgenommen wird. Europäität oder eine gemeinsame europäische Identität ist weder durch eine überdachende Leitsprache noch durch eine denaturierte, entkulturalisierte Plansprache à la Esperanto, sondern nur durch ein europäisches Bewusstsein für die sprachliche und kulturelle Vielfalt als Reichtum und unerschöpfliches Entwicklungspotential Europas zu erreichen. Ziel und Aufgabe der europäischen Sprach- und Bildungspolitik ist es, nach einer fast 200jährigen Tendenz zum Monolingualismus eine europäische Kultur der Mehrsprachigkeit zu befördern. So wurde z.B. 2002 in dem sog. „Barcelona-Ziel“ von den Staats- und Regierungschefs der Europäischen Union festgelegt, dass die individuelle Mehrsprachigkeit langfristig zu fördern sei, bis alle Bürger/innen zusätzlich zu ihrer Muttersprache über praktische Kenntnisse in mindestens zwei weiteren Sprachen verfügen. Mögliche Wege dahin bieten innovative Projekte und Ansätze zur Vermittlung von Mehrsprachigkeit wie z.B. verschiedene Ansätze zur multilingualen Interkomprehension, die unter meiner Mitarbeit in dem mehrfach prämierten Projekt „EuroCom“ [Europäische Intercomprehension] und dem EU-Projekt „Redinter“ entwickelt und erprobt wurden. Die Präsentation wird Einblicke in diese Projekte, insbesondere in die am Institut für Translationswissenschaft der Leopold-Franzens Universität Innsbruck von mir in Forschung und Lehre initiierten Module EuroCom und EuroComTranslat gewähren.

Schlüsselworte

Europäischen Union, EuroComTranslat, Mehrsprachigkeit

NANOMEDICINE – IMPORTANT FACTOR TOWARD NEW MEDICINE

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Abstract

There is a need for break-through in medicine for several reasons: new challenges, relative ineffectiveness of today's medicine and development of new generation of global technologies and methods which should be implemented immediately into clinical practice. Medicine today is facing some challenges: rapid changes in society with globalisation, new emerging and rapidly spreading infections disease, changed disease patterns with treatment-resistant tuberculosis, rapid and dramatic climate changes and a changed demography with an ageing population. Complexity of biological systems is a reason for new approach in medical research. Biological functions arises from the combined activity of multiple molecular or cellular functions. Living systems behave non-linearly: one input often produces multiple output. For these reasons medicine should implement new approaches based on nanotechnology and high-throughput approach. The application of nanotechnology in medicine, particularly high-throughput methods from functional genomics and proteomics—and, in the longer term, metabolomics—will profoundly change all aspects of daily clinical practice, be it diagnostics, therapy or prevention. At present, however, most of these techniques are not sufficiently robust, efficient or easy to use, and therefore require further refinement and improvements to overcome these limitations. At the same time, basic and biomedical research into functional genomics and proteomics are generating huge amounts of information that requires analysis and interpretation. We therefore need to develop new bioinformatics methods and tools for adequate and reliable data analysis both in basic research and in clinical applications. Some of these new methods are already

being used as diagnostic procedures at a few large academic medical centres—those that have the necessary expertise. But, it will take another 5–10 years until high-throughput analytical methods become available and affordable for general clinical practice. In any case, functional genomics and proteomics are no longer confined to basic biomedical research laboratories; with further improvement and development, these tools and methods will become more robust, efficient and affordable. It is therefore only a matter of time until high-throughput analysis spreads among clinics and, over time, changes clinical practice from treating mainly symptomatic diseases towards preventive and prospective practice. Nearly 20 years after the Human Genome Project was started, it is beginning to deliver the promised benefits— not necessarily new cures, but certainly a revolutionary change in medical practice. New methods will deliver a huge amount of data. Turning such quantities of data into useful information is a big challenge. And especially turning this technology toward medicine is even greater challenge. New global approach will raise some more challenges: more data, diverse data (from genome to functional product) and integration, supra-molecular information, the personal genome, variation (the human as the best model organism), genome to phenome (documenting phenotypes), multidimensionality (multiple interrelated samples, multiple assays, metadata, and finally bridges beyond biomolecular to: e.g., medicine and agriculture, biodiversity, and environmental science. The important strategic basis for new medicine is nanotechnology and its implementation to medicine. Nanotechnology is engineering and manufacturing at the molecular scale, taking advantage of the unique properties that exist at that scale. It subsumes three mutually overlapping and powerful molecular technologies: *nanoscale-structured materials and devices* (hold great promise for advanced diagnostics and biosensors, targeted drug delivery and smart drugs, and immunoisolation therapies); *Biotechnology* (offers the benefits of molecular medicine via genomics, proteomics, and artificial engineered microbes) and *Molecular machine systems and medical nanorobots* (will allow instant pathogen diagnosis and extermination, chromosome replacement and individual cell surgery *in vivo*, and the efficient augmentation and improvement of natural physiological function). The ability of nanotechnology to yield advances in early detection, diagnostics, prognostics and the selection of therapeutic strategies is predicted based on its ability to „multiplex“ – that is, to detect a broad multiplicity of molecular signals and biomarkers in real time. Examples of multiplexing detection nanotechnology are nanocantilevers, nanowires and nanotubes. Many nonodevices are in clinical practices, mainly in diagnostic and therapy (gold nanoparticles, quantum dots, magnetic nanoparticles, nanocrystals, nanoarray devices, fullerene photodetectors...). Therapeutic and diagnostic applications will be explained during the presentation.

Keywords

Medicine, nanomedicine, future, biotechnology

SOCIETY AND INTERGENERATIONAL DIALOGUE

THE WORLD OF OLDER PEOPLE MARKED BY CHANGES

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Abstract

A wave of changes has captured the whole world. It is not only globalisation that causes economical, financial, employment, cultural and ethical changes, it is mainly the geographical change affecting the whole environment. We will focus on the organizations where older people cooperate as participants and users. Organizations that will be discussed transform approaches towards knowledge, leadership, marketing, informatics and technological developments. There are fewer words about new relationships, new networks of coexistence in service organizations – especially in places where older people live and use services. The rhythm of change is accelerating, competition is brutal, market globalisation affects the behaviour and expectations of consumers. Social transformation is changing the employment, organisation of work and values. Older people, that will not be active, constructive part of changes, will be ignored, condemned to vegetating. Paradigms of organising life of older people have changed through history. Only yesterdays valid patterns today do not withstand. The challenges of today's environment require active, creative entry of older people in cooperation and their very different response, which is reflected as adjustment and creativity. Creativity in organizational reality anchors in all living relations in organization. This research brings results that will contribute to a new approach, a new paradigm, a visionary and transformational leadership and succeed in applying an organizational model of a learning organisation. Only this horizontally organizational integrates all living in a changing environment. For older people, who live in the organisation, this is the only possible model, which at this stage of development can ensure active participation of older people in the process of living and functioning in their environment.

Keywords

older people, changes, creativity

I DON'T WANT INTO REST HOME: BEHAVIORAL ADAPTATION STRATEGIES OF AN OLDER PERSON

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Abstract

Most of the people resist moving into rest home. The goal of this paper is to find out the main causes for the resistance. I have done semi-structured interviews with older people, analyzed the answers and developed the new concept, which systematically points out the main causes. I divided them on system and individual. Rest homes could eliminate system causes with the change of their activities from institution oriented to user oriented. Individual causes of resistance are associated with the selected behavioral adaptation strategy of an older person, health state, previous bad experience with rest homes, attachment to his/her own home, the availability of supportive social network and the financial solvency. If there are too many individual causes of resistance or they are too strong, it's necessary to look for alternative to accommodation into rest home. But the availability of this kind of 24-hour care in Slovenia is almost none.

Keywords

older person, adaptation, resistance, independence, total institution

INFLUENCE OF LIFE-STYLE AND SENSE OF LIFE ON THE QUALITY OF LIFE OF OLDER PEOPLE

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Abstract

Quality of life of older people has been a key area of study with the aim to develop a positive view of later life. There is a proliferation of definitions and models about the quality of life which is difficult to conceptualise and operationalize. The research will try to explain the individual accounts of quality of life. It will contribute to a comprehensive view of subjective factors that create the complex aspect of quality of life of older people. The results of the study will show that these accounts like the ability to create social capital, self-esteem, continuous learning and years of retirement have prevailing influence on the perception of quality of life. This study will show that sense of life and life-course has the unique impact of the life quality expectations of older people. The concept of life-course has evolved to prove that different groups of older people have different life trajectories. Further, it will take the position of experience that impacts their quality of life.

Keywords

older people, quality, life-course, meaning, subjective

INTELLECTUAL CAPITAL AS A CHALLENGE FOR INTERGENERATIONAL GAP

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Abstract

In an age, when it is possible to copy almost everything, shows the unique advantage of a man: his knowledge and skills. It is the same when it comes to older people. How people think, how we learn and how it affects our behaviour, how we fit into society, how we upgrade and transmit knowledge is unique to each individual. In this diversity of possibilities we identify potential sources of innovation, rapid dynamic and innovative environment, where dealing with technological developments happens spontaneously. Even if older people, as the carriers of ideas, are stigmatizedly written off as uninteresting, research indicates that intellectual capital of individuals, also older people, who are regularly activated does not fail overnight, on the contrary, experience and wisdom of a new idea, older people implement as possible. Different conditionality of generations, different time periods, events and discoveries marked the history and generations. This also marked the values of a specific generation and created intergenerational gaps. With this problem profit oriented societies did not occupy. It is precisely that these differences represent one of the biggest challenges of the future. In the new era, when there will be a lot more old people, their intellectual capital (human and structural) should be incorporated into the productive cycle of organizational survival so that the social system conditioning will make survival possible for everyone. If the central feature and the only certainty of our time is change, wise management of intellectual capital is the key to success in the era of knowledge. Intellectual capital (also of older people) is the currency of the new millennium.

Keywords

Intellectual capital, older people, knowledge

GERONTECHNOLOGY DEVELOPMENT ON THE FIELD OF BLIND, POOR SIGHTED AND COLOUR BLIND ON THE EXAMPLE OF eSOVA

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Abstract

Gerontechnology consists of two words: gerontology and technology. The goal of this scientific discipline is to research and to study new supporting technologies that could be of a great help to elderly and their social environment. Elderly weak- sightness (presbyopia) is an eye incorrection present with people older than 40 years of age. This is one of many sight incorrections that elderly people have to endure. In the the Slovenian Union of blind and poor sighted show, there are 4021 members. The exact demographic and gerontologic structure of blind, poor sighted and colour blind people in Slovenia is not known. Blind, colour blind and poor sighted are a large and heterogeneous group. As an example of good practice and assurance of an equal access to internet contents, is an internet application eSOVA, that offers a great help with a use of compuer to this specific part of population.

Keywords

gerontechnology, equal access, eSOVA, elderly poor sightness

THE PERCEPTION OF SECONDARY SCHOOL STUDENTS TOWARDS OLD POPULATION IN SLOVENIA IN THE CONTEXT OF INTERGENERATIONAL COEXISTENCE

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Abstract

The question of the importance of values and the perception of the youth towards old population has certainly been one of the society's relevant issues today. The younger generation has been facing a pronounced unemployment in Slovene as well as European labour market, unresponsive educational system regarding current social and economic changes, wide range of different educational approaches with the essential absence of intergenerational relations content in the curricula of some Slovene secondary schools, attempts to introduce "new" educational concepts in education, moral and ethical dilemmas of modern life, pronounced social stratification, constant pension reforms ... The young are pragmatic towards social changes. They have become politically disengaged even when it comes to existential questions related to their role in society because even this issue is often being considered without taking into account their views. This raises a serious question about the role of parents, grandparents, teachers, educators and society in general - especially the elderly - in

establishing new approaches of intergenerational relations between young and old driven by social changes. Young people see in the older population the competitors for jobs, an obstacle to their future professional progress in the workplace and society in general. Their situation reinforces the realization that the entire capital and decision-making is in the hands of older generation, rather than the young people would cherish the wealth of life experience of the old people, and the young would help the old understand the world of ICT. Intergeneration coexistence between the young and the old generation is eroded. There is also the increasing number of violent responses of young people to social and political changes, low perception of young towards the old population, often conflicting intergenerational relations and communication in general. On one hand, the young see the old people as sick, a burden and cost to society, and on the other hand, the old think of the young as being irresponsible, acting 'important' and insensitive. This creates a high degree of tension. The paradigm of the value system and the perception of young people towards the old population is essential in the educational as well as the broader social field. The purpose of our paper is to explore the perception of secondary school youth (on the sample of 150 Slovenian secondary school students) towards old population and to make constructive suggestions for improvement.

Keywords

secondary school students, intergenerational coexistence, old people/the elderly

INTERGENERATIONAL TRANSMISSION OF INDIVIDUALS' TACIT
KNOWLEDGE"
WHICH SHOULD NOT BE LOST

Mirjana Ivanuša-Bezjak

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Abstract

Outgoing co-workers from the company who leaves the company or retired with them "take away" a lot of knowledge and invaluable work experience that they have gained in previous jobs. Upon departments managers in organizations is a major challenge. Can they find ways and motivation to transfer knowledge to other members of different generations in the employee's working period in the company? Knowledge that has not been transferred to other members of the company (and the society) will be lost. The paper shows the spiral of knowledge - the transfer of tacit knowledge into explicit knowledge (socialization, externalization, combination and internalization). It also presents illustrative examples of spiral spread knowledge in actual cases from practice. The article is an analysis of demographic data by five-year age groups and by gender citizens of Slovenia for the period from 2001 to 2011.

Keywords

Tacit knowledge, intergenerational knowledge transfer, knowledge spiral, spiral dissemination of knowledge, demographic data

IMPORTANCE OF GEOGRAPHY EDUCATION SOCIETY FOR ENVIRONMENTAL EDUCATION OF THE SOCIETY

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Abstract

We live in a world of increased interdependence, where none of our actions is not without influence. In the morning, when we dress shirt, made in China, and drink coffee, harvested in Ethiopia, we enter into various parts of the world and thus also in social relations and global imbalances. Education for sustainable development has become one of the priorities of the 21st century, which requires a change in thinking, life and work. Sustainable social development means "development in which people satisfy their needs without compromising the needs of future generations." Geography as a science informs, empowers and encourages lifelong learning to understand the changing world around us. It helps if you develop a responsible and active citizen to know and be aware of the problems of humanity. Emphasizing the general problem of the environment in search of a balance between the requirements population growth, technical progress and the tendency for a higher standard of living brings on one hand and on the other hand options in order to maintain a healthy biologically and aesthetically acceptable environment. Geography with specific regional analysis of more complex contributes to the practical establishment of sensitive and dynamic the regional balance. Geography is also the possibility of encouraging students to explore and explaining phenomena from different perspectives (physical, chemical, geographical, biological, ethical and historical), and by giving them the information they need in everyday life and teaching practice. This paper presents the state of school practices regarding the objectives, content and teaching approaches (learning strategies, teaching methods) environmental education in geography lessons in general secondary schools in Slovenia.

Keywords

geography, environmental education, sustainable development, teaching approaches

INTEGRATED TRAINING AND EDUCATIONAL PROGRAMS FOR AGING LABOUR FORCE

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Abstract

Older workers are the fact of the modern society, sometimes called aging society. Demographic trends show that 45% will constitute the western society after the year 2050. People are living longer, and they are healthier comparing to the people in the last century. Many of them work part-time to remain productive in their later years. Economic crisis, demographic trends, high inflation and increased longevity created economic pressure for older people, causing them to remain in the workforce. Low birth rates have decreased the number of younger entrants into the labour market. The changes of the composition of the labour force along with the changing personal needs of older individuals are creating powerful incentives for them to remain labour active. For the majority of elder workers, this means the need to acquire new skills and competencies. Information on company training of skills and competencies is frequently dated, scattered and anecdotal. Our empirical case studies of training and

education programs for elderly people will show how integrated, diversified, accessible, accessible and efficient these programs are.

Keywords

older workers, aging, training, integral, skills, competencies

FACTORS FOR THE INCLUSION OF ELDERLY PEOPLE IN EDUCATION

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Abstract

Slovenia has a high proportion of elderly people. Lifelong learning is gaining more and more importance as it increases the power of the elderly, and reduces their social exclusion. We presume that education is extremely important for the elderly and plays a key role in the establishment of supportive social networks and, therefore, a feeling of inclusion. Through the individual's life story, we will assess the impact of the social network, education, and self-image while participating in lifelong learning. Lifelong learning is one of the important factors of social inclusion and healthy ageing since it promotes activity and responsibility, and reduces dependency. All of these things contribute significantly to the quality of life of an individual.

Keywords

age, self-image, social network, education, quality of life

INTERGENERATIONAL LEARNING AND ACTIVE AGEING: THE ROLE OF ICT AND ESP

Smiljana Fister

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Abstract

According to the World Health Organization, active ageing is "the process of optimizing opportunities for health, participation and security in order to enhance the quality of life as people age" (WHO 2002). Increased life expectancy and improved health for older people can be seen as new assets that the society should learn to benefit from. Education is often seen as an important tool to increase the participation and enrich the quality of life of older people. In addition, the social context is important for both activating older people and providing young people with the possibility to learn from the life experiences of older people in intergenerational interaction. The elderly have not been exposed to new technologies at school nor in their working years. Now they found themselves in a condition of 'digital illiteracy' restraining them from a full access to the new services allowed by the digital technology. The elderly usually consider computers and technology with fear, thinking of them as complicated and difficult. They need a friendly, simple, non competitive, free of charge approach. The fact is that learning is also changing and becoming less solitary work and more interactive and collaborative. Thus the young volunteer students should become 'the teachers' of the elderly who would play the role of 'grandchildren' assisting the 'grandparents' in learning the basics of using a computer, e.g. for internet browsing and e-mail messaging (ICT) together with learning the English

language for specific purposes (ESP). Furthermore, such intergenerational learning is considered to go in both directions, in other words, older people may act both as learners and teachers as they have a lot of valuable in-depth knowledge to give to young people. Our purpose is to find out how many older people and students see the benefits of such intergenerational work and are willing to learn from each other. Our research will be done on 100 secondary school students and 100 older people living in Ljubljana. Our aim is to contribute to a better understanding between generations and to a better life of the elderly in modern times.

Keywords

active ageing, older people, intergenerational learning, ICT, ESP

DILEMMAS OF HOUSING PROPERTY OWNED BY THE ELDERLY

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Abstract

Housing property represents an important financial investment in the life of an individual, which is illustrated by the life cycle model. Housing property is the key factor in increasing prosperity and quality of life of homeowners. Current demographic trends concerning the ageing of the population and increasing of housing property of modern society are opening a number of research dilemmas. Looking from the perspective of the elderly who are the focal point of the research, it is important if they use their housing property to ensure income in the older age or if they transfer it to their descendants as bequest. Viewpoints of elderly homeowners were checked by way of interviews thus illuminating their future decision of whether to spend their housing property or leave it to their descendants. The survey has shown that the elderly are more likely to leave their housing property to their descendants than to spend it. Mutually, to avoid being socially handicapped, the elderly usually expect from their descendants help in various material and non-material forms. Bequest is the transfer of assets from one generation to the other, as a form of solidarity among generations, which is not important only to the elderly at the end of their life cycle, but it has synergy effects on all generations.

Keywords

housing, property, the elderly, bequest, quality of life

GERONTOLOGICAL ANALYSIS OF NON-URGENT RESCUE SERVICES USERS ON THE EXAMPLE OF COMPANY BERGHAUS

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Abstract

As a patients rights representative in the area of Maribor and its surroundings, I had to deal with problems of patients who have contacted me regarding their right to use non-urgent rescue services. Patients rights representatives are individuals who have a bachelors degree and enjoy moral and professional reputation, are not employees in the public health establishment and are not concessionaires. It is a fact that we have no collected and analyzed data on the age structure of non-

urgent rescue services in Slovenia. Ministry of health and Health insurance agency should advocate for equity and access to health services for all citizens, but in reality they focus on the cost-effectiveness of services. Data obtained on the basis of records, managed by the non-urgent rescue services in recent years, will help us to monitor "age structure" of users, and offer possible answers to open questions.

Keywords

non-urgent rescue services, patients rights, age structure, the company Berghaus

HOW DO STUDENTS IN THE SECONDARY SCHOOL OF NURSING EXPERIENCE THE TREATMENT OF ELDERLY PEOPLE

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Abstract

Theoretical background: Aging of the population is becoming a global problem, which all of the society's segments must prepare for. Students of the secondary school of nursing are at the beginning of their education on helping healthy and sick elderly people. This is why it is very important how they experience aging and the related treatment of the elderly.

Methods: The research had a quantitative predisposition. For the needs of the empirical work we have gathered, analyzed, and synthesized primary and secondary data sources. The primary data were gathered with a questionnaire composed of 31 questions. A sample was made, which was composed of 181 students of the secondary school of nursing Murska Sobota, who were attending second, third, and fourth year of the programmes for Nurse and assistant caregiver Paramedic, and were treating the elderly at their clinical training.

Results: More than half (55%) of the participating students of the second year of the Paramedic programme are afraid of aging and are afraid of older people. 19,90% of students are afraid of getting infected, while treating the elderly at their clinical practice, and 24,40% of students are scared of their patient's death.

Discussion: It is worrying that a third of students do not wish to have their clinical training in a nursing home, even though this field of training is the most important. Reasons given for such behaviour were listed as: working mostly with immobile and incontinent residents, monotonous work, bad smell in the ward, and the fear of their resident dying. Data show that students had a wrong picture of their profession, which they chose. Students in the Paramedic programme do not list such problems.

Keywords

education, residents, students, clinical training, nursing homes

NURSING TEAM'S COMMUNICATION IN CONFLICT SITUATIONS WITH PATIENTS

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Abstract

Theoretical background: Effective and ethical communication is the foundation for quality patient treatment and is a basis for good interpersonal relations. Conflict situations are quite often in the nursing field, which are being resolved differently by individuals. The purpose of the contribution is to present communication between nurses and patients in conflict situations.

Method: A descriptive research method was used, its basis being analysis of qualitative data, the source of which were written answer to an open question "How do you communicate with patients in conflict situations". 363 members of nursing teams from four medium-sized hospitals in Slovenia participated in the survey. Gathered data were analysed with text analysis and were sorted into appropriate categories of communication (assertive, passive, openly aggressive, and covertly aggressive). Results: Results are based on actual experiences of members of nursing teams with patients. We have gotten some examples of answers of how members of nursing teams communicate with patients, who are either threatening with formal complaints about their work, exposing themselves during rounds just to get attention, disturbing the work process, insulting the nursing team, even examples of patients, who haven't understood their instructions. Discussion: Conflict situations are undesired events in the nursing profession, which is why communication knowledge is extremely important. It is up to the nursing teams and their knowledge, ethical values, and communication skills to resolve such situations

Keywords

communication, conflict, nursing

ADJUSTMENT FACTORS FOR THE BLIND

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Abstract

Blindness is categorized as one hundred percent disability. The term handicapped characterizes the person as less worthy, imperfect, pushed into a special, separated, devalued group. The goal of this study is to determine through life stories of the blind, how do they integrate in social environment, and which adjustment factors affect their social integration. The data for this study was obtained directly using non-standardized research interviews. This case study is based on qualitative methodology supported by Glasser-Strauss selective coding. The results show an effective integration of blind people in their social environment. Adjustment factors of social integration are : understanding environment, life optimism and positive self-esteem. Because only four people were involved in this study, we cannot generalize results on the whole blind population. They are just a key to better understanding of the problem, which demands from us the formation of a more human society without prejudice to those, who shape the world picture in a different way.

Keywords

Blind, adjustment, social intergration

FACTORS FOR THE SUPPORT IN THE PROCESS OF PALLIATIVE CARE

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Abstract

The number of the elderly population and incurable chronic diseases grows, and thus increases the need for palliative care. Palliative care includes a comprehensive treatment of the patient's psychological, social, spiritual, and existential needs. A successfully introduced palliative care in the early stage of advanced disease may not only improve the quality, but also extend the life of the patient. We presume that factors for the support are essential in the process of palliative care and play a key role in the establishment of supportive social networks and, therefore, a feeling of inclusion. The case study present biography of the elderly who is involved in palliative care. Through the process of interviewing, we will identify the impact of social support of the environment and self-image on the patient. We expect this will positively impact relatives, the palliative team care, and the patient's acceptance of functional limitations.

One of the important factors in palliative care is the social inclusion of a patient with advanced incurable disease as it provides the optimum activity, well-being, and social support for the patient and his/her family, while contributing significantly to improve their quality of life.

Keywords

age, chronic diseases, social network, accepting diseases, quality of life

INCLUSION CRITERIA FOR ANABOLIC TREATMENT OF OSTEOPOROSIS IN ELDERLY WITH FRAGILITY HIP FRACTURE

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Abstract

Prevalent hip fracture increases relative risk for the second fracture three times. The anabolic medicamentous treatment of osteoporosis in patients with prevalent hip fracture is predicted after at least 12-months-treatment of osteoporosis with standard drugs like bisfosphonates. The inclusion criteria are psychological/cognitive and somatic. Elderly patients with hip fracture and previous at least 12-months-medicamentous treatment of basic disease are candidates for introduction of anabolic therapy. The current available drug is 1-34 parathormone. Its application is strictly subcutaneous every 24 hours. It demands good general condition of the patient and absence of substantial cognitive deficit. The selection of candidates for this treatment is as following: mental health, highly motivated patient willing for cooperation and subcutaneous application of the drug by himself and absence of serious comorbidities (hypocalcaemia, renal failure, hyperparathyroidism, the glucocorticoid osteoporosis, bone metastatic disease, etc.). The selection is in hands of orthogeriatric team leader, the

method is triangulation. It is a qualitative method comprised of screening, interview and prefabricated questionnaire.

Results:

Improvement of bone mineral density of the patient.

Improvement in secondary prevention of fragility fractures.

Cost effectiveness of orthogeriatric fast track surgical treatment.

Orthogeriatric team building.

Fragility fractures influence life quality of elderly patient; they seriously affect social exclusion of the frailty patient and rise the costs of orthogeriatrics. The presented method enables simple bed site method for selection of appropriate patients. The project has been approved by the Ministry for health in Slovenia.

Keywords

Social exclusion, triangulation, elderly, fragility fractures, anabolic treatments

POLYPHARMACY IN ELDERLY

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Abstract

Polipharmacy is defined as inappropriate use of drugs. The target of this article is to examine how many elderly, which have been examined in the UKC Maribor Internal Medicine Emergency department, corresponds to polipharmacy criteria, and point to the dangers of irrational drug use. In our survey, we gathered medical information's using the software Medis, for 459 people over 70 years of age, which have been examined between December 2012 and January 2013. In order to identify potentially inappropriate prescriptions (PNP), we used Beers criteria (2003). Results of the survey have shown, that 198 patients (46,5%), took six or more drugs simultaneously, which is a criteria for polipharmacy, 65 patients (14,1%) took an inappropriate drug, and 62 patients (13,5%) took inappropriate combinations of drugs. Obtained results show, that a quarter of examined patients are exposed to inappropriate drugs or combinations of drugs, and therefore more prone to there side-effects.

Keywords

Elderly; Polipharmacy; Drug; Beers criteria; Side-effects

INCREASE OF RETIREMENT EXPENDITURE IN RELATION TO SUSTAINABILITY OF THE RETIREMENT SYSTEM

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Abstract

The European population is getting older. In Slovenia, the life expectancy has changed considerably within the last thirty years; for the male population it grew for 9 years and 3 months (to 76,3 years) and in case of the female population, increased for over 8 years, (now to estimated 82 years and 7 months, data according to Slovene statistics Bureau, 2010). This consequently means that the

relationship between those who are retired, and tax payers and insurance payers is changing, too. Consequently, the expenditure of the retirement fund is increasing too. The article therefore touches the relationship between insurants and pensioners in the past and today, the average age of an individual when exiting the labour market (comparison between Slovenia and EU); the issue whether people go into retirement too early considering the circumstances and sustainability of the retirement system. The article also addresses differences between benefits, obtained from compulsory public retirement fund (still dating back to Bismarck), in correlation with other known retirement systems and private pension plans.

Keywords

ageing of the population, pension expenditure, retirement systems, PAYG system, reform and sustainability of the retirement fund

DIFFERENCES IN PERCEPTIONS OF FREE TIME OF ELDERLY

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Abstract

The goal of this study was to explore views about leisure in and old age, especially their way of understanding and defining it. Key criterion in defining senior for this purpose is the age of minimum 65 years and independence in an everyday life. Based on interviews we analyzed their statements about understanding and perceptions of their free time. The research showed three types of seniors when defining limitation of the free time: first with lack of the free time, as he lives active life, the second one is satisfied with the available time and he has no needs for more. The third feels he has too much time, as its consequences are boredom and loneliness. Findings highlight the perspective of today's seniors' free time in Slovenia. The study offers few suggestions for organisations working with seniors. Results can be used for hypothesis and future studies for solving problems of social isolation of elderly.

Keywords

Aging; Elderly; Leisure; Perceptions of free time; Time management

TEAM WORK PROJECT APPROACHES FOR ESTABLISHING NEW ORGANIZATIONAL FORMS OF LEISURE FOR THE ELDERLY

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Abstract

Turbulent environment in which we live requires constant changes. Change is the only constant dynamics of social, technological, economic and organizational development (Ovsenik, Ambrož, 2010). If it was once enough just to identify them at the perceptual level, our time requires a proactive behavior in order to create an environment that will absorb creative and innovative ideas in all cells of

team work. This is especially true in the field of socio-gerontological creation of new forms of team work. Although the beginnings of gerontological research go back to the last century, only a few consistent scientific researches, usually focusing on medical issues, can be found. Alarming demographic analysis of last decades warn of intense ageing phenomena of Slovenian and European population. This of course requires an immediate action at all levels of social life and life as such. Socio-gerontological research focus must be directed into creative teams, those manifestations of organizational forms, which are the cornerstones of new, innovative and creative solutions for productive age, for improving the old people's quality of life, reducing the social exclusion of the elderly and for the improvement of social welfare and intergenerational dialogue. Thus we have developed a project idea with which we would like to create a new form of integration with the elderly with the purpose of forming completely new approaches for creative team functioning. We would like to establish the centre of creative leisure activities for the elderly in Slovene environment. It is a move away from traditional forms of day care centres for the elderly and their organized forms of integration. It is not just offering socializing or passive leisure, but we would like to achieve more - we want to awaken in the older people their unrealized desires, ideas, projects, and prepare them for a proactive and participatory manner of use of their intellectual, emotional, life and social capital. This means that the older people alone, together with volunteers, prepare activities and workshops from the content that is interesting to them and meet their own needs in the field of art, travel, education, entrepreneurial potential and spiritual and cognitive dimensions. The purpose of this paper is to present new forms of team members' work in the creation of establishing a new Centre of creative leisure activities.

Keywords

team work, the elderly/old people, creativity, leisure

QUALITY OF LIFE AS A TRAVEL MOTIVATIONAL FACTORS OF SENIOR TOURISTS – RESULTS OF RESEARCH IN NOVI SAD

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Abstract

Third age persons are an increasingly developing segment of tourist demand in the world. A healthier and longer life, more free time, a realized social status and personal development are the key pull factors for the persons in third age to decide to go on a tourist trip. The basis of this research is founded on numerous previous studies, which indicate that in the subjective push and motivational deciding factors for the travel of the elderly, the dominant factors are those from the group of the quality of life. The goal of the research was to establish on a sample of the population of the elderly in Novi Sad the extent to which the factors of the quality of life are present and featuring as important in expectations and deciding among the tourist travel programmes. The research used the model of motivation in tourism for the persons in third age established by Astic and Muller (1999), and developed by Hsu, Cai and Wong (2007). The measured categories were wellbeing or a subjective assessment of the quality of life.

Keywords

tourism, motivational factors, seniors, quality of life, satisfaction

THE IMPACT OF ELDERLY ADULTS TO THE STRUCTURE OF TOURIST FARMS IN THE GORENJSKA

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Abstract

The structure of a tourist farm is based on a family business where elderly adults play an important role. The structure of the family tourist farms is heavily influenced by the knowledge and experience of elderly adults. The purpose of this article is to explore the impact of elderly adults on the structure and intergenerational relations in families. There are 57 tourist farms in the Gorenjska region. Six operators, older than 50 years, of tourist farms from Gorenjska region are included in a survey. The survey will show the extent to which the elderly adults have an impact on the structure and decisions of young people to live and work in the farm. An appropriate public policy and strengthening of social, cultural and economic environment will offer support to the family organization entities operating in tourist farms. Primary and secondary goods of Slovenian rural areas are a rich source of the tourist offer, which require the organization, knowledge and experience for their preservation and development.

Keywords

organization's impact, intergenerational relationships, elderly adults, tourist farms

PERSPECTIVES AND CONTRADICTIONS IMPLEMENTATION OF PREVENTIVE SERVICES IN GERONTOLOGY

Model awareness of individuals with the transition to the third stage of life in the
main area of Ljubljana

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Abstract

Contribution that we are presenting, was created after years of acquisition experience in the pursuit of the profession of pharmacy and the Head Master of a Slovenian pharmacies, where a large segment of our clients a group of elderly people. During observation of problems faced by elderly people, we realized that we need more knowledge - acquired at the doctoral level, and on the basis of in-depth research. In the era of globalization, it is not just the elderly find themselves best. They do not know how to follow the changes that determine their lives. Due to lack of information, lack of knowledge about modern approaches to treatment, to raise the quality of life for the well-being and positive thoughts can not find the right way. They live in the belief that when you are "sick", you just "sick", then visit a physician, pharmacist, therapist and hold the prescribed medication and consequently cure are sure. Described observation was stimulated our thinking how, in what way, with what approaches to motivate and inform convincing older person with that being poor does not mean the disease. The worse being affected by weather conditions, malnutrition, lack of movement, boredom, ... Older people are usually not aware of alternative ways of healthy living. If they know they are not motivated to use them, or do not know how to begin with a certain activity, continue to conquer it as their lifestyle. All such information is nowadays mostly found only on the Internet, to which the older generation (large proportion of older people) do not know how to approach. Described the existing situation can be defined as a social problem. Techniques, methods of research, the expected results and the direction of modeling solution we present in this paper. The model will not only be a vital

contribution to the science of studying behavior of the elderly, but in practice marked a new creative step towards improving the quality of life of older individuals and groups living segment of the population.

Keywords

gerontology, service activity, preventive and curative approaches, intergenerational participation, lifelong growth

INFLUENCE OF THE INTERNET ON SOCIAL INTEGRATION OF THE ELDERLY

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Abstract

The Internet is a tool which enables the elderly social integration and keeps them mentally vital and independent. Through the Internet, the elderly remain active members of society and live a more independent life. Therefore, computerisation of the third generation is one of priorities of developed societies. The case study will present stories of elderly people who use the Internet. By means of interviews, it shall be established how important the Internet is for those people, how its use affects their social integration and what was the reason for their participation at the computer science course. It is expected that the Internet is important for the elderly and that they use it primarily to look for information and to communicate. Both positively affect their social integration and enable a more quality life in their old age. Institutions increasingly use the Internet as a form of communication with their users. Since there are a lot of elderly people in Slovenia who do not use the Internet, the society and its institutions should carry out an active policy of computer literacy for the elderly. In doing so, they should consider reasons why the elderly attend computer science courses.

Keywords

information technology, the Internet, the elderly, social integration, quality of life

THE EFFECT OF COMMUNICATION ON EMPOWERMENT IN A MULTIGENERATIONAL FAMILY

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Abstract

The article enlightens the effect of communication on family empowerment. Communication, verbal or non-verbal, is exchange of information in a process of interaction between members of certain groups, such as a family or society in general, which importantly effects empowerment in such groups. Empowerment is a concept of social work as well as social gerontology which gives people the ability of developing inner resources that facilitate a new life paradigm and improve the quality of life. With qualitative research, conducting semi-structured interviews with two multigenerational families, we analyze the effect of communication on empowerment in a multigenerational family and determine when communication can be destructive, taking power away from the family and its members. The contribution of this article is relevant as it scientifically enlightens understanding of

family relations based on communication as an important factor of empowerment and quality of life improvement in families and consequently in the society.

Keywords

communication, empowerment, multigenerational family, quality of life

PARTNER RELATIONSHIP ISSUES – CHALLENGE TO SOCIAL MARKETING

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Abstract

The article intertwines two different fields of science. The first one is the field of partner relationship which is very delicate, because close interpersonal contacts are very important in the life of each human being; the second one is social marketing, the purpose of which is to change different socially undesirable, unacceptable and harmful ways of behavior. At the first look they seem like two totally incompatible fields, but the article shows how very connected they actually are. This article describes how is possible to apply social marketing to relevant issues within the marriage and family field. This article also presents a study whose purpose is to find out whether in Slovenia a complex model of social marketing programs is required for a conscious and planned search for professional assistance in solving problems in partner relationships and also to find out how important social marketing programs are as interventional and motivational approach for partner relationship issues.

Keywords

partner relationship issues, prevention programs, behaviour patterns, marriage, social marketing

MOTIVATION FOR INCLUSION IN PREPARATION FOR ADOPTION OF A CHILD

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Abstract

For several years the International social service (ISS) has been pointing out that the quality of adoption depends on thorough preparation for the adoption and support to the family during and after the adoption of a child. Abroad preparations are a key part of adoptional procedure. In Slovenia they are a matter of choice of professional services and the applicants for adoption. Social work in the adoption process focuses on formal evaluation of a couple or a single person that is adopting and on collecting the required documentation. We studied the motivation for enrolment into preparation for adoption. The results of the responses of operators and users of the adoption show, that the motivation for the inclusion of a couple in preparation for adoption is a task of professional services who is procesing the adoption and that the professional employee has a very important role and that the providers and users of adoption do not have the same opinion about the question if the infertile couples, who decide to adopt a child, are motivated to participate in the program of preparation for adoption.

Keywords

Child adoption, preparation for adoption, motivation, social work, Deteljica society

INTERGENERATIONAL SYMBIOSIS AND UNDERSTANDING

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Abstract

Intergenerational custom designs enhancement between and across generations. Its purpose is to facilitate contact, interaction and collaboration. The result of such activity is to promote understanding and acceptance. The purpose of such activities is to share resources and experiences. Such practices must demonstrate the social solidarity both at the micro level of personal interaction, and at the macro-social level of community and society. My review will discuss and evaluate the nature of relations between the family members of three generations that live together and share a house. My specific goal will be to recognize the right of the individual intergenerational tradition between generations. I will monitor and study the generational proximity, communication and understanding between generations that share a house. The results of the qualitative article will show how to develop and promote mutual bearing and how to share responsibilities between generations.

Keywords

generation, practice, relations, communication, reciprocity

DOCTRINAL TRAPS IN SOCIAL WORK IN THE FIELD OF ADOPTION

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Abstract

Adoption is a social protection action to help a child where optimal needs and best interests of the adopted child must be ensured. The success of adoption depends on several factors. We studied opinions about their impact. Workers in the proces of adoption give the highest score for the success of the adoption to realistic expectations of the child and the lowest to material status. Adopters give the highest score to preparation for adoption and the lowest to experiencing shame because of infertility. Opinions of all respondents indicate that all factors are important for a successful adoption, the most influential one is constructive partnership followed by realistic expectations of future adoptive parents from the child, willingness to an open communication about the specifics of adoption, closely identified needs of the child, openness of the adoptive parents to solve problems outside the family, knowledge and experience of professional staff, organization of child adoption, individual preparation for the adoption, experience of adopters and the adopted child, group preparation of a couple for the adoption, physical and mental health, relationship of the adoptive family with community, emotional pressure – pain of infertility, experiencing shame because of infertility, material status.

Keywords

Child adoption, optimal benefit of a child, factors of a successful adoption, social work

E-EDUCATION AND SCHOOL OF THE FUTURE

SPACE FOR THE ENVIRONMENTAL EDUCATION IN THE SYSTEM OF SECONDARY EDUCATION IN SLOVAKIA

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Abstract

Present relationship between a man and a biosphere results from the level of progress of human civilization. The idea of permanently sustainable development is based on condition of positive qualitative attitudes, behavior and actions of people in the various spheres of society. Education and training is the main tool of creating positive attitudes towards the environment and permanently sustainable development. At present, developing contextual thinking in pupils seems to be in the forefront of the educational process. The need for direct contact with the environment and direct participation in the monitoring and problem solving activities prevails over the need of obtaining individual knowledge. We can "brand" this understanding of education as an environmental education. According to the progressive changes in the lifestyle of population, it is necessary to implement environmental education in all the social and educational levels of education. It cannot be understood as an isolated matter, but it must be an integral part of education as well as professional training for life. It must not be applied forcibly and should focus specifically on the environmental conditions of men. In the school system of Slovakia, the ecological education in the form of an environmental education is one of the cross-sectional themes in all levels of education.

Keywords

ecology, secondary education, lifestyle, biosphere, environmental education.

FACULTY E-LIBRARY

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Abstract

This paper is to show the functioning of faculty e-library based on the realized project of the same name. The paper presents the objective, the content, the software used, the method of "building" and using the e-library. Also, the criteria for measuring the success of e-libraries and results achieved are put forward.

Keywords

digitization, e-library, faculty, teachers, students, teaching materials

SATISFACTION OF SECONDARY SCHOOL STUDENTS WITH SOME ELEMENTS OF TEACHING

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Abstract

There has been a lot of discussion about the necessity for improving the educational system in Croatia. This paper presents some of the student preferences and their satisfaction with number and schedule of some subjects, course contents, amount of teaching materials and with their education. Also student's attitudes about the necessity of inaugurating new subjects (for example sexual, civil and health education) were examined by the method of survey. The research is conducted among the students of second and third grade of six high schools in Split: two gymnasiums, four vocational training schools lasting four and three years (N=270). The results show that the most of the examined students are satisfied and partially satisfied with the quality of their classes (48,1%) and that they are preoccupied with the number and the schedule of their subjects as well as with the amount of teaching materials. On the other hand, the most of them would inaugurate new subjects (sexual (67,4%) and health education (54,4%)). Also, the most of examined students are partially satisfied or are not satisfied nor not satisfied with course contents of their school subjects.

Keywords

education, students, high school, educational satisfaction

TEACHERS AND MULTIMEDIA LEARNING MATERIALS IN ELEMENTARY EDUCATION

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Abstract

In the last few years educational technology provide means for wider use of multimedia learning materials in the elementary education. Consequently the teachers of elementary education should take the advantages of multimedia learning materials. They are not just users of readymade multimedia learning materials but also producers or distributors. Positively the competency level in application of multimedia learning materials among teachers is growing. Introductory courses and availability of equipment have changed the teaching of young teachers. True insight into this general opinion can only be achieved with the survey. In the article we are going to discuss the work of teachers as creators of multimedia learning materials and their motivation. We are going to focus our research to the teachers of lower level of elementary education as they are the first step in the educational pyramid.

Keywords

multimedia learning materials, e-learning materials, elementary education, classroom teacher

THE ACCEPTANCE OF MOODLE BY STUDENTS AT JURAJ DOBRILA UNIVERSITY OF PULA

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Department of Economics and Tourism «Dr. Mijo Mirković», Juraj Dobrila University of Pula, Pula, Croatia

Abstract

Virtual learning environments are widely implemented within Croatian universities with the scope of enhancing higher education. Moodle, as a preferred virtual learning environment (VLE) in Juraj Dobrila University of Pula is offered to students as a complementary tool to improve the teaching process and learning outcomes. The aim of our study is to analyze the use of Moodle platform by students and identifying factors that drive the intention to use it. A better insight into the factors influencing the intention to use Moodle enables us to develop actions to motivate the VLE utilization by students and therefore, improve learning outcomes. The study is based on the Technology acceptance model (Davis, 1989), which specifies the causal relationships between perceived usefulness, perceived ease of use and actual usage behavior. For this research, the TAM is extended to include technical support (Arteaga Sánchez & Duarte Hueros, 2010), perceived compatibility with student tasks and training (Escobar-Rodriguez & Monge-Lozano, 2012). A survey is conducted with 284 students of the Information science course of the Department of economics and tourism “Dr. Mijo Mirković”.

Keywords

Virtual learning environment, Moodle, technology acceptance model

PRIMARY SCHOOL, THE PLACE OF PEER VIOLENCE

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Abstract

Many pupils experience situations of distress in school, which affect their mental health and can have impact on their further development (Pšunder, 1994) and peer violence is one of these situations. The results of the research made among pupils of fifth, seventh and eighth classes of different primary schools in Slovenia have shown that 24.1% of pupils have already been victims of peer violence. They mostly tell about this to their parents. The results have also shown that school is really the place where violence is very common and that physical and verbal violence are the most often used kinds of violence. 37.3% of pupils have admitted that they have already been violent towards their. 10.1% of pupils have been violent more often. More than half of questioned pupils quoted anger as a motive for violence. Pupils who observe violence have experienced different feelings, it is not pleasant, and they feel sorry for victim and experience fear.

Keywords

peer violence, primary school, pupils, experience of violence as victim, perpetrator, observer

THE USE OF INTERACTIVE WHITEBOARD IN NATURAL SCIENCE IN THE SECOND EDUCATIONAL PERIOD OF THE PRIMARY SCHOOLS IN PODRAVJE

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Abstract

Teaching and learning is changing due technology development and new ways of using modern information and communication technology (ICT). Teachers must connect ICT and traditional ways of learning in order to meet learning needs of pupils. Science teachers that use interactive whiteboard effectively motivate and occupy pupils with a variety of digital resources, which engage pupils in scientific researches, while building knowledge of fundamental science concepts. Pupils search for information and use it effectively, they deal with problem-solving tasks, and build knowledge collaboratively. In this paper, we describe one of the most advanced teaching instruments used in the modern school, the interactive whiteboard. Particularly, our research deals with the use of interactive whiteboard in natural science in the second educational period. The empirical part is based on a survey questionnaire, which determines the availability of interactive whiteboards and the frequency of its use. We are also interested in different teaching forms that are combined with interactive whiteboard in the classrooms. Furthermore, we inquire teachers' opinions about the advantages and disadvantages of its use in teaching natural science.

Keywords

interactive whiteboard, primary school, second educational period, natural science

WEB TECHNOLOGIES IN DEVELOPMENT OF ELECTRONIC LEARNING IN HIGHER EDUCATION INSTITUTIONS

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Abstract

Electronic learning is based on the integration of information and communication technologies, i.e. sophisticated web technologies with available institution infrastructure and all its users. The success and quality of unfolding education in an online environment directly depends on the selection of compatible technologically superior web technologies, i.e. computer equipment, software solutions, computer and/or mobile networks and network services whose alignment arise quality educational solutions indispensable in the process of improving the quality of teaching and learning outcomes, and increasing of students/participants satisfaction with the institution completely, as well in the process of creating knowledge society and exiting into the international market through the internationalization of education and research.

Keywords

web technologies, electronic learning, computer equipment, software solutions, networks

COMMUNICATION DIMENSION OF VISUAL ANTHROPOLOGY IN UNDERSTANDING OF CULTURAL HERITAGE AND ITS APPLICATION IN PRIMARY EDUCATION IN SLOVAKIA

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Abstract

The paper presents possibilities of applying visual anthropology with regard to historic photos in the process of education in elementary education. The paper illustrates space for application of information from the photographic material in contemporary educational reality of the state curriculum ISCED 1. At the same time, author in the paper pays attention to concrete examples, which simplify the process of learning spiritual heritage and material culture in Slovakia. Author mentions dimensions of interdisciplinary interferences related to the sphere of regional education.

Keywords

visual anthropology, photography, regional education, material and spiritual culture, education.

INTERCULTURAL RELATION OF CROATIAN HIGH SCHOOL STUDENTS TO MINORITY GROUPS

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Abstract

Multicultural composition of the Croatian society poses the necessity of implementing intercultural education through the educational system. Considerations and researches of obstacles and potentials, and consequently, creation and support of the conditions for the promotion of mutual understanding and acceptance of different cultures are essential for its effective realization. The aim of this empirical study was to investigate the intercultural relation of Croatian high school students toward minority groups. The survey included 1471 students of Croatian nationality who attend different high schools. The data were collected by means of a questionnaire designed for this survey. The analysis of the results revealed that high school students reported slightly positive attitudes towards members of minority ethnic groups. It was also found that there is a statistically significant difference in intercultural relation to minority groups based on gender, type of high school and grade.

Keywords

interculturalism, Croatian Society, minority people, high school students, intercultural education

STUDENTS ON THE WAY TO THE „CLOUDS“

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University Computing Centre, Zagreb, Croatia ²

Abstract

The paper addresses cloud computing and the possibilities of its application in education, focusing on using software as a service. The paper shows how each of the cloud computing models (SaaS, PaaS, IaaS) can find its application within the higher education system. The issue of adoption of cloud computing as a form of innovative technology by all subjects involved in the educational process represents a wider problem area. The objective of the paper is to determine students' motivation and perception towards cloud applications, as well as their impact on the frequency of use of such applications. A statistically significant difference in the motivation and perception of students towards cloud applications between students of Information Sciences and of other study programmes has been determined. The number of computers and mobile devices with Internet access has indicated a statistically significant difference with regard to motivation to use cloud services. However, the number of computers/mobile devices used has had no impact on the perception. The statistically significant positive correlation between the variables motivation – use of cloud applications, and perception – use of cloud application has also been confirmed.

Keywords

cloud computing, SaaS, education, students, motivation, perception

FROM FALSIFICATE TO PLAGIAT, FROM MEDIA TO EDUCATION, FROM LIE TO TRUTH

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Abstract

The extent that media can "shape up" the public was something even Orson Welles had not been aware of when he released his radio drama "War of the Worlds" in 1938 causing mass hysteria and panic all across the USA. Since then the world was not going to be the same. The speed, confidentiality and availability of information received and/or sent via television or internet had become "common good!" The negative aspect of availability of data are indeed numerous counterfeits and plagiaries in each and every area of human endeavor and creation including education and science, as well. Is it possible to hinder such an epidemic?

Keywords

falsification, plagiarism, media, education, criminal felony & conscience

INTEREST OF CHILDREN IN THE USE OF THE INTERNET AS A LEARNING TOOL DURING THEIR PRIMARY EDUCATION IN SLOVENIA

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Abstract

In modern society the use of internet became a significant part of information gathering for every individual. This research paper discusses if children in Slovenia, enrolled in primary education, show interest for use of the internet as a tool in education process. In the theoretical part we have studied works of different authors in the field of internet learning, values, use of the internet in formal curriculum and approaches for active citizenship leaning of children. For the purpose of this article a research question was proposed: Are children interested in use of the internet as a learning as a tool during their primary education in Slovenia? The paper-and-pencil survey was carried out to pupils involved in primary education (aged between 10 and 15) where 180 children are being surveyed. Due to the fact that survey is not finished yet we cannot presume what is the level of interest among them. Our main hypothesis is that “*The interest among children for using the internet learning as a tool to improve their knowledge during their primary education is very low*” is yet to be confirmed or denied.

Keywords

online learning, formal curriculum, active citizenship learning

HYBRID RECOMMENDER SYSTEM FOR LMS

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Abstract

Recommender systems have been widely used in many internet activities and services, mainly to overcome the information overload problem. Some of those activities which are related to e-commerce, web searching, digital library systems and censorship systems (Jannach et al. 2010) may be used for recommendations of available adequate and associated learning resources in learning management solutions. The goal of this article is a conceptual hybrid recommender system for LMS proposal. Combination of some of well-known recommender system approaches (Burke et al. 2007, Ricci et al. 2011) in before mentioned activities may be used for recommendation of suitable learning resources based on content, context and demographics of a learner, boosting the effectiveness of learning management solutions. Specifically, this conceptual hybrid recommender system proposal for LMS allows individualized real-time recommendations to find adequate and associated learning objects from multiple learning management systems as well as suitable multiple online digital library resources according to learners' demographics that could be of great use to successfully acquire knowledge of currently enrolled courses in LMS.

Keywords

Recommender systems, learning management systems, online digital library, technology enabled learning

INTERDISCIPLINARITY FOR THE SCHOOL OF FUTURE

THE NATURE OF INTERDISCIPLINARITY IN HIGHER EDUCATION IN CROATIA

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Abstract

In higher education, interdisciplinarity involves the design of subjects that offer the opportunity to experience “different ways of knowing”. Such education is increasingly important in a global knowledge economy. Many universities throughout the world have begun to introduce interdisciplinary studies or subjects to meet this perceived need. This paper examines interdisciplinary education in the higher education institutions in Croatia. Our purpose was twofold; first we have located the master’s level education programs offered by accredited universities and colleges in Croatia. Second, we gathered enough information about those programs to be able to comment on their underlying philosophical foundation and compare their mindset in order to determine if there was interdisciplinarity. Using catalogues and program descriptions, the analysis was undertaken to find interdisciplinarity in programs. We were able to establish four categories of core courses based on groupings of similar and/or related courses. The findings generally support the notion that higher educational programs should be created with humanities - interdisciplinary. The fact is that by studying the arts, cultural history, literature, philosophy, and religion, students develop their powers of critical thinking and moral reasoning.

Keywords

interdisciplinary education, higher education, critical thinking

IMPACT OF SMS TECHNOLOGY BASED COMMUNICATION BETWEEN PARENTS AND SCHOOL ON COMMUNICATION BETWEEN PARENTS AND CHILDREN

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Abstract

This paper analyses impact of SMS technology based system which enable communication between school and parents, on communication between parents and children. 165 parent-children pairs from 3 secondary schools were participated in research and they were divided in experimental and control groups. Parents from control group were received SMS messages with children marks and exam announcements for two months. After two months children were asked to complete a survey which were used to extract factors using factor analyse. Survey which was used in research is called “Communication in family” and it was used many times in scientific papers. Significance of impact were measured with t-test.

Keywords

SMS, school, parents, communication

COMPATIBILITY OF NEW EDUCATION STRUCTURES WITH PROJECTIONS OF THE SCHOOL OF THE FUTURE

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Abstract

Education in future implies a reconstruction in the education system. This practically means implementation of reform of the entire educational system and development of conception of the permanent education accorded with social needs and changes. The preliminary project guided by Ph.D. Miroslav Kuka and Ph.D. Vukosava Zivkovic was realized in the team work and in coordination of work of the central and regional working groups in Serbia and the surrounding countries having 80 collaborators in total working on the project. Model of our structure of the education system extends the period of compulsory education up to 10 years of age (till the first grade of high school which is the same for all regarding the curriculum) and is based on differentiation of the education levels (from preschool to high school) in cycles, which, on their part, are defined by aims and tasks. Short-term, middle-term and long-term aims have been clearly defined and concise division of competence and the follow-up methods of successfulness of its implementation has been made within the proposal of our model.

Keywords

education system, redefinition of education structure, modifications and reform

GERMAN LANGUAGE TO STUDENTS AT THE SPECIALIST PROFESSIONAL GRADUATE STUDIES IN FINANCIAL MANAGEMENT

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Abstract

The aim of the talk is to present the implementation of instruction at the specialist professional graduate studies in financial management at the aforementioned institution. The focus will be on the following three important facts: interdisciplinarity; the small number of classes; the use of multimedia. Due to the small number of available LSP German textbooks, teachers mostly prepare their own teaching materials creating the syllabus in co-operation with the course leaders and/or teachers of other courses making sure that the topics taught overlap. Interestingly, owing to the small number of students (only ten) the teaching and interaction with students is very dynamic. Such communicative approach implies that students participate in the choice of teaching methods and aids. As there are only 15 hours of instruction, students are expected to do a lot of homework using the electronic distance learning system. In class, special emphasis is placed on students' active participation through teamwork, pair work, discussion and role play. The learning is supported by original audios and videos as well as authentic texts from www.deutschewelle.de. Another example of good practice is a class taught by a guest lecturer, who is a business person and a native speaker. This year it was the Head of Loan Operations of an Austrian bank. Such practice provides interesting teaching materials,

which are updated each academic year, and the classes appeal to students as there are many examples from real life business practice.

Keywords

interdisciplinarity, interactive and communicative approach to students, use of the Baltazar Distance Learning System, use of original audios and videos from www.deutschewelle.de, guest lecturer

NEW ICT TECHNOLOGIES AND EUROPEAN FUTURE

INNOVATION AND TECHNOLOGY TRANSFER BARRIERS IN NEW MEMBER STATES OF EU, ESPECIALLY IN SLOVAKIA

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Abstract

Technology transfer at the high professional level is an inevitable component of the innovation system of the 2nd generation. New member states in the Central and Eastern Europe are according to the Innovation Union Scoreboard moderate innovators with the exception of Slovenia that belongs to the higher category of innovation followers. The present technology transfer process in our countries is compared with approaches and methods applied by the innovation leaders, like Germany, Sweden or Finland. The obstacles of an effective innovation process are explored: governments are hunting for the foreign investments providing only cheap, however qualified labour force; foreign investors prefer know how from their home countries; universities and research institutes compete for domestic and European research projects moving step by step into the area of basic research; small and medium enterprises are oriented to low and medium technologies based on imported components and systems; venture capital is missing. However, this situation seems to change slowly at this very period in Slovakia, because wages are growing, albeit slowly, and foreign companies begin to move to the other parts of the world seeking for even higher benefits. Moreover, new member states are acquiring a new research infrastructure - laboratory instruments and equipment from the structural funds of the EU. Thus a new development paradigm is entering the stage. To adopt to this challenge, it is necessary to better manage patenting, to cope with misleading information and myths about innovations, to educate students to new habits even at the universities, to learn how to prepare good business plan, as well as to understand the way of thinking of investors and the policy of technology transfer organizations, which are subsidized by governments even in the innovation leader countries. The long lasting cooperation with these companies from Germany, Italy and Austria is a starting point for the further progress in this field in Slovakia.

Keywords

EU, technology transfer, innovation, Slovakia

CROATIA IN EU ACCESSION PROCESSES

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Abstract

This conference contribution will address Croatia's EU accession process as part of the student panel with the same title. Croatia's EU accession process will be discussed from multiple perspectives:

- the historical evolution and current status of EU integration processes at the time of Croatia's accession;
- compatibility of European political culture and Croatian political culture;
- Croatia's accession in comparison to selected regional and post-Communist EU Member states' accession;

- and opportunities and threats that Croatia will most likely encounter once a full Member State with regard to the habitual functioning of the European Union.

References will be made to Slovenia's EU accession process in particular, in order to draw useful conclusions on objectives to follow and mistakes to avoid in Croatia's membership.

Keywords

Croatia, European Union, politics, political culture

ABSORPTION OF FOREIGN TECHNOLOGIES AS A STRATEGY FOR DEVELOPMENT OF CROATIA

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Abstract

Achieving macroeconomic, social and general progress inevitably entails investment in education, science and technology. Although it belongs to the high-income countries, the Republic of Croatia is significantly behind the developed countries in this regard. This also implies a stagnation or even decline. This research paper investigates the contribution of technology transfer, research capacity, education and absorption of foreign technology to the economic development of countries of different income groups. Furthermore, the applicability of three development strategies in countries with different levels of development is evaluated: strategy based on strong institutional support for investment in knowledge and technology, the development strategy based on market-encouraged innovation and development strategy based on absorption of high technologies from developed countries. The analysis is carried out on a sample of 171 developed and developing countries. The results show that in Croatia developmental progress can be achieved by absorption of high technologies from developed countries.

Keywords

economic development, development strategy, technology absorption

ROLE OF INFORMATION TECHNOLOGY IN IMPLEMENTATION OF CRM STRATEGY

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Abstract

Industrial era was characterized by standard products and services based on mass production, where the concept of economy of scale gains competitive advantage through costs leadership. Today under the effects of globalization, the consumer as an individual is becoming the basis for competitive advantage. This kind of business require detailed knowledge of the consumer and as a means to

achieve this the Customer relationship management (CRM) has been developed. Although in the last century has lived a strong stance that the "consumer is the king" and that it is necessary to provide to the right consumer the right product at the right time, only the development of information technology has enabled the management of a wide range of information about each individual consumer. CRM includes applications based on information technologies that connect information about consumers with the knowledge of how to use this information to create and maintain a mutually beneficial long-term relationships. The aim of this study is to understand how are companies in the business environment, using CRM and information technology in order to meet expectations of consumers and what is the financial impact.

Keywords

CRM, strategy management, information technology

ICT AND IDENTITY THEFT

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Abstract

Modern information and communication technology, apart from their numerous advantages, bring with themselves new forms of threats and dangers to which any of their users are exposed. One of the most serious is the identity theft through ICT which is the matter of concern not only for the victims but also for the experts in IT and legislation. This paper analyses technological and legal aspect of identity theft. Concerning technological aspect, the paper recognizes the manners of identity theft through ICT and the methods and techniques which ICT users can apply as their protection. With regard to legal aspect the paper examines the possibilities for protection within the existing legal framework and points out the possibility of its advancement by analyzing the experience obtained worldwide. All mentioned in the paper is aimed at protecting of the ICT users and also at creating preconditions for criminal proceedings of identity thieves.

Keywords

ICT, identity theft, protection, criminal proceedings

CITIZENS' FUNDAMENTAL RIGHTS IN THE CONTEXT OF LEGAL PROTECTION OF INTELLECTUAL PROPERTY ON THE INTERNET

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Abstract

Authors examine the relationship between rights of Internet access service users and intellectual property rights holders, under EU and Croatian law, in the context of private law protection of intellectual property violated on the Internet. Relevant violations committed by internet users consist

of the disallowed sharing of work protected by intellectual property rights. Authors analyze the guarantees of fundamental rights that interconnect in relation to examined violations and in the course of private law protection of intellectual property, especially taking into account the case-law of the Court of Justice of the EU. They also point to distinctive features in the development of the right to personal data protection under EU law, and they discuss applicability of relevant EU and Croatian laws as regards the data relating to users of Internet access services, which include traffic data such as IP addresses. Results of research support the finding of existing delicate and complex relationship between stated rights and, consequently, authors conclude the paper with a cautionary note on the need to pay special attention during assessment and regulation of these questions in domestic law and practice.

Keywords

Peer-to-peer, electronic communications, Internet access service user, intellectual property rights protection, personal data protection right

NODES OF KNOWLEDGE METHOD FOR KNOWLEDGE REPRESENTATION

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Abstract

This paper introduces a graphical based method for knowledge representation named Nodes of Knowledge (NOK). Basic concepts for graphical representation (nodes and links) as well as their variation are described. Furthermore, the idea of application the NOK method in different domain of knowledge is presented. The conceptual model of a system based on the NOK method designed for generating new knowledge out of existing database is described. The result of the NOK method implementation into the existing information system (IS) is the whole new set of possibilities that leads to the creation of new knowledge that cannot be derived directly from the database. The NOK method can capture different kinds of knowledge: knowledge from existing databases, knowledge embedded in business processes, knowledge stored in business documents, knowledge from dictionaries and encyclopedias.

KEYWORDS

NOK, knowledge representation, business processes

IMPACT OF MODERN TECHNOLOGY ON EXECUTION OF INDIVIDUAL MANAGERIAL COACHING

Marko Korenjak

Abstract

Individual coaching is becoming increasingly popular way of promoting the development of soft leadership skills, people management skills, motivation skills, personal development and conflict resolution skills. The article describes different types of individual managerial and other coaching styles. One important focus of this article is on the help of modern technology in achieving the objectives of individual managerial coaching. Phone, mobile phones, Skype, Google, Facebook and

similar modern approaches of establishing contacts on the Internet have brought a new dimension in implementation of individual managerial coaching. On one hand the technology has overcome many logistical problems and introduced cheaper implementation of individual managerial coaching, on the other hand, modern technology has eliminated interpersonal communication between the client and the coach, which is in some cases also necessary for achieving certain goals. The article also deals with the positive and negative aspects of modern technology in the implementation of individual managerial coaching.

Keywords

managerial coaching, technology, interpersonal communication, personal growth, leadership

RESEARCH RISKS AND DANGERS OF COMMUNICATION ON FACEBOOK AND USERS PREFERENCE BY ADOLESCENTS

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Abstract

The new media, with the introduction of technological changes, have greatly influenced changes in the communication process. Interpersonal communication, with a limited number of participants, and field of activities, was replaced with the mass communication on social networks, extending the circle of recipients and often erasing the boundaries between the real and the virtual world. One of these social networks is certainly Facebook, where profile today has almost every other juvenile, and that has become a favorite activity of youngsters out of free time. Therefore, the research focus of many previous studies has been on children and adolescents, users of Facebook, primarily due to the increase of violence in online communication, but also because of the numerous risks and hazards they may encounter on social networks, and for whose prevention and mitigation is necessary to ensure basic knowledge of media literacy as a guarantee for strengthening media competencies of most vulnerable groups in society - children and minors. A study was conducted on a sample of 197 children and adolescents from 5th to 8th grade, with objective to explore the use of Facebook and users preferences in juveniles, and to identify all the risks and dangers they faced. The results showed that most respondents access their profile at home via computer or cell phone, in the presence of their parents as well as in their leisure time, while the number of those who practice these activities at school during classes is very small. Furthermore, results have shown that the juveniles were exposed to certain risk factors, such as bullying, sexting and pornographic content, whereby the exposure and the detection was different between older and younger adolescents.

Keywords

new media, social network Facebook, adolescents, risk communication, media competence

ePROCUREMENT (THE APPLICATION OF ICT IN THE PURCHASE PROCESS)

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Abstract

eProcurement software belongs to the family of Spend Management software solutions, and it is used for supporting the processes of procuring goods and services. The general purpose of the software is reducing procurement costs, making the procurement process transparent and more efficient as well as managing suppliers, procurement projects, requisitions, requests, eAuctions, catalogs and contracts.

Keywords

eProcurement, Spend Management, suppliers

LUMENS 5+

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Abstract

Lumens 5+ is an integral and modular information system for higher education that has been developed in order to support business activities of a contemporary college and university as a whole. The product evolved from the needs of university employees on the one hand, and technological opportunities on the other hand, and its goal is to solve existing issues with current systems. Major benefits of LUMENS are: a lot of functionalities, ease of use, integrity, modularity and multi-language support. It was developed according to highest technological standards and in agreement with the standards of the Bologna process and according to the needs of a contemporary knowledge-driven society. Lumens 5+ is a solution that is going to make professors' work easier, simplify administrative processes inside the faculty and integrate students as well as the whole educational and scientific process into a single integrated system.

Keywords

integrated modular system, functionality, ease-of-use, multilanguage

FAROS – THE FOUNDATION OF YOUR BUSINESS

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Abstract

The "FAROS" software product encompasses all business processes in a company and displays data real-time and from any location. By relying on FAROS, you will spend more time performing your core activity and you will bring quality business decisions faster and easier based on realistic and real-time data. The application is designed for companies in the manufacturing, services and commercial business and for companies providing accounting services, regardless of the size of the company. FAROS works as Software as Service (SaaS) and its implementation does not require any investments

in computer hardware and programs. This type of service significantly lowers expenses, especially the initial investment. Since data is not located on your computer, but on several servers on various locations, the processes are significantly faster and security enhanced. You can rely on FAROS – a comprehensive application that will simplify your business processes management and provide a transparent overview of your business.

Keywords

Saas, speed, simplicity, flexibility, security

EU AND ETHICS OF PARTICIPANTS OF CONSTRUCTION (BUILDING)

Albin Hofbauer

Certified civil engineer, expert witness, Rijeka, Croatia

Abstract

With Croatia's joining the EU on 1 July 2013., some changes will occur to which all citizens must prepare. This process is continuous, dynamic. This applies to all participants in the construction and building including products manufacturers. The fact is that most of the buildings are built for long-term use - as a rule, with large funds and when we build them we interfere in regional planning which causes a number of positive and negative effects. Here we examine the ethical problems of construction that, in my many years of experience, are increasing "cancer of our architecture". Words from prof. Dr. Juraj Plenковиć from the article "Technology at the intersection of modern society (DIT * 97)" is motto and guiding principle of this report: "Only when we provide the primary needs of the population, it is possible to gradually approach and implement the higher forms of production. He who shouts slogans "Let's go to Europe!" he isn't going anywhere but falls into crisis, from which he will not be able to pull."

Keywords

building construction, evaluation, legalization of buildings

THE ULIMITED EU MARKET

Dragica Korenjak

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Abstract

The EU is a global force because of its size and influence in trade, the economy and the financial area. With almost 500 million inhabitants, the European union is the third largest entity, following China and India. It has the greatest share of the world trade and creates a quarter of global wealth. Every company in the European union can profit from the opportunities the European market offers - 27 countries with more than 480 million consumers. The principle of the free flow of goods, which enables the transport and sale of goods throughout the EU, is one of the foundations of the EU market. To a certain extent, the single package of European regulations has replaced complex and diverse national legislation, which leads to lower costs and inconveniences for companies that wish to extend their business to other EU countries. Direct sales and network marketing play an important role in the development of the EU economy. 2012 is also the year we mark the 20th anniversary of the single

European market, which today includes more than 500 million consumers, 21 million companies and trade among member states, amounting to 2800 billion EUR.

In order for the EU market to work effectively, companies must comply with numerous rules and respect fair competition. Unfair competitive behaviour such as abusing the leading market position, price fixing and an unfounded national aid, is forbidden.

Keywords

EU, market, competition

CULTURE, RELIGION AND MEDIA

THE USE OF NEW MEDIA IN THE CATHOLIC CHURCH

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Abstract

A driving engine these days is not manual work, steam power or electricity, but information. Social and economic life is especially based on formation, searching for and classification of information. New information and communication technologies enable a man to get it everytime, everywhere and via the simplest way, regardless whether he or she is at work or relaxing. Web pages, social networks, QR and AR codes help companies to target all potential customers and to persuade them of their need of offered products and services. This description may be applied not only to financial markets, but also to „market of religions“. One of the results of religious pluralism together with secularism is a wide range of spiritual offers and religiously clear societies are on the decrease. Particular religious societies active within information society must actively try to keep old and gain new “customers“. Besides that, the instruction to spread religion, termed in Christian context as evangelisation is a constitutional element of particular religions and, as a rule, it comes directly from their founders. In our paper we would like to describe activities of the Catholic Church in use of new media. Only recently pope’s twitter account has been covered by media worldwide. Together with efforts of Vatican to keep abreast of the times, we will pay our attention to similar activities of lower levels (diocesan, monastic or parish ones) and we will mention several examples from Slovakia and we will not avoid the theological concept of “evangelisation of the digital continent“.

Keywords

New media, Catholic church, digital content, social media

RELIGIOUS BROADCASTING ON PUBLIC MEDIA IN THE CZECH REPUBLIC AND SLOVAKIA (1993-2012)

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Abstract

The contribution mainly focuses on quantitative research religious editors in media of public service in the Czech Republic and Slovak Republic. Brief historical introduction pass to the practical part of the text, where used tables show the authors point to differences in individual religious newsrooms. Successive mapping from 1993 to the present point to a simple quantitative principles in ways mapped broadcast editors, development, public opinion and diversity of Catholic media. With respect to the common history of both countries, common television and radio, and religious stratification of the population has, the conclusion can be for someone an unexpected finding.

Keywords

broadcasting, religious editorial, Slovak television, Czech television, Slovak radio, Czech radio

RELIGIOUS COMMUNICATION AS CREATIVE WORK

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Abstract

Research lies in the very foundation of religious communication and in that sense it must enter the very core of creative potential, for it represents the depth and the involvement of the spirit which shows prominence of both intellectual and spiritual effort without which there can be no exaltation. The freedom of spirit and personal spiritualized quality are the most effective elements for improving not only personal, but also social life, for building moral attitudes and values, development of cultural heritage and for the creation of internal harmony. The freedom of spirit and commitment are not privileges of individuals within a society, since culture and religion are not biologically transferable complexes; nobody is at such a low level of cultural life not to have an access to some higher cultural form and even to the very enlightenment brought by religious or philosophical ideas. If one would, after all, need to speak in a way which would lower the level because the “stooping” to an individual and masses and their cold mind will sometimes be required, the word with its magical power will nevertheless spread even to them “below” thanks to the impact made by freedom and enlightenment. The freedom, as a need, which is in the foundation of creative potential can never be overemphasized within the scope of religious communication, since how religiousness will be spawned in a man, how it will develop depends to a great degree on the freedom of spirit and hence we may conclude: the freer the man the more independent will he be in himself and towards himself and more gracious towards the others. Communication in this sense will be aimed at cooperation and association with others, similar to oneself, since “only those who are similar can communicate” (Susnjic, 1994). Communicating with others is an important characteristic of social life and of the spiritual and cultural development. Everybody has a need, as well as an obligation, under their natural individual existence, to socialize with others in order to be able to comprehensively develop one’s abilities and manage one’s peculiarity, with the help of others, by teaching others and learning from the others (Sokolo, 1976). Communication corresponds to concrete needs of the human interaction and it creates conditions for mutual understanding, by facilitating reciprocal adjustment and making the coordination of the sometimes even complicated relations possible.

Keywords

Religion, freedom, communication, creation, word, spirituality

IGNATIAN PEDAGOGY AS ONE OF THE PROPOSED MODELS OF CATHOLIC EDUCATION

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Abstract

In modern society, the rush forces constant changes on us, which may not always result in *good fruit*. However, one thing, namely religion, seems to remain stable. A vision of a man, proclaimed through the Christian values, is always uniform from an ethical point of view. Accepted variables are connected only with a selection of the method, by means of which the postulated educational outcome can be achieved. An interesting proposal of one of such methods is presented by the Jesuits,

who are generally considered to be the founders of Ignatian pedagogy. Therefore, Ignatian pedagogy is the main theme of this article, and reading it will enable the reader to familiarize with the underlying principles of this model of education.

Keywords

Ignatian pedagogy, Ignatian model of education, *Magis* of Jesuit education

CONTEMPORARY DECIPHERING OF THE ANCIENT ISSUE OF HUMAN FREEDOM IN RELIGIOUS ETHICS

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Abstract

Man's eternal query about the teleology of his own existence, necessarily determined by many dilemmas about the meaning, possibilities and limits of self-cognisance and practical achievement of generically determined human freedom, has, as a major challenge, occupied thinkers in the field of religiously postulated ethics for centuries. Despite the theological paradigmaticity of symbols, this specific moral philosophy, with its universality of ontological disclosure, has the power of judicious explanation of the complex phenomenon of freedom in the contemporary existential context of the present day. From there, on the planetary-civilization level, the existing conflict - between man's free-life realization of generic-active potentials and his free will to self-actualisation, hobbled and enslaved by alienation - may, from the gnoseological level of religious ethics, quite properly be perceived in causality with the essence of freedom predetermined by historical, cultural, anthropological, moral, social, political, economic and many other influences.

Keywords

human freedom, free will, moral choice, religious ethics

SOCIAL VALUES IN THE PHILOSOPHY OF BUDDHISM

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Abstract

The article deals with Buddhism, religion without God, but a divine interpretation of the world and a rational basis this doctrine disseminates. Social and philosophical values in this article are presented as a complete system that gives meaning to existence, functioning and explanations of society and the individual in it. In this context, the article starts from the philosophy of Buddhism rejecting the extremes in thinking and behaviour, and developing a philosophy of moderation, i.e. middle way which ensures good karma based on fairness, duty, decent behaviour, naturalness and the order of nature. In order to achieve this values and make them an integral part of human behaviour in relation to other people, moral behaviour, moral discipline and intuitive wisdom are needed. Still, the system

inevitably seeks to attain the state of freedom that is possible by identifying the pain, the causes of suffering and elimination thereof. It is obvious that this doctrine is based on the values that are indisputable in social policy (work, freedom, justice, solidarity, humanism) and as such excite the attention of workers in the theory and practice of social policy. It also identifies the causes that lead to psycho-social problems of man and offers a way in which these problems can be rectified. The article provides a valuable philosophy to complement theory of social policy in the area of values, i.e. principles of social policy and a valuable form for its theory and methodology.

Keywords

Buddhism, tharm, middle way, the four holy truths, eightfold path, suffering, nirvana, justice, duty, appropriate behaviour, moral behaviour, moral discipline, intuitive wisdom

SHINTO RELIGION AND ITS SOCIAL CHARACTER

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Abstract

Shinto religion crystallized, due to geographical factor, social customs and preserved their importance. In that process values had emerged that are even today an important part of the lives of the Japanese people: hygiene, purity of the body and the spirit, carefulness, etc. We are searching for the specific thing this religion is offering and nurturing, such as preservation of the tradition, good oration, prayers, love towards the State and the country. This study encourages great, superior, spiritual and divine and it finds a model for that in the nature, natural phenomena and surroundings. We try to show the lasting of the religious study, customs and beliefs that had been transferred through centuries without written books or prophets. We want to show the coherence of the lives lead by Shinto believers with natural surroundings to which they admire without any limits and are trying to live in accordance with it.

Keywords

Shinto, Kami, stories, rituals, Tsar's relics, responsibility, community, collective spirit

THE SURROGATHE MOTHERHOOD, TECHNOLOGY AND COMMUNICATION

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Abstract

As the most complex method of conception and last means of fighting infertility, surrogate motherhood has sparked widespread discussion in a world which is technologically connected well connected. It (SM) is slowly becoming a reality in many parts of the world, especially in poorer areas. Since this issue is now becoming a subject for Croatian legislation, medicine and judiciary, it is necessary to give an overall assessment as well as to examine possible implications. Surrogate

motherhood should be approached in a multidisciplinary manner, since it can include certain forms of in-vitro fertilization which then directly or indirectly affects the participants. In order to better understand these procedures and to establish a firm basis for ethical judgment, a definition, types and ways of observing the issue are elaborated, as well as the causes which distinguish it in type and kind, beginning with the most serious to those completely without any basis whatsoever.

Keywords

Surrogate motherhood, medicine, technology, communication

HYPertext AS A NEW MANIFESTATION FORM OF LITERARY TEXT, CULTURAL CONTEXT AND RELIGIOUS MESSAGES

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Abstract

In a time when the Internet has become an indispensable medium in which literature, culture and religion have found a new form of manifestation, it is necessary for the science to make us aware of this manifestation as well as to define it. A text on the Internet cannot be studied isolated, but directly in his online context, meaning that the science has to deal with the hypertext, i.e. hypermedia † everything which surrounds the text and everything which the text is connected to. The emphasized visuality of the Internet hypermedia must be taken into consideration, although the hypermedia is not multimedia, because the text is not being changed. Literature, culture and religion on the Internet are also moving forces of multiculturalism and globalization trends, but they are also subjected to market rules and good marketing and design.

Keywords

Internet, mediology, visuality, hypertext, interculturalism

ADVERTISING DISCOURSE IN CROATIAN PRINT MEDIA AS A FEATURE OF POSTMODERN SOCIETY

Liljana Pavlović

Abstract

The purpose of this paper is both to examine and analyse the means of Advertising Discourse in Croatian print media as a progressive way of conveying advertising messages to the target audience through a semantic approach that takes into consideration both the written content and the visual elements of the message. The aim of this analysis of Advertising Discourse in Croatian Media is to identify semantic changes that result from Rhetorical Strategies in Advertising and are as such interpreted through Postmodernist tendencies. Both the research and the analysis of this work is based on four different categories of advertisement: banking, communication, automotive industry and insurance companies. Postmodern marketing is gradually becoming less transparent with significant distortion of the classical model of communication, including its norms and rules regarding attention and activity of the target audience. Furthermore, advertising in postmodern times is revealing its media openness through heavy usage of different social, psychological and religious customs as well as taboos. However, the contemporary target market need be well aware of the connotative meaning

of advertising messages and possess great communication competence as to interpret the message behind linguistic and paralinguistic codes.

Keywords

Media, Advertising Discourse, Advertising, Communication, Postmodernism

PROPAGANDA IN THE PRESS AND THE FORMATION OF PUBLIC OPINION:
POLITICAL AND WARTIME GOALS OF THE USTASHA GOVERNMENT AND THE
THIRD REICH IN THE PRESS OF THE INDEPENDENT STATE OF CROATIA AT
THE END OF WORLD WAR 2

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Abstract

Based on the primary documentary sources of the Croatian State Archives (CSA), the Fonds of the Foreign Ministry of the Independent State of Croatia (ISC) and the Croatian Information Bureau "Croatia", as well as information found in daily and periodical newspapers printed from late 1944 to May 1945, the author analyzes the content of the ISC press regarding foreign and domestic politics and war issues. Comparing political orders and dictations to newspaper editors with a large number of articles and the actual situation at the European battlefronts of that time, the author concludes that Ustasha propaganda, supported by the Third Reich, significantly influenced the formation of public opinion in the ISC at the end of World War II. From the sources available, it is now obvious that the majority of the ISC population was fully aware that the Third Reich, as well as its satellite states, had lost the war but the atmosphere which was deliberately created by the Ustasha authorities in the ISC caused a mass exodus in early May 1945 nevertheless.

Keywords

propaganda, the Independent State of Croatia (the ISC), the Third Reich, newspapers, public opinion

MASS MEDIA AND POST-MODERN SOCIETY

Dunja Dulčić

Abstract

All the way through the history of pre modern and post modern society, the media has been communication tools which were adapting themselves to the social changes, but have always kept their function to maintain the given structure of social power. Nowadays when the society is in transition, media have shown the explicit interest to participate in the structure of the social power. It has been opened the process of the emancipation of one part of the media, and that process is changing the role of the media in the society, and by that, the social function of the media. That is manifested in the fact that the modern technology has enabled for one part of the media to become free from government control and the big businesses. Media liberated like that are looking for the social power. From this point of view, this essay researches the hypothesis about the mass media and post- mass media as a

factor of social structure of the modern society, in the first place Croatian. With the analysis of the literature and the examples from Croatia, the essay researches the hypothesis about the the autonomous influence of the media on the structures of the society. Fortified with the modern technology, media has pushing out more and more the strenght of the national state, are weakening the faith in the parlamentarism and the democratic institutions which we have known so far, and are cutting the differences between the global and the local. The effect of that is the erosion of the traditional concepts and values such as authority, hierarchy etc. It is certain that the current media are shaping new social relations, in which for sure free media will encourage the social changes and also participate in redesigned structure of the social power. That revolution is leading to the various interpretations of the given facts, so it becomes difficult to realize what is „objecitve“. Virtual worlds which are surrounding us today are giving a new dimenison to the world and to the reality.

Keywords

mass media, communications, modern and post modern society, power of the media

COMPARATIVE ANALYSIS OF YUGOSLAV AND CROATIAN FILM REGARDING THE CHARACTER AND ROLE IN LEGITIMIZING THE POLITICAL REGIME

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Abstract

In the focus of this paper is the role and the function of movie in legitimizing new political orders, in a particular case, the importance which the art of the cinema had in justification of regimes of ex-Yugoslavia and current Croatia. Our main hypothesis is that every political order needs certain founding myth, where by myth we understand an encompassing story emerging from several specific narratives. These narratives are historically constructed in the field of culture, and the goal of the cultural politics of both regimes was to use culture as a mechanism of the state ideology. This was transparent in all fields of cultural production, and especially in movies as the most accessible media for masses. In this paper we will show that both regimes tried to use movie as a legitimizing tool, but with different effects. Namely, Yugoslav cinematography was much more successful in this intention, since it succeeded to reconcile both artistic and political demands.

Keywords

Legitimation; Political Regimes; Media; Film; Narrative

SOCIETY AND MEDIA-INFORMACIONALIZAM AS A NEW SOCIAL PARADIGM

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Abstract

At the time of the Greek and Roman civilizations believed in the word (logos in terms of mind and speech). Philosophers have tried to answer the eternal questions of man's place in the world, the meaning of life, morality. With the advent of the printing press, which correlates with the

development of the Renaissance, printing (Grafos) has caused major changes in European society, gave enormous strength of capitalism, determined and codified language community, which is then turned into the states and nations. After the advent of satellites (DIGIS), which marked the beginning of globalization, the media quickly converge to a new electronic identity called the Internet. Thanks to technology, there is a modern agora, but it is not in the Roman streets than in cyberspace. In the struggle against the feudal class, bourgeoisie speaks about the third class in which he saw himself united with the workers, peasants and artisans. It seems that the Internet is through the development of digital society contributes to the development of four types of identity, universal identity. Informacionalism replacing industrialism, and becomes the paradigm of a new social and cultural habitus.

Keywords

Society, media, identity

MASS IN MEDIA MIRROR

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Abstract

Mass communication has become the dominant mode of information exchange that are necessary for the modern man. Within the system of general globalization, the systems for mass distribution of information are also becoming increasingly globalized so that emitted information becomes ubiquitous. Through abolition of "borders" in the media space, the media gained a crucial role in creating the layout for the disposition of public opinion. Modern media have "outgrown" the basic informative role, as they are becoming more involved in the creation of "reality." If we accept the notion that the elite manages the masses, then we must also accept that media belong to the elite, regardless of the fact if the elite referred to is political, economic or other. The concentration of power necessarily includes the concentration of media ownership, because it allows the use of media manipulation in order to provide power over the society or a group. As a form of social communication, manipulation is the faithful companion of human civilization, and it is wrong to believe that it disappeared along with the totalitarian societies.

Keywords

mass communication, media, mass, elite, manipulation

CROATIAN JOURNALIST SOCIETY COUNCIL OF HONOR'S ROLE IN THE DEVELOPMENT OF CROATIAN JOURNALISM: ANALYSIS OF THE PENALTIES PRONOUNCED AGAINST JOURNALISTS AND EDITORS IN 2012

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Abstract

In the recent years there has been a conspicuous erosion of the journalist ethics in Croatia. Front pages are dominated by sensationalism, gossip columns, bias, second-hand information and children,

minorities and women rights abuse while media copy news on a massive scale from each other without citing the source of their information. Journalists are obliged to adhere to the Code of Honor of the Croatian Journalist Society. Professional journalist standards and adherence thereof are supervised by the Journalists Council of Honor. Can the Journalists Council of Honor be the custodian of ethics, professionalism and credibility of the Croatian media? This article aims to examine the amount of the Journalists Council of Honor's influence on the media. Two hypotheses were set up during the research. Both were tested by the analysis of the subpoenas submitted against journalists and editors in 2012. It was proven that print media violate the Code of Honor more than electronic media and that the Journalist Council of Honor has virtually no influence on the media since both journalists and editors continue to disregard ethical norms despite the measures pronounced. Measures receive no attention nor are they published, not even by the official journal of the Croatian Journalist Society „Novinar“ which is obliged to do so in accordance with the provisions of the Statute of the Journalist Society's Council of Honor.

Keywords

journalists, media, Code of Honor, journalism ethics, Journalists Council of Honor

REFERENDUM CAMPAIGN AROUND THE CROATIAN ACCESSION TO THE EU – INFORMATION OR PROPAGANDA?

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Abstract

Completion of the Croatian accession negotiations with the EU and signing of the Accession Treaty were an introduction to the official government referendum campaign, which aimed to persuade Croatian citizens that the European path is the only right. Longtime exhaustive negotiations, public criticism directed to the ruling political groups because of the insufficient information process, and recently held parliamentary elections provoked concern of political elites for voter turnout, and the final outcome of the referendum. Despite the fact that the majority of Croatian citizens, according to the public opinion, highly supported eurointegration process for years, an additional problem was the inexperience of the referendum. Therefore, a big role in the campaign is shifted to the media, marked as one of the main multiplier in the government's communication strategy and the most important communication channel for mediation pro-European message, which some assessed as propaganda. Research was conducted at five-leading Croatian daily newspapers (Jutarnji list, Večernji list, 24sata, Novi list, Slobodna Dalmacija) included method of content analysis in a sample of 406 analyzed articles during the official campaign sought to determine the possible effects of a media campaign on the referendum outcome, analyze ethics (credibility) media announcements in the campaign, investigate the prevalence of topics related to Croatian EU accession in some newspapers and news forms, analyze the prevalence of individual chapters explore the relationship between journalists and the outcome of the referendum. The results showed that the euroreferendum was recognized as a significant media event, but nonetheless, there was no in-depth analysis of topics such as informing citizens and unevenly in different publications. Meanwhile, impartiality in reporting, clearly distinguishing information from the attitude of journalists and a direct link between title and content are just some of the indicators of the credibility of the analyzed media and informational role of the media in the campaign, which was only occasionally disturbed by one-sided reporting.

Keywords

European Union, euroreferendum, referendum campaign, Communication Strategy, credibility of the media

TECHNOLOGY AND THE NEW TOURISM TRENDS

THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN AGRO-TOURISM OF SLAVONIA AND BARANJA

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Abstract

Globalization and progressive technological advances have allowed the whole world to become a potential tourist destination which has significantly increased the competition between tourist destinations. In order to remain on the market, destinations must strive to highlight the authenticity of resource attractiveness or autochthony and tradition, build their own image while respecting the principles of sustainable development and the application of information and communication technologies to provide a competitive advantage on the market and increase their efficiency, effectiveness and profitability by reducing costs and changes in business processes. Information and communication technology is an inevitable business resource. It's becoming a strategic tool in the competitive struggle and improvement of any organization operating in a dynamic market like tourist rural family farms (TSOG) that are organizational units in the performance of agro-tourism activities. Therefore, this paper will try to show to what extent Family farm use information and communication technologies in their operations and provide guidance on how to help with information and communication technologies in order to improve their competitiveness in the tourism market.

Keywords

agro-tourism, information and communication technology (ICT), competitiveness, Family farm tourism, Slavonia and Baranja

RATE AND YIELD MANAGEMENT IN COMTEMPORARY HOSPITALITY INDUSTRY

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Abstract

The hotel industry is getting more competitive and complex each day. Optimizing hotel revenue management strategies has become a technical task. Choosing a clear price positioning strategy for the hotels rate policy will help strengthen hotels value perception to consumers. There are several strategies, such as penetration pricing strategy, equal pricing strategy, surrounding pricing strategy, etc. BAR (Best Available Rate) rates is a part of rate management useful in hotel sales strategies which by day allows the user to set up a selection of rates, mark them as BAR and during the availability search process, the system automatically checks all BAR rates by room type and display only the lowest available rate for a room type, for the arrival date. Hotels are in a deep recession and need all the business they can steal from each other and OTA's have business for everyone. In order to keep its growth and position in the industry, OTA's need high commissions and access to inventory; so they have inserted higher commissions and a last room availability clause in recent contracts. Best-available-rate (BAR) pricing is a guarantee that the guest is quoted the lowest available rate for each night of a multiple-night stay. Understanding customers' perceptions of a BAR policy can help hotel managers better apply revenue management tools that maximize revenue without compromising guest satisfaction. To ensure that guests have positive perceptions of price fairness and honesty, managers should not offer too much disparity in rates, which might happen in BAR policy where a

big difference may appear in rate for the same service or room, depending on the occupancy. Hoteliers should pay attention to the implementation of BAR policy strategies on own website and on rate loading to all OTA partners with whom they have contract with so they don't jeopardize business agreed by yearly contracts. The ultimate goal for any hotel business is to increase revenue while minimizing costs associated with operating that business. A hotel needs to look at efficient uses of technology solutions in its effort to increase RevPAR and affect the bottom line. In order to achieve these goals, hotels first have to understand the challenges and potential solutions.

Keywords

rate management, BAR rates, REV PAR, rate parity, OTAs (Online Travel Agencies), Hotel Software solutions

USING MOBILE APPLICATIONS TO PROMOTE TOURISM PRODUCTS AND SERVICES

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Abstract

Tourism is an industry that does not need to emphasize the importance of mobile applications for its business. This is also apparent when looking at global trends which emphasize the importance of mobile technology and mobile applications in order to strengthen the promotion and sales of tourism products and services. This study investigates mobile apps as a marketing tool used for promoting tourism and hotel products and services. An increasing number of tourist destinations use new technology and solutions to promote their tourism products and services. These primarily include the following: GPS satellite navigation, smart phones and QR codes in destination marketing. When it comes to the usage of GPS navigation, tourist boards cooperate with GPS satellite navigation map developers and deliver points of interest to them (tourist attractions, accommodation, restaurants, etc.), which are then added to the geographic data. There is an increasing number of websites adapted for mobile phones. One of the latest trends in destination marketing is the use of QR (quick response) codes that are most frequently used for interpreting tourist attractions and for downloading promotional and informational tourist content to smart phones quickly. This paper defines the role of mobile applications as new technological solutions for promoting tourism products and services; it examines their advantages and disadvantages, the impact of mobile applications on the tourism supply and demand, as well as the estimated future development of this tool. Furthermore, the paper analyzes mobile applications for the promotion of tourism products and services in Europe and the rest of the world, and it compares the use of mobile applications in the Croatian tourism and hotel industry. In the end, thoughts about the situation, the role and use of mobile applications as a promotional tool are put forward and future guidelines for Croatian hoteliers are presented, which should enable them to keep up with global tourism trends and to be equal participants in the online travel market.

Keywords

destination marketing, tourism products and services, promotion, mobile technology, mobile applications, QR Codes

MANAGING PSYCHOLOGICAL ASPECTS IN THE HOTEL INDUSTRY AND ADJUSTING TO THE INTERNET ENVIRONMENT

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Abstract

In modern science, economists were among the first to call attention to the fact that certain issues with which economics is concerned ultimately come down to psychological issues. In the hotel industry, understanding psychology foremost refers to understanding guest behaviour. Increasingly, it is becoming imperative to understand how decisions are made: *How, why and where do guests decide about buying a hotel product and service?* Above all, the marketing department is keen on learning the answer to this question. Namely, marketing and psychology share a common research subject: people's experiences and behaviour. Being a key factor in the dissemination of information, the Internet plays a vital role in providing information to guests, on the one hand, and the hotel, on the other. Today guests rarely make decisions unaided. Information received through C2C (customer to customer) communication helps them to decide. The development of this type of communication gives rise to new questions, among the most important being: How can communication on the Internet be managed to ensure that the objectives of both sides are met? In addition, the needs, wants and habits of guests are affected daily by many aspects, which continuously generate new opportunities for and new threats to hotels. By identifying these aspects, hoteliers are able to take a step closer to their guests and provide personalised service.

Keywords

psychology, hotel industry, C2C communication, the Internet, personalised service

YOUTH TOURISM - A GLOBAL CHALLENGING PHENOMENON

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Abstract

Youth tourism is nowadays a global phenomenon which significance is being increasingly recognised and taken into account when analysing and researching modern tourism market trends. According to the World Tourism Organisation data, young travellers, aged 15 to 25, represent more than 20% of international tourists' arrivals. Young people travel inside the country and abroad on holiday, to visit friends, to study, to understand various cultures as well as for adventure and relaxation. Youth tourism is becoming a key factor in cross-cultural exchanges. The economic importance and the social value of youth tourism has been recognised by the United Nations World Tourism Organisation, since young travellers set future travel trends and make a unique contribution towards tourism development and routing. As far as Croatia is concerned, youth tourism is being recognised as a growing and significant tourism segment. Recently the number of hostels in Croatia has been increased. Starting from the importance of youth tourism and its exponentially growing significance for future global tourism development, there is the need for its more detailed and systematic, qualitative and quantitative analysis and research. Youth tourism market trends and development perspectives analysis should be a major concern for each country, especially Croatia that found its economic growth on tourism. This paper represents, therefore an overview of the present state of youth tourism in Croatia, as a starting point for future more systematic researches of this tourism segment.

Keywords

youth tourism, Croatian tourism, young travellers, WTO

INTERPERSONAL COMMUNICATION IN TOURIST ANIMATION

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Abstract

A modern tourist consumer expects “experience for money” from tourist offer. Tourist animation arises therefore as one of the possible solutions. Tourist animation represents enrichment of the tourist offer through active contents led by tourist organizers, and it enables better contacts and communication with tourists. Communication makes transmission base of animation information with the aim of increasing the tourists’ content during their stay at a particular destination. Interpersonal communication channels have the key role in mass communication, the fact which is accepted by flow communication model on two levels. Tourist animator as a key person has to motivate tourists with his / her communication skills as well as broaden their experience and increase their consumption in this way. Nonverbal communication of tourist animators (traits of the voice, posture, dressing...) is very important in carrying out of animation programs. Interaction is needed in the communication process between a tourist animator (emitor) und a group of tourists (receptors), i.e. exchange of roles between the receptor and the emitor.

Keywords

tourist animation, interpersonal communication, tourist animator, flow communication model, nonverbal communication

POLITICAL ECONOMY OF SOCIAL MEDIA: WHAT DOES IT MEAN FOR TOURISM?

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Abstract

This research builds upon the foundations of political economy of (new) media (e.g. Mosco 1996, McChesney 2000). The objective of this paper is to overcome two “blind-spots” in current literature on social media and tourism. The first is the role of social media intermediaries such as YouTube Limited Liability Company (YouTube LLC) in mediation of communication amongst tourist, hosts and tourism industry. The second is the role of social media in enhancing positive aspects of tourism as a social force by enabling communication amongst tourists and hosts. We borrow analytical tools from political economy paradigm and thus focus upon the ownership structures, political regulations and the modes of transforming communication into marketable products (commodification) by YouTube LLC. These are analyzed as factors that influence tourism both as an industry and as a social force.

Keywords

tourism, social media, YouTube, political economy

WEB PRESENCE OF SLOVENIAN TOURISM INDUSTRY ENTITIES – A COMMUNICATION SILENCE?

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Abstract

Background: The information and communication technologies (ICT) in general and internet in particular have revolutionized the way business is conducted today. Not only ICTs empower consumers to identify, customize and purchase tourism products but they also support the globalization of the industry by providing effective tools for suppliers to develop, manage, and distribute their offerings worldwide (Buhalis, 1998). The immersive power of internet for conducting on-line business nowadays draws a line between a failure and a success. Communicating with potential consumers on-line is a matter of must, especially with tourist product which exists only as information at the point of sale, and cannot be sampled before the purchase decision is made (WTO, 1999).

Objective: The objective of this paper is to describe how much the Slovenian entities active in the tourism industry are using the internet as a business tool.

Methods: The list of 2.181 entities, representing the population of active business units in Slovenian tourism industry in year 2012 was obtained from Telecom Slovenia's on-line service www.bizi.si. The units were considered being active in tourism sector if their primary code belonged to the following group: I 55.10, I 55.20, I 55.30, I 56.10, N 79.11, H 49.39, N 77.34, or R 93.292 (under Statistical Classification of Economic Activities in the European Community - NACE V2 codes). Each entity's presence on the internet by means of a web page address was checked. Basic statistical analyses were performed.

Results: Of the total 2181 entities, only 655 (30 %) are present on the internet by a means of a web page. In detail, 45 % of entities in area "I 55.10 Hotels and similar accommodation" are present on the web, followed by 42 % of entities in "R 93.29 Other amusement and recreation activities", and by 40 % of entities in "H 49.39 Other passenger land transport" (ski lift operators). On the other hand, least present are entities belonging to the group "I 56.10 Tourist farms without accommodation", with only 10 % entities present on the web.

Conclusion: The analysis has exposed a stunning fact that less than one third of entities active in Slovenian tourism sector are present on the internet by means of a web page address. This fact shows that Slovenian tourism entities are lagging behind the world trends and that significant efforts need to be put into informatization and e-enabling of Slovenian tourism sector. The global trend in tourism is the "new communications paradigm" (Mangold and Faulds, 2009) - going beyond the static webpage into the world of social media e.g. (Amersdorffer et al., 2012, Lim et al., 2012, Xiang and Gretzel, 2010). Yet it seems that Slovene tourism industry has not yet caught up even with the "old paradigm" of online presence via webpages.

Keywords

ICT in tourism, web presence, web of things, tourism industry

COMMUNICATING CONCEPTS OF HOSPITALITY THROUGH STUDENT EVENTS

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Abstract

A mixture of theoretical and practical knowledge of hospitality should be an integral part of educational curricula in higher education institutions that offer undergraduate and vocational study programmes, related to tourism and catering, or hospitality industry in general. Yet the concept of hospitality is not always understood as it should be, especially among first-year students. The following paper will therefore try to show how the idea of “communicating hospitality concepts through events, organized by students” was handled on the example of a vocational college for tourism from north-eastern Slovenia. The analysis at the same time addresses the importance of integrating the spirit and idea of hospitality into the educational curriculum throughout the study programme and within all the modules, combining theoretical knowledge, obtained from books and through lectures, with practical issues, obtained from active participation at events, organised by students with the intention to communicate the idea and concepts of hospitality among the wider population. The presented case-study analyses the annual event, called “**Ambassador of Hospitality**”, which has been organised by students of Catering and Tourism study programme at the Vocational College for Catering and Tourism in Maribor for the last few years. Findings are linked to the current understanding of the term “hospitality concept” in Slovenia, including characteristics, skills and qualities that turn students of tourism into excellent communicators of hospitality concepts.

Keywords

hospitality concept, tourism education, communication, student event, ambassador of hospitality

HOLISTIC VIEW ON HEALTH AND EDUCATION

THE CONCEPT OF INTEGRATIVE MEDICINE

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Abstract

Integrative medicine is healing oriented and emphasizes the centrality of the physician-patient relationship. It focuses on the least invasive, least toxic, and least costly methods to help facilitate health by integrating both allopathic and complementary therapies. These are recommended based on an understanding of the physical, emotional, psychological, and spiritual aspects of the individual. Integrative medicine is about changing the focus in medicine to one of healing rather than disease. This involves understanding the influences of mind, spirit, and community as well as the body. It entails developing insight into the patient's culture, beliefs, and lifestyle that will help the provider understand how to best trigger the necessary changes in behavior that will result in improved health. Health comes from the Old English word *Hal*, which means wholeness, soundness, or spiritual wellness. *Health* is defined by the World Health Organization as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." *Cure*, on the other hand, refers to doing something (giving drugs or performing surgery) that alleviates a troublesome condition or disease. Healing does not equal curing. We can cure a condition such as hypertension with a pharmaceutical product without healing the patient. Healing would facilitate changes that reduce stress, improve diet, promote exercise, and increase the person's sense of community. In doing this, we help improve the balance of health of the body that may result in the ability to discontinue a pharmaceutical agent, reducing the need for the cure.

The defining principles of integrative medicine are:

- A partnership between patient and practitioner in the healing process
- Appropriate use of conventional and complementary methods to facilitate the body's innate healing response
- Consideration of all factors that influence health, wellness, and disease, including mind, spirit, and community, as well as body
- A philosophy that neither rejects conventional medicine nor accepts alternative therapies uncritically
- Recognition that good medicine should be based in good science, be inquiry driven, and be open to new paradigms
- Use of natural, effective, less invasive interventions whenever possible

The Alma-Ata Declaration (1978) on Primary Health Care adopted 35 years ago set forth the goal of health for all by the year 2000 through the promotion and strengthening of primary health care systems. In order to meet this objective, the declaration called upon WHO member states to include TM in their primary health care systems and to recognise TM practitioners as health care providers. It was at that time that the WHO Traditional Medicine Programme was established. There are good reasons for traditional medicine to be promoted and integrated into mainstream health care. TM encompasses a large group of health care systems, practices and products that are evidence-based and effective. For example, as early as 1998, the US National Institutes of Health released a consensus statement indicating that acupuncture was effective in the treatment of certain conditions such as post-chemotherapy induced nausea and vomiting. TM therapies, such as Tai Chi, for example, may also function as preventative medicine and benefit quality of life. Traditional treatments have also proven effective in the treatment of chronic, disabling and neglected diseases for which adequate western treatments do not yet exist. The Beijing Declaration (2008) states that governments have "a responsibility for the health of their people and should formulate national policies, regulations and standards, as part of comprehensive national health systems to ensure appropriate, safe and effective use of traditional medicine." In USA understood, that the most critical need identified by physician leaders has been for fundamental change in the core curriculum used to train medical students.

Segmentation of medicine into specialties, overemphasis on technology and pharmaceuticals, and ignorance of prevention strategies and integrative modalities that add value are some of the barriers that have been identified. In 1999, they formed Consortium of Academic Health Centers for Integrative Medicine (CAHCIM)—then a small group of eight highly acclaimed medical schools that were developing clinical centers to deliver integrative care—was in its infancy. The Collaborative challenged the Consortium's founders to develop a plan and an organizational structure for the Consortium that would build its capacity to change the way physicians are educated in major academic health centers. The Collaborative agreed to fund the infrastructure for the Consortium's work for five years and encouraged its rapid growth, which has resulted in the current membership of 55 medical schools. The Collaborative also funded the Consortium's initial project: developing a model core curriculum in integrative medicine destined for publication and adoption in leading academic health centers. In Europe more than 50% of schools of medicine have postgraduate study in Integrative Medicine (Master and PhD). Three years ago, in Berlin, the European Society of Integrative Medicine (ESIM) was founded. They organize European congresses of Integrative Medicine. The last Congress in Florence had more than 1200 participants. The main goal of these changes is the creation of a new medicine that will have the new protocols of diagnosis and treatment, and will be called simply, good medicine.

Keywords

Integrative Medicine, Complementary Medicine, Traditional Medicine

EDUCATION OPPORTUNITIES AND CONTROVERSIES IN INTEGRATIVE MEDICINE THE IMPLEMENTATION OF INTEGRATIVE MEDICINE IN THE HEALTH CARE SYSTEM

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Abstract

Integrative medicine is the medicine of the 21st century. On the basis of scientific achievements of official medicine in the prevention, diagnosis and treatment of disease, integrative medicine has taken the best from the complementary medicine. The idea of integrative medicine that originated in the United States is that in recent years it has been established in Europe by organizing many national associations. Many universities have established departments of integrative medicine, master and postgraduate studies. Serbian Association of Integrative Medicine was founded in 2008. year and brings together a large number of doctors. It has organized numerous meetings, symposiums and training in the field of integrative medicine. Integrative medicine includes the use of the best possible treatment and procedures of science, allopathic medicine in combination with the best methods of complementary and alternative medicine (CAM) and based on the individual needs of the patient. It integrates both medical systems adapting them to the individual, and using the safest, least invasive and most cost-effective approach and integrate them into a holistic understanding of the individual. Integrative medicine is essentially the application of a holistic approach to health care that re-integrates science and art of healing. Integrative medicine offers patients the best of western orthodox medicine and complementary medicine and were left no stone unturned in the quest for wholeness and health. IM focuses on the advantages of one person, who will be able to rekindle the enthusiasm and commitment of life, and seeks to transform the crisis into an opportunity for disease self-development and health reassessment of values, beliefs and life choices. IM carried out a qualified

health professional with special skills for interacting emotional, spiritual, physical and environmental factors that influence health and well-being.

Keywords

Integrative medicine, Serbian Association of Integrative Medicine, holistic approach

THE INFLUENCE OF NUTRITION ON HUMAN HEALTH

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Abstract

During the last few decades, essential nutrients as well as vitamins, minerals and trace elements have been discovered and dietary guidelines established, mainly with the aim of preventing deficiencies and supporting body growth, development and health. During the last 20 years, numerous studies have contributed to the understanding of the important role of nutrition, immunity and modulation of immune response. Today the nutritional science defines some of nutrients as immunonutrients. Important immunonutrients are: *n*-3 polyunsaturated fatty acids (*n*-3 PUFA), glutamine, arginine, S-amino acids, nucleotides, and antioxidants. The concept of optimised individual nutrition, based on a better understanding of the interactions between genes and nutrition has been developed. The role of nutrigenomics, the new scientific discipline in nutrition, is to study the effects of foods and food constituents on gene expression in individuals, especially in prevention of chronic diseases such as cardiovascular diseases, diabetes mellitus type 2, osteoporosis, obesity, cancer etc.

Keywords

nutrition, human health, immunonutrients, nutrigenomics

MOVEMENT IS THE SOURCE OF HEALTH – HEALTH IS THE SOURCE OF LIFE

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Abstract

Kinesiology is a science on movement of the human body. There are three basic conditions, needed for movement: healthy and functional muscles, energy in muscles and healthy joints. Kinesiology analyses movement, caused by the human will. It is therefore an applicative science, used in medicine, sports, ergonomics and rehabilitation. From the point of view of kinesiology, the toughest movement is upright walk. Walk has its development cycle that one can analyse from babies onwards. It is different when it comes to the elderly population that is losing coordination of motion, their bones lose elasticity and there are consequently more fractures.

The article also addresses kinesio-prophylaxis. Kinesiology has been used since the times of the ancient Persians, Greeks and the Chinese more than 3000 year BC. In scientific terms, we have been using it since the 19th century. Kinesiotherapy can be used stationary, clinically or domestically.

Keywords

kinesiology, movement, muscles, kinesio-prophylaxis, kinesiotherapy

NEUROBIOLOGICAL AND PSYCHOLOGICAL PROCESSES IN THE FIELD OF INTERSUBJECTIVITY

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Abstract

Until recently we have understood the psychological functions as a result of the maturation of the brain and its second "arborisation" – that is, growth of axons and dendrites as well as subsequent myelination. In the last fifty years the development of neuroscience resulted in the amount of new knowledge exceeding everything previously gathered throughout the whole human history. Perhaps the most surprising realisation is the fact that as during the first two years a child's psychological activity corresponds to the maturation of brain functions, in return it also affects the processes of neuroanatomical and chemical development in the brain. All of the child's psychological activity during this time takes place in the field of intersubjectivity, in the exchange with the important caregivers. The relationship of attachment is the context in which all of these processes unfold.

Schore (2002) states that a healthy neurological as well as psychological development depend on the appropriate responsiveness of the caregiver (in the psychoanalytical language, the primary object) and the style of the child's attachment in its early childhood. The exchange in this relationship keeps interacting constantly with the structure and function, representing a basis for the development of affect regulation in the first and second year of a child's life. Various types of exchanges between mother and child, specific to this stage of development, are regulated by positive or negative emotions. They can facilitate or hinder the growth of dendrites and thus the creation of connections between neurons in the postnatal development. Siegel (1999) adds that the question of how the brain develops after birth depends on how the interpersonal experience shapes the "genetically-programmed maturation of the neurological system". An experience – especially when repeated – forms a circuit in the brain. At the neurological level what registers as an "experience" in the body and mind is a pattern of firing or activation of brain cells. Interpersonal experience forms a specific corticolimbic system in the prefrontal cortex, in turn mediating the regulation of emotion, homeostasis, reattachment and intersubjectivity. A lack of interactions hinders the development of these very functions or results in psychopathology. Today it is also known how these unsuitable neurological corticolimbic circuits lead to the onset of psychiatric psychopathology.

Keywords

Neurological, psychological development, psychiatric psychopathology

A HOLISTIC APPROACH TO HEALTH IN THE LIGHT OF CHANGING SOCIAL VALUES

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Abstract

The biomedical model of health and holistic treatment of disease vs. patient in addition to preventive, curative and rehabilitative medicine includes also a social aspect. Medicine recognizes the fact that every medical treatment exposes the patient not only to active measures of treatment, but also to a

psychosocial measures, that affect the hearing outcome. If starting from the bio-psycho-social model of health, which places the emphasis on the health of individuals and communities, we try to understand the holistic approach in the wider cultural context, which includes the time and space in which people live. A holistic approach integrates the expectations of individuals, their families and communities, particularly in view of promoting health and the prevention of health threats in the context of functioning of the healthcare system. Advanced technology, social dynamics and appearance of new social values require a multi-disciplinary, multi-sectoral and cross-level activities.

People's expectations of the complex system of health care are improved health, an adequate response to their needs and more equitable distribution of the financial burden. In order to change the system, we have built social values that put people at the center of events, a focus on reducing inequalities in health, the need for multi-sectoral health policy and the creation of conditions in which leadership trends for better health enjoy the full confidence of the people. In accordance with WHO findings and the experience of some developed countries, we, too, should establish primary health care as the foundation of a system for improving and protecting health.

Keywords

Health, medicine, holistic approach

LONGLIFE PHYSICAL ACTIVITY AND SELF-PERCEPTION OF HEALTH

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Abstract

Regular physical activity is a very important part of good health and its benefits are numerous. If carried out throughout one's lifespan, adequate physical activity provides enjoyment in leisure activities, enables better functional capacity and independence and social integrity in later life. This study focused on the relationship between various types of physical activity during one's life span and self-perception of health. Physical Activity Questionnaire (Ulrich et al., 1999), which assesses recreational and professional physical activity in different life periods, was administered to 60 middle-aged and elderly women. The mean value for recreational activities is 7.5 and for professional - 3.03. The study has shown that lifelong physical activity cannot be expressed as one unique value, since recreational and professional activities are qualitatively different categories. Recreational physical activity is positively correlated with self-perception of health while professional physical activity has a low negative correlation with health self-perception.

Keywords

physical activity, health, lifespan, physical activity questionnaire

DIABETES CENTER WEB APPLICATION

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Abstract

Diabetes Center web application is designed for all people with diabetes and/or scientific and medical facilities in order to conduct studies on behaviour of blood glucose due to external factors (food, stress, recreation, therapy, etc.), and potentially finding ways to cure diabetes as disease. Possibilities of Diabetes Center web application are numerous and can be viewed from the aspect of person with diabetes (records of therapy, hba1c, body weight, diet, stress, recreation, measured blood glucose levels and additional optional methods used for the stabilization of blood glucose movement; statistical and graphical analysis of blood glucose levels movement according to selected external factor; sharing educational and personal knowledge about diabetes; analysis of the data entered on the level of all application users; help-desk for application users) and technical aspect (application availability from any location; interaction with an application using any device connected to the internet; multilingualism of application). The purpose and goal of Diabetes Center web application is to determine how everyday external factors affect on the movement of glucose in blood by providing detailed insight into the condition of a user in order to maintain normal blood glucose levels, and finding a cure that will allow normal operation of the pancreas or normal movements of glucose in blood. Each user has the ability to research a cure for diabetes by using and recording the arbitrary nature (e.g. herbal teas) and alternative (e.g. meditation) methods to determine how it positively affects on blood glucose. In addition, by collecting data on the global level about way of life of people suffering from diabetes, it is possible to determine specific problems and potential solutions.

Keywords

Diabetes Center, web application, records of blood glucose, blood glucose analysis

RECOGNISING INDIVIDUAL NEEDS OF ELDERLY PEOPLE WITH SPECIAL NEEDS IN CARE AND WORK CENTRES FOR THEIR INCLUSION IN ADEQUATE PROGRAMMES IN OLD AGE

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Abstract

The article deals with the problem of the elderly over 55 years with mental disorders who are users of care and work centres' (CWCs) services. Through a case study it seeks to explain their position from the view of individual needs and presents the possibilities to include such individuals in more adequate programmes in the old age. The attendees of the CWCs are of different ages, have different motivations, working capabilities, health situations, and thus different individual needs. The legislative background for these people does not recognise their entitlement to retirement. The results of the case study show the need for a more individual treatment of these people in old age. The study also concludes they should have the right to live independently in the environment with the right of choice and the right to decide for themselves about activities they take part in or when they need help. The case study presents an important part in recognising the needs and wishes of the elderly with mental disorders and in considering changes in care for these.

Keywords

elderly with mental disorders, old age, work and care centre, work abilities, retirement

SOCIETY, TECHNOLOGY AND ECOLOGY

ECOLOGY BETWEEN POLITICS AND ECONOMICS

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Abstract

Modern trends in the socio-economic and technological and technical development have a feature of permanent and far, the fastest changes in the history of human civilization. The consequences of such a development have opened up a number of issues of sustainable development of society in general, and ours in particular. Although ecology provides the conditions for sustainable development in the contemporary socio-economic processes, the question of her fate and the process themselves, is essentially specified by relations in the no-equilateral triangle formed by: ecology, politics and economics. These issues, open the main problems of this study - how to survive development, to differentiate interests of the parties in the triangle, and, finally, to satisfy the assumptions of survival? In the time of new changes to globalize, ecology shares a common spatial significance and the continued need of people and their communities. However, my intention in this paper is to try to examine ecology, as a modern civilization problem, in terms of the relationship between politics and economics, as a dominant human activity in this dynamic of the overall development. Expected results, should be able to contribute to the establishment of harmony between people and their activities in relation to the ecological framework of life in science that studies the mechanisms of survival of living beings, or only, in ecology and the human community.

Keywords

ecology, environmental awareness, environmental law and the common law of mankind, politics of environmental security, political and economic power, environmental security

METHODOLOGY FOR PREPARATION OF COST BENEFIT ANALYSIS IN ENVIRONMENTAL IMPACT ASSESSMENT

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Abstract

Standard cost benefit analysis as applied in economic practice and studied in the relevant literature means a quantitative assessment of feasibility and justification of an investment project. The decision on execution of an investment project is normally based on such an analysis, but it is left to the investor's discretion either to prepare it or not. However, every activity in the space unavoidably impacts the environment and this is true for investment projects as well. Generally, an analysis should determine whether or not the project warrants a balanced approach to environmental protection in harmony with sustainable development, taking also into account the investor's business goals. Sustainable development pursues and tolerates investments aiming at making profit, however part of such a profit must contribute to environmental protection. Such an approach is essential in order to ensure sustainable development; this is a closed circle which does not have any alternative. Accordingly, it is the responsibility of the investor, as determined by relevant legislation, to prove that the planned project will not adversely impact the environment. Faculty of Civil Engineering in Osijek has developed a methodology for preparation of cost benefit analysis in environmental impact assessment, as an outcome of a scientific project financed by the Ministry of Science, Education and

Sport. The methodology has already been applied in a number of environmental impact assessments. This paper presents the methodology and its application.

Keywords

cost benefit analysis, environmental impact assessment, investment project

AWERNSSESS OF THE SYSTEM OF SEPARATING WASTE BY THE RESIDENSTS OF THE ISLAND OF KRK

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Abstract

The paper starts from the fact that one of the sure indicator of increased consumption in contemporary society is the growing amount of household waste and one that goes to the garbage cans all over the world. Industrial societies are also known as "the company that cast" for throwing a large amount of stuff. Therefore garbage and waste become an environmental problem and deal effectively managing waste disposal and its efficient removal of utmost importance for the daily behavior of individuals and businesses. We talk about the "ecological rucksack" that is invisible but ever present and much heavier than the production. This paper presents the results of a research on the practice behavior toward environmental responsibility and dispose of waste on the island of Krk. The study was escorted cooperation with municipal company "Ponikve" which was introduced environmental practices separation of waste and invested significant funds in the implementation of the project and the different forms of education of the population. One of the goals of the project was to identify factors that affect the actual practice of separation of waste in order to achieve a greater degree of separation and improve the entire action. On the whole area of island was conducted a practice of separating household waste which is separated into five containers, according to the type of waste available to the household. The study was conducted using a survey on a representative random sample of 1,300 residents of the island of Krk. From the results we can see that the residents of the island of Krk, perceived the island as a tourist destination and they highly evaluate the cleanliness of the island. Respondents were also assessed state of pollution of the island as slightly polluted. Respondents assessed their environmental awareness as well (55.5%), moderate (29.9%) was not informed until the 2.3% of respondents. There was a statistically significant difference in the level of awareness of gender and although most men 53% and women 64.2% are estimated to be well informed about the reasons why you should separate household waste, men still largely than women are estimated to be moderately informed while women to a greater extent than men are estimated to be well informed. There was a statistically significant difference in the level of awareness regarding education so that highly educated are considered well-informed about the reasons for the separation of household waste. Significant differences are in the level of awareness of the municipality. The least informed are the inhabitants of Baska, Vrbnik and the best inhabitants of the city of Krk, Omišalj and Punat. The most common source of information about the reasons why you should separate household waste is a utility "Ponikve" (well 47% and 26% moderately). Respondents identified themselves as a percentage of the 95% that environmental education should be carried out in primary and secondary schools and more than 60% said that it should be done from the utility company "Ponikve Krk" and 92% that it is the obligation of the Ministry for environmental protection and nature.

Keywords

environment, waste, environmental education, environmental information, waste separation, the index of the environment, ecological rucksack

**SOCIETY AND
INTERGENERATIONAL
DIALOGUE (HEALTH AS A
SPECIAL VALUE)**

THE APPLICATION OF VIRTUAL REALITY IN THE PHYSIOTHERAPY FOR IDIOPATHIC ADOLESCENT SCOLIOSIS

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Abstract

In this research the results of various types of physiotherapy treatment for IA Scoliosis were evaluated using SYDACK (System of Diagnosis and Control in Kinesiology) VR tests. There were 3 sample groups - NS group of 10 subjects using SPIAS (Specific Physiotherapy for IA Scoliosis) treatment, S group of 10 subjects combining SPIAS and SYDACK treatments, and K group of 11 subjects treated by classic physiotherapy techniques in clinics. Treatments were carried out during a period of 13 months. The quality of movement was measured using 4 VR tests for diagonal right movement, diagonal left movement, sliding and hip elevation. Correct movements in initial and final measurements were analysed. Multivariate analysis of variance and univariate analyses were used to determine the differences between the groups for every VR test variable. The average quality of movement in NS and S groups showed improvement. The results of the K group did not show as much improvement as NS and S group. Tests for hip elevation and diagonal left movement point to significant differences in treatment quality, while sliding and diagonal right movement tests show the improvement of results. VR test results and significant differences between clinical tests indicate that the results of this research were not accidental.

Keywords

VR tests, SYDACK, SPIAS, IA Scoliosis

IDENTIFYING ASSERTIVENESS IN NURSING TEAMS OF HOSPITALS

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Abstract

Theoretical background: Communication in healthcare is one of the most fundamental factors of quality patient treatment, in which the nursing team has an important role. Assertiveness is a key strategy of effective communication. The purpose of this contribution is to present self-evaluations of the nursing staff on the level of their assertive communication.

Method: The research has a quantitative characteristic. Data were gathered with a questionnaire, designed for the needs of the survey. The questionnaire also included a standardized Rathus scale. The sample consisted of 363 members of the nursing team in four medium-sized Slovenian hospitals. Data were statistically processed with the SPSS 18.0 computer software.

Results: Most of the participants assessed their communication as non-assertive. The connection between assertiveness and age is $r=0,114$. The Peras coefficient $p=0,030$ shows that older respondents are more assertive than younger ones, even though the connection is weak. Women thought of themselves as more assertive than men. The correlation is statistically important ($p=0,038$), though weak.

Discussion: It was determined that assertive communication is extremely important for effective work of the nursing team members in hospitals. Sadly, the results show that the level of assertive

communication in nursing teams are fairly low, which is why the nursing teams will have to be additionally educated on the field.

Keywords

assertive communication, hospital's nursing team

INFLUENCE OF PHYSICAL ACTIVITY TO THE QUALITY OF LIFE FOR ELDERLY WOMAN

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Abstract

Considering constant increasement of sedentary life style, it is important to point out the impact of physical activity to physical and psychological well-being, to which we all aspire. The aim of this study was to examine the impact of physical activity to the health of women of different age. The sample consisted of 67 women aged 22-89 years, who filled in the questionnaire consisted of 13 questions to gain insight in their tendency to physical activity and the impact of physical activity to their health. Statistical analysis was performed by chi-square test, and the results indicate lower incidence of health problems among women of all ages who regularly exercise ($p = 0.0002$). In age of 60 and more years there were also significantly less health problems among active women ($p = 0.0033$). Results of this study indicate the importance of physical activity for the health of women of all ages, especially the elderly.

Keywords

physical activity, quality of life, health, physical activity questionnaire, old age

THE SIGNIFICANCE OF EXERCISE IN PERSONS SUFFERING FROM ALZHEIMER'S

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Abstract

Alzheimer's disease is an irreversible process which as its consequence has the reduction of intellectual abilities, personality changes, spatial disorientation, deterioration of speech and motor skills and a complete disability and dependence on another person's help. This is the most common form of dementia which includes 75-80 % of all diseased people suffering from dementia. It is characterized by the formation of amyloid plaques and neurofibrillary tangles, and cortical atrophy is prominent mostly in the parietal occipital region and the first temporal convolution. This disease's incidence shows that every twelfth person over the age of 65 suffers from Alzheimer's and that it affects men and women equally. In 2005 in Croatia, among 350 000 people older than 75 years 14 000 of them suffered from a severe form of AD, and 70 000 had a milder form. Considering the pathological changes and the overall problematics revolving around the nature of Alzheimer's disease for the patient and their surroundings, the aim of this research is to emphasize the importance and purposefulness of conducting regular exercises in diseased patients with the aim of keeping them

independent as long as possible. The research was performed over a period of 9 months and 12 people diagnosed with Alzheimer's volunteered as participants. At the beginning, a subjective and objective evaluation of the patients was made and a questionnaire was fulfilled. Individual programmes of exercise were made and they were adjusted to the health state of each patient, but they also depended upon the conditions the patient was living in. Physiotherapists conducted exercises 5 times a week lasting 45 minutes and every change observed in the patient was duly noted. Out of the total amount of patients in this research 8 (66.6 %) were women. Most of the examinees - 8 (66.6 %) of them - was between the ages of 75 and 84, and 5 of them (41.6 %) have been diagnosed with Alzheimer's for three years. The starting evaluation determined that 6 (50 %) diseased patients were functionally limited, 4 (33.3 %) were independent, while 2 (16.6 %) were completely dependent. After physiotherapy had been conducted the patients' final evaluation showed that of the total number of patients (12), 5 (41.6 %) were functionally limited, 5 (41.6 %) were independent, while 2 (16.6 %) depended on others in everyday activities. Considering that treatment for this disease is still unknown, a lot of emphasis is placed on maintaining the physical abilities of the patients', which is accomplished by conducting physiotherapeutic exercises. (6) It is of great importance for the general public to educate family members and close ones on the characteristics, progress and prognosis of this disease, which will eventually ease the patient's care.

Keywords

Alzheimer's disease, exercise, education

MACHINE LEARNING AND NATURAL LANGUAGE PROCESSING FOR VERIFICATION OF MEDICAL KNOWLEDGE

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Abstract

Since the beginnings of the internet we are witnessing an explosion of electronically accessible information. Consequently more and more new and potentially new knowledge is primarily accessible in the electronic form. And medicine is, despite being regarded as predominantly traditional science, no exception. We cannot say that the written knowledge is not useful or obsolete, but not using or even ignoring the knowledge, accessible only in electronic form is by no means a smart decision. In this paper we present an approach, which helps us to combine medical knowledge from two sources: symbolic machine learning approaches and classical data mining, and; natural language processing of electronically accessible texts. The knowledge from the first source is in majority of cases stored in local databases in implicit form and is provided by human experts where the second source are more conventional natural language texts, like papers, reports, e-books, and other, explicit forms of knowledge from large, public accessible repositories, provided by authors with different backgrounds.

Keywords

machine learning; natural language processing; knowledge verification; knowledge mining; data mining

CONTRIBUTION OF INFORMATION AND COMMUNICATION SYSTEMS TO THE DEVELOPMENT OF SPORTS AND RECREATION IN RESOCIALIZATION OF PERSONS WITH DISABILITIES

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Abstract

Not so long ago it was unthinkable to employ a handicapped person, or to organize sport events which are designed strictly for handicapped persons. That had changed through the activism and human right movements, which could be manifested with such great results because they were very well presented in media. For the socialization of a handicapped persons it was very important appearance of the first Paralympic games. First Paralympic games were hold in 1952. in Great Britain. That was also period of a great development of a electronic media, which can indicate that information and communication systems were contributing to sport development for handicapped persons. That had lead to a big meaning of Paralympic games and media representation for socialization of a handicapped persons. Handicapped persons are often throughout media finding their motivation and inspiration for further progress and socialization, and top handicapped athletes are often their idols.

Keywords

handicapped persons, information and communication systems, socialization, sport, media's role

THE AWARENESS ABOUT IMPORTANCE OF EXERCISE IN PREVENTION OF OSTEOPOROSIS IN MIDDLE AGED AND OLDER WOMEN

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Abstract

Aim: to establish the level of awareness about importance of exercise and life style in middle aged and older women and its influence on prevention of osteoporosis.

Materials and Methods: survey included 20 women age 30 – 50 years who were randomly selected.

The survey was conducted in the city Osijek and its area. The questionnaire contained questions about osteoporosis in the family, age, injuries, life habits including smoking, drugs abuse, menopause, physical activity, osteoporosis and importance of education.

Results: 60% of all women in the survey had positive familiy anamnesis on osteoporosis. 90% of all examinees belive that physical activity and life style are important in prevention of osteoporosis and its consequences, yet only 50% of them exercise more than 30 minutes. Women age 40-50, 80% of them, are better informed on type of exercise used in prevention of osteoporosis, than younger women age 30. 80% of all women in the survey are not satisfied with the education concerning the prevention of osteoporosis.

Conclusion: based on the results of the survey it can be assumed that exercise and life style are importan in prevention of osteoporosis, but due to insufficient education, women do not exercise long enough, or do not use the correct type of exercise so that it can prevent osteoporosis.

Keywords

osteoporosis, prevention, exercise, education, menopause

**COMMUNICATION
MANAGEMENT AND PUBLIC
RELATION(S)**

MANAGERIAL ETHICS IN PUBLIC RELATIONS: CHANGES AND CHALLENGES

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Abstract

Many hotel companies have acknowledged the role and importance of ethics that are gaining more recognition especially in the profession of public relations. Ethical dilemmas they encountered are getting more and more frequent, and deviation of ethical norms are getting more and more expressed. This study tends to indicate the meaning of ethics, respecting the code of ethics of the organization as well as ethical/unethical behavior in everyday business. The research was taken during year 2012 and the target group has been made out of public relations managers in hotel companies of Primorsko-goranska county. The research results show that public relations managers largely stick to the organization's code of ethics, that is behavior according to the ethical standards. The research indicates change of manager's perception of unethical activities, starting from the material ones to the personal ones. Finally, authors suggest a continuous improvement of managerial ethics by implementing activities that would contribute to a responsible and ethically founded behavior of the organization, promoting the ethical behavior, encouraging the implementation and use of code of ethics in business as well as controlling the implementation of the same.

Keywords

managers, ethics, hotels, public relations

SOCIO-DEMOGRAPHIC CHARACTERISTICS AS FACTOR OF CONSUMERS' BEHAVIOR

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Abstract

Knowledge management is a general framework, concept that comprises the knowledge discovery process, learning techniques and collection of data mining algorithms. The paper researches the possibilities and advantages of supervised learning and knowledge base within the whole knowledge management in the process of market research. Knowledge management is a general concept of organizing, extracting, deployment and using the knowledge within an organization. The final goal is addition of the new knowledge in all functional areas of organization and use of knowledge to achieve strategic advantages and realize the defined and accepted goals of the organization. The paper is focused on marketing and discovering customers' behavior determined by their demographic characteristics. It is shown in the paper that the supervised learning and knowledge base as components of knowledge management may be successfully implemented in marketing in description and forecasting of customers' behavior.

Keywords

marketing knowledge management supervised learning, knowledge base, customer behavior

COMMUNICATION FOR EUROPEAN CULTURAL PROJECT – EUROPEAN CAPITAL OF CULTURE MARIBOR 2012

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Abstract

European Capital of Culture managed to establish reputation in international environment and is addressing different segments of society and different audiences. For the recognition in the Slovene environment different levels of communication were needed. Furthermore we needed to build the perception of European Capital of Culture as an important brand in the sphere of culture. The communication of the project itself offered possibilities to search for synergies with many actors in the environment. The idea of community in communication means that we want to express the importance of collective action of Maribor, all its partner cities and economic subjects. This was the basis of the whole communication strategy, which was implemented in several phases adapted to the target audiences. In the long term, we planned the positive effects of development changes to mark the city in the environment with even more creative and positive image. Therefore creation of important engagement and awareness communication strategy was mandatory. Throughout the duration of the project, we measured the perception of the project through public opinion. With the opinion poll we followed several aspects. In terms of our communication we were especially interested in the connections among issues - where did you get your information from, did you attend any event, which events you attended, what were the reasons for visiting the city, or not visiting the city. All of these comparisons will be presented separately - one for the general population and one for the population of young people (15-29 years). We were also able to compare responses among young people in Maribor and young people in Slovenia. Additionally, this could help us to determine the position of the ECoc as a brand in Slovenia and also the additional values of the brand in terms of international perception.

Keywords

Maribor 2012, communication tools, online communication, public opinion, youth (young) audience, perception, culture, brand

THE ROLE AND THE SIGNIFICANCE OF THE PUBLIC RELATIONS IN DESIGNING AND DEVELOPING A NEW TOURISM PRODUCT IN SOLANA NIN EXAMPLE

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Abstract

This work presents and valorises the results of the research of the offer of Solana Nin (involved in tourism), the design and development of a new tourism product and the role of media in it. The objective of this work is to highlight the development of a new tourist offer based on traditional salt production, explore qualitative and quantitative level of promotion carried out by the local tourist board and the management of Solana Nin. The work has come out of interdisciplinary research, usage of active observation, historical and statistical methods, qualitative content analysis of media articles and the Internet, and interviews with the management of the salt pan and tourist board, therefore providing the results of the both current and future tourism offer. The work presents an overview of

data about customising the traditional salt production to the tourist offer of the city of Nin. It is confirmed that communication management developed a good cooperation between business (salt pan) and non-profit organisation (Tourist Board of Nin), showing also that good communication with the public influenced the promotion of a new tourism product.

Keywords

salt pan, tourist board, new tourism product, public relations, Nin

POLITISCHE REDEN ALS SPIEGELBILD VON KULTUR DER NATION

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Abstrakt

Politische Kommunikation spiegelt in ihrem größten Teil Identität und Werte einer Nation, bzw. Kultur wider, was vor allem in der Sprache der Politiker an die Nation erkennbar sein sollte. Politiker verwenden dabei persuasive Sprache, die sich rhetorischer Mittel bedient, wie es zum Beispiel konzeptuelle Frames und konzeptuelle Metaphern sind. Theoretische Grundlage dieses Aufsatzes umfasst Theorie über die genannten rhetorischen Mittel und die gegenwärtigen Ergebnisse aus deutschen und russischen Untersuchungen über Themen und Werte, die diesen Nationen laut Ergebnissen wichtig sind. Weiterhin werden empirisch die politischen Reden von Präsidenten Vladimir Putin, Joachim Gauck und Ivo Josipović aus dem Jahr 2012. mittels qualitativer und quantitativer Inhaltsanalyse analysiert. Der Zweck der Analyse ist festzustellen, sind bestimmte Werte und Themen in deutschen und russischen Reden anwesend und wie man über sie spricht. Die Untersuchung wird außerdem zeigen, welche Themen und Werte in kroatischen Reden anwesend sind und wo sie sich im Vergleich zu deutschen und russischen Korpora befinden.

Schlüsselworte

politische Kommunikation, persuasive Sprache, Präsident, politische Rede, konzeptuelle Metaphern

RETROSPECTIVE AND PERSPECTIVE CONTEMPORARY COMMUNICATION TECHNOLOGY DEVELOPMENT

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Abstract

This paper presents the development of a chronological range modernof communications technology that have significantly affected the sphere of human communication, making different depending on communications, communication networks and communications thnology, in order to improve the general climate of communication in organizations, communities and civilizations. Seen in this context, the paper presents the research performance of individual communications, technology and media. Media is running through the print media (newspapers, magazines and books), while communications technology like telephone technology, film, audio, radio, television (analog, digital, and Internet), and satellite communications technology, home multimedia, computer telnology (PCs

and laptops), and Internet technologies, and the convergence of the songs and dynamic beats communications technology as new communication platform / information society with a synergetic impact on people, families and society as a wise community.

Keywords

Technology, media, development

THE IMPACT OF COMMUNICATION, PROMOTION AND EDUCATION ON GROWTH OF FRANCHISING IN CROATIA

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Abstract

Franchising contributes to (a) the strengthening of economic activities of successful ventures with lower investment and increased exports, and (b) improvement of survival rate of new entrepreneurial ventures. However, despite the many benefits of franchising, the Croatian public doesn't know enough how to operate through the franchise. Improved communication of stakeholders and continuous promotion and education of unused opportunities of franchising, affect both the growth of franchise business in Croatia and achievement of desired results (sustainability of businesses, job creation). Based on information gathered in associations involved in promoting franchising in Croatia, and the experience gained in the promotional/educational/informative events, new research on franchising opportunities was conducted through questionnaires and interviews of different stakeholders. The recommendations to promote franchising as lower-risk entrepreneurship were presented, together with the need for better understanding of importance of franchise business by all stakeholders. Their better communication, promotion and coordinated cooperation should contribute to sustainability of successful entrepreneurial ventures, and job creation.

Keywords

franchising, advertising, public relations, an association for the promotion of the franchise, business, sustainable growth

THE KNOWLEDGE ASSESSMENT IN E-STUDY OF PROJECT MANAGEMENT

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Abstract

"Project management and team work" is optional e-learning course for up to 300 students at DOBA Faculty every year. Curriculum that covers 4 weeks includes also 7 team assignments that require weekly submission and grading with feedback for each team. Each student team works on the same project throughout the whole course. It is therefore very important for teams to timely get feedback and grade for their project proposal. This means up to 50 project proposal presentations per teacher that have to be graded and reviewed in few days. In study year 2007 we started reviewing and commenting these presentations in face-to face study meetings with students. Than in 2010 we changed to webinar presentations and in 2012 to PowerPoint presentations with narration (integrated

audio recordings). Our goal was more flexible submission and presentation of assignments and a more continuous burden for teaching staff while grading and preparing feedback. The success criteria for the three alternatives were student satisfaction with the process, quality of the achieved knowledge and reliability of the achieved grade.

Keywords

e-education, face-to-face study meeting, webinar, grading, assignment, feedback

ROLE OF THE INTERNET IN CREATING THE TOURIST DESTINATION IMAGE

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Abstract

Internet as a media, but also as a way to communicate gains on its importance in marketing communication, especially when provoking changes in consumer behavior. The subject of this paper is the internet influence on creating the image of a tourist destination. The reason for this on one side is due to the fact that it is impossible to imagine a tourist destination today which does not include the Internet in its marketing communication and on the other side there are relatively frequent warnings on insufficient use of the Internet potential as a communication media used by tourist destinations. The image of a tourist destination, in fact, influences in different ways a tourist behavior, primarily as a key factor in his process of making decisions about where to travel, but it also affects the level of a tourist satisfaction related to the post purchase consumer behavior and his willingness to return to the same destination in the future. Therefore, the Internet represents an interesting subject for science research since it is the ideal media and the type of communication which provides a possibility for a tourist destination to create a long-lasting consumer confidence, reputation and image quality.

Keywords

Internet, communication media, integrated marketing communication, interactive communication, tourist destination image

OPERATIONAL, FINANCIAL AND SALES MANAGEMENT SYNERGY SYSTEM

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Abstract

The main goal of every company which conducts its business in the market economy and which is mostly or entirely privately owned is maximisation of the ownership capital value. A company reaches its goal by using its resources (capital, people, organisation...) in the best possible way, i.e. realises synergic effects in its work and development. Synergic effects in work are achieved by means of efficient use of set and necessary variables (property, people, organisation...). In order to realise maximisation of the ownership capital value within a specific period of time, there is a great

possibility that a company would need benefits from the developmental, i.e. investment cycle. As large capital is very often engaged by investment for a longer period of time, that means that the most important (absolute and relative) synergy effects can emanate from investment. Engagement of large capital for a long period of time in modern economic systems with dominant characteristics of globalisation (i.e. more or less a unique world market), however, is necessarily linked to risk. A modern (globalised) economic system is made up of a large number of variables (political stability, states, regions, economic and political systems, people, technologies, infrastructures...). Those variables are not stable and rapidly change their value, intensity, direction and similar, thus becoming harder to predict. This is why companies in the modern global economy gain greater developmental opportunities, but also greater risks, making the necessity to achieve synergies greater. The synergy, which emanates from the variable system relationships, affects risk reduction and increase in investment efficiency (in system development).

Keywords

synergy, system, operation business functions, finances, sales

HOW ORGANIZATIONAL VALUES INFLUENCE JOB SATISFACTION OF EMPLOYEES

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Abstract

This research paper discusses how organizational values influence job satisfaction of employees. In the theoretical part we have studied the work of various authors in the field of values, organizational values and job satisfaction. After completing this we have set out to analyze previous studies in this field and then decided to create a model for measuring the influence of organizational values on employee job satisfaction. For the purpose of this article a research question was proposed: Is there a statistically significant influence of organizational values on employee job satisfaction? The paper-and-pencil survey was carried out in the travel and leisure industry sector, where 1100 employees were surveyed. The 388 participants who filled out the questionnaire represent a 35.27% yield of surveys sent out. Preliminary results show that there is a positive influence of organizational values on employee job satisfaction.

Keywords

organizational values, job satisfaction, model, travel and leisure industry

CROATIAN MEDIA EPOCH IN THE NEW EUROPEAN ENVIRONMENT

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Abstract

Every great historical epoch was a unique social, humanistic, economic, artistic, religious, scientific, cultural, technological, media and journalism integrated whole, which has created a new spiritual,

communicational, media and journalistic worldview (Weltanschauung). The European Union (EU), as a major new historical cultural, political, economic and developmental epoch, which has with an international agreement between the Member States and the EU, established new terms of communication behavior in accordance with the rules of the European Union in order to promote new media and journalistic viewpoint in the new information and media society. Within this overall spiritual, media and journalistic oversight a special sound systems for public communication has developed, in which are significant the media, public communication and journalism. Even the ancient Romans formulate a criterion what can be marked as public - "Tres faciunt collegium (three make public)" - which is the lowest boundary for the public. By historical development of the technology, media and reach of the communication act (strong development of new information and media technologies), weight (volume) of the public media has increased. In this complex and arduous European communication process, the transition from the old system of public information in the new system of dialog and public communication, agreement on Croatian accession to the European Union (EU) set the required legal and media conditions for the realization of Croatian membership in the European Union (EU). The set of media and journalism pluralistic and democratic dialogue goals is only possible to achieve with Croatian membership in the family of the member states of the European Union (EU).

Keywords

Media, Journalism, the European Union (EU), communication, media technology

TECHNOLOGY OF SOLVING SOCIAL PROBLEMS

THREE THESES ON TECHNOLOGY AND SOCIETY

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Abstract

The paper investigates the development of society in the context of the development of technology. During the 20th century, a third subsystem, alongside nature and society, was formed – a technological system. The paper poses three theses on the role of technology in the relation between the two subsystems – nature and society – by examining its positive and negative impact on society. The theses are as follows: 1. Technology and its application have a dominantly positive impact on society and its development – technological optimism; 2. Technology and its application have a dominantly negative impact on society and its development – technological pessimism; 3. Technology and its application have both positive and negative impact on society and its development – the basis of anthropo-technological cohabitation. Each thesis is discussed as a social paradigm (orientation) during the course of human history. These paradigms are not historically successive but simultaneous, and they are closely connected with the ways in which society values technology. They reflect the so called “human nature paradox”. The effect that technology and its application will have on a society depends on the type of the mediating role that a certain society expects from technology.

Keywords

technology, technological optimism, technological pessimism, anthropo-technological cohabitation, human anthropological destiny, human nature paradox

FIGHTING AGAINST COMPUTER CRIMES

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Abstract

The active fight against computer crimes should engage immediately and without reserve because the damages that have been made immense and threaten even among civil incidents. Judicial authorities are faced with difficulties when conducting procedures with respect to the proposal of the field of computer crimes, since in them meet with them vague and unfamiliar topics, names, equipment, etc. Therefore, the assistance, as experts, invited specially trained experts in the field information that this material is not a party, and whose findings rely in making the appropriate legal documents. Although it is now very easy to detect whether someone has "hacked" a computer and/or system, that is, in legal terms, it must prove it. It is here that problems can arise. When having previously obtained a court order reveals the perpetrator using interception devices in telephone company, in search of his home found computer equipment, the difficulty is that you then access the computer must have a person who knows the great issues of access.

Keywords

Computer crimes, Convention on Cybercrime, Law on Amendments to the Criminal law, Fight, World

SCIENTIFIC-TECHNOLOGICAL REVOLUTION OR »SCIENTIFICATION« OF WORK OF ORGANIZATIONS: TECHNOLOGY AND SOCIAL PROGRESS

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Abstract

Modern technique and technology are both undoubtedly a product of cumulative scientific development. However, when scientific and technical-technological development is examined and explained in relation to social progress, there is misunderstanding in approach to the connection. In the core of the misunderstanding is the essential notion of the connection; some see it as scientific-technical or scientific-technological revolution, and the other see it as the process of "scientification". There are widespread views in modern science that see social progress as rectilinear advancement under the exclusive influence of science and its technical-technological application in the work processes and social organization. For that seemingly universal influence of science and technique on social processes and social development, many scientists have "found" a convenient syntagm – "scientific-technological/scientific-technical revolution". Such a syntagm have been, almost unquestionably, used in the meaning of basic characteristic of modern societies in "implicit" cognitive (and especially non-cognitive) contexts, since 1960s. Although less widespread, there are notable attempts in the contemporary science (particularly in sociology) to have more contentual (and more realistic) view of relation between science and technique/technology, and that approach is named as a process of "scientification". It is understood not as "revolutionary overturn" but as more or less contradictory, continuous and cumulative process of the inclusion of science in the production, implying pervasion of work factors (objects, means, organization and work-professional skills of employees) , as well as pervasion of broader social practices and objective-rational ways of its orientation. In that way "scientification" approach to the study of relationship between science, technique/technology and society is recognized as critical evaluation of concepts of "scientific-technological/scientific-technical revolution". Every criticism is challenge by itself, and immanent scientific criticism can be effective in elimination of misapprehensions, as well as in strengthening of inter-scientific dialog.

Keywords

science, technique, technology, scientific-technological revolution, »scientification«, social progress

DEATH IN SUICIDE : FEELINGS OF LIVES

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Abstract

The aim of this research was to explore the power or intensity of lives feelings on the entombment of their dear or intimate persons who committed suicide. Random chosen 30 healthy males and 30 healthy females were queried in condition of voluntary and anonymity were planned. The questionnaire of 5 feelings / feeling categories were offered in abc following (bitterness, confusion, coward, guilty, imposture) was used but every of them was acquired its position from 1st to 5th according to power of intensity. Preliminary results show that queried persons in thinking on the entombment of their dear and intimate persons who committed suicide mainly feel confusion and then bitterness and some imposture. To discuss is how importance of the culture, religion or medium

are in making these feelings. The conclusion could be that mainly both gender feel confusion on entombment of their dear and intimate persons who committed suicide.

Keywords

suicide, entombment, feelings

TRUST AND INFORMATION TECHNOLOGY OUTSOURCING RELATIONSHIP

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Abstract

The Focus of this paper is on the study of trust in information technology outsourcing (ITO) relationship (Gulati and Singh 1998; Henderson 1990; Parkhe 1993) and the nature of the relationship between ITO partners where they exceed the transactional nature of the relationship and form partnership oriented relationship (Ellram and Birou 1995; Henderson 1990; La Londe and Cooper 1989; Powell 1990). Trust (creation, development and maintenance of it) is one of the crucial factors of the (un)success of ITO relationship. Fukuyama generally defines trust as the expectation that grows in communities with common, honorary and cooperative behaviour, based on general norms shared by members of this community (Fukuyama 1995). In the field of ITO we can understand trust in the context of beliefs about the reliability of other side's words and the fulfillment of obligations with a predictable and fair acting (Kern and Willcocks 2000).

Keywords

trust, information technology outsourcing, norms, partnership

IMPACT OF ORGANIZATION OF THE OLYMPIC GAMES ON SOLVING SOCIAL PROBLEMS AND SOCIO-ECONOMIC DEVELOPMENT OF THE HOST COUNTRY

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Abstract

The impact of the Olympics on the socio-economic developments at the country level, and changes in the host city are increasing. Preparations for the Games last approximately 7-10 years. In addition to the usual quantitative indicators (number of athletes-participants, the amount of television transmission, presence of spectators at competitions, number of tourists, jobs creation), the success of the Olympics is measured by realization of infrastructure projects and the size of the investments (e.g. improving transport systems, new sports facilities, housing, etc.), which can cause permanent changes in a particular region/society. Furthermore, the Olympic games have an increasing importance in

society to promote a healthy and balanced life, its quality, unity, respect of fundamental ethical principles, environmental protection and development of new technologies, waste recycling, water purification, detection of new renewable energy sources, etc. This paper presents examples of the impact of the Olympics on solving social problems, and opportunities to address them in a new, socially innovative way. Also, the paper outlines possible directions on how to improve the overall socio-economic development of the host Olympic Games.

Keywords

organization of the Olympic Games, social problems, social innovation, socio-economic development, growth

MARRIAGE AND THE ROLE OF WOMEN BETWEEN EGALITARIANISM AND TRADITION

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Abstract

The paper was written on the basis of empirical research conducted among the students of the Faculty of Economics of senior year of study. It analyzes the attitudes of interviewed students about the relationships between men and women. On the basis of empirical evidence to question the hypothesis of whether the members of the younger generation tend to traditional forms of family life and marriage, and if there is a stabilization of gender relations within marriage, are constructed of traditional and egalitarian gender roles and examines if there may be significant differences. The paper discusses the relationship between industrialization and the establishment of the male breadwinner and the model with two breadwinners. Differences of opinion can influence the decision of young highly educated women on the share of the labor force as well as the patterns of working careers and facilitate or impede the harmonization of work and family obligations employed partners. Student attitudes towards gender (in)equality associated with entering into marriage as the foundation of procreation family - it means that it is expected that the couple give birth and raise children. Research has shown that the vast majority of respondents do not consider marriage an outdated institution, and that, in that 82% of respondents declare that if a woman wants, she should be allowed to have a child out of wedlock. In doing so, two thirds of the students think that in the future, we should more emphasis on married life. That men and women should be equally represented in the finance to income within the household thinks 85% of female students, while 20% of students think that it is good to be busy, but that most women want to be housewives and children to deal with it says that the traditional type of marriage is one-foster family friendly and highly educated for young women. Also patients who never visited religious gatherings are more prone to agreement with the statement that marriage is an outdated institution.

Keywords

marriage, the role of man, the role of woman, the model of the man- breadwinner, the tradicional roles, egalitarian roles, religious practice

GENTRIFICATION AS A PSEUDO-RESOLUTION OF SOCIO-SPATIAL PROBLEMS IN CITIES

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Abstract

Gentrification presents a highly complex urban transformation by which previously disinvested inner-city neighborhoods inhabited by lower social strata experience reinvestment of capital, rehabilitation, increase of value and in-migration of middle class homebuyers, thus causing the displacement of their initial residents. In dynamically changing urban landscapes of today in which cities have been facing up numerous challenges that have been modifying their existing and introducing new requirements that they have to meet, gentrification, a process first observed in mid-20th century, on the course of the last decade has been spreading globally more intensely than ever before. Aim of this paper is to review the process of gentrification and numerous socio-spatial, economic, cultural, political and other aspects that it closely correlates with.

Keywords

gentrification, urban transformation, urban regeneration, city, globalization

TECHNOLOGY OF THE UNIFIED FIELD OF CONSCIOUSNESS – UNIVERSAL REMEDY FOR SOLVING PROBLEMS OF THE SOCIETY

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Abstract

Humanistic society is faced with crises in virtually all areas of life. Health epidemics, economic – fiscal difficulties of the countries, inefficient political system of administration, the decline of moral standards, environmental issues, lack of vision of energy policy, the growth of crime and violence. On the other hand humanity discovers the hugeness of the Universe, setting an extremely systematic theory of natural laws in physics and developing high technology in all areas of life. Abundance and happy life seems to be at the rich of a hand, but there are obstacles in the way to the progress to become creative, peaceful society living in coexistence of everybody. As each plant through the root receives all necessary for life and growth of the stable, leaves, flowers and fruits, the development of technologies of consciousness reveals the existence of a "root of human society", which enables the development of "society plant" in all its areas of life. In this paper, a survey of over 40 scientific studies will be done, which confirms the efficiency of the "Maharishi Technology of Unified field" for curative and preventive problem to eliminate all the problems of human society, such as crime, violence, economic problems, etc.

Keywords

Consciousness, Unified field of all the Laws of Nature, Maharishi technology of the Unified field, Transcendental Meditation

INTERNATIONAL PROTECTION OF HUMAN RIGHTS IN THE AGE OF NEW TECHNOLOGIES

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Abstract

Which could be the role of human rights in the age of biotechnologies, neurosciences, genetic engineering and nanotechnologies? The so called emerging technologies are strictly linked to the protection of human rights, but in this historical moment, which tends to modify the content of such rights, broadening or narrowing them, human rights seem to be condemned to vagueness and inability to respond to new challenges of contemporary world. The risk is to have as many extendable rights which produce a “non-law”. Instead, we believe that is possible to ensure access to the legality of such rights only recovering a temporally oriented perspective and conceiving them as historical rights. Following this approach it is possible to consider such rights as “legal rights” and take a first step towards a technological governance where human rights could accomplish to a not conservative but proactive central role. This paper aims to investigate the way (if) human rights could conciliate with new technologies.

Keywords

human rights, new technologies, genetic engineering, biotechnologies, neurosciences

INFLUENCE OF MEDIA ON HUMAN RIGHTS CASE STUDY: SEGREGATION IN AMERICA AND LGBT RIGHTS IN CROATIA

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Abstract

This thesis deals with the influence of media on human rights, and in a way that I would analyze two special cases: the impact of media on segregation in the United States and the LGBT rights in Croatia. From the research that will carry out this graduate work, it will highlight key points that support understanding and summary of events. Looking back to the 4th May, 1961., and the growth of protest during the civil rights era, the freedom rides were a way for protesters to push boundaries of segregation laws. In the second case, which concerns the LGBT (Lesbian, Gay, Bisexual, Transgender) community and their rights it will be seen whether and to what extent the Croatian people changed their opinion about homosexuality and their belief, and the rights that are given to LGBT through the years.

Keywords

media, human rights, segregation, homosexuality

NANOTECHNOLOGY AND THE ROLE OF INTERNATIONAL AND EU LAW

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Abstract

Nanotechnologies could be described as the “scientific” ability to observe, measure and manipulate matter at an atomic and molecular level. Instead, nanosciences represent the convergence of physical, chemical, and biological skills applied to the study of phenomena and manipulation of materials at an atomic and molecular level. The variety of sectors affected by nanotechnology applications is the reason of the interdisciplinary nature of this discipline. However, it is still difficult to individuate a true juridical regulation of nanotechnologies. The breadth of the debate over such issues at an international and EU level does not correspond to a coherent and effective juridical course. Anyway, such research is fundamental and should not be stopped, this is an additional reason to search for an appropriate juridical regulation. The legal lack is strictly linked to public concern over a sensitive issue which brings to an oscillation between an absolute lack of regulation and often irrational prohibitions. This paper aims to shed light on these uncertainties and to propose a possible solution.

Keywords

nanotechnology, EU law, international law, nanoscience

CONTRIBUTION TO THE DEVELOPMENT OF INTERCULTURAL COMMUNICATION (Case Study Slovenia)

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Abstract

In spite of the current worldwide economic crisis, the intensive development of digital technologies (increasingly capable computers and information-communication technologies) has not stopped. We are witnessing rapid and sometimes even leaping development of the digital technologies, which can often not be followed by the professional community, not to mention the general public. Research is needed to see what changes the digitisation and digital technologies have brought to the development of intercultural communication so far and what changes are to be expected in the future. The paper gives results of the research of the effect of Slovenian digital media production on the intercultural communication, from the viewpoint of the development of new information and communication technologies (ICT) and of their effect on the development of the new production model, called „citizen-participatory digital media production“, which brings forward media pluralism, media dialog, diversity, living-together, good interneighbour relations, national and cultural identity of small countries.

Keywords

Intercultural communication, media, development

**ROLE AND IMPORTANCE OF
ARCHIVES IN INTERCULTURAL
CONNECTING THE DANUBIAN
REGION AND EU**

THE ROLE OF ARCHIVES IN THEIR COUNTRIES AND SOCIETIES

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Abstract

The author presents the role of archives in their countries with some starting points related to the historical development and creation of archives through the time. It presents the various roles archives had in their countries and draws attention to laws on archives and recommendations that evolved and changed quite rapidly in Europe what determined the relationship between archives and state or countries. The author defines some basic tasks of archives and places them in comparison with some of its findings in the context of contemporary archival theory and practice. Along to this he draws attention to the responsibilities of the states and societies towards national, regional, municipal and other archives. He predicts favourable development of relations between the archives and states and societies in the future and draws attention to the often too fast and professional hasty decisions in relation to the electronic and other non-conventional archives.

Keywords

archives, state, society, history of archives, archival studies, archival theory and practice, activity of archives, perspectives, new mwdia, digitization

SEMANTIC PROBLEMS OF CONTEMPORARY ARCHIVAL INFORMATION SYSTEMS

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Abstract

In the archival theory and practice various on-line archival information systems are developed. Despite of the fact that there are internationally accepted professional standards for archival description, in practice there are major discrepancies between their realizations and standards. The paper presents the results of the analysis of more than 20 such systems. Differences are not so significant on the technical-technological level. Many problems are identified on the syntactic and semantic level. This causes some fundamental archival scientific problems. One of them is whether the data structures of considered archival information systems are compatible with each other in the context of exchange of information on the international level. Some indicators show that this goal is not easy to be realized. In future this will affect the individual archival information systems. A direct negative impact can be seen in the cost of production of target record. This will increase. "Source records" of archival information systems must be adjusted to the needs of target records of international archival information systems when they are created and not before they are imported.

Keywords

archival information systems, archival standards, methods, data structures, interoperability

ANTIWAR CAMPAIGN CROATIA ARCHIVE: DOCUMENTS, MEMORIES, RECONSTRUCTION

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Abstract

Antiwar Campaign Croatia (AWCC), established in July of 1991, as a board, alliance and network of antiwar, peace and human rights organizations of civil society, had a large influence on the path of development of organized civil engagement in Republic of Croatia. AWCC was formed on a very developed and active network of organizations, initiatives and informal channels of communication which was developing in the end of eighties and beginning of nineties on a local, regional and European level, and by then dominant issues of civic self organizing, ecology, and spirituality directed in a specific direction of resistance to war, defending human rights, and efforts in building sustainable peace. AWCC archive, which is in a possession of Documenta, contains both institutional and program documentation of various organization members of AWCC as well as large correspondence. This work presents the process of organizing the archive, in which relation between understanding the matter based on unorganized fonds, marking the 20th anniversary of establishment of ARK, and the organized archive as final result, as comprehensive process of reconstruction of such a complex social actor is being discussed. In the end, we are drawing a sketch of cooperation between AWCC and organizations and initiatives from other countries which gave it a strong international character.

Keywords

Antiwar Campaign Croatia, organization of archive, cooperation, reconstruction

ARCHIVAL LAW AND JUSTICE

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Abstract

Archival law are those rules and principles which are in every legal system obligatory for the work of archives and their organisation, but also for other natural and legal persons on the matter of archival records. Archival law is also a part of archival science, which studies the archival law and therefore it is considered to be a practical science. Archival law is a part of legal system of a particular state and it is different from state to state. Nevertheless, within the European Union there is a tendency for common solutions regarding some archival issues and for upgrading the archival law. Especially the last thing should be enhanced and emphasized. Archives are not and they must not be just cultural institutions, custodians of remembrance but also important institutions of the rule of law in the state – custodians of rights. Archives will be able to perform this task only with better cooperation and recognition that the archival law should be raised above confining territorial limitations and identified as a criterion of correct knowledge of records and management documents for entire Europe, for whole civilized humanity.

Keywords

archives, archival law, justice, right, European legislation

CLIMATIC CONDITIONS IN ARCHIVAL REPOSITORIES

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Abstract

Both traditional and more recent archival materials are composed of mainly organic components and are therefore subjects to inevitable aging. The process can under certain climatic conditions be slowed down but it can never be completely stopped. For the preservation of older documents, strict climatic conditions are needed due to their uniqueness, whereas documents of more recent date that were created by using industrial paper and less stable writing media also need to be kept in suitable climatic conditions mostly due to the fact that paper and writing media of the last 100 years are of poorer quality and thus tend to deteriorate more quickly. Even stricter climatic conditions are to be applied to modern media such as microforms, optical and magnetic media, digital records, photographs, auditory and visual media since these are even more vulnerable as far as climatic conditions are concerned. The paper introduces only basic principles of climatic conditions needed for preservation, further in-depth explanations are available to readers in publications and other articles on this topic.

Keywords

archives, repositories, climatic conditions, temperature, relative humidity, light, pollutants

MUSIC INFORMATION IN FUNCTION OF CULTURED INHERITANCE

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Abstract

The music note is some of particularity by the comparison of general art of reading and writing. The more important are reading and writing of saving music by the whole of their parameters; regardless of the kind and their genre, if it is for creativeness or different performances by the area serious or classical music, folk music or entertaining music. In universal archives and by the documents they are some of peculiarity but these are in specialize archives by documents. There are the particularities as the data which are specialize information system. All together of them are meant completely rounded off image of music information system. By this base at the one of part of this cultured inheritance is today built the whole part of contemporary information society. In this information is the most importance the open and central transmission of the information. This example is the most shown by own information data of *Institute for Music Information Science at the Center of Interdisciplinary & Multidisciplinary Research & Study of University of Maribor*: in the building and completions (in Slovene and English language: in the words-texts, the /note/ images and by the tunes) by the web side: <http://igiz-imis.cimrs.si/slo-ljudska/uvod%20slovenske%20ljudska%20glasbe.html>.

Keywords

the music writing, creativeness, performance, specialize archives, documents, data, information system, <http://igiz-imis.cimrs.si/slo-ljudska/uvod%20slovenske%20ljudska%20glasbe.html>

WHICH EUROPEAN PROJECTS?

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Abstract

The author underlines the difficulties for the archives to take advantage of the European projects both because of the small appeal of this cultural good and the difficulty in managing what is requested for the presentation of a project and also in coordinating archives belonging to different institutions. On the other hand, such opportunities cannot be left in a scenario that is critical because of the lacking of human and economic resources and against the profitable results gained by the projects that have been approved.

Keywords

European project, valorisation, description standards, archivists, archives

EUROPE AND ARCHIVES: AN OVERVIEW ON INITIATIVES IN THE FIELD OF ARCHIVES

Antonio Monteduro
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Abstract

The paper describes some of the most important initiatives in the field of archives made by the European Union starting from the beginning of 1990's to the present day, including aspects of the legislation on access to archives and the ad hoc web sites.

Keywords

archives, legislation, European Union, access, web sites

ON PROBLEMS IN RESEARCH OF SPECIAL COLLECTIONS IN LIBRARIES AND ARCHIVES USING EXAMPLE OF HEALTH POLITICS IN THE KINGDOM OF CROATIA AND SLAVONIA 1875–1910, AND NECESSITY OF COOPERATION BETWEEN ARCHIVES OF DUNAV REGION

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Abstract

Health statistics is an essential part of medical research. It continuously improves through correcting or broadening its methodology and approaches in order to come closer to the evidence-based principles, which are the foundation of the modern historical-medical research. However, due to unavailability or partial preservation of archival material, and different and unmatched approaches in reporting the health data, there are a multitude of problems and doubts in methodology and data analysis and interpretation. The cornerstone of our research is primarily the archival fond of the Land Government, Health Department that corresponds to the official publications, which are stored and

available in the Library of the Croatian State Archives (HDA) in Zagreb. However, another part of these valuable publications, which serves us for studying of all important segments of life in the Habsburg Monarchy, is unavailable because it is stored in foreign archives. We think that it is necessary to initiate cooperation of HDA and foreign archives that store and take care of the publications, in order to solve the problems that arose during the research. Only in that way can the archival/librarian material be collected and made available to the users in the region. We justify the necessity of networking and good cooperation by the fact that archives and libraries have valuable official publications about which the information is insufficient or unavailable. Also, they have similar users who very often ask the same questions, participate in joint scientific research projects, and publish the results in the scientific journals or journals of their institutions. Only by successful and functional connection of special archives and libraries in similar scientific disciplines and fields at national level, and inclusion into the national information service with the purpose of satisfying the information need of scientific community, can we fulfill the mission and vision of international cooperation of archives and libraries.

Keywords

archives, archival fonds, health data, official publications, statistical almanacs, library, usage, cooperation of archives and archivists

ACCESSING ARCHIVES IN THE REPUBLIC OF SLOVENIA Re-shaping the Provisions and Their Adaptation to Practice

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Abstract

The demands for access to archives in a broader sense increased in the last decade and initiated the legislation in many countries. That made the access to information and consequently the access to archives a matter of public interest and public legislation. The author discusses in her article legal problems of access to archives which differs from one country to another and depends from the national traditions that proceed from different historical experiences and legal concepts. The article discusses legal regulations on access in the Republic of Slovenia and presents the novel of the Archival Act including the change of the provisions on access.

Keywords

access, legislation, public information, personal data protection, European Union, Council of Europe

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AGROLAGUNA POREČ







MediaNet d.o.o. je nezavisna agencija specijalizirana za analize medijskog sadržaja te medijska i tržišna istraživanja. U MediaNetu se, mjereći i evaluirajući učinke medijske komunikacije, dnevno obradi preko 2.000 neplaćenih medijskih objava i 1.700 plaćenih oglasa iz oko 700 hrvatskih tiskovnih i elektroničkih medija te u prosjeku izradi 60 različitih analiza mjesečno. Poslujući na hrvatskom tržištu od 1996. godine, agencija pruža usluge za 160 klijenata godišnje.



- ⊕ **On-line analitika** je web statistika i evaluacija pojmova iz medija. Pojmovna i autorska pretraga tekstova. Brza kvantifikacija analize sadržaja.
- ⊕ **Baza medijskih objava** omogućuje retrogradnu analizu i usporedbu po godinama
- ⊕ **Monitoring oglašavanja** obuhvaća sve oglase u tisku, na nacionalnim televizijama, odabranim radijskim postajama, vanjskim površinama i web portalima
- ⊕ **Baza oglasa** / kreativnih rješenja od 2002. godine.
- ⊕ **Visoka kvaliteta istraživanja** temeljena na dugogodišnjem iskustvu i jedinstvenim uzorcima prilagođenim svrsi i cilju konkretnog istraživanja
- ⊕ **Prevođenje analiza** na engleski i ostale jeziku po dogovoru u kratkom roku



presscut

Presscut d.o.o. Prva hrvatska monitoring agencija koja se je još od 1989. godine posvetila stručnom praćenju, selekciji, obradi i analizi informacija dostupnih iz hrvatskog medijskog prostora. Za specifične potrebe velikog broja korisnika Presscut-ovih usluga, svojim sugestijama, profesionalnim i stručnim pristupom pomaže u pravovremenom i brzom informiranju. Opskrbljuje klijente svim dostupnim podacima i informacijama iz najrazličitijih tematskih područja gospodarstva i financija, bankarstva, politike, brodogradnje, prometa, naftne industrije, kulture, znanstvenih institucija i izdavaštva.

Proizvodi i usluge

SVEOBUH VATNOST PRAĆENJA MEDIJA Prate se svi tiskani mediji na području Republike Hrvatske sa tiražom većom od 300 tiskanih primjeraka. Praćenje svih elektroničkih mediji u Republici Hrvatskoj: televizija, radio, WEB portali i Internet sadržaji.

LOKALNO I REGIONALNO IZVJEŠĆIVANJE Najbolja pokrivenost lokalnih elektroničkih medija – redovno pratimo 94 emisije s 42 radijske postaje i 29 emisija s 12 televizijskih postaja u 10 županija.

INTERNACIONALNA POKRIVENOST MEDIJA Suradnja s agencijama za praćenje medija u zemljama regije i mnogim zemljama svijeta.

FIND IT Usluga koja podrazumijeva pronalaženje, vrednovanje i analiziranje relevantnih informacija o poslovnim subjektima, proizvodima, uslugama, gospodarskim granama i ključnim akterima.

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- pretraga po pojmovima
- pretraga po autorima
- arhiva i kolekcija pretraga
- tekstualni zapisi članaka



Poslovne aplikacije „u oblaku“ u nas su još uvijek rijetke, no domaća tvrtka RIS d.o.o. nudi ERP rješenje FAROS, koji se zahvaljujući modularnoj izvedbi i skalabilnosti infrastrukture na kojoj je temeljen, može prilagoditi malim, srednjim i velikim tvrtkama, bez obzira na djelatnost koju obavljaju.

Plati koliko koristiš

FAROS radi po principu 'softver kao usluga' (SaaS - Software as a Service) te nisu potrebna ulaganja u računalnu opremu i programe, već se softver iznajmljuje za korištenje. Takvom se uslugom znatno smanjuju troškovi poslovanja, posebno inicijalna ulaganja. Klijent plaća aplikacijske module koji su mu potrebni u skladu sa brojem korisnika, te se količina modula i korisnika može u svakom trenutku mijenjati u skladu sa potrebama, a usluga se plaća na mjesečnoj bazi. FAROS može raditi na svim operativnim sustavima i vrlo se brzo implementira i počinje koristiti. To znači da se poslovi (parametrizacija sustava, administracija korisničkih ovlasti i instalacija smart klijenta) koji su potrebni završavaju u roku od jednog do tri sata. Implementacija se sastoji od parametrizacije sustava prema potrebama korisnika, instalacije smart klijenta koji se spaja na aplikaciju i bazu podataka u cloudu, prijenosa podataka i početnih stanja iz postojećeg poslovnog sustava, administracije korisničkih ovlasti, te obuke korisnika za rad u aplikaciji. Aplikacija podržava sve web preglednike ali zbog sigurnosnih razloga u praksi korisnici rade putem smart klijenta Thin@ koji je također proizvod tvrtke RIS koji garantira brz, siguran i tehnološki napredniji način rada u odnosu na klasične web aplikacije u browseru.

Sigurnost prije svega

Podaci u cloudu pohranjeni su na nekoliko poslužitelja smještenih na različitim lokacijama što pruža iznimnu zaštitu podataka. Sigurnost povećava i troslojna arhitektura te mrežna orijentiranost, a i smještaj u vlastitom podatkovnom centru certificiranom prema ISO 27001 standardu, koji garantira najveću razinu sigurnosti. Za sigurnost i backup podataka brine tvrtka RIS, dakle sistem administratori tj. tehničko osoblje pružatelja usluge (RIS), a podaci se nalaze na redundantnim serverima unutar vlastitog datacentra. Sustav FAROS neprekidno se unaprjeđuje, prateći potrebe korisnika i relevantne zakonske okvire. Uvijek u tijeku s novim dostignućima i tehnologijama na tržištu, RIS sa svojih 30 visokoobrazovanih stručnjaka korisnicima nudi instrumente i alate koji osiguravaju sigurnost, stabilnost i kontinuitet kroz dulje vremensko razdoblje, što jamči neprekidan razvoj i poboljšanje implementiranih informacijskih sustava.



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