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Abstract: Implementation of Bologna process in Bosnia and Herzegovina has been difficult for many different reasons, and the most important one is non-existence of High Education Law on the state level. In B&H Education Laws are deduced to entity (Republic of Srpska) and cantonal (Federation of B&H) levels and national board for the control and coordination of implementation of Bologna process does not exist. Student's population in our country, as well as in whole of the region, is directly and in the long-term affected by changes, which are happening within educational reform. The main goal of this paper is to examine general level of student's opinions and their attitudes towards Bologna process. We also intent to research student's sources of information about Bologna process and are they optimistic with regard to educational reform and enlargement of their chances on the labor market.

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Abstract: Discovering consumer preferences is complex research task. It is remarkable the product selection probabilistic sample of 1202 respondents, during the year 2004, on the territory of the Republic of Croatia. The research of the perception of social and economic development and environmental protection has been carried out with an instrument consisting of 11 units (assertions), to which a scale of dis/agreement consisting of five degrees has been added. The techniques of univariate and multivariate statistics have been applied. Factor analysis under the component model pointed out three factors: the first, 'rigorous penalties in environmental protection', the second, 'the advantage of economy over environmental protection' and the third, 'undiluted environment and the silence of mass media'. The connection (bivariate correlation) with factors obtained by other two instruments has been analysed: 'socio-environmental orientation' and 'environmental concern'.

To the first factor ('rigorous penalties in environmental protection') 'eccentric' oriented respondents are relatively more inclined, to the second one ('the advantage of economy over environmental protection') more inclined are those that are 'anthropocentric' and to the third one ('undiluted environment and the silence of mass media') those that are 'techno-centric' oriented; (2) the connection with the factors of 'environmental concern' has also been established. The respondents that more incline to the first ('rigorous penalties in environmental protection') and the third ('undiluted environment and the silence of mass media') factor are both inclined to the opinion that 'new environmental problems' cause concern, and the respondents that incline to the second factor ('the advantage of economy over environmental protection') equally incline to hold 'classic' and 'new' environmental problems as those that cause concern.
process and it purchase is based on multiple dimensions, criteria and factors which converge in the consumer conscious at the purchase moment. In the paper is proposed that the consumer always sets some criteria and using relative importance their subjective assessments, makes decisions and selects some alternative. The process of purchase is isomorphic to product. With another words the purchasing process follows some rules and regularities independent on product of purchase. We suppose that the purchase is based on evaluation more criteria and alternatives. Because is necessary to collect a huge number of data, perform complex calculations on data and get the knowledge about consumer preferences. Such research task is possible complete only building up of adequate marketing decision support system.

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Abstract: Over the past several years there have been debates concerning the relationship of information technology and the organisational culture of hotel enterprises. To understand the appropriate application of information technology in hotel enterprises, it is necessary to understand not only the cultural changes taking place in the organisation, but also the technical changes which are their result. Information technology is a key factor in building the organisational culture, and without information technology it is difficult to expect any significant changes in business. Nevertheless, a new organisational culture is not created through the implementation of new information systems and information technology alone; the managerial concept of hotel enterprises. To understand the appropriate application of information technology in hotel enterprises, it is necessary to understand not only the cultural changes taking place in the organisation, but also the technical changes which are their result. Information technology is a key factor in building the organisational culture, and without information technology it is difficult to expect any significant changes in business. Nevertheless, a new organisational culture is not created through the implementation of new information systems and information technology alone; the managerial concept has a decisive role in changing the organisational culture impacting on hotel performance. The greatest challenge facing the oncoming generation of hotel managers is understanding organisational culture directed towards a business philosophy and business priorities.

Key words: management, hotel industry, information technology, organisational culture
Effectiveness and Profitability in the Context of Mass Media Industries

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Abstract: In this paper, system analysis of media market in the context of strong development of media industry is being conducted on all levels of local, national, regional and global media communication. Authors conduct synchrony and diachrony analysis of profitability of media subjects (economic value in business of media institutions) and also communication aspects of the media (analysis of information and communication contents) in the context of preserving of informational, cultural, political and social role of media communication in the terms of global media industry. Research has shown that the economic, communication and social aspects of media and media industry are linked. Media profitability and the social role of media is in the constant "social conflict" between economic profitability and social role of the media. Research has shown that media industry in the context of market and survival in media market must respect laws of market with the respect to basic social role of media on all levels of media communication (global, national, regional and local). Authors conclude that today's media industry in the modern communication world, from the aspect of business and public efficiency, is in the permanent social discrepancy between profit and social responsibility of the media.

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Management of Human Resources as a Prerequisite of Innovativeness and Business Efficiency

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Abstract: Numerous innovative solutions with the purpose of facilitating human life and work have emerged as a result of historical developmental changes. Strategic management of human resources becomes crucial for finding original solutions in the production- and service sector in order to meet growing market demands and to improve competitive position of enterprises. By inclusion of all the processes of planning and development of human resources into the long-term developmental policy, it is possible to increase innovativeness and to achieve high developmental objectives of the enterprise. In this paper, the authors attempted to prove that people, their constant development and use of their resources become the main agents of business efficiency, and that strategic management of human resources leads to better results through advancement of leadership, increase in performance and loyalty of the employees, increase in innovations and creation of a new business environment in which innovations become the driving force of development.
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**Title:** NEW MEDIA FOR THE NEW AUDIENCE

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**Key words:** digitalization, participatory media, citizen journalism, convergency

**Abstract:** Digital technology is the main key of the huge technological changes in media in the beginning of 21st century. Old media had to adopt for the new public. Instead of being passive consumers, audience is now creating and sharing media content. As the result of major changes, new kind of journalism is formed – citizen journalism, followed by the new kind of media – participatory media. In order to survive, old media are trying to adopt by enlarging media content offer. Internet pages with podcasts, forums, blogs, chats and on-demand media, special divisions for citizen journalism, buying amateur photograph and audio/video material, constant interaction and communication many-to-many, transparency etc. are the elements of media convergency, which can not be ignored any more.
-intensive corelration in function of project teaching work

Title: Conceptual and curriculum basis of intersubject corelration in function of project teaching work

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Key words: natural science, technique and technology, ecology, procedures, methods, strategies, cognitions, experiences, stands, points, values, knowledges, skills, habit

Abstract: This contribution deals with the topic of intersubject planning and connecting as a factor of modern school by emphasizing the strategies of training-educational work. In this context the most suitable project task is being regarded as that strategy of training-educational work, in which the development of divergent thinking, creative compatibilities, acquiring, deepening, practising and using the knowledge in the field of technique, technology, work organization, economics, ergonomy, ecology, informatics and computer science, industrial modelling, etc. is concerned. In such a constructed strategy the intersubject planning and connecting can be represented and the tendency to acquire better knowledge can also be realized, because of the opinion of the constructivists who think that knowledge in its final form can neither be «given» to somebody else, nor it can be «accepted» by somebody else, but it should be rebuilt by everybody with his/her own mental activity.