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References: 19 *Tables:* 0 *Figures:* 5
Category: Original Scientific Paper
Title: NODES OF KNOWLEDGE METHOD FOR
 KNOWLEDGE REPRESENTATION
Author(s): Mile Pavlič, Alen Jakupović¹, Ana Meštrović
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 Rijeka, Croatia; Bussines Department, Polytechnic of Rije-
 ka, Croatia¹

Key words: Knowledge; Knowledge representation; Semantic networks; Knowledge network; Nodes of Knowledge
Abstract: This paper introduces a graphical based method for knowledge representation named Nodes of Knowledge (NOK). Basic concepts for graphical representation (nodes and links) as well as their variations are described. Furthermore, the idea of application the NOK method in different domain of knowledge is presented. The conceptual model of a system based on the NOK method designed for generating new knowledge out of existing database is described. The result of the NOK method implementation into the existing information system (IS) is the whole new set of possibilities that leads to the creation of new knowledge that cannot be derived directly from the database. The NOK method can capture different kinds of knowledge: knowledge from existing databases, knowledge embedded in business processes, knowledge stored in business documents, knowledge from dictionaries and encyclopedias.

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References: 47 *Tables:* 0 *Figures:* 2
Category: Original Scientific Paper
Title: IGNATIAN PEDAGOGY AS ONE OF THE PRO-
 POSED MODELS OF CATHOLIC EDUCATION
Author(s): Mirosław Babiarz, Miłosz Mólka¹
Affiliation: Uniwersytet Jana Kochanowskiego, Kielcach,
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Key words: Ignatian pedagogy, Ignatian model of education, *Magis* of Jesuit education

Abstract: In modern society, the rush forces constant changes on us, which may not always result in *good fruit*. However, one thing, namely religion, seems to remain stable. A vision of a man, proclaimed through the Christian values, is always uniform from an ethical point of view. Accepted variables are connected only with a selection of the method, by means of which the postulated educational outcome can be achieved. An interesting proposal of one of such methods is presented by the Jesuits, who are generally considered to be the founders of Ignatian pedagogy. Therefore, Ignatian pedagogy is the main theme of this article, and reading it will enable the reader to familiarize with the underlying principles of this model of education.

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References: 7 *Tables:* 0 *Figures:* 3
Category: Original Scientific Paper
Title: SYNERGIC SYSTEM OF OPERATIONAL, FINAN-
 CIAL AND SALES MANAGEMENT
Author(s): Igor Šehanović
Affiliation: Liburnia Riviera Hoteli d.d. Opatija, Croatia
Key words: synergy, system, management, operations, finances, sales

Abstract: This paper's fundamental goal is to present a possible synergic system of operational, financial and sales management of a company which strives to maximise the owner's capital value. In order to fulfil the set goal, the starting point in this paper is an explanation of the system, the term of synergy and the necessity for establishment of a possible Synergic System of Operational, Financial and Sales Management (SSOFSM), with the aim to reduce risks and increase investment efficiency. In this sense, its mathematical model is defined with the presentation of transformations and processes within the said System, as well as the analytical expression of its technical, technological, organisational, algorithmic and managerial configuration. In the end, it is concluded in the paper that a better quality company resource management is needed in order to reach its goal, in which the presented Synergic System of Operational, Financial and Sales Management can play a significant role.

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References: 25 *Tables:* 4 *Figures:* 0
Category: Preliminary Communication
Title: THE USE OF NEW MEDIA IN THE CATHOLIC CHURCH
Author(s): Imrich Gazda, Albert Kulla
Affiliation: Department of Journalism, Faculty of Arts and Letters, The Catholic University in Ružomberok, Ružomberok, Slovakia
Key words: New media, Catholic church, digital content, social media
Abstract: A driving engine these days is not manual work, steam power or electricity, but information. Social and economic life is especially based on formation, searching for and classification of information. New information and communication technologies enable a man to get it everytime, everywhere and via the simplest way, regardless whether he or she is at work or relaxing. Web pages, social networks, QR and AR codes help companies to target all potential customers and to persuade them of their need of offered products and services. This description may be applied not only to financial markets, but also to „market of religions“. One of the results of religious pluralism together with secularism is a wide range of spiritual offers and religiously clear societies are on the decrease. Particular religious societies active within information society must actively try to keep old and gain new “customers“. Besides that, the instruction to spread religion, termed in Christian context as evangelisation is a constitutional element of particular religions and, as a rule, it comes directly from their founders. In our paper we would like to describe activities of the Catholic Church in use of new media. Only recently pope’s twitter account has been covered by media worldwide. Together with efforts of Vatican to keep abreast of the times, we will pay our attention to similar activities of lower levels (diocesan, monastic or parish ones) and we will mention several examples from Slovakia and we will not avoid the theological concept of “evangelisation of the digital continent“.

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References: 12 *Tables:* 3 *Figures:* 0
Category: Preliminary Communication
Title: METHODOLOGY FOR PREPARATION OF COMMUNICATIVE COST BENEFIT ANALYSIS IN ENVIRONMENTAL IMPACT ASSESSMENT
Author(s): Ksenija Čulo, Ivana Šandrak - Nukić
Affiliation: Faculty of Civil Engineering, J.J.S. University, Osijek, Croatia

Key words: cost benefit analysis, environmental impact assessment, communication, investment project
Abstract: Standard cost benefit analysis as applied in economic practice and studied in the relevant literature means a quantitative assessment of feasibility and justification of an investment project. The decision on execution of an investment project is normally based on such an analysis, but it is left to the investor’s discretion either to prepare it or not. However, every activity in the space unavoidably impacts the environment and this is true for investment projects as well. Generally, an analysis should determine whether or not the project warrants a balanced approach to environmental protection in harmony with sustainable development, taking also into account the investor’s business goals. Sustainable development pursues and tolerates investments aiming at making profit, however part of such a profit must contribute to environmental protection. Such an approach is essential in order to ensure sustainable development; this is a closed circle which does not have any alternative. Accordingly, it is the responsibility of the investor, as determined by relevant legislation, to prove that the planned project will not adversely impact the environment. Faculty of Civil Engineering in Osijek has developed a methodology for preparation of cost benefit analysis in environmental impact assessment, as an outcome of a scientific project financed by the Ministry of Science, Education and Sport. The methodology has already been applied in a number of environmental impact assessments. This paper presents the methodology and its application as well as the role of communication in the process of preparation and approval of environmental impact studies.

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Category: Authors Review

Title: E-LEARNING POSSIBILITIES IN THE DEVELOPMENT OF INTERACTIVE SKILLS IN SUPPORTING PROFESSIONS

Author(s): Radka Šulistová

Affiliation: University of South Bohemia, Faculty of Health and Social Studies, České Budějovice, Czech Republic

Key words: supporting profession staff, education, communication

Abstract: Mutual communication among the staff and its clients (e.g. a nurse and a patient, a teacher and a student) plays important role in supporting professions such as social workers, tutors or medical staff. The objective of this paper is not the analysis of basic communicative competences of supporting professions workers but a perspective on the possibilities of their training in developing interactive skills which form integral part of communicative competences. This view is based on the author's research aimed towards the process related to using e-learning to prepare the supporting profession staff at the tertiary level of education.

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Category: Professional Paper

Title: SPACE FOR THE ENVIRONMENTAL EDUCATION IN THE SYSTEM OF SECONDARY EDUCATION IN SLOVAKIA

Author(s): Jozef Macko, Dana Blahútová, Nadežda Stollárová

Affiliation: Faculty of Pedagogy, Catholic University, Ružomberok, Slovakia

Key words: ecology, secondary education, lifestyle, biosphere, environmental education.

Abstract: Present relationship between a man and a biosphere results from the level of progress of human civilization. The idea of permanently sustainable development is based on condition of positive qualitative attitudes, behavior and actions of people in the various spheres of society. Education and training is the main tool of creating positive attitudes towards the environment and permanently sustainable development. At present, developing contextual thinking in pupils seems to be in the forefront of the educational process. The need for direct contact with the environment and direct participation in the monitoring and problem solving activities prevails over the need of obtaining individual knowledge. We can "brand" this understanding of education as an environmental education. According to the progressive changes in the lifestyle of population, it is necessary to implement environmental education in all the social and educational levels of education. It cannot be understood as an isolated matter, but it must be an integral part of education as well as professional training for life. It must not be applied forcibly and should focus specifically on the environmental conditions of men.