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References: 7 *Tables:* 6 *Figures:* 1
Category: Original Scientific Paper
Title: EVALUATION OF BENFORD'S SLOW APPLICATION
 IN STOCK PRICES AND STOCK TURNOVER
Author(s): Zdravko Krakar, Mario Žgela*
Affiliation: Faculty of Organisation and Informatics,
 University of Zagreb, Varaždin, Croatia
 Croatian National Bank, Zagreb, Croatia*
Key words: Benford's Law, stock exchange, stock price,
 stock turnover, deviation measure
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.

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References: 0 *Tables:* 0 *Figures:* 1
Category: Original Scientific Paper
Title: REGRESSION ANALYSIS AND APPROXIMATION
 BY MEANS OF CHEBYSHEV POLYNOMIAL
Author(s): Nikola Tomašević*, Marko Tomašević, Tatjana
 Stanivuk
Affiliation: Faculty of Economics, University of Belgrade,
 Belgrade, Serbia*; Faculty of Maritime Studies, University
 of Split, Split, Croatia
Key words: regression model, variance analysis,
 approximation, Chebyshev polynomial, reliability
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.

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Other indetification: INFO-1059 *Page numbers:* 173-179
Received: 2009-01-17 *Issued:* 2009-05-16
Language –of text: Engl. *– of Summary:* Engl., Croat.
References: 14 *Tables:* 0 *Figures:* 1
Category: Original Scientific Paper
Title: KEY ACCOUNT DATABASE MANAGEMENT IN
 HOSPITALITY
Author(s): Vlado Galičić, Slobodan Ivanović
Affiliation: Faculty of Tourism and Hospitality
 Management, University of Rijeka, Opatija, Croatia
Key words: hospitality, key accounts, information
 technology, database
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
 micromarketing, the philosophy of which is based on
 guest data, while adaptable computer programs make it
 possible to handle guest data for a variety of purposes.

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Language –of text: Engl. *– of Summary:* Engl., Croat.
References: 22 *Tables:* 0 *Figures:* 0

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 communication with the pupils. We emphasized visually interesting characteristics; united incompatibilities and used objects in an unusual way and with interesting ideas (concepts).

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References: 19 *Tables:* 0 *Figures:* 0

Category: Preliminary Communication

Title: STRESS AND PROFESSIONAL BURN-OUT IN SELECTED GROUPS OF WORKERS

Author(s): Teresa Zbryad

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.

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References: 14 *Tables:* 2 *Figures:* 0

Category: Preliminary Communication

Title: CULTURAL AND BIOLOGICAL DIVERSITY AS VALUES IN TECHNOLOGICAL ERA

Author(s): Ivan Cifrić, Tijana Trako

Affiliation: Department of Sociology, Faculty of Humanities and Social Sciences, University of Zagreb, Zagreb, Croatia

Key words: cultural entropy, biotical entropy, anthropo-biotical 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

paper presents the results of the empirical research at three faculties of the University of Zagreb on the corresponding sample (2007; N=189). Univariate, bivariate and multivariate statistical methods were used in analysis. The results have shown that the majority of the respondents (87% do 96%) support cultural diversity, while the same percentage does not accept the idea of "the unique culture in the world". Three factors were extracted: "Accepting cultural diversity", "Accepting the modern culture" and "Cultures with no prospects". The variance analysis on variables and factors has shown that there were significant differences between the groups, depending on the respondents' characteristics.

The results of the research on the perception of living species rights to life and motives of man's care for the living world further showed dominance of "egalitarianism" in rights to life and "ethics" in man's dealing with the living world.

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References: 20 *Tables:* 0 *Figures:* 3
Category: Author Review

Title: PARADIGMS OF VIRTUAL TEAMS IN THE COMMUNICATION PROCESS

Author(s): Ksenija Čulo, Vladimir Skendrović
Affiliation: Faculty of Civil Engineering, University of Osijek, Osijek, Croatia; World Bank Consultant
Key words: Virtual team, communication, information technology

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 through the application of technology in order to work together and overcome some of the 'frictions' of time and geography. The problem of communication can be a technological phenomenon, but it could be a problem resulting from poor communication abilities of team members. Virtual teams often do not achieve their goals simply because team members do not communicate among themselves in an appropriate manner. The purpose of this paper is to present the paradigms of virtual teams in the communication process exploring the communication process within virtual teams like an interactive, and complex process in connexion with the advantages and disadvantages offered by information technology.

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References: 7 *Tables:* 0 *Figures:* 0

Category: Author Review

Title: TRANSLATION AS A MEANS OF COMMUNICATION IN A GLOBAL SOCIETY

Author(s): Vlastimila Ptáčnicková

Affiliation: Language Centre, University of South Bohemia, Czech Republic

Key words: translation, language, communication

Abstract: The quality of information technology today allows the rapid exchange of information no matter how long the distance can be. What makes problems is the communication when one common language is needed. For that reason our global society tries to introduce a lingua franca and English has started to play this role all over the world. Effective foreign language teaching is very important nowadays yet many people taking part in international communication don't know the language well enough. In addition to that multilingualism can still be seen as a basic feature of cultural diversity and therefore 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 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 addressee of the message and therefore the context and the structure of the target language are very important. The paper provides some examples of problems we must tackle when translating into the language with different system structure.

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References: 27 *Tables:* 7 *Figures:* 1

Category: Author Review

Title: INFORMATION AND COMMUNICATION TECHNOLOGIES IN EUROPEAN RESEARCH ENVIRONMENT

Author(s): Josip Mesarić, Zdravko Dovedan*, Branimir Dukić

Affiliation: Faculty of Economy, University of J.J. Strossmayer, Osijek, Croatia

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 decade, 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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Language –of text: Croat. *– of Summary:* Croat.,Engl.
References: 20 *Tables:* 0 *Figures:* 0

Category: Author Review

Title: MEDIA LITERACY OF ADULTS

Author(s): Stanislav Kink

Affiliation: Student board „Ivan Cankar“, Ljubljana, Slovenia

Key words: education, adults, media education, media literacy, life-long learning

Abstract: Due to the accelerated dynamics of media changes, the media education needs to be constantly adapted. Experts in communications warn about the lack of interest in media education. In spite of the general acknowledgement that media education is becoming an essential part of civic education, media education for adults is underdeveloped in Slovenia. At the level of educational

policy we cannot find a common and harmonised strategy and there is considerable lack of interest in media education. The final goal of media education is raising the level of media literacy among citizens, so that they are able to use the media to obtain quality information and to efficiently present their positions and wishes and participate in public communications. It is therefore of paramount importance to introduce uniform media education programmes that will help the citizens develop knowledge, skills and attitude towards the media, thus strengthening their critical conscience and responsible behaviour. Media education must be present at all levels of education since it is not possible to implement the programmes of media education for children without media-literate adults.

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Language –of text: Engl. *– of Summary:* Engl.,Croat.
References: 11 *Tables:* 0 *Figures:* 0

Category: Professional Paper

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.