Title: CROSS-CULTURAL SOFTWARE ENGINEERING

Author(s): Hannu Jaakkola, Anneli Heimbürger
Affilation: Tampere University of Technology, Pori, Finland; University of Jyväskylä, Finland

Abstract: One of the leading trends in software development is globalization. This trend can be seen from two different viewpoints: the software development in distributed cross-cultural organizations and the products distributed in the global market. The latter aspect means that developers must recognize the cultural differences of the users and produce adaptable, culturally sensitive products. This aspect will be left outside the scope of this paper. Instead, we will concentrate on analyzing the complexity caused by the globalization of software engineering work. Globalization is mostly motivated by economic reasons – a cheaper workforce is expected to reduce the costs of the work. However, in practice, it is not only a question of economics. Globalization has consequences in management culture, in distribution of the work, in ways of communication, and in many other aspects. In our paper we will open the discussion on the problems of the globalization of software development work. In spite of the importance of the topic only a few public studies on it are available. The paper analyzes the different organizational aspects of globalization and reviews experiences based on practical studies of the topic. The goal is to recognize the right kind of globalization path and also to point out the key issues worth recognizing when making the decision whether to globalize.

Title: ICT ACADEMIC EDUCATION: PRESENT STATE AND PERSPECTIVE

Author(s): Željko Hutinski , Boris Aurer
Affilation: Faculty of Organization and Informatics University of Zagreb, Varaždin, Croatia

Abstract: ICT influence on everyday life and work of the mankind is obvious and it is constantly increasing on the daily basis. The way of usage of ICT in education did change with their development, from learning how to program in BASIC to the education regarding the use of the Internet. After a short overview of the different applications of ICT in educational processes, some critical remarks on achieved results are given. The various ways of ICT application in the higher education are presented. Paper also discussed the computer literacy in general. At the end, the examples of usage of ICT at Faculty of Organization and Informatics of University of Zagreb are described.

Title: TECHNOLOGY ENHANCED LEARNING BETWEEN TECHNOLOGY AND HUMANISM

Author(s): Marko Ivanišin
Affilation: Faculty of Electrical Engineering and Computer Science; University of Maribor, Maribor, Slovenia

Key words: learning, technology, humanism

Abstract: In this article we tried to show how technical perspectives on technology enhanced learning (TEL) integrate into learning theories. Our intention was to widen technical horizons by showing on theoretical implications that existing horizons have. We discussed two in our opinion most present understandings of technology in learning, the dictum of "invisible software" and the exclusiveness of task-oriented approach of technology, and tried to make clear in which theoretical tradition they can be ordered. By that and by showing on theoretical approaches that represent other perspectives, especially the humanist one, we hope to have opened the technical perspective for new and different approaches to TEL. As a result we opened a discussion on two questions we believe are today crucial in TEL: who takes responsibility for learning in personal learning environments (PLE) and what role the content (respectively domain-specific knowledge) has in the "era of task-conscious learning proponents". Our conclusions were that, firstly, learning responsibility in TEL and PLE is carried by learners only indirectly as it is the technology that allows personalization and by that carries direct responsibility for learning. And secondly we believe that for TEL the learning model has to stress the content part of learning. We suggested the model of parallel learning that stresses dichotomous and dialectic character of learning theories which often present two alternative approaches (task- and learning-conscious, skills and domain-specific knowledge, technology and content). Like we have argued in this article in our opinion the academic TEL discussion focuses too much on task orientation, therefore our model advocates building learning process upon the learning-conscious domain.

Title: INTERNET AS A MEDIA IN COMMUNICATING IMAGE OF BOSNIA AND HERZEGOVINA

Author(s): Slavo Kukić, Marija Čutura, Mirela Mabić
Affilation: Faculty of Economy, University of Mostar, Bosnia and Herzegovina

Key words: Internet, country's image, communication strategy, web site quality, state institutions

Abstract: Country's image today is being viewed as one of the most important sources of competitive advantages as well as added value which annotate the work, technology, achievements and all the other outcomes of certain country. Taking in consideration the great number of studies about influence of country's image which are confirming of how positive country's image has synergic effect to business activities as well as to diplomatic-political practice, marketing approach in creating country's image obtains strategic significance. In this paper we have analyzed communicating image of Bosnia and Herzegovina through web sites of particular institutions selected according to criteria of study Ozretić-Došen et. al. (2003). Quality level of selected web sites is also included in analyze of communicating image as a basic presumption for good quality of communication strategy.

Title: KNOWLEDGE-BASED SYSTEM SUPPORTING SOFTWARE QUALITY MANAGEMENT
Author(s): Vanja Bevanda , Giorgio Sinković
Affilation: Juraj Dobrila University of Pula, Department of Economics and Tourism, Pula, Croatia
Abstract: The quality of software products rarely achieves the level expected by managers purchasing the software. Only one of five implemented software projects successfully fulfills the required quality criteria. As with other products, customer satisfaction is the basic quality criterion for software products. Because each software product must be designed for an individual user, neither the customer nor the software producer has an exact image of the final product or its quality. Even when the customer and producer have similar images, the product is subject to change during the software development lifecycle. Customers often modify software requirements as the underlying needs of the customer change. It is not possible to generalize the relative importance of software quality characteristics because they are unequal for different products as well as for different customers. The aim of this research is to explore the possibilities of knowledge-based systems to support and automate the process of identifying important software quality characteristics at a specific moment in time. Identifying quality characteristics will facilitate software quality management. We applied a modified C4.5 algorithm and induced the most informative attributes with rules describing a variety of perceptions of software quality characteristics from customer and producer perspectives. The findings provide managers with useful insights that will signal needs for software quality improvements, which will enhance and refine their business performance.

Title: SOME ASPECTS OF (UN) SUCESSFULNESS OF FUNCIONING AND TECHNOLOGY DEVELOPMENT OF LOCAL SELF GOVERMENT IN SLOVENIA
Author(s): Vilma Alina Bezenšek
Affilation: International School for Social and Business Studies, Celje, Slovenia
Abstract: The author in her contribution deals with some points of satisfaction of citizens in assuring of their needs in local community and her functioning with special account on functionally organization of municipality, administrations with financial resources, of education, arrangings, utilization and protection of environment, special planning, traffic, infrastructure, efficiency of mayor, of municipal council, etc. In empirical part of contribution base on research data, of gained with survey on population random chosen students 3rd and 4th classes of Legal faculty and 4th of year of Pedagogical faculty University of Maribor, she is warning abouth implementation of vital needs for quality life of citizens against immediacy of perception of rudiment of local autonomy and feelings of citizens concerning possibilities of co-decision making in process and submission of municipality in representing of interests of citizens, accessibility to sources of deciding in municipality, attitude of citizens to election and (no) importance of taking part of being elected to bodies of municipality.

Title: THE IMPLEMENTATION OF INFORMATION AND COMMUNICATIONS TECHNOLOGY IN EDUCATING CHILDREN WITH SPECIAL NEEDS

Author(s): Marta Čop, Velimir Topolovec
Affilation: Department of Informatics, Faculty of Philosophy, University of Rijeka, Rijeka, Croatia

Key words: assistive technology, teaching methods, education, disability, learning problems.

Abstract: Teachers will be among the most critical factors if assistive computer technology implementation is to be successful. It is important that teachers proactively seek training opportunities. The objective of this work is to point out that teaching children with disabilities should not be considered as a problem, because there is always a certain method of approaching a certain type of disability and nowadays it even gets better with assistive technology (which enhances knowledge transfer in a multitude of ways).

Title: THE PROCESS OF PLANNING AND MONITORING TV BROADCASTING

Author(s): Davor Mezulić, Mile Pavlić*, Damir Šimunović
Affilation: Department of Informatics, University of Rijeka, Rijeka, Croatia*, Croatian Radio and Television, Zagreb, Hrvatska

Key words: media, television, business process, broadcasting, planning

Abstract: Big broadcasting companies, like HRT - Croatian radio-television (croat. Hrvatska radiotelevizija), whose operation is the production and broadcast of radio and television program, have complex systems, including a complex information system. This paper shows the process of planning television broadcasts and the process of monitoring television broadcasts. Besides broadcasting, an important process connected to television as media is the production of TV broadcasts. The broadcasting process model was designed by interviewing experts on the field and by conducting an analysis of the documentation flow through the system. The result is a process model illustrated using the Data Flow Diagram method. This model is the first stage of the information system development analysis. The process of reengineering, process modeling method that aims to change business operations, is not shown in this paper.