Informatologia, 42, 2009, 3, 158-165

Abstract: The paper deals with the regression model, approximation, Chebyshev polynomial, reliability

Key words: regression model, variance analysis, Chebyshev polynomial, reliability

Informatologia, 42, 2009, 3, 166-172

Abstract: Application of Benford’s Law in the field of financial analysis is very rarely covered. In this paper it is researched possibility of usage of this law in analysis of stock prices and stock turnover in Zagreb stock exchange. On the basis of online available and public data, sets of input numbers are prepared. These sets are checked against Benford’s Law. Results show that sets partially fit to this law. Stock turnover data conforms to Benford’s Law, while daily closing stock prices do not. Probably, psychological factors significantly influence daily closing stock prices, so these values do not conform to Benford’s distribution.

Informatologia, 42, 2009, 3, 173-179

Abstract: Developing and implementing marketing plans in hospitality entails conducting market research and collecting information about customers that will make it possible to monitor current activities, as well as define business priorities for the future. Marketing plans and decisions that are mostly made on the basis of a manager’s business experience but without any communication with guests do not contribute to good performance. In the hospitality industry (the hotel and restaurant industries), developing key account databases is a vital process that is increasingly becoming a prevailing competitive tool in ensuring better performance. As hospitality facilities seek to more fully adjust their offerings to demand, the need to understand what motivates guests to buy individual services or a whole product has emerged and is growing. ICT development has enabled the development of guest data, while adaptable computer programs make it possible to handle guest data for a variety of purposes.

Informatologia, 42, 2009, 3, 180-185

Abstract: The paper deals with the regression model, describes the procedure of getting regression coefficients and gives the analysis of the model variance. Chebyshev polynomials and their properties are also stated. The transformation of the regression model, from segment [a, b] to segment [-1, 1] is performed, as well as the approximation of the obtained regression polynomial, using prespecified accuracy polynomials of lower degree.
Informatologia, 42, 2009, 3, 186-191

Category: Original Scientific Paper
Title: THE COMMUNICATIVE POSSIBILITIES OF CONTEMPORARY ART WITHIN THE FRAME OF ART EDUCATION
Author(s): Matjaž Duh, Tomaž Zupančič
Affiliation: Faculty of Education, University of Maribor, Maribor, Slovenia
Key words: Art education, communication, communication paradox, postmodernism, contemporary art, school
Abstract: This article introduces the communicative possibilities that contemporary art offers within art education. The introduction deals with the relevant theoretical starting points and goes on to develop and explain the term “communicational paradox of contemporary art”. The continuation of the article presents some possibilities for transcending this paradox. We then present some of our findings, based on a methodologically examined empirical follow up to this problem. We concentrated on the peripheral characteristics of contemporary art work that allow quality to this problem. We emphasized visually interesting characteristics; united incompatibilities and communication with the pupils. We emphasized visually interesting characteristics; united incompatibilities and communication with the pupils.

Key words: Art education, communication, communication paradox, postmodernism, contemporary art, school
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Informatologia, 42, 2009, 3, 192-196

Category: Preliminary Communication
Title: STRESS AND PROFESSIONAL BURN-OUT IN SELECTED GROUPS OF WORKERS
Author(s): Teresa Zbryrad
Affiliation: Lublin Catholic University of John Paul II, Lublin, Poland
Key words: stress, professional burn-out, work
Abstract: In the relation of society and technologies the individual man cannot be skipped. Firstly, because he is an integral element of the society. Secondly, technologies essentially influence human's life in direct or indirect way. Every social change, spreading processes and social movements, technological innovations, and even climatic changes - are not indifferent for the man's life and functioning. From the sociological perspective, one accepted thesis that changes that take place in the social macrostructure affect the social microstructure, but the inverse situations also happen when microstructures influence the macrostructure. The man must work to live. All social policy has its own source in working matter. The man derives many advantages from work e.g. financial means, the possibility of the self-realisation, the consciousness of the active presence in the social life etc.

However work can determine also for man the source of torment, especially when certain problems appear, e.g. low salaries, difficult working conditions, discrimination of workers’ rights, excessive demanding or lack of the opportunity of promotion. Stress and professional burn-out of workers become the negative result of the relation man - work. The phenomenon of stress and professional burn-out spreads more and more. The most alarming fact is that new categories of workers experience stress and professional burn-out. In this connection classical theories of professional burn-out which appealed only to menial occupations, so to those whose essence is to serve to another man, lose their meaning. Nowadays the professional burn-out does not limit only to welfare workers, teachers, nurses or doctors, but includes policemen, customs officers, military pilots or actors. The list of occupations can be expanded. Similarly it is with professional stress. Analysing the literature properly there is no such occupation, whereof stress was eliminated. It may be only less than in other occupations, but unfortunately it accompanies every profession. The article pays attention on stress and professional burn-out as the syndrome of people of work. It is proper to point out even on selected groups of workers that experience stress whose the most painful consequence is the professional burn-out. Factors that generate stress, its symptoms and results seem to be essential. Besides, one should think out on ways of its preventing. XXI century will certainly enroll into the history of the working people's world as the period of professional stress.

Key words: cultural entropy, biotical entropy, anthropo-biological ecumene, cultural diversity, biological diversity
Abstract: The paper deals with the results on perception of preserving cultural and biological diversity. The matter of diversity is discussed in relation to the issue of the influence of technology on the processes of cultural and biotical uniforming and reaches into the anthropological aspects of the human species and its perspective. The
Abstract: The concept of the virtual team is not clearly defined and it often overlaps with notions of the networked organization, virtual communities, electronic commerce and teleworking. Viewed in this way, virtual teams are seen as a way of overcoming differences in time and geography through creating a virtual co-presence and therefore the context and the structure of the target language are very important. We translate with respect to the adressee of the message and therefore the context and the needs of translation into various languages remain important. The need of technical translation with its specific features is growing in proportion to a growing need of technical and professional collaboration at international level. If we study the development of the theory of translation, we find out that modern theories of today see translation as a process of communication which doesn’t mean only substituting the word of the first language for the word of the target language. We translate with respect to the context and the needs of translation into various languages. The need of technical translation with its specific features is growing in proportion to a growing need of technical and professional collaboration at international level. If we study the development of the theory of translation, we find out that modern theories of today see translation as a process of communication which doesn’t mean only substituting the word of the first language for the word of the target language. We translate with respect to the context and the needs of translation into various languages. The need of technical translation with its specific features is growing in proportion to a growing need of technical and professional collaboration at international level.

Key words: translation, language, communication

Informatologia, 42, 2009, 3, 197-204
Author(s): Josip Mesarić, Zdravko Dovedan*, Branimir Dukić  
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Faculty of Philosophy, University of Zagreb, Zagreb, Croatia*  
Key words: IST, ICT programs, projects, European union  
Abstract: Development and implementation of ICT become the basis of world competitiveness of single European socio-economic space and this development is managed by highest level of socio-political decision making in European Union. Since the European geopolitical map has changed considerably in the last two decades, and became heterogeneous in levels of economic development and capabilities for research, development and implementation of ICT, the need for empowering of less developed regions (countries) has emerged on one side as well as fostering the leadership, excellence and collaboration of developed regions on the other side. Due to these goals, considerable funds were and are planned to be invest in ICT research and development in EU.  
Based on number of participants and leadership in some ICT projects of European research programs (subprograms), publically available in CORDIS database, the levels of ICT research and development capacities of European countries and some candidate countries are investigated. The results are analyzed in contextual framework of European ICT projects and some socio-economic factors of particular country in order to assess differences and future capacities for ICT research and development.

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Title: THE GLOBAL AFFECTS OF SCIENTIFIC-TECHNOLOGICAL REVOLUTION ON THE SOCIAL ALTERNATIONS  
Author(s): Jovan Bazić, Vesna Minić  
Affiliation: Faculty of Education,, University of Pristina, Leposavić, Serbia  
Key words: contemporary society, social alternations, globalization.  
Abstract: The global affects of scientific-technological revolution on the alternations in contemporary society are indicated by this study. Accelerated and enormous technological changes emanated especially after the Second World War, such as the discovery of atomic energy, the configuration of electronic computer and the defining of communication and management theory bases, caused significantly accelerated technological and economic development, yet enormous alternations in society as well, considering all levels and parts of its organization and function. Those alternations are most frequently manifested in: economic structure, social structure and dynamic, politic life, social awareness and culture, family relationships and people lifestyles. The essential trend of these alternations, especially towards the end of XX and in the beginning of XXI century, produces the process of globalization which is manifested throughout the accelerated development of economic, politic, cultural, scientific and other relations among people and nations of the world.