



geacollege

ABSRC 2015 MILAN CONFERENCE PROCEEDINGS

*Advances in Business-Related Scientific
Research Conference - Papers*

PAPERS BY TITLE

INDEX OF AUTHORS

*Advances in Business-Related Scientific
Research Conference - Abstracts*

ABSTRACTS ONLY

**ABSRC 2015 MILAN,
Milan, Italy, December 10 - 11, 2015**

Editor: Ajda Fošner

www.absrc.org





geacollege

<p>CIP - Kataložni zapis o publikaciji Narodna in univerzitetna knjižnica, Ljubljana</p> <p>001.891:658(082)(086.034.4)</p> <p>ADVANCES in Business-Related Scientific Research Conference (2015; Milan) Conference proceedings [Elektronski vir] / Advances in Business-Related Scientific Research Conference - ABSRC 2015, Milan, Italy, December 10 - 11, 2015; editor Ajda Fošner. - Ljubljana : GEA COLLEGE - Fakulteta za podjetništvo, 2015</p> <p>ISBN 978-961-6347-58-7</p> <p>1. Fošner, Ajda</p> <p>282316032</p>	<p><i>Copyrights: Name, form, design, reproduction - GEA COLLEGE - Faculty of Entrepreneurship; Contents of individual papers - paper authors</i></p> <p><i>Editor: Ajda Fošner</i></p> <p><i>Issued and published by: GEA COLLEGE - Faculty of Entrepreneurship, Dunajska 156, SI-1000 Ljubljana, Slovenia</i></p> <p><i>Year: 2015</i></p> <p><i>(December 2015)</i></p> <p><i>Number of issued CDs: 200</i></p>
---	--

ABSRC is an important international gathering of business and business-related sciences scholars and educators.

ABSRC 2015 - organized by GEA COLLEGE - Faculty of Entrepreneurship.

Publisher: GEA COLLEGE - Faculty of Entrepreneurship, Dunajska 156, SI-1000 Ljubljana, Slovenia.

All submissions were reviewed. Selection for inclusion in the conference program was based upon quality, originality, and relevance, in the judgment of the review process.

Contents of papers published as received from the authors. The authors retain their rights to publish their papers elsewhere.

All rights reserved.

Conference Chair

Prof. Dr. Ajda Fošner

Conference Scientific Review Committee (in alphabetical order)

Prof. Dr. Suavi Ahipasaoglu, Okan University, Istanbul, Turkey

Prof. Dr. Bostjan Antoncic, University of Ljubljana, Ljubljana, Slovenia

Prof. Dr. Heri Bezic, University of Rijeka, Rijeka, Croatia

Prof. Dr. Ionel Bostan, University "Stefan cel Mare" of Suceava, Suceava, Romania

Patrycja Chodnicka, University of Warsaw, Warsaw, Poland

Prof. Dr. Alex F. DeNoble, San Diego State University, San Diego, California, U. S. A.

Prof. Dr. Giorgio Dominese, LUISS University Rome, Rome, University of Udine, Udine, University of Rome Tor Vergata, Rome, Italy

Prof. Dr. Ajda Fošner, GEA College, Ljubljana, Slovenia

Prof. Dr. Doris Gomezelj Omerzel, University of Primorska, Koper, Slovenia

Prof. Dr. Dietmar Grichnik, University of St. Gallen, St. Gallen, Switzerland

Prof. Dr. Katherine Gundolf, GSCM - Montpellier Business School, Montpellier, France

Prof. Dr. Robert D. Hisrich, Thunderbird School of Global Management, Phoenix, Arizona, U. S. A.

Dr. Nicholas S. Jewczyn, Ashford University, San Diego, California, U. S. A.

Dr. Renata Karkowska, University of Warsaw, Warsaw, Poland

Dr. Claudine Kearney, University College Dublin, Dublin, Ireland

Prof. Dr. Ekaterina Kostina, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Prof. Dr. Abey Kuruvilla, University of Wisconsin Parkside, Kenosha, Wisconsin, U. S. A.

Prof. Dr. Leonard H. Lynn, Case Western Reserve University, Cleveland, Ohio, U. S. A.

Prof. Dr. Stephen O. Migiroy, Graduate School of Business Leadership, Midrand, South Africa

Prof. Dr. Rickie Moore, EM Lyon, Lyon, France



Dr. Malgorzata Olszak, University of Warsaw, Warsaw, Poland
 Prof. Dr. Figen Ozulke, Okan University, Istanbul, Turkey
 Prof. Dr. N. Panchanatham, Annamalai University, Tamil Nadu, India
 Dr. Mohammed Abdul Raffey, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India
 Prof. Dr. Cezar Scarlet, University Politehnica of Bucharest, Bucharest, Romania
 Prof. Dr. Peter Schmidt, Holmes Graduate School of Management, Melbourne, Australia
 Prof. Dr. Seval Selimoglu, Anadolu University, Eskisehir, Turkey
 Prof. Dr. Gangaram Singh, San Diego State University, San Diego, California, U. S. A.
 Dr. Seweryn Spalek, Silesian University of Technology, Gliwice, Poland
 Prof. Dr. Dindayal Swain, International Management Institute, Bhubaneswar, India
 Prof. Dr. Jaka Vadnjal, GEA College, Ljubljana, Slovenia
 Dr. Drasko Veselinovic, GEA College, Ljubljana, Slovenia

Conference Research Papers List

ABSRC 2015 MILAN PAPERS AND AUTHORS

Hayatul Safrah Salleh, Nor Azila Mohd Noor, Nik Hazimah Nik Mat, Yusnita Yusof, Wan Norhayati Mohamed	THE INFLUENCE OF SELF-EFFICACY ON FUNCTIONAL FOOD CONSUMPTION BEHAVIOUR AMONG MALAYSIAN CONSUMERS
Manilall Dhurup, Chenedzai Mafini	FINDING SYNERGY IN FASHION APPAREL DECISION-MAKING CONSTRUCTS: A GENERATION Y COHORT ANALYSIS IN AN EMERGING MARKET
Chenedzai Mafini	EXPLORING THE SATISFACTION OF EMPLOYEES IN THE FREIGHT LOGISTICS INDUSTRY
Momtchil Dobrev, Mariola Garibova, Alexander Gariboff	BASICS PRINCIPLES OF THE WORLD ECONOMY AND THE MOMTCHIL DOBREV'S "THEORY OF THE DEGREE OF TRUST" - THE BASIC PARADIGM IN THE HUMAN SOCIETY
Momtchil Dobrev, Mariola Garibova, Alexander Gariboff	THE MODEL OF THE POLITICAL MAFIA IN EUROPA - RISK FOR EUROPA IN IT'S ECONOMY AND BUSINESS BASED ON MOMTCHIL DOBREV 'S "THEORY OF THE MAFIA" AND THE MOMTCHIL DOBREV 'S " DEGREE OF TRUST"
Momtchil Dobrev, Mariola Garibova, Alexander Gariboff	THE CONNECTION BETWEEN THE "MOMTCHIL DOBREV'S THEORY OF DEGREE OF TRUST" AND "MOMTCHIL DOBREV'S LAW OF PROMOTION WITH PRIZE FUND" - THE MOST SUCCESSFUL STRATEGY IN THE MARKETING BUSINESS AND MANAGEMENT
Simon J Wilde, William J Smart, Michael J Bryant	CONSUMER INFLUENCES INTO WEATHER APPS USAGE ON SMARTPHONES: KEY HIGHLIGHTS
Deseré Kókt	INNOVATION MANAGEMENT AT UNIVERSITIES OF TECHNOLOGY IN THE SOUTH AFRICAN CONTEXT
Yong-Gook Bae	THE TECHNOLOGICAL CONVERGENCE IN SOUTH KOREA: FOCUSING ON THE GOVERNMENTAL BASIC R&D PROJECTS
Justyna Łukomska-Szarek, Sylwia Łęgowik-Świącik, Dagmara Bubel, Agnieszka Wójcik-Mazur	SELECTED ASPECTS OF THE DEVELOPMENT OF ENTREPRENEURSHIP IN POLAND AGAINST THE INTERNATIONAL TRENDS
Fjona Zeneli	FINANCIAL ANALYSIS OF WATER SECTOR IN ALBANIA

Dana Ondrejová	TO THE SELECTED MISLEADING COMMERCIAL PRACTICES ACCORDING TO THE BLACK LIST OF THE DIRECTIVE NO. 2005/29/EC
Celina M. Olszak, Maria Mach-Król	BIG DATA - A NEW VALUE FOR ORGANIZATIONS
Huseyin Arasli, Winifred L. Doh' Nazanin N. Alpler	DOES EMPLOYABILITY MODERATE THE EFFECT OF WORK-RELATED STRESSORS ON SERVICE SABOTAGE BEHAVIORS? THE CASE OF HOTELS' FRONTLINE EMPLOYEES IN CAMEROON
Harri Virolainen	SOCIAL RELATIONSHIP BETWEEN MEMBERS OF VIRTUAL TEAMS
Taha-Hosseini Hejazi, Leilanaz Akbari	A MATHEMATICAL PROGRAMMING BASED APPROACH FOR OPTIMIZATION OF SYSTEMS WITH CATEGORICAL VARIABLES
Mikhail Nemilentsev	INSTITUTIONAL, SOCIAL AND CULTURAL VIEWS OF ENTREPRENEURSHIP: THEORETICAL STUDY OF THE ENTREPRENEURSHIP CONCEPT
Aurora Kinka, Halit Xhafa	FISCAL DECENTRALIZATION AND ECONOMIC GROWTH CASE OF ALBANIA
Ivana Šabatová	COMPLIANCE ACHIEVEMENT AND ASSURANCE OF PROCESSES AND SERVICES IN A DYNAMIC ENVIRONMENT
Entela Prifi	THE LEGAL NATURE OF BANKING CONTRACTS
Amira Mabrouk	ENVIRONMENTAL POLICY AND SOCIAL ACCEPTANCE : A TOBIT MODEL APPROACH TO MONETIZE URBAN TRAVEL TIME
John S. Appel, Nina Forest	A COMPREHENSIVE PLAN TO STUDY AND ADDRESS THE GLOBAL ISSUES AND CHALLENGES OF AUTISM
Lucija Mulej Mlakar	BUSINESS AND CREATIVITY: CREATION OF POSSIBLE WORLDS
Wojciech Dyduch, Katarzyna Bratnicka	VALUE CAPTURE AND APPROPRIATION: THE CONSTRUCT AND ITS OPERATIONALIZATION