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References: 24 *Tables:* 6 *Figures:* 0
Category: Original Scientific Paper
Title: BOLOGNA PROCESS IN PERCEPTION OF UNIVERSITY OF MOSTAR STUDENTS
Author(s): Slavo Kukić, Marija Čutura, Mirela Mabić
Affiliation: Faculty of Economy, University of Mostar, Mostar, Bosnia and Herzegovina
Key words: students, Bologna process, education, information sources
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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Language –of text: Croat. *– of Summary:* Croat., Engl.
References: 0 *Tables:* 5 *Figures:* 0
Category: Preliminary Communication
Title: DEVELOPMENT AND ENVIRONMENTAL PROTECTION WITHIN THE CONTEXT OF ENVIRONMENTAL PROBLEMS AND SOCIO-ENVIRONMENTAL ORIENTATIONS
Author(s): Ivan Cifrić
Affiliation: Department of Sociology, Faculty of Philosophy, University of Zagreb, Zagreb, Croatia
Key words: environment, socio-environmental orientation, media
Abstract: The author analyses the results of an empiric opinion pool research, carried out on the representative

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'. The analysis of these correlations has shown that: (1) the connection between these two factors and the three factors of socio-environmental orientations has been established. 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.

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References: 6 *Tables:* 0 *Figures:* 12
Category: Author Review
Title: MARKETING INFORMATION SYSTEM FOR DISCOVERING CONSUMER PREFERENCES IN THE PURCHASE DECISION MAKING PROCESS
Author(s): Brano Markić, Slavo Kukić, Dražena Tomić
Affiliation: Faculty of Economy, University of Mostar, Mostar, Bosnia and Herzegovina
Key words: marketing information system, consumer preferences, analytical hierarchical process, inconsistency factor
Abstract: Discovering consumer preferences is complex research task. It is remarkable the product selection

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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Language –of text: Croat. *– of Summary:* Croat., Engl.
References: 32 *Tables:* 2 *Figures:* 1
Category: Author Review
Title: PERCEPTION OF PROFESSIONAL CONSULTANTS OF CROATIAN INSTITUTE FOR EMPLOYMENT REGARDING FACTORS OF EMPLOYMENT
Author(s): Anton Vukelić
Affiliation: Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Zagreb, Croatia
Key words: probability of employment, reemployment quality measure, reservation wage
Abstract: In this paper on the basis of psychological, sociological and economical models we have extracted factors which can be relevant for explanation of different job search intensity and probability of employment of unemployed persons. Job search and getting employed is a process which consists of series of activities and is basically dependent of a person, his/hers motivation, point of view, coping strategies, qualities, socio-demographic characteristics, social connections and influences, characteristics of job submarket and various other factors. Eventually all this determines results like time needed for getting employed (duration of unemployment) and level of new job satisfaction. Because of the complexity of the subject this research is based on subjective remarks of professional consultants of Croatian institute for employment who estimated importance of factors of employment, marked hypothetical cases through personal factors of employment (PFE) and finally determined level of potential employment for 400 unemployed people in two different social communities; one with low (Zagreb) and one with high (Šibenik) level of unemployment. Employment consultants through factor ranking supported psychological category approach although through concrete marks of unemployed main predictor of getting employed is age.

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References: 13 *Tables:* 0 *Figures:* 0
Category: Author Review
Title: INFORMATION TECHNOLOGY AND THE ORGANISATIONAL CULTURE OF HOTEL ENTERPRISES
Author(s): Vlado Galičić, Slobodan Ivanović
Affiliation: Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Rijeka, Croatia
Key words: management, hotel industry, information technology, organisational culture
Abstract: Over the past several years there have been debates concerning the relationship of information technology and the organisational structure and 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 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.

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Language –of text: Engl. *– of Summary:* Engl.,Croat.
References: 20 *Tables:* 2 *Figures:* 0
Category: Author Review
Title: EFFECTIVENESS AND PROFITABILITY IN THE
 CONTEXT OF MASS MEDIA INDUSTRIES
Author(s): Mario Plenković, Tina Tomažič
Affiliation: Institute of Media Communications,
 University of Maribor, Maribor, Slovenia
Key words: media, communication, media profitability
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 thw respect to basic social
 role of media on all levels of media communication (global,
 national, regional and local). Authors conclude that
 todays media industry in the modern communication
 world, from the aspect of business and public afficiency,
 is in the permanent social discrepancy between profit and
 social responsibility of the media.

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Received: 2007-03-22 *Issued:*2007-06-14
*Language –of text:*Croat. *– of Summary:* Croat.,Engl.
References: 11 *Tables:* 2 *Figures:* 1
Category: Professional paper
Title: MANAGEMENT OF HUMAN RESOURCES
 AS A PREREQUISITE OF INNOVATIVENESS AND
 BUSINESS EFFICIENCY
Author(s): Nada Karaman Aksentijević, Zoran Ježić,
 Katarina Đurić
Affiliation: Faculty of Economics; University of Rijeka,
 Rijeka, Croatia
Key words: human resources, innovativeness, business
 efficiency, investments in human resources
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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References: 17 *Tables:* 0 *Figures:* 2
Category: Professional paper
Title: NEW MEDIA FOR THE NEW AUDIENCE
Author(s): Marina Mučalo, Silvio Šop
Affiliation: Faculty of Political Science, University of Zagreb, Zagreb, Croatia
Key words: digitalization, participatory media, citizen journalism, convergence
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 convergence, which can not be ignored any more.

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Language –of text: Croat. *– of Summary:* Croat., Engl.
References: 0 *Tables:* 0 *Figures:* 0
Category: Professional paper
Title: THE THEORY OF THE KNOWLEDGE GAP
Author(s): Zdravko Šorđan
Affiliation: Serbian Association of Communication, Belgrade, Serbia
Key words: media, knowledge gap, communication
Abstract: In the process of overcoming the knowledge gap we need to begin from the fact that interest in societal problems and societal events does not develop automatically in people at all. Family and free time subjectively seem closer to people. To this we need to add that people with a lower level of education find it difficult to establish a personal relationship toward complex societal situations and complex societal problems, which would awaken an interest in searching for and receiving information on them. In order for this relationship toward information to be activated it is necessary, among other things, to theoretically and practically research the phenomenon of active search for, and reception of, information. Searching for information is constantly linked to subjectively seen and experienced events and problems, which treat mass media based on the usefulness of information. Therefore, it is a task of primary importance for the mass media to present societal problems to various social groups as subjective problems. In relation to the topic of the mass media, people with a higher level of education have an advantage because their general knowledge is at the same time their foreknowledge or previously gained information. Such persons will accept the presented subject easier. Apart from that, existing foreknowledge acts stimulatingly and activates the search for information, while weaker or non-existent foreknowledge is de-stimulating in this sense, so those persons remain without a stance, and with that, also without a behaviour and orientation in life.

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Language –of text: Croat. *– of Summary:* Croat.,Engl.
References: 10 *Tables:* 1 *Figures:* 0
Category: Professional paper
Title: CONCEPTUAL AND CURRICULUM BASIS OF
 INTERSUBJECT CORELATION IN FUNCTION OF
 PROJECT TEACHING WORK
Author(s): Amand Papatnik, Srečko Glodež, Gorazd I.
 Gumzej, Tina Brglez
Affiliation: Faculty of Nature Sciences, University of
 Maribor, Maribor, Slovenia
Key words: natural science, technique and technology,
 ecology, procedures, methods, strategies, cognitions,
 experiences, standpoints, values, knowledges, skills,
 habit
Abstract: This contribution deals with the topic of inter-
 subject 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, ergonomics, ecology,
 informatics and computer science, industrial modelling,
 etc. is concerned. In such a constructed strategy the inter-
 subject 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.

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Received: 2006-10-18 *Issued:* 2007-09-12
Language –of text: Engl. *– of Summary:* Engl.,Croat.
References: 8 *Tables:* 3 *Figures:* 0
Category: Professional paper
Title: CHARACTERISTIC FEATURES OF
 THE CURRICULUM FOR THE SUBJECT
 ENVIRONMENTAL STUDIES IN THE NINE-YEAR
 PRIMARY SCHOOL
Author(s): Vlasta Hus
Affiliation: Faculty of Education, University of Maribor,
 Maribor, Slovenia
Key words: primary school, Environmental studies,
 curriculum
Abstract: The primary school reform in Slovenia (1998)
 lead to some substantial changes among others also in the
 subject of Natural and Social Sciences. These happened at
 both the conceptual and the didactic level. The subject was
 renamed Natural and Social Sciences about Environmental
 Studies. By comparatively analyzing the syllabuses for
 Natural and Social Sciences and Environmental Studies,
 using the main elements of curriculum as the criteria,
 we found differences between them in many aspects like
 teaching aims, contents, teaching forms or interactions
 and in evaluation (assessment).