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*References:*42 *Tables:*6 *Figures:* 8
Category: Original Scientific Paper
Title: WHY INTERNATIONAL INSTITUTE FOR SUSTAINABLE TECHNOLOGY IN SOUTH-EAST EUROPE IS URGENTLY NEEDED

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Affiliation: 'Rudjer Bošković' Institute, Croatian Academy of Sciences and Arts and The World Academy of Art and Science
Keywords: South-East Europe, sustainable technology, scientific excellence

Abstract: Though the major conflict within the SEE was 20 to 30 years ago, the SEE is still a major vulnerable area that can erupt and dangerously reverberate globally. The SEE is the most important unfinished job of the European unification. Seven countries in the SEE are still not members of the EU, and each enlargement creates at least mild frictions. The SEE has among the lowest employment rates in the world. All socio-economic and political indicators place the SEE countries at the bottom of Europe. The SEE is the major migratory route and within next decades about hundred million people will cross this area. The demographic and economic structures of the SEE aggravate the already vulnerable socio-political conditions. During the last 50 years the scientific activities in SEE countries have appreciably decreased creating a current intellectual vacuum in the most sensitive area – Mediterranean encounter of Africa, Asia and Europe. Therefore, it is necessary to establish a center of scientific excellence in SEE.

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*References:*42 *Tables:*2 *Figures:* 3
Category: Original Scientific Paper
Title: CROATIAN COMMUNICATION AGENCIES AND GUERRILLA COMMUNICATION TACTICS

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Affiliation: University of Applied Sciences VERN', Zagreb, Croatia
Keywords: guerrilla communications, agencies, public relations, marketing, integrated marketing communications

Abstract: Although it is one of the most propulsive tactics of communication, especially when applied in the digital space, the area of guerrilla tactics of communication is one of the least explored areas of communication, not only in Croatia, but also in the world. Guerrilla marketing is used in the sense of unconventional tactics or tools of communication used in cases when financial resources are limited or non-existent. Today guerrilla communication, because of its virality and targeted reach has been used both by large and small organizations. In this paper is explored the scope and manner of using guerrilla communication by the Croatian agencies for public relations (PR

agencies). The research was carried out through a survey distributed via e-mail and content analysis of PR agencies web sites. Given the fact that the guerrilla tactics of communication is scarcely researched field in the Croatian scientific and professional literature, purpose of this study was to determine whether the communicators in the Croatian PR agencies are familiar with the concept of guerrilla tactics of communication, to examine in which extent the Croatian PR agencies provide services of guerrilla tactics of communication, and to determine various reasons for the scarce application of guerrilla communication by the Croatian PR agencies.

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*References:*24 *Tables:*1 *Figures:* 1
Category: Original Scientific Paper
Title: HOLISTIC ANALYSIS OF PUBLIC RELATIONS

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Keywords: Public relation, communication science, information science

Abstract: The author brings about holistic analysis of historic and communication genesis in public relations with aim to establish a new holistic-communication paradigm of the public relations. In this work, the basic operative notions are analysed. They determine public relations, propaganda, public, public opinion and new constructive elements for the systematic determination of the public relations. They are also necessary presumption for the creation of the new characteristic models of the public action. Substantial analysis is derived from communication determination of notions-public relations, a strategic understanding of all citizens through dialogue about important questions for the development of (the human race and the society as a whole. Theoretical discussion is derived from the analysis of the "theory of the public action" and "reconceptual-comparative theory" in the public relations as a presumption for development of better or worse image in public. The image creation in public is the main task of the public relations. The closing reflection is derived from holistic analysis of the public relations and from redefinition of the scientific classification of the public relations as a specific discipline, in the frames of the communication science and in the scientific field of the information sciences.

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*References:*15 *Tables:*0 *Figures:* 6
Category: Preliminary Communication

Title: A BIGENERIC MULTI-PATH ROUTING ALGORITHM FOR WIRELESS MESH NETWORKS

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Keywords: Multipath routing, Bigeneric path, Gateway, Rate Adaptation, Routing Overhead

Abstract: Routing is the important research issue in the development of Wireless Networks. Multipath routing allows data communication through multiple paths. On the other hand, multi-path routing does not guarantee deterministic transmission. Since one route is available for transferring data from the source node to the destination node. A bigeneric multi-path routing algorithm is planned for significant wireless mesh networks to enhance reliability, also as in impact considering with link failures. The constituted algorithm adopts the modified Dijkstra's algorithm for searching the shortest route from the gateway to each end node. A virtual trail distinct from the regular trail is introduced to realize trail diffusion and updating. The routes used for data point's transmission are selected based on their regular trail values, alleviating the delivery of data points through better routes. Link failures are then treated using route maintenance mechanism. This can be accomplished by increase the accuracy through the already visible route measures collected by the routing protocol. Rate adaptation algorithm is designed to compute the best rate for each wireless link. This modified conclusion aims at providing better routing and rate alternatives. Simulation results show that the proposed algorithm outperforms conventional algorithms in terms of packet delivery ratio, end-to-end delay routing operating cost.

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Category: Authors Review

Title: SOCIAL NETWORKS AS A MEDIA FOR PROMOTION TOURIST DESTINATIONS BY YOUTH

Author(s): Vedrana Anđelić¹, Tanja Grmuša²

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Keywords: tourist destination, Internet platforms, student population, social networks, survey

Abstract: The success of a tourist destination on the market in the time of advanced technology and high traveller expectations is becoming hard to achieve without a solid Internet presence. Communication and marketing strategies in a Digital era have to satisfy the modern man who wants to be approached in a unique way, and catered to in accordance to his specific needs. This is especially pronounced in young people as the most demanding consumer group, since they base their choice of tourist destination on the information gathered through various communication channels, most of all through social networks. This paper analyses the connection between social networks as contemporary tool of transferring information and the process of decision making in choosing a tourist destination in student population. The research in this paper aims to examine ways of using social networks by student population when choosing a vacation destination. It more specifically looks to decipher

differences in the role of social networks in choosing a tourist destination taking age and financial status of examinees into account. Finally it analyses examinees' habits of sharing their vacation experience with other users of social networks. The research has been conducted on a convenience sample of 100 examinees by method of a survey among the student of Specialist professional graduate studies Marketing and communications Zagreb School of Business.

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Category: Professional Paper

Title: EMPATHY IN WORKING ENVIRONMENT

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Affiliation: Croatian Chamber of Economy¹, Zagreb, Croatia¹; Zagreb School of Business, Zagreb, Croatia

Keywords: organizational culture, communication climate, internal communication, empathy, teamwork

Abstract: The accelerated pace of global competition imposes new rules and changes in the business environment: employers are looking for a different kind of employee profiles and value specific competences such as flexibility, teamwork abilities and empathic and social skills. Successful and progressive organizations, aware of the fact that "soft" skills represent an ideal tool for creating emotionally intelligent and team-oriented working environments, are now adopting new organization management philosophies, according to which the person, whether it concerns the employee or the client, becomes the focus of the organization itself. This new concept of organizational culture includes a new approach towards the employee, according to which the employee is no longer perceived as an automated tool to achieve organizational goals, but as a collaborator and the most important value of the organization. Given the fact that Croatia is a transitional country, which is trying, by creating new values and cultural framework, to lay the foundation for a more competitive business environment, we wanted to know how the employees of Zagreb perceived the level of empathy in their working environment. A study conducted on a sample of one hundred and thirty respondents showed encouraging results in relation to the perceived level of empathy in the horizontal and vertical internal communication. However the results related to the organizational culture as a basis for the development of empathy still tend to a negative perception.

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Category: Professional Paper

Title: EUROPEAN TRANSLAW PROJECT: INNOVATIVE COMMUNICATION SOLUTIONS IN LEGAL INTERPRETING

Author(s): Vlasta Kučič, Natalia Kaloh Vid

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Keywords: TransLaw clinics, legal interpreting/translating, transcultural communication

Abstract: Law clinics in general provide aid to marginalized and underserved parts of the population who do not have the means to seek other forms of legal aid and often lack the information to do so. Hence, the question naturally arises how and in which way the clinics guarantee not only legal aid but also translating/interpreting services when assisting immigrants, refugees, asylum seekers or any other person who does not speak mother tongue. These often marginalized groups should

by no means be denied *pro bono* legal aid but how to guarantee a fluent and clear communication? Who would provide these services? Is there any feedback on the quality of these services? In which languages the legal aid is offered? The problem is that in most legal clinics, at least in Slovenia, people providing *pro bono* interpreting services lack either legal training, interpreter training, or both, with possibly detrimental consequences for the quality of service. The article focuses on the importance of offering professional translating/interpreting services on a regular, organized and supervised level in a legal clinic, considering the fact that European multilingualism is a unique aspect of cultural diversity and the basis for freedom of speech and expression, access to information.