



University of Maribor

Faculty of Economics and Business



5th INTERNATIONAL SCIENTIFIC CONFERENCE

»IS IT TIME FOR A TOTAL RESET?«



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18 MAY 2021

VIRTUAL NETWORKING

8.30 – 9.00

Please click to join the Main room [LINK](#)

OPENING ADDRESSES – WELCOME SPEECHES

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9.00 – 9.15

Žan Jan Oplotnik Vice-Dean for International Cooperation

Darja Boršič Editor-in-Chief of Our Economy Journal,
President of Programme Committee

Zlatko Nedelko President of Organizing Committee

KEYNOTE SPEECH

9.15 – 09.45

Ivan Malbašić University of Zagreb: Faculty of Organization
and Informatics, Varaždin, Croatia

**COVID-19 & MANAGEMENT: BUSINESS NIGHTMARE OR A UNIQUE
OPPORTUNITY FOR SUCCESS?**

09.45 – 10.00

Virtual Stroll over Maribor's Podium

Klemen Vovšek

PARALLEL VIRTUAL SESSIONS

Parallel Virtual Session I:

Parallel Virtual Session II:

ECONOMICS

CHAIR: **Darja Boršič**, University of Maribor,
Faculty of Economics and Business, Slovenia

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MANAGEMENT

CHAIR: **Zlatko Nedelko**, University of
Maribor, Faculty of Economics and
Business, Slovenia

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10.00 – 10.15

Zsuzsanna Tóth
Budapest Business School, University of
Applied Sciences Faculty of Commerce,
Hospitality and Tourism, Hungary
*Human Development Equalization Issues
in the European Union*

Andreas M. Hilger
University of Regensburg, Faculty of
Economics and Business, Germany
Thomas Steger
University of Regensburg, Faculty of
Economics and Business, Germany
Zlatko Nedelko
University of Maribor, Faculty of Economics
and Business, Slovenia
*Market Entries of EMNEs in Developed
Markets – A Case of Study from Slovenia
and Germany*

10.15 – 10.30

Dance Nikolovska Vrateovska
Ministry of Finance, Republic of North
Macedonia
Keti Nikoloska
State Market Inspectorate, Macedonia
Snezhana Mojsoska
Faculty of Security, Macedonia
*Savings of the Households in the Republic
of North Macedonia*

Anna Zdyb
SGH Warsaw School of Economics, Poland
*Secondary Use of Raw Materials in Food
Sector Enterprises in Poland*

10.30 – 10.45

Kutlu Ergün
Balikesir University, Turkey
*Household Response to Covid-19
Restrictions in Europe: A Snapshot of
Today and Hopes for Tomorrow*

Guido Modugno
University of Trieste, Italy
Bruno de Rosa
University of Trieste, Italy
Michele Bertoni
University of Trieste, Italy
*Creating Public Value by Simplifying
processes? A Path in an Unexplored
Territory*

10.45 – 11.00

Edgar Kobos
Kozmiński University in Warsaw, Poland
*Analysis of Development Factors of Non-
Governmental Organizations with
Particular Emphasis on Public Funds and
the Process of European Integration*

Andrzej Borowski
University College of Enterprise and
Administration in Lublin, Poland
*Motivating Employees in Public
Administration*

11.00 – 11.15

Mehmet Sarişik
Sakarya University of Applied Sciences,
Faculty of Tourism, Turkey
Mustafa İnanç Kapucuoğlu
Sakarya University of Applied Sciences,
Faculty of Tourism, Turkey
*An Evaluation on the Threats Cause by
Covid-19 on Foods and Food & Beverage
Industry*

The Tasty Secret of Europe – Slovenia – European Region of Gastronomy

11.15 – 11.30 In short presentation, we will experience the colourful facts about Slovenian cuisine and learn how to DIY (do it yourself) a traditional Maribor dessert: Pohorje omelette.
Mojca Polak

Please click to join the Main room [LINK](#)

11.30 - 12.45

BREAK

Seven Millennia Maribor Regional Museum

12.45 – 13.00 A guided tour of the exhibitions at the Maribor Regional Museum: the past of the wider Maribor area from prehistory to the beginning of the 20th century.

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PARALLEL VIRTUAL SESSIONS

Parallel Virtual Session III:

DIGITALIZATION

CHAIR: **Zlatko Nedelko**, University of Maribor, Faculty of Economics and Business, Slovenia

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Parallel Virtual Session IV:

LAW, ACCOUNTING AND EDUCATION

CHAIR: **Darja Boršič**, University of Maribor, Faculty of Economics and Business, Slovenia

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13.00 – 13.15

Tetiana Sobolieva

Kyiv National Economic University named after Vadym Hetman, Ukraine

Nataliia Holionko

Kyiv National Economic University named after Vadym Hetman, Ukraine

Digital Transformation: Opportunities & Challenges

Artur Kokoszkievicz

The University College of Enterprise and Administration in Lublin (WSPA), Poland

Epidemical Restrictions in the Legal Order - Can We Ignore an Unfair Law? Questions and Consequences for Business in EU

13.15 – 13.30

Guenther Maier

Fachhochschule Burgenland, Austria

Solution Selling in B2B: Perception of Solution Selling in Challenging Times of Management, Salesperson and Customers

Irina Joldeska

Faculty of Tourism and Hospitality, Macedonia

Stevcho Mecheski

Faculty of Tourism and Hospitality, Macedonia

Establishing an Annual Account for Performers of Independent Activity

13.30 – 13.45

Stefan Bongard
Ludwigshafen University of Business and
Society, Germany
Andreas Friesenhahn
Ludwigshafen University of Business and
Society, Germany
Jacob Wolff
Ludwigshafen University of Business and
Society, Germany
*Design And Conception of Online Exams
with Standard Software in Social Science
Courses*

Viktória Lázár
Budapest Business School, Hungary
**University Business English Courses
Revisited**

13.45 – 14.00

Nino Papachashvili
Sulkhan-Saba Orbeliani University, Georgia
*Digital Transformations and the
Challenges of Higher Education
Institutions*

Eka Lekashvili
Ivane Jabakhishvili Tbilisi State University,
Georgia
Mariam Bitsadze
Ivane Jabakhishvili Tbilisi State University,
Georgia
*Spin Offs Activities and Technology
Commercialization Policy at European
Universities*

14.00 – 14.15

Zlatko Nedelko
University of Maribor, Faculty of Economics
and Business, Slovenia
Vojko Potočan
University of Maribor, Faculty of Economics
and Business, Slovenia
*Progress Towards Industry 4.0 – A
Management Tools Perspective*

Tamás Szemlér
National University of Public Service,
Hungary
*Towards a Sustainable Reset in the EU.
What Comes after the Lisbon Strategy,
Europe 2020 and Covid-19?*

14.30 – 15.00

CONFERENCE END – FINAL REMARKS

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