



THE INTERNATIONAL CONFERENCE ON
THEORY AND APPLICATIONS IN
THE KNOWLEDGE ECONOMY

FINAL PROGRAMME
TAKE 2017
July 12-14 2017
University of Zagreb – Croatia
GOVCOPP Research Centre
www.take-conference.com

All scientific sessions take place at
Faculty of Economics and Business Zagreb (Trg J.F. Kennedy 6, Zagreb)

Wednesday 12				
12.00	Registration opens			
14.30	Opening Session			
15.00	Keynote			
16.00	Human Resources	Innovation and Enterpreneurship	Consumer Satisfaction and Retail	Knowledge Management
19:00	Reception & Keynote	Venue: Zagreb Eye	The Main City Square Trg Bana Jelačića	
20.00	Light dinner in town			
Thursday 13				
9.00	Keynote			
10.00	Coffee Break			
10.30	Accounting systems and Auditing	Special Session	Intellectual Capital	Public Policies
12:00	Poster session			
13.00	Lunch			
14.30	Keynote			
15.30	Gamification	Competitiveness	Doctoral Workshop	
17:30	End of conference Day			
20:00	Conference Dinner	Venue: Restaurant Maksimir	Park Maksimir	Participation 30 EUR
Friday 14				
9.30	Keynote			
10.30	Coffee Break			
11.00	Competitiveness	Human Resources	Innovation and Entrepreneurship	Knowledge Management
13.00	Lunch			
14.30	Knowledge Management	Accounting systems and Auditing	Consumer Satisfaction and Retail	Public Policy
16:00	Close of Conference			
17:00	Optional short excursion	Meeting point registration desk		

WiFi network: Marketing II (Key: DS2017km)

WiFi: Erste Hotspot (no key necessary)

Wednesday July 12h July				
12.00	Registration opens			
14.30	Auditorium Opening Session – Room 3			
15.00	Room 3 KEYNOTE Gary Mc Lean	How Do We Know Reality - and Who Cares? - The Role of Research		
16.00	Human Resources Room 53 Chair Person: Gary Mc Lean	Innovation and Enterpreneurship Room 33 Chair Person: Manfred Bornemann	Consumer Satisfaction and Retail Room 54 Chair Person: Blazenska Knezevic	Knowledge Management Room 55 Chair Person: Constantin Bratianu
16.00	Organizational Culture and Leadership's Impact on a Safety Program Change Model <i>Judy Smetana</i>	Design-based method for service innovation: a case study in a large company in Hong Kong <i>Nikolina Dragicevic</i> <i>WB Lee.</i> <i>Eric Tsui</i>	Do Millenials make a difference in retail <i>Ivana</i> <i>Plazibat</i> <i>Mario</i> <i>Dadić</i> <i>Duje</i> <i>Petričević</i>	KM in companies: an empirical study <i>Eduardo Tomé</i> <i>Madeleine Block</i>
16.30	Analysing Intellectual Capital in Secondary Schools of St Petersburg, Veretennik, Khazieva <i>Elena Veretennik</i> <i>Natalia Khazieva</i>	Building the Ground for a Need Knowledge-based Organizational Learning Methodology Informed by Design Thinking <i>Florian Kragujl</i> <i>Florian Fahrenbach</i>	THE OPTIMAL RETAIL CHAIN SELECTION FOR THE AVERAGE CONSUMER USING AHP METHOD <i>Tunjo</i> <i>Peric,</i> <i>Marin</i> <i>Fatović</i>	KNOWLEDGE MANAGEMENT MODELS TO BE IMPLEMENTED WITHIN THE UNIVERSITY <i>Ruxandra</i> <i>BEJINARU</i>

17.00	Management Awareness , MSDs (Musculoskeletal Disorders), Financial Impact <i>Andrew Hatch</i>	Project Management Evolution to Improve Economic Success of Infrastructure Projects” <i>Crystal Cole</i>	Online Dispute Resolution Platform as an Advanced Tool for Consumer Protection <i>Suzana Kolesar, Blazenka Knezevic, Petra Skrobot</i>	RETHINKING KNOWLEDGE IN ‘KNOWLEDGE ECONOMY’ <i>Johann Kinghorn</i>
17.30	Human Interaction of The Organization and The Organization of Human Interaction: A 7R View <i>Nopparat Phaopat Mak Chee Wai</i>	Enhancing Factors of Business Internationalization - A model for Portuguese SMEs <i>Carla Lobo</i>	Application of new technologies by retail banks in the context of the knowledge economy <i>Malgorzata Kiezel, Magdalena Stefańska Bożena Frączek</i>	Using enterprise architecture management methods and technologies for knowledge structuring in strategic management <i>Dmitry Kudryavtsev Miroslav Kubelskiy</i>
19.00	Reception and KEYNOTE: Velimir Srca	Knowledge Economy in the Digital Transformation Era	Venue: Zagreb Eye (Main City Square – Trg Bana Jelačića; Ilica 1a)	

Thursday 13th July				
9.00	Room 3 KEYNOTE Constantin Bratianu	Strategic Thinking		
10.00	Coffee Break			
10.30	Accounting systems and Auditing Room 53 Chair Person Ivana Mamici Sacer	Special Session Room 33	Intellectual Capital Room 54 Chair Person Justyna Majewska	Public Policies Room 55 Chair Person Francisco Cesario
10.30	SIGNIFICANCE OF NOTES TO THE FINANCIAL STATEMENTS IN BUSINESS DECISION MAKING <i>Ivana Pavic</i> <i>Katarina Zager</i> <i>Ana Rep</i>	José Maria Viedma IC and KM the Macro Dimension	Flourish or perish: An empirical study of the telecommunication equipment vendors from an intellectual capital perspective <i>Gang Liu</i> <i>Eric Tsui</i>	APPLICATION OF LAGRANGIAN MULTIPLIERS IN THE ANALYSIS OF THE STOLPER-SAMUELSON THEOREM <i>Hrvoje Jošić</i> <i>Mislav Jošić</i>
11.00	SUPREME AUDIT INSTITUTIONS ANNUAL REPORTING TO PARLIAMENT AND GENERAL PUBLIC – EUROPEAN UNION MEMBER STATES EXPERIENCE <i>Ivana Mamici Sacer.</i> <i>Ivana Pavic</i> <i>Dijana Vukovic</i>	José Maria Viedma IC and KM the Macro Dimension	The Co-creation wheel <i>Corry Ehlen</i>	A Framework for Developing Sustainability Index for Ready-made Garments Sector in Bangladesh <i>Abdus Salem</i>
11.30	Accounting Management in a modern enterprise <i>Teresa Maszczak</i>	José Maria Viedma IC and KM the Macro Dimension	The FRIENDS Leadership Program: Case of Sampran as a Center of Innovative Leadership Development in Thailand <i>Juthamas Kaewpijit,</i> <i>Chee Wai Mak, Thiri Kyaw</i>	LONG MEMORY PROPERTY OF (UN)EMPLOYMENT IN CROATIA <i>Bošnjak Mile,</i> <i>Bilas Vlatka</i> <i>Franc Sanja.</i>
12.00	Poster Sessions (coordinator: Dora Naletina)	Venue: Main Hall		
	Dora Naletina Berislav Žmuk	Corry Ellen Andrew Hatsh	Manfred Bornemann	Sandra Costa
13.00	Lunch			

14.30	Room 3 KEYNOTE Marcus F. Peschl	How spaces can support knowledge and innovation work		
15.30	Workshop Room 53	Gamification Room 33 Chair Person Gaby Neumann	Doctoral Workshop Chair Person Gary Mc Lean Room 54	Competitiveness: Chair Person Carmen Leal Room 55
15.30	The Co-creation wheel Corry Ehlen	The impact of international digital distribution on “indie” sector of Polish video games industry <i>Szymon Truzolasky Justyna Majewska</i>	Innovation Novelty and International Linkages of SME in the new and potential EU member states of Central and South Eastern Europe <i>Jutta Sehic</i>	CITY BRANIDNG - ANALYSIS OF AWARENESS OF BIHAĆ AS A TOURIST DESTINATION <i>Selma Gutlic, Ivana Busljeta Banks, Mirela Kljajić-Dervić</i>
16.00	The Co-creation wheel Corry Ehlen	Teaching business simulation games: Current practice overview <i>Pejić Bach Mirjana, Jovana Zoroja, Maja Fašnik</i>	What is the relation of mental time travelling and life goals? Proposing a field experiment. <i>Florian Fahrenbach</i>	Working Smart or Working hard <i>Sonia Chen Radwan Kharabsheh</i>
16.30	The Co-creation wheel Corry Ehlen	Gamification in Higher School: Motivation, Engagement and Knowledge <i>Rui Silva Ricardo Rodrigues Carmem Leal</i>	THE IMPACT OF POLITICAL ELECTION ON EXCHANGE RATE – THE CASE OF CROATIA <i>Ivana Rukavina</i>	Stimulating the entrepreneurship spirit <i>Bogdan Chiripuc Iaona Claudia Todirica</i>
17.00	The Co-creation wheel Corry Ehlen		What is the relationship between tax literacy and the intellectual capital of the certified accountant, in the tax performance of Portuguese SMEs? <i>Vera Pinto Eduardo Tomé</i>	Knowledge sharing and healthcare a bibliometric analysis <i>Maria Cruz Carmen Leal Carlos Pereira Maques</i>
20.00	Conference Dinner	Venue: Restaurant Maksimir	Park Maksimir	

Friday 14th July				
9.30	Room 3 KEYNOTE Manfred Bornemann	The impact of IC on strategy implementation and change (in the knowledge economy)		
10.30	Coffee Break			
11.00	Competitiveness Room 53 Chair Person José Maria Viedma	Human Resources Room 33 Chair Person: Barbara Grabinska	Knowledge Management Room 54 Chair Person Dmitry Kudryavtsev	Innovation Entrepreneurship Room 55 Chair Person Crystal Cole
11:00	Mechanism and procedures to create competitive SMEs <i>Nathalia Khazieva Dagmar Caganova</i>	Does it exist a way to manage HR in Portugal <i>Carlos Madeira Ana Sofia Rodrigues Paulo Cardoso</i>	The role of organizational culture towards the Balanced Scorecard and performance <i>Cidalia Oliveira</i>	On the role of the organizational predictive mind in change processes <i>Thomas Grisold. Markus F. Peschl</i>
11.30	Motor vehicle production and trade performance: comparison of Croatia and other European Union member countries <i>Mia Delic Nikola Knego Ines Duzevic</i>	Overqualification: an emerging dilemma <i>Francisco Cesário</i>	Beliefs, behaviour, and outcomes: an application to knowledge sharing in healthcare services <i>Carlos Marques Carmem Teresa Pereira Leal Carla Marques Vanessa Ratten</i>	Innovation in Education – The Sparks Project <i>Maria José Sousa Eduardo Tomé</i>
12.00	Understanding the Soft Side of BPM as a Competitiveness Driver: a Preliminary Research <i>Vesna Bosilj Vuksic, Mirjana Pejic Bach, Dalia Susa Vugec.</i>	Human Resource Roles in Pre- Mergers <i>Luz Maria Gonzalez Hernandez Gary N. McLean</i>	Management of internal communication as a strategic tool for employee satisfaction <i>Marlene Loureiro Carmen Leal</i>	Endomarketing as a form of innovation <i>Carlos Morais</i>
12.30	Private label and the competitiveness of the retail stores <i>Goran Petkovic</i>	Meaning, and change in conversations <i>Sandra Costa</i>	Knowledge Management in Russian companies: overall score <i>Artem Alsufyev Tatiana Gravilova</i>	
13.00	Lunch			

14.30	Accounting systems and Auditing Room 53 Chair Person Sanja Sever Malis	Knowledge Management Room 33 Chair Person Magdalena Stefańska	Public Policies Room 54 Chair Person Nikola Vlahović	Consumer Satisfaction and Retail Room 55 Chair Person Ivana Plazibat
14.30	Sustainability reporting for small and medium-sized enterprises in a legal and empirical context <i>Gunther Meeh-Bunse Stefan Stefan Schomaker Anke Hermeling</i>	Facebook: the business model rooted in the social Carlos Alberto Esparza Hernández	Increasing importance of EU spending on business research and innovation - evidence from Poland <i>Brabara Grabinska Katarzyna Stabryła-Chudzio</i>	Research into the influence of parents' incomes on the purchasing of healthy foods for children in Croatia <i>Miroslav Mandic Ivana Skočibušić</i>
15.00	The effectiveness of audit quality control in Croatia <i>Sanja Sever Mališ, Mateja Brozovic.</i>	Knowledge Management and Corporate Social Responsibility in Logistics Companies: Sustainable Knowledge Management or Knowledge Management for Sustainability? <i>Gaby Neumann</i>	An Overview of Radio Frequency Identification Technology Implementations in Retail Industry <i>Nikola Vlahovic</i>	Customer Citizenship Behaviour towards customers and enterprises operating in medium high-tech sector <i>Joanna Wiechoczek</i>
15.30	Recent dynamics of retail sales concentration of the biggest World retailers in 2014 compared to 2010: How do concentration measures perform? <i>Blazenka Knezevic, Ksenija Dumcic, Berislav Zmuk</i>			Knowledge about customers behaviours as the basis for developing loyalty programmes of retail chains <i>Katarzyna Bilińska-Reformat Beata Reformat</i>
16.00	Room 3 Close of conference (coordinator: Eduardo Tome)			
17.00	Optional short excursion	Information will be available at the registration desk	Meeting point: registration desk	