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References: 30 *Tables:* 1 *Figures:* 3
Category: Original Scientific Paper
Title: THE ROLE OF IT DEPARTMENTS IN THE ENHANCEMENT OF BANKS' PROJECT MANAGEMENT
Author(s): Igor Vrečko¹, Zlatko Barilović², Marija Božičev³
Affiliation: Faculty of Economics and Business, Institute for Project Management, University of Maribor, Slovenia¹, University of Applied Sciences Baltazar Zaprešić, Croatia², Croatian Bank for Reconstruction and Development (HBOR) Zagreb, Croatia³
Key words: projects, project management, development, bank, information-communication technology, IT department
Abstract: Contemporary business conditions put a lot of pressure on organizations in basically all industries to successfully maintain or increase their competitiveness. That is also true of the very dynamic banking and financial sectors. Managing change is of special importance for the banks' competitiveness and thus non-standard activities or processes, namely projects, need to be performed on a permanent basis. The progressively growing complexity of business environments demands a corresponding increase in the number of projects to be carried out while bearing in mind the fact that projects in the banking sector need to follow some specific rules, at least it terms of formal regulations and confidentiality norms that are to be observed in this sector. A bank's IT department is generally the only sector in the bank that is fully project-oriented. In this paper its role is presented as the axis of the bank's multiple projects environment and thus the axis of the bank's development. Also, the role of the bank's IT department in enhancing the bank's project management maturity will be clarified.

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References: 11 *Tables:* 10 *Figures:* 0
Category: Original Scientific Paper
Title: PUBLIC OPINION ON PUBLIC OPINION ON ADAPTATION OF COMPANIES TO CLIMATE CHANGE
Author(s): Majda Tafra-Vlahović¹, Merica Pletikosić²
Affiliation: University of Applied Sciences Baltazar, Croatia¹, CEMEX Croatia, Kaštel Sućurac, Croatia²
Key words: public opinion, climate change, waste management
Abstract: Alleviating the effects of and adapting to climate change present some of the main global objectives and challenges facing modern governments responsible for working towards sustainable development in both economy and society. Energy risks in the economy brought about by attempts to adapt to climate change

and the drastic reduction in carbon gas emission require new approaches to using fuels with a lower carbon emission factor than the existing fossil fuels. New technologies and new methods of energy consumption, those which would not contribute to climate change, must be found. Carbon dioxide is the main greenhouse gas that contributes to climate change, as well as the only greenhouse gas emitted by the cement industry in large quantities. Reduction, according to the guidelines defined by the Kyoto Protocol for the cement industry, is to be achieved by substituting fossil fuels with replacement fuels made from waste, which contain the largest possible amount of biomass. In this paper, the results of an empirical study of public awareness and opinions on the measures for achieving the desired goals in adapting to climate change will be presented. The study was conducted on a purposive, non-random sample using the methods of in-depth interview and participant observation. In the study of empirical data the qualitative method of grounded theory was used. Descriptive analysis and quantification of the coded, qualitatively analysed sample of the conditional matrix were carried out as a prerequisite for further analysing the differences. The coded material underwent quantitative analysis and was processed using the Statistica software package, ver. 11.00. The aim of the study was to determine how informed the concerned public was and what its opinions were on whether the use of waste fuel by the company CEMEX Hrvatska d.d. was acceptable under optimal conditions and with strict control and supervision. An analysis of the results revealed that the representatives of the target and sector groups differ in their relation to the variables used in the study depending on the group to which they belong.

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References: 33 *Tables:* 0 *Figures:* 2
Category: Original Scientific Paper
Title: USTASHA PROPAGANDA ON THE 1943 BIG THREE CONFERENCE IN TEHRAN, AND THE SIGNIFICANCE OF THE ALLIED DECISIONS FOR THE OUTCOME OF WORLD WAR II, THE DEFEAT OF THE THIRD REICH AND THE DOWNFALL OF THE INDEPENDENT STATE OF CROATIA
Author(s): Alan Labus
Affiliation: University of Applied Sciences Baltazar Zaprešić, Croatia
Key words: World War Two, the Independent State of Croatia, the Alliance, press, propaganda
Abstract: Based on the primary documents of the Croatian State Archive, the Fonds of the Government Presidency of the Independent State of Croatia (the NDH), the documents on the Great Alliance, 1942-1943 (the Tehran Conference), and information from daily and periodical journals, the author of the article explains the ways in which the public was informed in the NDH and how media was governed in a totalitarian state like the NDH. The paper, which is dedicated to the crucial period of World War Two, additionally analyzes topics such as the decisions of the Alliance in Tehran, the reaction of the Ustasha government to the political and

military plans of the Alliance, as well as the consequences for the NDH authorities, which the said decisions brought about. The first meeting between the Big Three was considered by the Ustasha authorities to be a proof of the Soviet victory and dominance in south-eastern parts of Europe, as well as a step towards the restitution of Yugoslavia led by the Bolsheviks, or Tito's Partisans, under the presumption that the Third Reich was defeated. Using the influence of the current press, the Ustasha regime tried to form the public opinion that there was no alternative to the alliance between the NDH and the Third Reich and that any other solution, apart from the victory of the Axis powers, would lead to the loss of the state.

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References: 50 *Tables:* 0 *Figures:* 3

Category: Original Scientific Paper

Title: DEVELOPMENT OF SOCIAL INNOVATIONS AND THEIR MARKETING: A SLOVENIAN CASE STUDY

Author(s): Iva Konda, Jasmina Starc, Barbara Rodica

Affiliation: School of Business and Management Novo mesto, Slovenia

Key words: social innovations, development, well-being, social marketing, communication, Slovenia

Abstract: Social innovations complement economic innovations and are focused primarily on achieving social welfare. The essence of social innovation is the simultaneous action to create public good by detecting and identifying social problems, as well as using entrepreneurial principles to achieve positive social changes. These include new ideas, organisations or ways of functioning that more effectively meet social needs than previous alternatives and improve social wellbeing. The European Union supports and encourages social innovation; in fact, innovation is 'the heart' of the Europe 2020 strategy. The paper aims at reviewing and studying the development of social innovations as an important phenomenon in today's real economy, with an emphasis on building a supportive environment for social innovations and marketing social innovations in Slovenia. In the EU the level of development of social innovation differs from country to country, whereby Slovenia is still in its beginnings. The authors believe that social innovation development is of vital importance for overcoming the economic crisis in the Slovenian setting. The purpose of this paper is to show the current state in this field in Slovenia in terms of the extent to which this phenomenon is researched and the level of development in practice. In terms of methodology, the authors of the article reference the findings from the research of literature, analysis of relevant documents and in-depth interviews, as well as a secondary analysis of statistic data. In Slovenia, social innovations are important in numerous fields, especially in employment, social inclusion, demographic changes, healthcare, education, finance, political structures and social integration. When introducing social innovation into society, the greatest difficulties are a lack of financial resources, a weak support environment, a lack of marketing knowledge and lack of inter-sectoral connection.

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Category: Preliminary Communication

Title: CONSUMERS IN SLOVENIA AND ADVERTISING OF NON-PRESCRIPTION MEDICINES

Author(s): Malči Grivec

Affiliation: School of Business and Management Novo mesto, Slovenia

Key words: marketing communication, advertising, advertising of medicine, Slovenia

Abstract: Modern information society enables the consumer to search for any information at any time, but the information quality can be questionable. Moreover, the Internet and television blur the boundaries of the advertising, allowing the consumer to be confronted with ads for products and services of any country, regardless of the national restrictions. The aforementioned facts are particularly problematic in the field of medicinal products. Pharmaceutical companies enable more resources and funding for medicine advertising from year to year. Slovenia is not an exception. Although, medicine advertising in Slovenia is highly regulated. Thus, it is permitted to advertise only non-prescription medicines to the end-consumer, while prescription drugs can be advertised only to professionals, that is, persons who are authorized to prescribe or supply medicine products. Such arrangement is known in most of the world, the only exceptions are the United States and New Zealand, where advertising of prescription medicines is also allowed. In this article we briefly introduce the concept of marketing communication, with the greatest emphasis placed on advertising. After that we present the rules for medicine advertising in the world and in Slovenia and analyse the expenditures for the medicine advertising. In the last part of the article we represent our results of the research in Slovenia, through which we examined the extent to which consumers trust the information in the medications adverts. Besides that, we also studied the consumers and doctors attitudes towards to advertising in general and their relation to the advertising of non-prescription medicines. We were particularly interested in whether the attitude towards this type of advertising among consumers and physicians vary.

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Category: Preliminary Communication

Title: ATTITUDES AND PERCEPTIONS OF YOUNG LOCAL RESIDENTS ABOUT THE SOCIAL IMPACTS OF THE ŠPANCIRFEST FESTIVAL IN VARAŽDIN

Author(s): Lana Domšić

Affiliation: University of Applied Sciences Baltazar Zaprešić, Croatia

Key words: heritage, social impacts, Špancirfest, festival

Abstract: Heritage has been considered as one of the main drivers of social development whose important role is achieved through a number of effects in social and economic domain, such as urban regeneration, social cohesion, conflict resolution, education and creative development of individuals. The need for evaluation of social impacts of heritage is emphasized nowadays by circumstances such as long-term global economic crisis, changes in the system of public financing, gradual reduction of budgetary resources for culture, transition to the digital age and changes in cultural participation. The current paper investigates this issue through an empirical study aimed at analysing the attitudes and perceptions of young inhabitants of Varaždin towards the social effects of urban heritage festival Špancirfest on certain aspects of personal and local development. The study was conducted using a survey of high school students. The conducted factor analysis suggested the division of social impacts into four groups: social cohesion and community empowerment, personal development, local image and identity and economic prosperity and revitalization. The results showed that Špancirfest has the greatest impact in the category of social cohesion and community empowerment, and the lowest impacts are those associated with personal development and education.

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Category: Authors Review

Title: GAMIFICATION IN EDUCATION

Author(s): Ivana Medica Ružić, Mario Dumančić¹

Affiliation: University of Applied Sciences Baltazar Zaprešić, Croatia

Key words: information-communication technology, education, students.

Abstract: Today's world is bringing us a "specific weight", especially when we are talking about life and work of kids, students and young. Numerous changes in our environment and various influences of our living environment, such as a fast pace of development of information and communication technology reflect on the growth and development of children, students and youth. New generations of children are actually the generations of video games players who spend a lot of their time on video games. These

generations are called "millennial" generations. They have been surrounded by fast everyday prosperity and development of information and communication technologies. Therefore, this is the way they communicate with themselves and their environment. According to the above, we emphasize the need to update and integrate a new curriculum which would take into consideration the needs of children, students and youth whose natural environment is, whether we want to admit it or not, the use of information-communication technologies. From that perspective, the gamification is the opportunity to increase the interest in children, students and youth, as well as to motivate them, connect and empower their communication and sharing. Gamification can enable the use of well thought off mechanisms which enable winning of badges, collecting points, going to the new levels or winning the prizes. In order to put it onto the next level, communication platforms such as sharing the tasks, exchange of ideas and expressing of the opinions are used. These type of activities may cause the children, students and youth to take a different view of the educational goals and achievements, as something proactive, dynamic and fun, and not only as dull and obligatory. When we say gamification, we don't always strictly think of the creation of the game. It is actually the use of mechanisms, design and elements in a non-fun environment, with the goal to promote the motivation, effort and loyalty. Gamification in education is important to achieve goals and missions in the future of the comprehensive educational system.

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Category: Professional Paper

Title: THE USE OF TRANSLATION TECHNIQUES ILLUSTRATED BY TWO TEXTS FROM THE FIELD OF MARKETING

Author(s): Natalija Jurina Babović, Ana Marija Krakić

Affiliation: University of Applied Sciences Baltazar Zaprešić, Croatia

Key words: translation analysis, translation equivalence, translation techniques, translation strategy

Abstract: Based on specific examples from two translated texts from the field of marketing, this paper illustrates the use of translation techniques (modulation, pre-modification, substitution, paraphrase, definition, transposition, extension and omission). Some of the encountered translation problems are dealt with, some possible solutions are analysed and the final choice is justified. It is shown how understanding of translation equivalence and the translator's analysis of the specific context of translation determines the choice of translation strategy.

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