

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	SEMINAR ZA PRIPRAVO DISPOZICIJE
Course title:	RESEARCH PROPOSAL PREPARATION SEMINAR

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
DOKTORSKI ŠTUDIJSKI PROGRAM TRETJE STOPNJE Inovacije in trajnostno poslovanje v digitalni družbi	/	PRVI LETNIK	/
THIRD CYCLE DOCTORAL STUDY PROGRAMME Innovation and Sustainable Business Management in Digital Society	/	FIRST YEAR	/

Vrsta predmeta / Course type

**Obvezni raziskovalni predmet /
Compulsory research course**

Univerzitetna koda predmeta / University course code:

DISP

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
15	25	/	/	/	185	9

Nosilec predmeta / Lecturer:

doc. dr. Marko Divjak

Jeziki /

Languages:

Predavanja /

Lectures:

Slovenski, angleški / Slovene, English

Vaje / Tutorial:

Slovenski, angleški / Slovene, English

**Pogoji za vključitev v delo oz. za opravljanje
študijskih obveznosti:**

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Usmeritve za študij literature, iskanje in vrednotenje relevantnih strokovnih virov.
- Usmeritve za izbiro ustrezne raziskovalne teme in opredelitev primerne raziskovalnega problema doktorske disertacije.
- Struktura in posamezni elementi dispozicije ter usmeritve za pripravo ustrezne dispozicije doktorske disertacije.
- Postavljanje raziskovalnih vprašanj in hipotez, skladno z opredeljenim raziskovalnim problemom ter namenom in cilji doktorske disertacije.
- Priprava seminarja, ki vključuje pregled izbranega raziskovalnega področja (teorija in izsledki dosedanjih raziskav) in utemeljitev raziskovalne teme doktorske disertacije, ter zagovarjanje izbrane raziskovalne teme pred študijskimi kolegi, mentorjem in učitelji (na podlagi prejetih povratnih informacij študent pripravi prvi osnutek dispozicije doktorske disertacije).
- Predstavitve in zagovarjanje osnutka dispozicije doktorske disertacije ter povratna informacija (feedback) kolegov (mentorja, učiteljev) pred pripravo končne verzije dispozicije.

Content (Syllabus outline):

- Guidelines for comprehensive literature review, search and evaluation of relevant expert/scientific literature sources.
- Guidelines for choosing proper research topic and for defining suitable research problem for a doctoral dissertation.
- Structure and specific elements of a research proposal and guidelines for setting up proper research proposal of a doctoral dissertation.
- Formulation of research questions and hypotheses in line with a defined research problem and the purpose and goals of a doctoral dissertation.
- Preparing a seminar which includes an overview of the chosen research area (theoretical background and current research findings) and argumentation of doctoral research topic; students defend their research topics in front of colleagues, supervisors and teachers (based on received feedback students prepare the first draft of a doctoral research proposal).
- Presentation and defending of the first draft of a doctoral research proposal in front of colleagues, mentors and teachers (based on received feedback students prepare the final version of a doctoral research proposal).

Temeljni literatura in viri / Readings:**Obvezna literatura/Compulsory readings:**

- Grant, C., Osanloo, A. (2015). Understanding, selecting, and integrating a theoretical framework in dissertation research: Developing a 'blueprint' for your "house". *Administrative Issues Journal: Connecting Education, Practice, and Research*, 4(2), 12–26.
- Pyrczak, F. (2005). *Writing Empirical Research Reports: A Basic Guide for Students of the Social and Behavioral Sciences*. ZDA: Routledge. (poglavja 2, 3 in 4).
- Tichapondwa, S. M. (Ed.). (2013). *Preparing your Dissertation at a Distance: A Research Guide*. Vancouver: Virtual University for the Small States of the Commonwealth (VUSSC). (poglavja 2, 3, 8 in 10).

Priporočena literatura/Additional readings:

- Kivunja, C. (2016). How to Write An Effective Research Proposal For Higher Degree Research in Higher Education: Lessons From Practice. *International Journal of Higher Education*, 5 (2), 163–172.
- Luse, A., Mennecke, B.E., Townsend, A.M. (2012). Selecting a Research Topic: A Framework for Doctoral Students. *International Journal of Doctoral Studies*, 7, 143–152.
- Mauch, J. E. in Park, N. (2003). *Guide to the successful thesis and dissertation: A Handbook for Students and Faculty*. New York, Basel: Marcel Dekker, Inc. (poglavja 1, 3 in 4).
- Študenti samostojno iščejo dodatno relevantno literaturo glede na izbrano raziskovalno področje doktorske disertacije in usmeritve mentorja. / Students independently search for additional relevant literature sources according to the chosen research area of their doctoral thesis and guidelines of their supervisors.

Cilji in kompetence:

Splošne kompetence:

- usposobljenost za razvijanje novih znanj in rešitev z uporabo kompleksnih metodoloških pristopov za reševanje izvirnih znanstvenih problemov;
- usposobljenost za avtonomno in odgovorno znanstveno-raziskovalno udejstvovanje ob upoštevanju najvišjih strokovnih in etičnih standardov;
- sposobnost analitičnega, problemsko naravnanega mišljenja, tehtne argumentacije ter kritične diskusije o konceptih, fenomenih in pojavih na interdisciplinarnih področjih inoviranja in trajnostnega poslovanja.

Predmetno specifične kompetence:

- sposobnost samostojnega iskanja, kritičnega vrednotenja in selekcije relevantnih strokovnih in znanstvenih virov;
- poglobljeno razumevanje teoretskih konceptov, raziskovalnih izsledkov in vrzeli v obstoječem znanju v okviru izbranega raziskovalnega področja;
- sposobnost prepoznavanja izvirnega znanstvenega problema, analize, sinteze in kritične refleksije različnih vidikov ter ustrezne operacionalizacije tega problema;
- poglobljeno razumevanje različnih metodoloških pristopov in vidikov analize podatkov ter sposobnost

Objectives and competences:

General competences:

- being able to create/develop new knowledge by means of using complex methodological approaches to solve original scientific problems;
- the ability to act autonomously and responsibly in the field of scientific research while respecting the highest professional and ethical standards;
- being able of analytical, problem-oriented thinking, solid argumentation and critical discussion about concepts and phenomena in the interdisciplinary fields of innovation and sustainable business.

Subject-specific competences:

- the ability to independently search, critically evaluate and select relevant expert and scientific literature sources;
- in-depth understanding of theoretical concepts, research findings and gaps in existing knowledge within the chosen research area of interest;
- being able to recognise the original scientific problem, to analyse, synthesise and critically reflect on different aspects of the problem as well as to properly operationalise the problem;
- in-depth understanding of various methodological approaches and aspects of data analysis as well as the ability to properly plan the research process for

ustreznega načrtovanja raziskovalnega procesa za celovito analizo in rešitev znanstvenega problema;

- sposobnost predstaviti, argumentirati in zagovarjati svoje predloge, ideje in možne rešitve.

the purpose of extensive analysis and solving of the scientific problem;

- the ability to present, argue, and defend his/her suggestions, ideas and possible solutions.

Predvideni študijski rezultati:

Študent/ka bo:

- znal/a pripraviti sistematičen in celovit pregled literature izbranega raziskovalnega področja;
- znal/a poiskati, vrednotiti in selekcionirati relevantne znanstvene vire;
- znal/a prepoznati, definirati in ustrezno utemeljiti izvirni raziskovalni problem, ki temelji na identificiranih vrzelih v obstoječem znanju;
- znal/a ustrezno operacionalizirati izbrani raziskovalni problem v obliki raziskovalnih ciljev, raziskovalnih vprašanj in hipotez ter načrtovati ustrezne metodološke pristope za analizo in rešitev raziskovalnega problema;
- znal/a pripraviti celovito in kakovostno dispozicijo doktorske disertacije.

Intended learning outcomes:

Student will be:

- able to prepare a systematic and holistic literature overview of the chosen research area of interest;
- able to search, evaluate and select relevant scientific literature sources;
- able to recognise, define and properly justify the original scientific problems, which is based on identified gaps in existing knowledge;
- able to properly operationalise the selected research problem in the form of research goals, research questions and hypotheses as well as to anticipate suitable methodological approaches to analyse and solve the research problem;
- able to prepare comprehensive and high-quality doctoral research proposal.

Metode poučevanja in učenja:

Sodelovalno delo v virtualnem učnem okolju (predavanja z aktivno udeležbo študentov, diskusija, konzultacije – podajanje povratnih informacij itd.)
Individualno delo (študij literature in virov, javni nastopi – predstavitve, priprava pisnih izdelkov).

Learning and teaching methods:

Collaboration in virtual learning environment (lectures with students' active participation, discussion, consulting – giving feedback etc.)
Individual work (studying literature, public presentations, preparation of written assignments etc.)

Delež (v %) /
 Weight (in %)

Načini ocenjevanja:

Assessment:

<ul style="list-style-type: none"> ▪ Krajši pisni izdelki (priprava prvega osnutka dispozicije doktorske disertacije) 	<p>25 % 75 %</p>	<ul style="list-style-type: none"> ▪ Shorter written assignments (preparation of the first draft of a doctoral research proposal)
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<ul style="list-style-type: none"> ▪ Predstavitve (predstavitve in zagovori materialov pred učiteljskim zborom in študenti) 		<ul style="list-style-type: none"> ▪ Presentations (presenting and defending the materials in front of academic assembly and students)
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Reference nosilca / Lecturer's references:

Izvirni znanstveni članki / Original scientific articles:

- DIVJAK, Marko, PREVOLNIK RUPEL, Valentina. Motivation, learning strategies, and satisfaction of online students: a comparison of low and high achievers. *Sodobna pedagogika*, ISSN 0038-0474, mar. 2022, letn. 73, št. 1, str. 180-194.
- MAČEK, Anita, OVIN, Rasto, DIVJAK, Marko, SKOKO, Hazbo, HORVAT, Tatjana. Foreign direct investments' openness in local communities - the case of Slovenia and Serbia. *Ekonomski istraživanja*, ISSN 1331-677X, 2021, no. 1, vol. 34, str. 1013-1032.
- DIVJAK, Marko, VEINGERL ČIČ, Živa. How to enhance the employee well-being at work?. *International journal of management, knowledge and learning*, ISSN 2232-5697. [Spletna izd.], 2021, vol. 10, str. 109-114.
- OVIN, Rasto, DIVJAK, Marko, VEINGERL ČIČ, Živa, MAČEK, Anita. Elderly population and labour market stabilization in Europe : the case of Slovenia. *Naše gospodarstvo : revija za aktualna gospodarska vprašanja*, ISSN 0547-3101. [Tiskana izd.], 2021, letn. 67, št. 2, str. 40-48.
- PREVOLNIK RUPEL, Valentina, DIVJAK, Marko, TURK, Eva. Changes in the level of knowledge of diabetes among elderly with diabetes in Slovenia in the period 2011-2020. *Primary care diabetes*, ISSN 1751-9918, [in press] 2021, 5 str.
- PREVOLNIK RUPEL, Valentina, SLABE ERKER, Renata, DIVJAK, Marko. Comparing quality of life of general population and orthopedic patients in Slovenia. *Value in health regional issues*, ISSN 2212-1102, Sep. 2020, vol. 20, str. 93-98.
- PREVOLNIK RUPEL, Valentina, DIVJAK, Marko, et al. EQ-5D studies in nervous system diseases in eight Central and East European countries : a systematic literature review. *The European journal of health economics*, ISSN 1618-7598, June 2019, vol. 20, suppl. 1, str. S109-S117.
- DIVJAK, Marko, PREVOLNIK RUPEL, Valentina, BARTOLJ, Tjaša. The impact of personality dimensions on study behaviour and study attitudes of online students = Vpliv dimenzij osebnosti na učno vedenje in učna stališča online študentov. *Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*, ISSN 1855-6175, 2019, letn. 11, št. 3, str. 42-52.
- DIVJAK, Marko, PREVOLNIK RUPEL, Valentina, MUSEK LEŠNIK, Kristijan. The impact of study attitudes and study behaviour on satisfaction of online students with the implementation of online study programmes. *EMI. Educational media international*, ISSN 0952-3987, 2018, vol. 55, iss 3, str. 287-300, doi: 10.1080/09523987.2018.1512450.
- PREVOLNIK RUPEL, Valentina, SLABE ERKER, Renata, DIVJAK, Marko. Causes of differences in the uptake of cardiac implantation electronic devices in Slovenia in comparison to other countries = Vzroki razlik v uporabi vsadnih srčnih elektronskih naprav med izbranimi državami in Slovenijo. *Zdravstveno varstvo : Slovenian journal of public health*, ISSN 0351-0026. [Tiskana izd.], 2018, letn. 57, št. 1, str. 1-9.
- RASPOR, Andrej, DIVJAK, Marko. What is tipping in post-communist countries? : a case study from Slovenia. *Teorija in praksa : revija za družbena vprašanja*, ISSN 0040-3598, 2017, letn. 54, št. 6, str. 1023-1039.

Samostojni znanstveni sestavek ali poglavje v monografski publikaciji / Independent scientific paper or chapter in a monographic publication:

- DIVJAK, Marko, OVIN, Rasto, MAČEK, Anita, VEINGERL ČIČ, Živa. Digital skill gaps of vulnerable groups of employees and their motivation for training: the case of Slovenia. V: AŠANIN GOLE, Pedja (ur.). *Entrepreneurial and communicative mind in action*. Harlow: Pearson. cop. 2021, str. 154-163.

- JOVIĆ, Valentina, DIVJAK, Marko. Predviđanje radne uspešnosti IT zaposlenika na temelju emocionalne inteligencije = Predicting the work performance of IT employees based on emotional intelligence. V: OVIN, Rasto (ur.), LAZAR, Nuša (ur.). Znanje za prihodnost : monografija Doba Fakultete 2021, (Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij). Maribor: DOBA Fakulteta za uporabne poslovne in družbene študije. 2021, str. 164-176.
- DIVJAK, Marko, MAČEK JERALA, Milena, PREVOLNIK RUPEL, Valentina. The implications of motivation and learning strategies of higher education students for education and marketing. V: AŠANIN GOLE, Pedja (ur.), MAČEK, Anita (ur.), OVIN, Rasto (ur.). Research in theory and practice in contemporary business issues : monograph of the DOBA Business School 2020 = Raziskave v teoriji in praksi sodobnih poslovnih vprašanj : monografija DOBA fakultete 2020, (Book collection Lessons from economic and applied business and social studies). Brezplačna elektronska izd. Maribor: DOBA Business School: = DOBA Fakulteta za uporabne poslovne in družbene študije. 2020, str. 163-173.
- PREVOLNIK RUPEL, Valentina, DIVJAK, Marko, SLABE ERKER, Renata. EQ-5D-3L population norms in Slovenia : application and comparison. V: OVIN, Rasto (ur.), AŠANIN GOLE, Pedja (ur.). Trajnostno poslovanje v sodobni družbi : monografija Doba fakultete 2019 = Sustainable business in a modern society : 2019 monograph of the Doba Business School, (Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij). Elektronska izd. Maribor: Doba Fakulteta za uporabne poslovne in družbene študije: = Doba Business School. 2020, str. 85-97.
- DIVJAK, Marko, KOLENC, Vesna. Advancement of teamwork in online learning: a pilot study = Razvijanje timskega dela v online študiju: pilotna študija. V: AŠANIN GOLE, Pedja (ur.), MAČEK, Anita (ur.). Izzivi uporabnih poslovnih in družbenih študij : monografija Doba fakultete 2018 = Challenges of applied business and social studies : 2018 monograph of the Doba Business School, (Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij). Maribor: Doba Fakulteta za uporabne poslovne in družbene študije: = Doba Business School. 2018, str. 152-167.
- YAYINOĞLU, Pinar Eraslan, EFREMOV, Ljupčo, DIVJAK, Marko. Conducting applied research: methodology, ethics and real-life examples. V: AŠANIN GOLE, Pedja (ur.), ANDONOV, Dejan. Linking business and communication : from a sparkle to a flame, (Book collection Lessons from economic and applied business and social studies). Maribor: Doba Business School. 2018, str. 155-179.
- AŠANIN GOLE, Pedja, ANDOV, Dejan, OKAY, Aydemir, RITONIJA, Nataša, TRAJKOSKA, Žaneta, YAYINOĞLU, Pinar Eraslan, MENGÜ, Seda, DIVJAK, Marko. Achieving business expectations from soft skills in the fields of innovative management, leadership, and communication. V: AŠANIN GOLE, Pedja (ur.), ANDONOV, Dejan. Linking business and communication : from a sparkle to a flame, (Book collection Lessons from economic and applied business and social studies). Maribor: Doba Business School. 2018, str. 181-204.
- RITONIJA, Nataša, DIVJAK, Marko. Virtual collaboration and online communication in education programs. V: AŠANIN GOLE, Pedja (ur.), ANDONOV, Dejan. Linking business and communication : from a sparkle to a flame, (Book collection Lessons from economic and applied business and social studies). Maribor: Doba Business School. 2018, str. 219-238.
- DIVJAK, Marko, KOLENC, Vesna. Does interactivity in MOOCs contribute to development of transversal skills and to higher completion rates? : case study of MOOC on teamwork = Ali interaktivnost v MOOC prispeva k razvoju prenosljivih kompetenc in k višjim stopnjam zaključevanja? : študija primera MOOC o tiskem delu. V: OVIN, Rasto (ur.). Dajmo prostor novemu znanju : monografija Doba fakultete, (Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij, [2]). Maribor: Doba, Fakulteta za uporabne poslovne in družbene študije. 2017, str. 21-35.
- FLERE, Sergej, DIVJAK, Marko. The study and its operationalization. V: FLERE, Sergej, et al. Slovenian youth 2013 : living in times of disillusionment, risk and precarity. Maribor: Centre for the Study of Post-Yugoslav Societies (CEPYUS); Zagreb: Friedrich-Ebert-Stiftung (FES). 2014, str. 21-29.

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	TEHNOLOŠKI, DRUŽBENI IN EKONOMSKI TRAJNOSTNI IZZIVI
Course title:	TECHNOLOGICAL, SOCIAL AND ECONOMIC SUSTAINABLE CHALLENGES

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
DOKTORSKI ŠTUDIJSKI PROGRAM TRETJE STOPNJE Inovacije in trajnostno poslovanje v digitalni družbi	/	PRVI LETNIK	/
THIRD CYCLE DOCTORAL STUDY PROGRAMME Innovation and Sustainable Business Management in Digital Society	/	FIRST YEAR	/

Vrsta predmeta / Course type

**Obvezni strokovni predmet /
Compulsory specialist course**

Univerzitetna koda predmeta / University course code:

TDETI / TSESC

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	30	/	/	/	325	15

Nosilec predmeta / Lecturer:

red. prof. dr. Rasto Ovin, red. prof. dr. Anita Maček

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoji za vključitev v delo so pogoji DOBA Fakultete za vključitev v doktorski študij.

Prerequisites:

The prerequisites for the course are the prerequisites to enter the DOBA Business School's doctoral study.

Vsebina:*Sodobni izzivi***1. Tehnologija – izbrane vsebine iz tehnološkega razvoja**

1. Merjenje tehnološkega razvoja
2. Zgodovina tehnološkega razvoja
3. Pomen tehnologije v zahodni civilizaciji
4. Industrijska revolucija
5. Produktivnost in ekonomija
6. Mednarodna razporeditev tehnologije
7. Tehnološke vrzeli
8. Umetna inteligenca
9. Participativni tehnološki razvoj (v kmetijstvu)
10. Tehnologija in delitvena ekonomija
11. Digitalizacija in digitalna transformacija

2. Globalizacija – izbrana poglavja iz globalizacije

1. Merjenje globalizacije
2. Globalizacija in tehnologija
3. Globalizacija in mednarodna trgovina
4. Finančni vidiki globalizacije
5. Globalizacija in delitev dohodka
6. Dobre in slabe strani globalizacije
7. Globalizacija in kulture
8. Globalizacija in družbene spremembe
9. Globalizacija in mednarodna varnost
10. Globalizacija in nacionalna ekonomska politika
11. Globalizacija in institucije
12. Upravljanje globalizacije
13. Globalizacija in nacionalizem

3. Družbene spremembe

1. Indeks človekovega razvoja
2. Večdimenzionalni indeks revščine
3. Teorija družbenih sprememb
4. Dimenzije družbenih sprememb
5. Globalizacija in demokratizacija
6. Globalizacija in politične spremembe

Content (Syllabus outline):*Contemporary challenges***1. Technology – selected topics on technology development**

1. Measuring technology development
2. History of technology development
3. Importance of technology in Western civilization
4. Industrial revolution
5. Productivity and economics
6. International diffusion of technology
7. Technology gaps
8. Artificial intelligence
9. Participatory technology development (agriculture)
10. Technology and sharing economy
11. Digitalisation and digital transformation

2. Globalization – selected topics on globalization

1. Measuring globalization
2. Globalization as a technology driven phenomena
3. Globalization and international trade
4. Financial aspects of globalization
5. Globalization and income distribution
6. Mixed blessing of globalization
7. Globalization and cultures
8. Globalization and social change
9. Globalization and international security
10. Globalization and national economic policy
11. Globalization and institutions
12. Managing globalization
13. Globalization and nationalism

3. Social change

1. Human development index
2. Multidimensional Poverty Index
3. Theory of social change
4. Dimensions of social change
5. Globalization and democratization

7. Globalizacija in teorije zarot

4. Alternativni ekonomski modeli

1. Izračun makroekonomskih indikatorjev
2. Funkcijske odvisnosti
3. Relativnostna analiza
4. Napovedovanje gospodarskih gibanj

5. Trajnostni razvoj

1. Definicija in načela
2. Trajnostna prihodnost, cilji trajnostnega razvoja
3. Dimenzije trajnostnega razvoja
4. Trajnostni razvoj in potreba po strateškem odzivu
5. Pristopi za merjenje in analizo trajnosti

6. Krožno gospodarstvo

1. Poslovna vrednost v krožnem gospodarstvu
2. Krožno gospodarstvo kot razvojna strategija
3. Praktični primeri krožnega gospodarstva
4. Izzivi in ovire za vpeljavo krožnega gospodarstva
5. Krožni poslovni modeli

7. Mednarodna varnost

1. Teorije mednarodne varnosti
2. Kratkoročni dejavniki ogrožanja varnosti (hegemonija, neuravnotežena rast in razvoj sektorjev)
3. Dolgoročni faktorji ogrožanja varnosti (vrzel v civilizacijski ravni, kulturna vrzel, tehnološka vrzel)
4. Omejitve »zahod-centrizma« pri preučevanju mednarodne varnosti

6. Globalization and political change

7. Conspiracy and globalization

4. Alternative Economic Models

1. Calculation of economic indicators
2. Functional connection
3. Relativity analysis
4. Trends forecasting

5. Sustainable Development

1. Definition and Principles
2. A sustainable future, sustainable development goals
3. Dimensions of sustainable development
4. Sustainable development and the need for strategic responses
5. Approaches to measuring and analysing sustainability

6. Circular economy

1. Business value in a circular economy
2. Circular economy as a Development Strategy
3. Current practices of Circular economy
4. Challenges and Barriers to implementation of a Circular Economy
5. Circular business models

7. International security

1. Theories of international security
2. Short term factors endangering security (hegemony, uneven growth and development of sectors)
3. Long – term factors endangering security (civilization gap, cultural gap, technology gap)
4. Limitations of West-centrism with analysing international security

Temeljni literatura in viri / Readings:

Obvezna literatura / Basic readings

1. Ashford, N.A. and Hall, R.P. (2011). *Technology, globalization and sustainable development*. New Haven: Yale University Press.
2. Bachetta, M. and Jansen, M. ed. (2011). *Making Globalization Socially Sustainable*. Ženeva: WTO and ILO. Dostopno v PDF na:
https://www.wto.org/english/res_e/booksp_e/glob_soc_sus_e.pdf
3. Bešter, Janez. (2017). *Ekonomsko učinkovito krožno gospodarstvo*. Ljubljana: Inštitut za ekonomska raziskovanja.
4. Dalal-Clayton, Barry and Bass, Stephen. (2002). *Sustainable development strategies: A resource Book*. Organization for Economic Cooperation and Development. New York: Paris and United Nations Development Programme.
5. Ellen MacArthur Foundation. (2013). *A new dynamic. Effective business in a circular economy*. Ellen MacArthur Foundation Publishing.
6. Ellen MacArthur Foundation. (2013). *Delivering the circular Economy. A toolkit for policy makers*. Ellen MacArthur Foundation Publishing.
7. Ellen MacArthur Foundation. (2013). *Towards the circular Economy. Economic and Business rationale for an accelerated transition*. Ellen MacArthur Foundation Publishing.
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15. Participativni tehnološki razvoj (v kmetijstvu):
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http://www.tellus.org/pub/Schor_Debating_the_Sharing_Economy.pdf
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https://www.shareweb.ch/site/Poverty-Wellbeing/Documents/media_-_addressing_poverty_in_practice_-_impact_hypotheses_-_reeler_a_theory_of_social_change.pdf
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Poleg temeljne in dodatne literature bodo študenti uporabljali tudi najsodobnejše znanstvene članke iz mednarodno priznanih revij. Izbor relevantnih znanstvenih člankov opredeli nosilec

predmeta na osnovi izkazanega interesa študentov. / Next to prescribed basic and additional readings students will also be using the contemporary scientific articles published in international renowned journals. The lecturer, based on students' expressed interests, will provide the selection of relevant scientific articles.

Cilji in kompetence:

Cilji predmeta

Predmet naj ponudi mislecem, raziskovalcem in odločevalcem sintetiziran pregled aktualnega znanja na medsebojno povezanih področjih tehnoloških sprememb, globalizacije in sprememb v poslovanju ter v družbi sploh. S tem naj jih usmeri v holističen pristop k raziskovanju v okviru priprave doktorske disertacije. Študentom naj omogoči organiziran vstop v kompleksni svet globalizacije in sodobnih izzivov.

Predmet študentom ne ponuja enciklopedičnega znanja, temveč poskuša pripeljati izbrano področje tehnološkega razvoja, globalizacije in njenih oblik v območje njihove znanstvene radovednosti.

Po zaključku tega predmeta bodo študenti:

- Sposobni razumeti pomen tehnološkega razvoja in vpliva globalizacije na različna področja življenja
- Sposobni uporabiti specifične teorije s področja ekonomske analize in ekonomske politike ter jih povezati z raziskovalnim delom
- Pridobili znanje o pomenu in temeljnih elementih krožnega gospodarstva
- Znali razlikovati različne krožne poslovne modele
- Pridobili sposobnost, da bodo z uporabo teoretičnega znanja in ustreznih analitičnih pristopov samostojno analizirali stanje držav in podjetij glede krožnega gospodarstva
- Poznali in razumeli umeščenost trajnostnega razvoja v širši družbeni, kulturni in vrednostni kontekst

Objectives and competences:

Objectives of the course

The course should provide thinkers, researchers and decision makers with synthesized overview of state of the arts in interdependent fields of technology change, globalization and business change plus social change. In this way, it should foster their holistic approach with their further research with their doctoral thesis. It should enable students to step into the world of globalization and its complexity in an organized manner.

The course is not oriented to provide students with encyclopaedical knowledge but to bring chosen topics of technology development, globalization and social change into their curiosity and research focus.

On completion of the course student will:

- Be able to understand the importance of technological development and the impact of globalization on various areas of life
- Get the ability to work with theoretical background in the field of economics and economic policy and connect them with research work
- Get the knowledge about the importance and basic elements of circular economy
- Get the ability to distinguish different circular business models
- Get the ability to use the theoretical knowledge and appropriate analytical approaches for analysis of current status of circular economy in different countries and businesses

- Razumeli interakcijsko delovanje dejavnikov, ki vplivajo na trajnostni razvoj
- Poznali in uporabljali pristope, modele in orodja organizacijske prakse s področja trajnostnega razvoja
- Pridobili sposobnost za samostojno analizo obstoječih praks in celostni pristop k reševanju problemov za trajnostni razvoj
- Razumeli, interpretirali in zmožni kritično oceniti koncepte digitizacije, digitalizacije in digitalne transformacije ter vključevanje digitalnih tehnologij v poslovanje in družbo

Kompetence

Splošne kompetence, ki jih bodo pridobili študenti pri tem predmetu, so:

- vrednotenje virov informacij glede na interes njihovega proizvajalca;
- sinteza multiplih informacij, ki jih pridobivajo v kompleksnem okolju;
- analiziranje vplivov in posledic dejavnikov, ki vplivajo na izbrani empirični fenomen;
- uporaba raziskovalnega instrumentarija na izbranem empiričnem fenomenu.

Predmetno-specifične kompetence, ki jih bodo študenti pridobili pri predmetu, so:

- analiza medsebojnih učinkov tehnološkega razvoja, globalizacije in družbenih sprememb;
- uporaba spoznanih razmerij s področja globalizacije pri raziskavah izbranega empiričnega fenomena;
- vrednotenje različnih konceptov in dimenzij globalizacije;
- sinteza dejavnikov, ki vplivajo na posamezne pogoje in posledice globalizacije;

- Know and understand the placement of sustainable development in the wider social, cultural and value context
- Understand the interaction of factors that impact on sustainable development
- Understand and use approaches, models and tools of organizational practices in the field of sustainable development
- Get the ability to analyse the existing practices and to solve the problems in order to gain sustainable development
- Understand, interpret and be able to critically re-examine the concepts of digitization, digitalization and digital transformation as well as the implementation of digital technologies in business and society

Competencies

With the course students will acquire following general competences:

- valuation of information sources amid interest of their producer;
- synthesis of multiple information gathered in complex environment;
- analysis of influences and consequences of factors influencing empirical phenomena
- use of research tools amid chosen empirical phenomena.

Course-specific competencies that students will gain with the course:

- analysis of interacting of technology development, globalization and social change;
- use of recognized relations in the field of globalization with research of the chosen phenomena;
- valuation of different concept and dimensions of globalization;
- synthesis of factors influencing different grounds and consequences of globalization.

Predvideni študijski rezultati:

Intended learning outcomes:

S pomočjo tega predmeta bodo študenti spoznali eno od možnosti za urejen vstop v področje globalizacije – zakaj do nje prihaja in kakšne so njene posledice na poslovanje in najširše družbene spremembe. Razumeli bodo ključne povezave med tremi pojmi, ki sestavljajo predmet: tehnološki razvoj, globalizacija in družbene spremembe. Znali bodo ločiti med cilji, področji in ukrepi, na katere ima vpliv domača ekonomska politika in tistimi, ki jih določa razvoj globalizacije. Razumeli bodo dimenzije in posledice globalizacije ter njene omejitve. Študentje bodo tudi sposobni kritično analizirati kompleksna in tudi nasprotujoča si področja ekonomskega znanja ter pojasniti rezultate kritične analize. Znali bodo tudi kritično sintetizirati informacije na način, ki je lahko inovativen in vidi uporabno vrednost znanja ali procesov, sposobni bodo analizirati različne krožne poslovne modele ter opraviti sistematično analizo različnih držav, podjetij in sektorjev, priložnosti krožnega gospodarstva, identificirati ovire, ki omejujejo priložnosti in analizirati različne politike za preseganje teh ovir. Študentje bodo sposobni tudi analizirati aktivnosti za doseganje trajnostnega razvoja podjetja ter pripraviti primer strateškega odziva za doseg trajnostnega razvoja

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)

Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju

Individualno delo: pisni izdelki, študij literature in virov, raziskovalno delo, refleksija, samoocenjevanje, javni nastop, uporaba virtualnega učnega okolja

Sodelovanje gostujočega predavatelja

The course will enable students to learn the possible approach for organized entrance into the field of globalization – why it occurred, and which are its consequences for business and social change. They will understand key connections between three categories forming the course: technology development, globalization and social change. They will distinguish between aims, fields and measures which are national policy competence and those that are defined by globalization development. They will understand dimensions and consequences of globalization as well as its limits. Students will be able to critically assess and undertake analysis of complex or contradictory areas of economic knowledge and communicating the outcome effectively. They will be able to critically synthesise information in a manner that may be innovative, utilising knowledge or processes from the discipline. They will also be able to analyse different circular business models and undertake a systematic analysis of the various countries, companies, and sectors, the opportunities of circular economy, to identify the barriers that restrict opportunities and analyse the various policies to overcome these barriers. Furthermore, they will also be able to analyse activities to achieve sustainable development of the company and prepare an example of the strategic response to achieve sustainable development

Learning and teaching methods:

Frontal lectures: virtual lectures with active involvement of students (explanations, discussion, case studies)

Team work: project work, team work, virtual teams,

Individual work: written assignments, literature search and study, research work, reflection, self-evaluation, public presentation, usage of virtual learning environment

Guest lecturer

Načini ocenjevanja:Delež (v %) /
Weight (in %)**Assessment:**

▪ Krajši pisni izdelki	40 %	▪ Short written assignments
▪ Daljši pisni izdelki	60 %	▪ Long written assignments

Reference nosilca / Lecturer's references:**1.01 Izvirni znanstveni članek**

JAGRIČ, Timotej, OVIN, Rasto, BRICELJ, Bor. The influence of key interest rates on banking sector business in the EU. *Bančni vestnik*, ISSN 0005-4631, nov. 2016, vol. 65, no. 11, str. 69-76, ilustr. [COBISS.SI-ID [12584220](#)]

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MAČEK, Anita, OVIN, Rasto. Does economic interventionism help strategic industries? Evidence from Europe. *E+M*, ISSN 1212-3609, 2014, letn. 17, št. 3, str. 5-14.

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HAFNER, Marjan, OVIN, Rasto. Učinek krize na finančne sisteme v novih državah članicah EU. *Bančni vestnik*, ISSN 0005-4631, maj 2012, letn. 61, št. 5, str. 34-39, ilustr. [COBISS.SI-ID [11075356](#)]

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MAČEK, Anita, BOBEK, Vito, VUKASOVIČ, Tina. Foreign direct investment as a driver of economic development in Thailand. *International journal of Euro-Mediterranean studies*, ISSN 1855-3362. [Print ed.], 2015, vol. 8, no. 2, str. 49-74.

PŠENIČNY, Viljem, MAČEK, Anita, VIDOVIČ, Danilo. Less than 5% potential high growth enterprises kept the national economy growth during the crisis. *Mednarodno inovativno poslovanje*, ISSN 1855-6175, 2012, letn. 4, št. 2.

MAČEK, Anita. Sprejemljivost tujega kapitala v obliki čezmejnih združitvev in prevzemov v Evropi. *Bančni vestnik*, ISSN 0005-4631, okt. 2007, letn. 56, št. 10, str. 15-18.

1.02 Pregledni znanstveni članek

LAZAR, Nuša, OVIN, Rasto. Brezposelnost v Sloveniji z vidika insider-outsider teorije. *Mednarodno inovativno poslovanje*, ISSN 1855-6175, 2015, letn. 7, št. 1, graf. prikazi.

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MAČEK, Anita, PŠENIČNY, Viljem. Internacionalizacija poslovanja kot dejavnik rasti zaposlenosti v dinamičnih podjetjih v Sloveniji = Internationalization as a growth factor of employment in dynamic companies in Slovenia. *Mednarodno inovativno poslovanje*, ISSN 1855-6175, 2012, letn. 4, št. 2.

MAČEK, Anita. Analiza dejavnikov vpliva in posledic neposrednih tujih investicij. *IBS poročevalec*, ISSN 1855-8011, 2011, mar.

1.03 Kratki znanstveni prispevek

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MAČEK, Anita. Regulacija mednarodnih tokov kapitala kot instrument nadzora učinkov neposrednih tujih investicij = Regulation of international capital flows as an instrument of controlling economic effects of foreign direct investments. *IBS poročevalec*, ISSN 1855-8011, 2011, letn. 1, št. 4.

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12. OVIN, Rasto. Grčija ali mi : pritisk dolgov : Grki ga ne morejo prenesti. *Delo*, ISSN 0350-7521, 16. jul. 2015, leto 57, št. 163, str. 5. [COBISS.SI-ID [512847152](#)]

13. OVIN, Rasto. Slovenija in begunci : begunska kriza : kaj pa bi begunci, ki bi našli pot v Slovenijo, lahko za nas pomenili tudi dobrega?. *Delo*, ISSN 0350-7521, 10. sept. 2015, leto 57, št. 210, str. 5.

[COBISS.SI-ID [512847408](#)]

14. OVIN, Rasto. Statistika za domačo rabo : merjenje brezposelnosti : komu lahko koristi slabši rezultat oziroma mera, ki kaže na slabše razmere?. *Delo*, ISSN 0350-7521, 15. okt. 2015, leto 57, št. 240, str. 5. [COBISS.SI-ID [512847664](#)]

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17. KOLARIČ, Zdenko, OVIN, Rasto. Visoko radioaktivni jedrski odpadki - le stroški ali tudi korist?. *Življenje in tehnika*, ISSN 0514-017X, jan. 2013, letn. 64, [št.] 1, str. 56-61, ilustr. [COBISS.SI-ID [362623](#)]

1.08 Objavljeni znanstveni prispevek na konferenci

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[COBISS.SI-ID [10556188](#)]

VUKASOVIČ, Tina, AŠANIN GOLE, Pedja, MAČEK, Anita. Create a competitive advantage with the brand value concept. V: DERMOL, Valerij (ur.), TRUNK, Aleš (ur.), SMRKOLJ, Marko (ur.). *Managing innovation and diversity in knowledge society through turbulent time : proceedings of the MakeLearn and TIIM Joint International Conference, 25-27 May 2016, Timisoara, Romania*, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress, 2016, [8] str.

AŠANIN GOLE, Pedja, MAČEK, Anita, VUKASOVIČ, Tina. Strateško komuniciranje in trženje države kot lokacije za neposredne tuje investicije = Strategic communication and marketing of the country as a location for foreign direct investment. V: 35. Mednarodna konferenca o razvoju organizacijskih znanosti, Portorož, 16.-18. marec 2016. DOUCEK, Petr (ur.), NOVAK, Aleš (ur.), PAAPE, Björn (ur.). *Trajnostna organizacija : zbornik 35. mednarodne konference o razvoju organizacijskih znanosti = Sustainable organization : proceedings of the 35th International Conference on Organizational Science Development*. Kranj: Moderna organizacija, 2016, str. 21-30, graf. prikazi.

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MAČEK, Anita, OVIN, Rasto. Stilizirana dejstva o učinkih čezmejnih združitvev in prevzemov na gospodarsko rast in razvoj v evropskih državah = Stylised facts about the effects of cross-border mergers and acquisitions on economic growth and development in european countries. V: Znanstvena konferenca, "Gospodarski razvoj - odprta vprašanja teorije in politike", Maribor, 25. okt. 2007. [*Znanstvena konferenca "Gospodarski razvoj - odprta vprašanja teorije in politike"*], (Naše gospodarstvo, ISSN 0547-3101, Letn. 54, št. 1/2). Maribor: Ekonomsko-poslovna fakulteta, 2008, str. 70-76.

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1.09 Objavljeni strokovni prispevek na konferenci

OVIN, Rasto. Brexit in Slovenija. V: *O računovodstvu, reviziji, davščinah in financah, XXXI.* posvetovanje o računovodstvu, reviziji, davščinah in financah, Društvo računovodij, finančnikov in revizorjev Maribor, Maribor, 6. oktober 2016, (Zbornik referatov, ISSN 1318-3230, 2016, 31). Maribor: Društvo računovodij, finančnikov in revizorjev, 2016, str. 5-23. [COBISS.SI-ID [512897840](#)]

1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikaciji

MAČEK, Anita. 2016. Globally competitive cities. V: *Some studies of Economics Changes.* Ed. Janos Tibor Karlovitz. 271 str.

MAČEK, Anita, BOBEK, Vito. A development vision and strategy model as a response of cities to the challenges of globalization. V: BOBEK, Vito (ur.). *Perspectives on business and management.* Rijeka: InTech, 2015, str. 57-69.

OVIN, Rasto, MAČEK, Anita. Russia as a new challenge for the new European states. V: *Relacje nowych krajów Unii Europejskiej z Federacją Rosyjską : (w basenie morza Bałtyckiego).* Białystok: Wyższa Szkoła Finansów i Zarządzania, 2009, str. [441]-457.

1.17 Samostojni strokovni sestavek ali poglavje v monografski publikaciji

OVIN, Rasto. Zakaj bivati skupaj? Pomen povezovanja evropskih držav. V: KOREZ-VIDE, Romana (ur.), et al. *Evropska unija za mlade : Jean Monnet program "Informacijske in raziskovalne aktivnosti za učenje o EU v šoli"*. Maribor: Ekonomsko-poslovna fakulteta, 2013, str. 13-30. [COBISS.SI-ID [11369756](#)]

2.01 Znanstvena monografija

BEKŌ, Jani, BORŠIČ, Darja, JAGRIČ, Timotej, KRAČUN, Davorin, MAČEK, Anita, OVIN, Rasto, BEKŌ, Jani (urednik), KRAČUN, Davorin (urednik). *Razmerja cenovne konkurenčnosti in kupne moči v*

Sloveniji, Franciji in na Slovaškem. Maribor: Ekonomsko-poslovna fakulteta, Inštitut za ekonomsko diagnozo in prognozo, 2014. 153 str., ilustr. ISBN 978-961-6802-31-4. [COBISS.SI-ID [79110401](#)]
BEKŌ, Jani, BORŠIČ, Darja, BRICELJ, Bor, JAGRIČ, Timotej (avtor, urednik), KRAČUN, Davorin (avtor, urednik), OVIN, Rasto, KRAČUN, Davorin (urednik), JAGRIČ, Timotej (urednik). *Primerjava cen in plač Slovenije z Italijo in Madžarsko v marcu 2010*. V Mariboru: Univerzitetna založba Univerze, 2012. 125 str., graf. prikazi, tabele. ISBN 978-961-6567-12-1. [COBISS.SI-ID [66048001](#)]

2.02 Strokovna monografija

BOBEK, Samo, GAJŠT, Nataša, HAUPTMAN, Lidija, KOREZ-VIDE, Romana, OGORELC, Anton, OVIN, Rasto, PRIMEC, Andreja, STERNAD ZABUKOVŠEK, Simona, TOMINC, Polona, KOREZ-VIDE, Romana (urednik). *Evropska unija za mlade : Jean Monnet program "Informacijske i istraživačke aktivnosti za učenje o EU u školi"*. Maribor: Ekonomsko-poslovna fakulteta, 2013. 333 str., ilustr. ISBN 978-961-6802-18-5. [COBISS.SI-ID [73319169](#)]

BOBEK, Vito, MAČEK, Anita, JANKOVIČ, Patricija. *Cities in the global economy*. 1st ed. London: bookboon.com, 2015. 105 str.

2.25 Druge monografije in druga zaključena dela

ARHAR, France, KOVAČ, Bogomir, MENCINGER, Jože, OVIN, Rasto, SENJUR, Marjan, SIMIČ, Ivan, WAKOUNIG, Marian, SENJUR, Marjan (urednik). *Letno poročilo fiskalnega sveta 2012 : ocena fiskalne politike Slovenije 2011-2012*, (Letno poročilo Fiskalnega sveta). Ljubljana: Vlada Republike Slovenije, Fiskalni svet, 2012. 30 str. [COBISS.SI-ID [4457771](#)]

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: TEMELJNI VIDIKI RAZISKOVALNEGA DELA
Course title: FUNDAMENTAL ASPECTS OF RESEARCH WORK

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
DOKTORSKI ŠTUDIJSKI PROGRAM TRETJE STOPNJE Inovacije in trajnostno poslovanje v digitalni družbi	/	PRVI LETNIK	/
THIRD CYCLE DOCTORAL STUDY PROGRAMME Innovation and Sustainable Business Management in Digital Society	/	FIRST YEAR	/

Vrsta predmeta / Course type

**Obvezni strokovni predmet /
Compulsory specialist course**

Univerzitetna koda predmeta / University course code:

TVRD / FARW

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	30	/	/	/	325	15

Nosilec predmeta / Lecturer:

red. prof. dr. Valentina Prevolnik Rupel

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Poznavanje kvantitativnih in kvalitativnih metod v obsegu, kot je praviloma vključen v programe drugostopenjskega bolonjskega študija na družboslovnih fakultetah.

Prerequisites:

Comprehension of quantitative and qualitative methods in the scope as predominantly included in social and business studies at master level of Bologna programmes in Slovenia.

Vsebina:

1. Razlikovanje kvantitativnih in kvalitativnih strategij
2. Osnove analize podatkov (opisna statistika)
3. Pridobivanje podatkov (ankete, prostodostopni in drugi viri; masovni podatki; urejanje podatkov)
4. Pregled osnovnih kvantitativnih metod (osnove verjetnosti in vzorčenja, preizkušanja domnev, regresijske analize, analiza časovnih serij).
5. Statistika in indikatorji inovacij ter trajnostnega poslovanja.
6. Metode in pristopi v kvalitativnem raziskovanju
 - Študija primera (definicija primera, vzorec, metode zbiranja in analize podatkov, diskurzivna analiza)
 - Etnografsko raziskovanje (zasnova, zbiranje podatkov, analiza podatkov, poročanje o raziskavi).
 - Utemeljena teorija
 - Akcijsko raziskovanje
7. Zbiranje kvalitativnih podatkov
 - Spraševanje (ankete, intervjuji, fokusna skupina)
 - Opazovanje (z in brez udeležbe)
 - Uporaba dokumentov in drugih gradiv (pisni in slušni dokumenti, vizualni dokumenti drugi material)

Content (Syllabus outline):

1. Differences between quantitative and qualitative research
2. Basic data analysis (descriptive statistics)
3. Data collection (surveys, open and other data resources, big data; data editing).
4. Overview of basic quantitative methods (introduction to probability and sampling, test hypothesis, regression analysis, time series analysis).
5. Statistics and indicators of innovation and sustainable business.
6. Qualitative research methods and approaches.
7. Case study (case study definition, sample, methods of data collection and analysis, discourse analysis)
8. Ethnographic research (preparation, data collection, results reporting).
9. Grounded theory
10. Action research
11. Qualitative data collection
12. Questionnaires (surveys, interviews, focus groups)
13. Observational studies (with and without intervention)
14. Use of secondary sources (written and audio material, visual documents and other materials)

Temeljni literatura in viri / Readings:**Obvezna literatura / Basic readings**

- Čagran, B. (2004). *Univariatna in multivariatna analiza podatkov: zbirka primerov uporabe statističnih metod s SPSS*. Maribor: Pedagoška fakulteta.
- Carlos, C in Black, K. (2012) *Statistics for Business and Economics*, European Edition. Wiley.
- Snijkers, G. et al. (2013). *Designing and Conducting Business Surveys*. Wiley Series in Survey Methodology
- United Nations Economic Commission for Europe (2014). Recommendations on Measuring Sustainable Development. UNECE, OECD, Eurostat.
https://www.unece.org/fileadmin/DAM/stats/publications/2013/CES_SD_web.pdf
- Oslo Manual. Guideline for Collecting and Interpreting innovation Data (2005). OECD, Eurostat 3rd Edition. <http://www.oecd->

ilibrary.org/docserver/download/9205111e.pdf?expires=1483427217&id=id&accname=guest &checksum=29AAE254AFEE12F87E749EEEABF2D80A

- Agresti, A. (2002). *Categorical Data Analysis*. Second Edition. New York: Wiley.
- Denzin, Norman K. in Yvonna S. Lincoln. (2005). *Handbook of qualitative research*. 3. izdaja. Sage Publications, Inc.
- Ragin, C., C. (2007). *Družboslovno raziskovanje – enotnost in raznolikost metode*. Ljubljana: Fakulteta za družbene vede.
- Ograjenšek, I. (2016): Theory and Practice of Qualitative Research. V/In Greenfield, T. (ed.), *Research Methods for Postgraduates*. Wiley.

Dodatna literatura / Additional Readings

- Doane, D. and L. Seward, L. (2016). *Applied Statistics in Business and Economics*. 5th Edition. McGraw Hill.
- Handbook on Constructing Composite Indicators. Methodology and User Guide. (2005). OECD, JRC, European Commission. <http://www.oecd.org/std/leading-indicators/42495745.pdf>
- Petty J. N., Oliver P. Thomson O. P, Graham S., (2012). Ready for a paradigm shift? Part 2: Introducing qualitative research methodologies and methods. *Manual Therapy*, 17 (2012): 378-384.

Cilji in kompetence:

Cilji predmeta

Seznani študente s strategijami pridobivanja podatkov v okviru kvantitativnih in kvalitativnih raziskovalnih strategij raziskovanja. Usposobiti študente za ustvarjalno in učinkovito znanstveno-raziskovalno delo ter izbiro najprimernejše metode zbiranja podatkov na podlagi postavljenih ciljev in namena raziskave ter raziskovalnih vprašanj. Usposobiti študente za učinkovito evalvacijo lastnih raziskav in znanstveno raziskovalnih člankov in drugih objav z vidika metodologije in raziskovalnih načrtov.

Kompetence

Po študiju predmeta bodo pridobili naslednje kompetence:

- Pridobili bodo poglobljeno in razširjeno znanje s področja podatkovnih virov v okviru kvantitativnih in kvalitativnih metod in pristopov ter razumevanje o njihovi uporabnosti kot osnovi za znanstveno raziskovanje.
- Učinkovito in skladno z načeli znanstvenega raziskovanja bodo sposobni pridobivati podatke v okviru kvantitativnih in kvalitativnih raziskovalnih strategij ter se

Objectives and competences:

Objectives of the course

Instructing students on strategies of data retrieval in quantitative and qualitative research methods and approaches. Enable students for creative and efficient scientific research work and selection of most appropriate data collection method based on the set goals, purpose and research questions. Develop students' ability to effectively evaluate own research and scientific research papers and other published materials in terms of methodology and interpretation.

Competences

After completion of the course students will achieve the following competences:

- Obtain in-depth and comprehensive knowledge on quantitative and qualitative data sources and approached as well as comprehension on their applicability as basis for scientific research.
- Enabled to retrieve data and use quantitative and qualitative methods and approaches for data collection of the studied domain effectively and make informed decisions on the use of each or combination of both strategies to achieve the research goal

učinkovito odločati za uporabo enih ali drugih oz. kombiniranja obeh.

- Sposobni bodo analizirati prednosti in omejitve različnih pristopov in strategij pridobivanja podatkov, ki bi jim omogočali čim boljše analizo preučevanega področja.
- Sposobni bodo oceniti primernost komplementarne uporabe različnih virov podatkov v okviru kvantitativnih in kvalitativnih strategij raziskovanja.
- Sposobni bodo predlagati nova področja raziskovanja in nove metodološke pristope glede na spoznanja lastnega kvantitativnega raziskovanja in glede na kritični pregled literature.
- Razumevanje osnov analiz podatkov.
- Nadgradili bodo sposobnosti za samostojno in timsko raziskovalno delo in tudi za reševanje problemov ter kritično razmišljanje.
- Obvladali bodo tehnike ustnega in pisnega sporočanja rezultatov raziskovalnega dela.

- Enabled to examine strengths and weaknesses of alternative approaches and strategies of data retrieval for the analysis of the studied domain.
- Enabled to assess the benefits of using several complementary data sources in the framework of quantitative and qualitative research methods.
- Enabled to propose new areas of scientific research and new methodological approaches relying on own research experience and critical literature review.
- Understanding of basic data analysis.
- Enhance competences for independent and team research work as well as problem solving and critical thinking.
- Master techniques of oral and written communication of the research results.

Predvideni študijski rezultati:

Študentje bodo kakovost kompetenc, pridobljenih pri predmetu, potrdili z zasnovo in izvedbo kvantitativnega in kvalitativnega empiričnega raziskovanja v okviru raziskovalnih nalog pri tem in drugih predmetih ter v doktorski disertaciji ter z objavami v strokovnem in znanstvenem tisku. Pri tem bodo znali kritično oceniti veljavnost in uporabnost zbranih podatkov, znali uporabiti in kombinirati različne metode raziskovanja ter razumeli pomen družboslovnega raziskovanja v sodobni družbi.

Intended learning outcomes:

Students will prove the quality of achieved competences by designing and implementing quantitative and qualitative research work within assignments for this and other courses of the doctoral programme or within doctoral thesis as well as with professional and scientific publishing. Carrying out the research they will understand how to critically evaluate the validity and usefulness of the collected data, they will be able to use and combine various research methods and will understand the importance of social science research in modern societies.

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)

Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju

Individualno delo: pisni izdelki, študij literature in virov, raziskovalno delo, refleksija,

Learning and teaching methods:

Frontal lectures: virtual lectures with active involvement of students (explanations, discussion, case studies)

Team work: project work, team work, virtual teams,

Individual work: written assignments, literature search and study, research work, reflection, self-evaluation, public presentation, usage of virtual learning environment

samoocenjevanje, javni nastop, uporaba virtualnega učnega okolja

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

▪ Krajši pisni izdelki

40 %

▪ Short written tasks

▪ Daljši pisni izdelki

60 %

▪ Long written casework

Reference nosilca / Lecturer's references:

1. ZRUBKA, Zsombor, PREVOLNIK RUPEL, Valentina, OGOREVC, Marko, et al. Predicting patient-level 3-level version of EQ-5D index scores from a large international database using machine learning and regression methods. *Value in health: the journal of the International Society for Pharmacoeconomics and Outcomes Research*. [in press] 2022, 12 str., ilustr. ISSN 1098-3015. DOI: [10.1016/j.jval.2022.01.024](https://doi.org/10.1016/j.jval.2022.01.024). [COBISS.SI-ID [101476867](https://www.cobiss.si/record/101476867)]
2. PREVOLNIK RUPEL, Valentina, KUHAR, Marjeta, MARUŠIČ, Dorjan. Decision-making in Slovenian outpatient care : can financial incentives reduce patient waiting lists?. *Medical writing*. 2021, vol. 30, no. 3, str. 28-33, ilustr. ISSN 2047-4806. <https://journal.emwa.org/medical-decision-making-and-health-technology-assessment/decision-making-in-slovenian-outpatient-care-can-financial-incentives-reduce-patient-waiting-lists/>. [COBISS.SI-ID [80303619](https://www.cobiss.si/record/80303619)]
3. PREVOLNIK RUPEL, Valentina, OGOREVC, Marko. EQ-5D-Y value set for Slovenia. *PharmacoEconomics*. 2021, vol. 39, no. 4, str. 463-471, ilustr. ISSN 1170-7690. DOI: [10.1007/s40273-020-00994-4](https://doi.org/10.1007/s40273-020-00994-4). [COBISS.SI-ID [50963715](https://www.cobiss.si/record/50963715)]
4. PREVOLNIK RUPEL, Valentina, DIVJAK, Marko, TURK, Eva. Changes in the level of knowledge of diabetes among elderly with diabetes in Slovenia in the period 2011-2020. *Primary care diabetes*. [in press] 2021, 5 str., tabela, graf. prikazi. ISSN 1751-9918. <https://www.sciencedirect.com/science/article/pii/S1751991821000528?dgcid=a>, DOI: [10.1016/j.pcd.2021.07.001](https://doi.org/10.1016/j.pcd.2021.07.001). [COBISS.SI-ID [69987331](https://www.cobiss.si/record/69987331)]
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54. PREVOLNIK RUPEL, Valentina. Analiza izdatkov za zdravila v odvisnosti od starosti zavarovanca. *IB revija : za strokovna in metodološka vprašanja gospodarskega, prostorskega in socialnega razvoja Slovenije*. [Slovenska tiskana izd.]. 2000, letn. 34, št. 1, str. 70-75, ilustr. ISSN 1318-2803. [COBISS.SI-ID [10928614](#)]

55. PREVOLNIK RUPEL, Valentina, DIVJAK, Marko, ZAVRNIK, Črt, TURK, Eva. Challenges in managing and evaluation of knowledge about diabetes among diabetes patients in Slovenia. *Der pharmacia lettre*. 2021, vol. 13, no. 10, str. 1-3. ISSN 0975-5071. <https://www.scholarsresearchlibrary.com/articles/challenges-in-managing-and-evaluation-of-knowledge-about-diabetes-among-diabetes-patients-in-slovenia.pdf>. [COBISS.SI-ID [86082051](#)]

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	IZBRANA POGLAVJA STRATEŠKEGA MENEDŽMENTA IN INOVIRANJA
Course title:	SELECTED CHAPTERS IN STRATEGIC MANAGEMENT AND INNOVATION

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
DOKTORSKI ŠTUDIJSKI PROGRAM TRETJE STOPNJE Inovacije in trajnostno poslovanje v digitalni družbi	/	DRUGI LETNIK	/
THIRD CYCLE DOCTORAL STUDY PROGRAMME Innovation and Sustainable Business Management in Digital Society	/	SECOND YEAR	/

Vrsta predmeta / Course type

Obvezni strokovni predmet / Compulsory specialist course

Univerzitetna koda predmeta / University course code:

IPSMI / SCSMI

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	30	/	/	/	325	15

Nosilec predmeta / Lecturer:

izr. prof. dr. Marina Letonja, doc. dr. Ana Hafner

Jeziki / Languages:

Predavanja / Lectures: Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

- Končan drugostopenjski bolonjski študij
- Temeljna znanja iz področij upravljanja, podjetništva in makroekonomije
- Poznavanje osnov raziskovalnega dela

Prerequisites:

- Graduates of 2nd Bologna university level
- Basic knowledge of management, entrepreneurship and macroeconomics
- Knowledge of basic research methodologies

Vsebina:

1. Sodobni pristopi k strateškemu managementu in vodenju
 - Širši kontekst strateškega managementa in vodenja
 - Sodobno dojemanje organizacije v teoriji in praksi
 - Zunanja in notranja nepredvidljivost
 - Tradicionalni postopki in kriteriji za vrednotenje strateških odločitev
 - Povezava med vodenjem in strategijo
 - Vodenje v digitaliziranem in virtualnem okolju
2. Teoretični vidiki strateškega managementa in vodenja
 - Strateške odločitve in nepredvidljivost
 - Osnove teorij kompleksnosti
 - Modeliranje organizacij in procesov
 - Predstavitev in kritična analiza nekaterih aplikativnih in teoretičnih raziskav – strateški vidiki organiziranosti
3. Strateški management spreminjanja
 - Spremembe kot gonilna sila razvoja
 - Sociološki in tehnološki vidiki uvajanja sprememb
 - Strateški management in inovacije
 - Digitalizacija in virtualizacija organizacij in poslovanja kot strateški cilj
 - Digitalizacija kot gonilna sila inovativnosti
4. Inovacijski sistemi in procesi
 - Sodobne teorije inovacij
 - Inovacijski sistem in procesi znotraj organizacije
 - Nacionalni in regionalni inovacijski sistemi (vključujoč nacionalne in regionalne inovacijske strategije)
 - Tehnološki inovacijski sistemi
 - Produktne in procesne inovacije
 - Proces prenosa tehnologij (vključno z obravnavo zagonskih, akademskih in odcepljenih podjetji)
5. Intelektualna lastnina
 - Vrste pravic intelektualne lastnine (formalne: avtorske in sorodne pravice, industrijska lastnina (patenti, modeli,

Content (Syllabus outline):

1. Contemporary approaches to strategic management and leadership
 - Broader context of strategic management and leadership
 - Contemporary perception of the organization in theory and practice
 - External and internal unpredictability
 - Traditional procedures and criteria for evaluating strategic decisions
 - Connection between leadership and strategy
 - Leadership in a digitized and virtual environment
2. Theoretical aspects of strategic management and leadership
 - Strategic decisions and unpredictability
 - Fundamentals of complexity theory
 - Organizations and process modelling
 - Presentation and critical analysis of some applied and theoretical research – strategic aspects of organization
3. Strategic change management
 - Changes as a driving force of development
 - Sociological and technological aspects of introducing changes
 - Strategic management and innovation
 - Digitization and virtualization of organizations and business as a strategic goal
 - Digitization as a driving force of innovation
4. Innovation systems and processes
 - Contemporary innovation theories
 - Innovation system and processes within the organization
 - National and regional innovation systems (including national and regional innovation strategies)
 - Technological innovation systems
 - Product and process innovations
 - Technology transfer process (including start-ups, academic entrepreneurship and spin-offs)
5. Intellectual property

<p>znamke, geografske označbe), neformalne: poslovne skrivnosti)</p> <ul style="list-style-type: none"> • Baze pravic intelektualne lastnine kot vir informacij za podjetja in raziskovalce • Intelektualna lastnina v digitalni dobi (izbrane teme: masovni podatki, odprtokodno programje, problemi kibernetne varnosti ...) <p>6. Globalni inovacijski trendi</p> <ul style="list-style-type: none"> • Tehnološki, socialni in okoljski globalni trendi • Prihodnje in nastajajoče tehnologije • Radikalne in inkrementalne inovacije (izboljšave) / disruptivne in trajnostne inovacije • Globalni inovacijski indeks in druga orodja za merjenje raziskovalno-razvojne dejavnosti <p>7. Gospodarski učinki upravljanja z inovacijami</p> <ul style="list-style-type: none"> • Upravljanje inovacijskih procesov v organizaciji • Odprto inoviranje in uporabniško inoviranje (različni pristopi, npr. dizajnerski pristop, vitko inoviranje) • Različni načini pridobivanja vrednosti iz intelektualne lastnine (uporaba, licenciranje ...) • Kršitve pravic intelektualne lastnine • Strateško upravljanje inovacij v organizaciji <p>8. Pregled pomembnejših (najnovejših) raziskav s področja strateškega managementa in inoviranja in kritična analiza posameznih študij primerov.</p>	<ul style="list-style-type: none"> • Types of intellectual property rights (formal: copyright and related rights, industrial property (patents, industrial designs, trademarks, geographical indications), informal: trade secrets) • Intellectual property rights' databases as a source of information for companies and researchers • Intellectual property in the digital age (selected topics: big data, open source software, cyber security issues...) <p>6. Global innovation trends</p> <ul style="list-style-type: none"> • Technological, social and environmental global trends • Future and emerging technologies • Radical and incremental innovation / disruptive and sustainable innovation • Global Innovation Index and other tools for measuring R&D activity <p>7. Economic effects of innovation management</p> <ul style="list-style-type: none"> • Management of innovation processes in the organization • Open innovation and user innovation (different approaches, e.g., design thinking, lean start-up) • Different ways of obtaining value from intellectual property (practicing, licensing ...) • Infringements of intellectual property rights • Strategic management of innovations in the organisation <p>8. Overview of important (latest) research in the field of strategic management and innovation and critical analyses of presented case studies.</p>
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Temeljni literatura in viri / Readings:

Obvezna literatura / Basic readings

- Chesbrough, H., Vanhaverbeke, W. & West, J. (2014). *New frontiers in open innovation*. Oxford University Press. (Izbrana poglavja.)
- David, F., & David, F. R. (2017). *Strategic management: A competitive advantage approach, concepts and cases*. Florence: Pearson–Prentice Hall. (Izbrana poglavja.)
- Demir, R., Wennberg, K., & McKelvie, A. (2017). The strategic management of high-growth firms: A review and theoretical conceptualization. *Long range planning*, 50(4), 431-456.
- Gureva, M. A., Kirillov, A. V., Vinichenko, M. V., Melnichuk, A. V., & Melnychuk, Y. A. (2016). Management of innovations and innovative process: concept, essence, classification and diffusion. *International review of management and marketing*, 6(6), 147-153.

- Maskus, K.E. et al. (2018). *Intellectual Property and Digital Trade in the Age of Artificial Intelligence and Big Data*. Geneva, Strasbourg: ICTSD, CEIPI. (Izbrana poglavja.)
- Modic, D. & Damij N. (2018). *Towards Intellectual Property Rights Management: Back-office and Front-office perspectives*. Palgrave Macmillan. (Izbrana poglavja.)
- Schilling, M. A (2013). *Strategic management of technological innovation*. McGraw-Hill Education. (Izbrana poglavja.)
- Smits, R., Kuhlmann, S., Shapira, P. (2010). *The theory and practice of innovation policy*. Cheltenham: Edward Elgar. (Izbrana poglavja.)
- Terjesen, S., & Patel, P. C. (2017). In search of process innovations: The role of search depth, search breadth, and the industry environment. *Journal of Management*, 43(5), 1421-1446.

Dodatna literatura / Additional Readings

- Adner, R., & Lieberman, M. (2021). Disruption through complements. *Strategy Science*, 6(1), 91-109.
- Bergek, A., Jacobsson, S., Carlsson, B., Lindmark, S., & Rickne, A. (2008). Analyzing the functional dynamics of technological innovation systems: A scheme of analysis. *Research policy*, 37(3), 407-429.
- Fernandes, C., Farinha, L., Ferreira, J. J., Asheim, B., & Rutten, R. (2021). Regional innovation systems: what can we learn from 25 years of scientific achievements?. *Regional Studies*, 55(3), 377-389.
- Grimaldi, R., Kenney, M., & Piccaluga, A. (2021). University technology transfer, regional specialization and local dynamics: lessons from Italy. *The Journal of Technology Transfer*, 46(4), 855-865.
- Han, C., & Gao, S. (2020). A chain multiple mediation model linking strategic, management, and technological innovations to firm competitiveness. *Revista Brasileira de Gestão de Negócios*, 21, 879-905.
- Likar, B., & Širok, K. (2015). Outsourcing the Front End of Innovation. *International Journal of Economics and Management Engineering*, 9(5), 1456-1460.
- López, J. E. N., Martín, L. Á. G., Sáez, P. L., & Navarro, M. S. (2018). *Fundamentals of strategic management*. Second edition. Civitas.
- Lundvall, B. Å. (2007). National innovation systems—analytical concept and development tool. *Industry and innovation*, 14(1), 95-119.
- Mazzucato, M. (2011). *The entrepreneurial state*. London: Demos.
- Nakicenovic, N., Caroline, Z. I. M. M., Matusiak, M., & Stancova, K. C. (2021). *Smart Specialisation, Sustainable Development Goals and Environmental Commons: Conceptual framework in the context of EU policy* (No. JRC126651). Joint Research Centre (Seville site).
- OECD (2016). *Priročnik Frascati*. Dostopno prek: <https://www.arrs.si/sl/agencija/us/inc/2018/Prirocnik-Frascati-2015.pdf>
- Švarc, J., & Dabić, M. (2019). The Croatian path from socialism to European membership through the lens of technology transfer policies. *The Journal of Technology Transfer*, 44(5), 1476-1504
- WIPO (2008). *Intellectual Property Handbook*. Dostopno prek: https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf
- WIPO (2022). *The global innovation index 2021*. Dostopno prek: https://www.wipo.int/edocs/pubdocs/en/wipo_pub_gii_2021.pdf

Cilji in kompetence:

Cilji predmeta

- Poznavanje in razumevanje sodobnih teorij in najnovejše literature s področja strateškega managementa in vodenja organizacij.
- Poznavanje in razumevanje ciljev in aktivnosti strateškega in operativnega managementa, vključno z uporabo

Objectives and competences:

Objectives of the course

- Knowledge and understanding of contemporary theories and the latest literature in the field of strategic management and leadership of organizations.
- Knowledge and understanding of the goals and activities of strategic and operational

konceptov in metodologij v konkretnem organizacijskem okolju.

- Poznavanje in razumevanje najnovejše literature s področja spodbujanja kreativnosti, ekonomike inovacij in tehnoloških sprememb, varstva pravic intelektualne lastnine in raziskovalno razvojne dejavnosti.
- Poznavanje in razumevanje konkretnih študij primerov v povezavi s sodobnimi inovacijskimi sistemi in procesi, varstvom pravic intelektualne lastnine in tehnološkimi trendi na globalni, evropski, nacionalni ter regionalni ravni.
- Kritična presoja teorij, politik in konkretnih študij primerov s področja strateškega upravljanja z inovacijami.

Kompetence

Splošne

- Obvladovanje teoretičnega znanja in poznavanje znanstvenih in praktičnih diskurzov na področju strateškega managementa, ekonomike inovacij in tehnoloških sprememb.
- Sposobnost samostojnega razvijanja in vrednotenja novih znanj in rešitev ter aktiven doprinos k znanosti na področju strateškega managementa, inoviranja in trajnostnega poslovanja.
- Sposobnost sistematičnega reševanja izbranih raziskovalnih problemov v obliki najzahtevnejših znanstvenih besedil.
- Sposobnost delovanja in obvladovanja sprememb v konkurenčnem organizacijskem, inovacijskem in raziskovalnem okolju, zaznamovanem s skokovitim tehnološkim razvojem.

Predmetno specifične

- Razumevanje in uporaba teoretičnih in praktičnih znanj na znanstvenih področjih, povezanih z upravljanjem, inovacijami, ekonomijo, raziskovalno-razvojno

management, including the use of concepts and methodologies in a specific organizational environment.

- Knowledge and understanding of the latest literature in the field of promoting creativity, economics of innovation and technological change, protection of intellectual property rights and research and development activities.
- Knowledge and understanding of concrete case studies in connection with modern innovation systems and processes, protection of intellectual property rights and technological trends at the global, European, national and regional levels.
- Critical assessment of theories, policies and concrete case studies in the field of strategic innovation management.

Competencies

General

- Mastering theoretical knowledge and knowledge of scientific and practical discourses in the field of strategic management, economics of innovation and technological change.
- Ability of developing and evaluation of new knowledge, problem solving, active contribution to strategic management, innovation and sustainable business.
- Ability of systematic solving of selected research problems and presenting high level scientific papers.
- Ability to work and master changes in highly competitive innovative and research environment, characterized with fast technological changes.

Course specific

- Understanding and application of theoretical and practical knowledge in scientific fields related to management, innovation, economics, R&D activities and other related disciplines.

<p>dejavnostjo in drugimi sorodnimi disciplinami.</p> <ul style="list-style-type: none"> • Samostojno iskanje in razvijanje inovativnih strateških pristopov, ki najbolj ustrezajo konkretnim organizacijam. • Zmožnost objektivnega vrednotenja strateških odločitev in aktivnosti in predvidenih posledic na organizacijo, vključno z najnovejšimi tehnološkimi trendi (digitalizacija ...). • Sposobnost načrtovanja in izvajanja empiričnih in teoretičnih raziskovalnih projektov, povezanih s strateškim vodenjem, upravljanjem in inovacijami, vključno z upravljanjem pravic intelektualne lastnine. • Samostojno in kritično analiziranje in vrednotenje inovacijskih procesov, sistemov, politik, ki v veliki meri spreminjajo globalno, evropsko in slovensko družbo in gospodarstvo. • Usposobljenost za celovito presojo pozitivnih in negativnih vplivov in posledic uvajanja novih tehnologij. 	<ul style="list-style-type: none"> • Independent identification and development of innovative strategic approaches for specific organizations. • Ability to objectively evaluate strategic decisions and activities and expected consequences for the organization, including the latest technological trends (digitization...). • Ability to plan and implement empirical and theoretical research projects related to strategic leadership, management and innovation, including the management of intellectual property rights. • Independent and critical analysis and evaluation of innovation processes, systems, policies impacting and changing global, European and Slovenian society and economy. • Ability for holistic assessment of positive and negative impacts of introducing new technologies.
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Predvideni študijski rezultati:

<p><i>Znanje in razumevanje:</i></p> <ul style="list-style-type: none"> • Študenti bodo sposobni razumeti izzive strateškega načrtovanja v nepredvidljivih okoliščinah, ki so značilne za sodobne organizacije. • Študenti bodo poznali sodobne metodologije za pripravo, implementacijo in ocenjevanje strateških načrtov. • Študenti bodo sposobni samostojno izvajati raziskovalne naloge s področja strateškega vodenja in managementa. • Študenti bodo razumeli celovite družbene procese na področju inovacij, tehnologije, raziskovalno razvojne dejavnosti in poslovnih modelov. • Študenti bodo poznali osnove pravic intelektualne lastnine, njihovega vrednotenja in upravljanja z njimi.

Intended learning outcomes:

<p><i>Knowledge and understanding:</i></p> <ul style="list-style-type: none"> • Students will be able to understand the challenges of strategic planning in the unpredictable circumstances that characterize modern organizations. • Students will be familiar with modern methodologies for preparation, implementation and evaluation of strategical planning. • Students will be able to independently perform research tasks in the field of strategic leadership and management. • Students will understand comprehensive societal processes in the areas of innovation, technology, research and development and business models. • Students will be familiar with the basics of intellectual property rights, their valuation and management.
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- Študenti bodo zmožni kritične presoje inovacijskih politik in inovacijskega okolja na globalni, evropski in nacionalni ravni.

- Students will be able to critically evaluate innovation policies and the innovation environment at global, European and national levels.

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)
Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju
Individualno delo: pisni izdelki, študij literature in virov, raziskovalno delo, refleksija, samoocenjevanje, javni nastop, uporaba virtualnega učnega okolja
Sodelovanje gostujočega predavatelja

Learning and teaching methods:

Frontal lectures: virtual lectures with active involvement of students (explanations, discussion, case studies)
Team work: project work, team work, virtual teams,
Individual work: written assignments, literature search and study, research work, reflection, self-evaluation, public presentation, usage of virtual learning environment
Guest lecturer

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

• Krajši pisni izdelki (4)	20 %	• Short written papers (4)
• Sodelovanje na forumih (4)	20 %	• Participation in forums (4)
• Pisni izpit	10 %	• Written exam
• Daljši pisni izdelek (6000 – 9000 besed)	50 %	• Longer written paper (6000 – 9000 words)

Reference nosilca / Lecturer's references:

Izvirni znanstveni članek:

- Letonja, M., Merkač Skok, M., Vrdoljak, I. (2021). Innovativeness of family businesses in Slovenia: Do heirs follow the founders?. *Business systems research*, vol. 13, no. 1, str. 1-22.
- Letonja, Marina, Duh, Mojca, Ženko, Zdenka. Knowledge transfer for innovativeness in family businesses. *Serbian Journal of Management*, 16(1), 181-199.
- Letonja, M., Duh, M. (2020). Family businesses' culture and innovativeness of successors = Organizacijska kultura družinskih podjetij in inovativnost naslednikov. *Mednarodno inovativno poslovanje*, 12(2), 57-69.
- Letonja, M., Duh, M. (2016). Knowledge transfer in family businesses and its effects on the innovativeness of the next family generation. *Knowledge management research and practice*, 14(2), 213-224.
- Letonja, M, Jeraj, M, Marič, M. (2016). An empirical study of the relationship between entrepreneurial competences and innovativeness of successors in family SMEs. *Organizacija*, 49(4), 225-239.
- Duh, M, Letonja, M. (2013). Knowledge creation in family businesses and its importance for building and sustaining competitive advantage during and after succession. *International journal of business administration*, 4(6), 120-133.
- Hafner, A. (2021). Message from automotive industry to technology transfer offices. *Transfer tehnológii bulletin*, 2, 24-28.

- Hafner, A., & Modic, D. (2020). European automotive technological innovation systems in the age of disruption: The suppliers' view. *Research in Social Change*, 12(3), 53-77.
- Modic, D., Hafner, A., Damij, N., & Zajc, L. C. (2019). Innovations in intellectual property rights management: Their potential benefits and limitations. *European Journal of Management and Business Economics*, 28(2), 189-203.
- Ivančič, A., Podmenik, D., & Hafner, A. (2014). Independent inventors, social capital, and knowledge transfer—the case of Slovenia. *Innovation: The European Journal of Social Science Research*, 27(3), 238-253.
- Podmenik, D., Ivančič, A., & Hafner, A. (2014). Socialni kapital samostojnih inovatorjev in dostop do znanja. *Teorija in Praksa*, 51(6).

Znanstvena monografija:

- Hafner, A. (2020). *Inovacijski potencial slovenske avtomobilske industrije*. Ljubljana: Vega.
- Adam, F., Gojkovič, U., Hafner, A., Pustovrh, T., & Zajc, J. (2014). *Visokotehnoška podjetja vpliv organizacijske kulture in socialnih omrežij na prenos znanja*. Ljubljana: IRSA.
- Adam, F., Hafner, A., Podmenik, D., Podmenik, D., Lamut, U., Rončević, B., & Vojvodić, A. (2010). *Inovativna jedra v regionalnem razvoju*. Ljubljana: Vega.

Samostojni znanstveni sestavek ali poglavje v monografski publikaciji:

- Letonja, M. (2021). Digital innovativeness of successors in smaller family business. V: Ece, K. D., (ur.), Mengü, S. (ur.), Ulusoy, E. (ur.). *Digital siege* (str. 141-164). Istanbul - Turkey: Istanbul University Press.
- Modic, D., Hafner, A., & Valič-Besednjak, T. (2022). Every Woman Is a Vessel: An Exploratory Study on Gender and Academic Entrepreneurship in a Nascent Technology Transfer System. V *University-Industry Knowledge Interactions* (str. 159-178). Springer, Cham.
- Hafner, A., Modic, D., & Damij, N. (2019). HPC as an Object of Intellectual Property and a Tool for IPR Management. In *Go with the flow: High performance computing and innovations in the danube region*, 60.
- Ivančič, A., Podmenik, D., Adam, A., & Hafner, A. (2013). Independent Inventors and Their Position in the National/Regional Innovation System: A Case Study of Slovenia. V *Innovation in Socio-Cultural Context* (str. 175-198). Routledge.
- Hafner, A. (2009). Community patent : the perspective of small players in a patent system. V *Global instability reflections* (str. 405-420). Ljubljana: Vega.

Priročnik:

- Modic, D., Hafner, A., & Fric, U. (2018). *Priročnik za uspešen prenos tehnologij: praktični vodič za raziskovalce in pisarne za prenos znanja in tehnologij*. Fakulteta za informacijske študije v Novem mestu.

Objavljeni znanstveni prispevek na konferenci:

- Hafner, A. & Čehovin Zajc, J. (2021). Inovacijska dejavnost upokojenih izumiteljev. V *Prilagoditve na trgu dela za starejše v Mestni občini Ljubljana* (str. 21-32). Ljubljana: Gerontološko društvo Slovenije.
- Modic, D., Hafner, A., Fric, U., Stres, Š., Pal, L., Jerše, U., Leban, M., Rajh, M., Stamač, T., & Smerdu, N. (2021). Nekaj nasvetov za sodelovanje z gospodarstvom. V: Zaščita in trženje tehnologij za raziskovalce in podjetja: zbornik prispevkov partnerjev Konzorcija za prenos tehnologij iz JRO v gospodarstvo (KTT) (str. 90-128). v Novem mestu: Fakulteta za informacijske študije (FIŠ); Ljubljana: Institut "Jožef Stefan": Kemijski inštitut (KI): Kmetijski

inštitut Slovenije (KIS): Nacionalni inštitut za biologijo (NIB): Univerza (UL); Koper: Univerza na Primorskem (UP); v Mariboru: Univerza (UM).

- Hafner, A. (2019). Avtomobilska revolucija 2030. V *Znanost in družbe prihodnosti* (str. 176-180). Ljubljana: Slovensko sociološko društvo.
- Zajc, L. Č., Damij, N., Hafner, A., Modic, D., Watanabe, Y. (2018). Challenges of information retrieval in first phases of technology transfer process. V *Zbornik radova* (str. 35-45). Tuzla: Off-set d.o.o.
- Adam, F. & Hafner, A. (2012). Izgradnja nacionalne strategije inovacija uzimajući u obzir razlike između starih i novih EU članica. V *National innovation strategy of Republic of Croatia 2013-2020* (str. 26-42). Zagreb: Udruga inovatora Hrvatske.
- Podmenik, D. & Hafner, A. (2011). Social contacts and networks of independent inventors. V *Socio-cultural dimensions of innovation performance* (str. 132-155). Ljubljana: IRSA.

Strokovna monografija:

- Hafner, A., Mevlja, B., Marčeta, Ž., Podmenik, D., Tominec, N. (2013). *Socialno podjetništvo za trajnostni razvoj podeželja Slovenske Istre*. Koper: Središče Rotunda.
- Podmenik, D., Hafner, A., Grah Whatmough, A., Adam, A., Berdavs, J. (2011). *Kako do učinkovitega izkoristka izumov samostojnih inovatorjev? : finančni, pravni in drugi aktualni vidiki ekonomskega izkoriščanja izuma v praksi*. Ljubljana: IRSA.

Končno poročilo o rezultatih raziskav:

- Modic, D., Johnson, A. R., Lužar, B., Hafner, A., Rožac, B., Vučkovič, M., Rasmussen, E. (2020). *IP LodB project : final report to the EPO with attached main deliverables*. European Patent Office. Dostopno prek:
[https://documents.epo.org/projects/babylon/eponet.nsf/0/FD9B4950FFA72013C125867D0059FFAD/\\$File/ARP2018_Modic_en.pdf](https://documents.epo.org/projects/babylon/eponet.nsf/0/FD9B4950FFA72013C125867D0059FFAD/$File/ARP2018_Modic_en.pdf).

Sodelovanje v projektih (navedeni le zadnji):

- 2022 – 2024: *Developing skills in Intellectual Property Rights Open Data for sustainability and circularity* (IPR4SC), Erasmus + program ERASMUS-EDU-2021-PI-ALL-INNO (Partnerships for Innovation: Alliances).
- 2018 – 2020: *Intellectual property linked open data: building bridges* (IP LodB), dotacija akademskega raziskovalnega programa Evropskega patentnega urada (EPO ARP).
- 2017 – 2020: *Inovacijski potencial slovenske avtomobilske industrije* - Operacija št. C3330-17-529006 »Raziskovalci-2.0-FIŠ-529006« v okviru Operativnega programa za izvajanje evropske kohezijske politike v obdobju 2014 – 2020 - podpora ESRR in MIZŠ.
- (2018 – 2021): *Master@home*, Erasmus + program 2018-1-TR01-KA203-058256: Internationalisation at Home through Online Micro Masters and Virtual Mobility - Turkey, Macedonia, Slovenia, Lithuania, Erasmus+ KA2;
- 2022 in naprej: *DIG-AGE+*, Erasmus+ KA2 2021-1-BE02-KA220-VET-000029632: Digital upskilling of the existing ageing workforce;
- 2022 in naprej: *BASE*, Erasmus+ project KA2 - Alliances for Education and Enterprises 101055640 — BASE — ERASMUS-EDU-2021-PI-ALL-INNO: Blueprint for social economy and proximity skills and advanced training schemes adaptable to diverse social economy ecosystem in Europe.

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: NAPREDNEJŠI VIDIKI RAZISKOVALNEGA DELA
Course title: ADVANCED ASPECTS OF RESEARCH WORK

Študijski program in stopnja Study program and level	Študijska smer Study field	Letnik Academic year	Semester Semester
DOKTORSKI ŠTUDIJSKI PROGRAM TRETJE STOPNJE Inovacije in trajnostno poslovanje v digitalni družbi	/	DRUGI LETNIK	/
THIRD CYCLE DOCTORAL STUDY PROGRAMME Innovation and Sustainable Business Management in Digital Society	/	SECOND-YEAR	/

Vrsta predmeta / Course type

**Obvezni strokovni predmet /
Compulsory specialist course**

Univerzitetna koda predmeta / University course code:

NVRD / AARW

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	30	/	/	/	325	15

Nosilec predmeta / Lecturer:

red. prof. dr. Ksenija Dumičič

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Poznavanje kvantitativnih in kvalitativnih metod v obsegu, kot je praviloma vključen v programe drugostopenjskega bolonjskega študija na družboslovnih fakultetah.

Prerequisites:

Comprehension of qualitative and quantitative methods in the scope as predominantly included in social and business studies at the master level of Bologna programs in Slovenia.

Vsebina:

1. Napredne kvantitativne raziskovalne metode.
2. Preverjanje hipotez za dve ali več populacij: Chi-square test za preverjanje hipoteze o enakosti razmerij v dveh ali več populacijah. ANOVA test za preverjanje hipotez o enakosti dveh ali več populacijskih povprečij. Chi-square test neodvisnosti.
3. Multivariatna analiza podatkov.
4. Ekonometrično in mikro modeliranje.
5. Druge napredne kvantitativne metode in pristopi (vključene v učni načrt glede na potrebe in usmeritve študentov).
6. Faktorska analiza.
7. Tehnike odvisnosti v primerjavi s tehnikami neodvisnosti. Tehnike odvisnosti: diskriminantna analiza in logistična regresija, MANOVA.
8. Tehnike neodvisnosti: klastrska analiza.
9. Napredne kvalitativne raziskovalne analize in pristopi.
10. Kvalitativna analiza podatkov.
11. Hermenevtika.
12. Semiotika.
13. Narativna analiza.
14. Programska oprema kot podpora kvalitativni analizi, eg. NVivo.
15. Kategorična analiza podatkov.

Content (Syllabus outline):

1. Advanced quantitative research methods.
2. Testing hypothesis for two or more populations: Chi-square test for the hypothesis of equality of two or more population proportions. ANOVA test for the hypothesis of equality of two or more population means. Chi-square test of independence.
3. Multivariate data analysis.
4. Econometric modeling and micro modeling.
5. Other advanced quantitative methods and approaches (included in the Syllabus according to students' research focus and needs).
6. Factor analysis.
7. Dependence techniques vs. interdependence techniques. Dependence techniques: Discriminant analysis and logistic regression. Dependence techniques: MANOVA.
8. Interdependence techniques: A cluster analysis.
9. Advanced qualitative research methods and approaches.
10. Qualitative data analysis.
11. Hermeneutics
12. Semiotics.
13. Narrative analysis.
14. Software for qualitative data analysis, eg. NVivo.
15. Categorical data analysis.

Temeljni literatura in viri / Readings:**Obvezna literatura / Basic readings**

- Hair, J. F. et al. (2018). *Multivariate Data Analysis*. McGraw-Hill Higher Education.
- Čagran, B. (2004). *Univariatna in multivariatna analiza podatkov: zbirka primerov uporabe statističnih metod s SPSS*. Maribor: Pedagoška fakulteta.
- Denzin, Norman K. in Yvonna S. Lincoln. (2005). *Handbook of Qualitative Research*. 3rd Edition. Sage Publications, Inc.
- Ograjenšek, I. (2016): *Theory and Practice of Qualitative Research*. V/In Greenfield, T. (Ed.), *Research Methods for Postgraduates*. Wiley.

Dodatna literatura / Additional Readings

- Aczel, A., and Sounderpandian, J. (2010). *Complete Business Statistics*, 7th. Edt., McGraw Hill. New York.
- Afifi, A. et al. (2011). *Practical Multivariate Analysis*, 5th Edition., Chapman and Hall/CRC.
- Doane, D. and L, Seward, L. (2016). *Applied Statistics in Business and Economics*. 5th Edition. McGraw Hill.
- Bowerman, B.L. et al. (2014). *Business Statistics in Practice*, McGraw-Hill.
- Black, K. (2010). *Business Statistics for Contemporary Decision Making*. John Wiley & Sons, Inc.
- Field, A. et al. (2017). *Discovering Statistics Using IBM SPSS Statistics*, 5th Edt., SAGE.
- Materials by chapters available at: <https://studysites.uk.sagepub.com/field4e/study/resources.htm>
- For students: <https://studysites.uk.sagepub.com/field4e/study/default.htm>
- Barratt, M., Choi T. Y., Li, M. (2011). Qualitative case studies in operations management: Trends, research outcomes, and future research implications. *Journal of Operations Management* 29 (2011) 329–342.
- Clausen, S. E. (1998). *Applied Correspondence Analysis: An Introduction (Quantitative Applications in the Social Sciences)*. London: Sage Publications, Inc.

Cilji in kompetence:

Cilji predmeta

Poučevanje študentov o strategijah ustreznih naprednih kvantitativnih in kvalitativnih raziskovalnih metod in pristopov. Študentom omogočiti ustvarjalno in učinkovito znanstvenoraziskovalno delo ter izbrati najprimernejše napredne raziskovalne metode na podlagi zastavljenih ciljev, namena in raziskovalnih vprašanj. Razvijati sposobnost študentov za kritično in učinkovito vrednotenje lastnih raziskovalnih in znanstveno-raziskovalnih člankov ter drugih objavljenih materialov z vidika metodologije in interpretacije.

Kompetence

Po končanem predmetu bodo študentje dosegli naslednje predmetno specifične kompetence:

- Pridobili bodo poglobljeno in celovito znanje o uporabnosti naprednih kvantitativnih in kvalitativnih raziskovalnih metod kot orodij za znanstveno raziskovanje inovacij in trajnostnega poslovanja.
- Učinkovito in v skladu z načeli znanstvenega raziskovanja bodo lahko uporabljali napredne statistične in druge kvantitativne in kvalitativne metode za napredno analizo proučevanega področja.
- Znali bodo preučiti prednosti in slabosti alternativnih kvantitativnih in kvalitativnih metod za napredno analizo proučevanega področja.

Objectives and competencies:

Objectives of the course

Instructing students on strategies of adequate advanced quantitative and qualitative research methods and approaches. Enable students for creative and efficient scientific research work and selection of the most appropriate advanced research method based on the set goals, purpose, and research questions. Develop students' ability to critically and effectively evaluate their research and scientific research papers and other published materials in terms of methodology and interpretation.

Competences

After completion of the course students will achieve the following subject-specific competencies:

- Obtain an in-depth and comprehensive knowledge of advanced quantitative and qualitative data methods applicability as tools for scientific research of innovation and sustainable business.
- Enabled to use of advanced statistical and other quantitative and qualitative methods for advanced analysis of the studied domain effectively and by principles of scientific research
- Enabled to examine strengths and weaknesses of alternative quantitative and qualitative methods for advanced analysis of the studied domain.

- Usposobljeni bodo za presojo koristi uporabe več komplementarnih virov podatkov in uporabe več komplementarnih naprednih kvantitativnih in kvalitativnih metod.
- Usposobljeni bodo za razvoj celostne strategije kvantitativnega oz. kvalitativnega raziskovanja v skladu z opredeljenim raziskovalnim vprašanjem.
- Usposobljeni bodo za razlago različnih vidikov in parametrov kvantitativne/kvalitativne analize ter ustrezno ustno ali pisno povzemanje ugotovitev.
- Usposobljeni bodo za samoevalvacijo rezultatov opravljenih empiričnih kvantitativnih in kvalitativnih raziskav in vrednotenje rezultatov objavljenih raziskav, tako glede namena, uporabljene metodologije kot teoretičnega ozadja.
- Razširjeno in celovito razumevanje kvantitativne in kvalitativne raziskovalne metodologije.

Študenti bodo poleg izgradnje predmetno specifičnih kompetenc:

- Izboljšali kompetence za samostojno in timsko raziskovalno delo ter reševanje problemov in kritično razmišljanje.
- Razvili sposobnosti podajanja predlogov za nova področja znanstvenih raziskav na podlagi naprednih metod in novih metodoloških pristopov, ki temeljijo na lastnih raziskovalnih izkušnjah in kritičnem pregledu literature.
- Pridobili znanje uporabe različnih programskih orodij za pridobivanje podatkov, analizo in predstavitev rezultatov napredne kvantitativne in kvalitativne analize.
- Dosegli odličnost in vrhunsko strokovnost pri analizi in predstavitvi rezultatov kvantitativnih in kvalitativnih raziskav.
- Obvladali bodo tehnike ustnega in pisnega komuniciranja rezultatov raziskave.

- Enabled to assess the benefits of using several complementary data sources and of using several complementary advanced quantitative and qualitative methods.
- Empowered to develop a holistic strategy of quantitative/qualitative investigation according to the defined research question.
- Empowered to interpret various aspects and parameters of quantitative/qualitative analysis and summarise findings appropriately orally or in written format.
- Enabled to self-evaluate the results of empirical quantitative and qualitative research carried out and evaluate results of published research, both in terms of purpose, methodology used, and theoretical background.
- Extended and comprehensive understanding of qualitative and quantitative research methodology.

Along with the building of subject-specific competencies, students will:

- Enhance competencies for independent and team research work as well as problem-solving and critical thinking.
- Be enabled to propose new areas of scientific research based on advanced methods and new methodological approaches relying on own research experience and critical literature review.
- Demonstrate proficiency in applying various software tools for data retrieval, analysis, and presentation of the results of advanced quantitative and qualitative analysis.
- Demonstrate proficiency in qualitative and quantitative research results analysis and presentation.
- Master techniques of oral and written communication of the research results.

Predvideni študijski rezultati:

Študenti bodo:

- Dokazali kakovost doseženih kompetenc z oblikovanjem in izvajanjem kvantitativnega in kvalitativnega raziskovalnega dela.
- Znali uporabljati različne napredne pristope in metode kvantitativne in kvalitativne analize podatkov.

Intended learning outcomes:

Students will:

- Prove the quality of achieved competencies by designing and implementing quantitative and qualitative research work.
- Be able to use various advanced quantitative and qualitative data analysis approaches and methods.

- Poznali in znali uporabljati programsko opremo za napredne analize podatkov.
- Popolnoma razumeli pomen družboslovnega raziskovanja z uporabo naprednih raziskovalnih metod v sodobni družbi.

- Will be familiar with and will be able to use software for advanced data analysis.
- Will gain a full understanding of the importance of social science research based on advanced research methods in modern societies.

Metode poučevanja in učenja:

Learning and teaching methods:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)

Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju

Individualno delo: pisni izdelki, študij literature in virov, raziskovalno delo, refleksija, samoocenjevanje, javni nastop, uporaba virtualnega učnega okolja

Sodelovanje gostujočega predavatelja

Frontal lectures: virtual lectures with the active involvement of students (explanations, discussion, case studies)

Teamwork: project work, teamwork, virtual teams,

Individual work: written assignments, literature search, and study, research work, reflection, self-evaluation, public presentation, usage of virtual learning environment

Guest lecturer

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

- Krajši pisni izdelki
- Daljši pisni izdelki

40 %
60 %

- Short written tasks
- Long written casework

Reference nosilca / Lecturer's references:

Book chapters

1. **Dumičić, K.** (2021) The Coin That Improbably Landed on Its Edge. In: Golbeck, A. (ed.) Leadership in Statistics and Data Science. Cham, Switzerland, Springer Nature Switzerland AG 2021, pp. 321-339 doi:10.1007/978-3-030-60060-0_22.
2. **Dumičić, K. & Žmuk, B.** (2019) Forecasting of the Internet Usage in the World Regions. In: Mateev, M. & Poutziouris, P. (ed.) Creative Business and Social Innovations for a Sustainable Future. Cham, Springer, pp. 155-165 doi:10.1007/978-3-030-01662-3_18.
3. Pavković, A., **Dumičić, K.** & Žmuk, B. (2018) Number of Automated Teller Machines in Selected European Countries: Exploration of Trends and Development Indicators Impacts. In: Choudhry, T. & Mizerka, J. (ed.) Contemporary Trends in Accounting, Finance, and Financial Institutions. Cham, Švicarska, Springer International Publishing AG, pp. 123-137 doi:10.1007/978-3-319-72862-9_10.
4. **Dumičić, K., Žmuk, B. & Knežević, B.** (2017) Concentration Level of the Largest World Retailers Based on Various Concentration Measures as Knowledge Needed by Decision Makers. In: Lazibat, T., Wach, K. & Knežević, B. (ed.) Growth, Competitiveness and International Trade from the European Perspective. Zagreb, University of Zagreb, Faculty of Economics and Business, pp. 63-75.
5. **Dumičić, K. & Žmuk, B.** (2017) Enhancing statistical culture – the unused potential of Croatian enterprises. In: Baldacci, E., Benoist, G., Boldsen, C., Galambosne Tiszberger, M., Gerendás, J., Karlberg, M., Manninen, A., Nymand-Andersen, P., Poggi, J., Sándor, G. & Vereczkei, Z. (ed.) Selected papers from the 2016 Conference of European Statistics

Stakeholders — Special issue. Luxembourg, Publications Office of the European Union, pp. 61-71 doi:10.2785/091435.

6. **Dumičić, K.** & Akalović Antić, J. (2016) Measuring Inequality of Households' Income in Selected Balkan Countries: the Palma Inequality Measure vs the Gini Coefficient. In: M. Radović Marković, S. Ilieva, J. -V. Andrei (ed.) Development, Competitiveness, and Inequality in EU and Western Balkans. Sofia, Bulgaria, Sofia University St. Kliment Ohridski, Bulgaria, pp. 85-100.
7. **Dumičić, K.**, Čeh Časni, A. & Palić, I. (2015) Relation of two populations' parameters. In: Bahovec, V. & Erjavec, N. (ed.) Statistika. Zagreb, Element, pp. 325-368.
8. **Dumičić, K.** (2015) Statistical data. In: Bahovec, V. & Erjavec, N. (ed.) Statistika. Zagreb, Element, pp. 1-32.
9. **Dumičić, K.** & Čeh Časni, A. (2011) Business forecasting methods. In: **Dumičić, K.** & Bahovec, V. (ed.) Poslovna statistika. Zagreb, Element, pp. 399-454.
10. **Dumičić, K.** & Palić, I. (2011) Numerical methods of descriptive statistics. In: **Dumičić, K.** & Bahovec, V. (ed.) Poslovna statistika. Zagreb, Element, pp. 97-167.
11. **Dumičić, K.** (2011) Data collection. In: **Dumičić, K.** & Bahovec, V. (ed.) Poslovna statistika. Zagreb, Element, pp. 1-50.
12. **Dumičić, K.** (2011) Graphical presentation of data. In: **Dumičić, K.** & Bahovec, V. (ed.) Poslovna statistika. Zagreb, Element, pp. 53-92.
13. **Dumičić, K.** & Žmuk, B. (2011) Statistical quality control methods. In: **Dumičić, K.** & Bahovec, V. (ed.) Poslovna statistika. Zagreb, Element, pp. 461-534.
14. **Dumičić, K.** (2006) Planning and designing research using a survey. In: Dušak, V. (ed.) Temelji znanstvenoistraživačkog rada: Metodologija i metodika. Drugo izmijenjeno i dopunjeno izdanje. Varaždin, Fakultet organizacije i informatike Varaždin, Sveučilište u Zagrebu, pp. 155-200.

Scientific journals articles:

15. Andelinovic, M., Milec, M. & **Dumičić, K.** (2022). Analysis of the Assets, Credits, and Deposits Concentration within the Croatian Banking System based on Selected Concentration Indices. *Journal of Central Banking Theory and Practice*, 11 (1), 131-150. doi: 10.2478/jcbtp-2022-0006.
16. **Dumičić, K.**, Novkovska, B. & Resić, E. (2020) Share of adults who order goods or services online influenced by share of those with digital skills broken down by gender: cluster analysis across European countries. *Sarajevo Business and Economic Review*, 38, 97-114.
17. Žmuk, B., **Dumičić, K.** & Harmina, A. (2020) Features of Business Demography Statistics in European Countries: Relation of Enterprise Deaths and Births to GDP per Capita and Unemployment. *Interdisciplinary description of complex systems*, 18 (2-A), 116-134 doi:10.7906/indec.18.2.4.
18. Drobne, S., **Dumičić, K.** & Zadnik Stirn, L. (2020) Editorial for the special issue: Novel Solutions and Novel Approaches in Operational Research. *Business systems research*, 11 (2), 1-6.
19. **Dumičić, K.**, Novkovska, B. & Resić, E. (2019) Editorial for the special issue: "Advances and Trends in Post-transition Countries: Statistical Modelling Approach. *Business systems research*, 10 (2), 1-5 doi:10.2478/bsrj-2019-026.

20. **Dumičić, K., Milun, T. & Antić, J. (2019)** Adult participation in lifelong learning for better employability in selected European countries. *University of Tourism and Management in Skopje UTMS Journal of Economics*, 10 (1), 41-55.
21. Jošić, H., Žmuk, B. & **Dumičić, K. (2019)** Measurement of Export Market Concentration for the Largest European Economic Integrations. *Business systems research*, 10 (2), 61-72 doi:10.2478/bsrj-2019-018.
22. Novkovska, B. & **Dumičić, K. (2019)** Ordering Goods and Services Online in South East European Countries: Comparison by Cluster Analysis. *University of Tourism and Management in Skopje (UTMS) Journal of Economics*, 10 (2), 163-173.
23. Palić, I., Hodžić, S. & **Dumičić, K. (2019)** Personal Income Taxation Determinants in Federation of Bosnia and Herzegovina. *Business systems research*, 10 (1), 153-163 doi:10.2478/bsrj-2019-0011.
24. **Dumičić, K., Bregar, L. & Novkovska, B. (2019)** Adult Participation in Learning in Digital Age: Profiles of Clustered European Union Countries. *Mednarodno inovativno poslovanje/Journal of Innovative Business and Management*, 11 (3), 20-34 doi:10.32015/JIBM/2019-11-3-3.
25. Pejić Bach, M., **Dumičić, K., Jaković, B., Nikolić, H. & Žmuk, B. (2018)** EXPLORING IMPACT OF ECONOMIC COST OF VIOLENCE ON INTERNATIONALIZATION: CLUSTER ANALYSIS APPROACH. *International journal of engineering business management*, 10 (1), 1-15 doi:10.1177/1847979018771244.
26. Pejić Bach, M., **Dumičić, K., Žmuk, B., Ćurlin, T. & Zoroja, J. (2018)** Internal fraud in a project-based organization: CHAID decision tree analysis. *Procedia Computer Science*, 138, 680-687 doi:10.1016/j.procs.2018.10.090.
27. Žmuk, B., **Dumičić, K. & Palić, I. (2018)** Forecasting Labour Productivity in the European Union Member States: Is Labour Productivity Changing as Expected?. *Interdisciplinary description of complex systems*, 16 (3-B), 504-523 doi:10.7906/indecs.16.3.20.
28. **Dumičić, K., Jošić, H. & Žmuk, B. (2018)** Investigating export market concentration for developed, developing and transition countries. *International Journal Vallis Aurea*, 4 (1), 5-28 doi:10.2507/IJVA.4.1.1.43.
29. Novkovska, B. & **Dumičić, K. (2018)** Energy Consumption as an Indicator of Hidden Economy: Comparative Analysis. *Business System Research*, 9 (2), 96-107 doi:10.2478/bsrj-2018-0022.
30. **Dumičić, K., Skoko Bonić, I. & Žmuk, B. (2018)** Statistical Analysis of the Development Indicators' Impacts on E-Commerce of Individuals in Selected European Countries. *Naše gospodarstvo/Our economy*, 64 (2), 15-24 doi:10.2478/ngoe-2018-0008.
31. Pavić Kramarić, T., Pejić Bach, M., **Dumičić, K., Žmuk, B. & Mihelja Žaja, M. (2018)** Exploratory study of insurance companies in selected post-transition countries: Non-hierarchical cluster analysis. *Central European journal of operations research*, 26 (3), 783-807 doi:10.1007/s10100-017-0514-7.
32. Pejić Bach, M., Pivar, J. & **Dumičić, K. (2017)** Data anonymization patent landscape. *Croatian operational research review*, 8 (1), 265-281 doi:10.17535/crorr.2017.0017.
33. Palić, I., **Dumičić, K. & Barbić, D. (2017)** Testing market structure assumptions for DSGE modeling in Croatia using the SVAR model with long-run restrictions. *Croatian operational research review*, 8 (1), 19-31 doi:10.17535/crorr.2017.0002.
34. Jakovčević, D., **Dumičić, K. & Anđelinović, M. (2017)** Measuring recent changes of insurance gross premiums distribution using ten inequality measures: a case study of Croatia. *Ekonomika istraživanja*, 30 (1), 661-675 doi:10.1080/1331677X.2017.1305776.

35. **Dumičić, K., Mikulić, J. & Čeh Časni, A. (2017) Tourism Spending Behaviour before and after the 2008 Financial Crisis: A Dynamic Panel Investigation. *Tourism Economics*, 23 (1), 223-228 doi:10.5367/te.2015.0528.**
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Source: CROSBI (Ksenija Dumičić): <https://www.bib.irb.hr/pregled/profil/19400>

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: PRISPEVEK ZA ZNANSTVENO KONFERENCO
Course title: PAPER FOR A SCIENTIFIC CONFERENCE

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
DOKTORSKI ŠTUDIJSKI PROGRAM TRETJE STOPNJE Inovacije in trajnostno poslovanje v digitalni družbi	/	DRUGI LETNIK	/
THIRD CYCLE DOCTORAL STUDY PROGRAMME Innovation and Sustainable Business Management in Digital Society	/	SECOND YEAR	/

Vrsta predmeta / Course type

Obvezni strokovni predmet /
Compulsory specialist course

Univerzitetna koda predmeta / University course code:

PZK / PSC

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
15	25	/	/	/	185	9

Nosilec predmeta / Lecturer:

red. prof. dr. Tina Vukasovič

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Osnovna znanja priprave strokovnih in znanstvenih člankov/prispevkov ter metod raziskovanja.

Prerequisites:

Basic knowledge of preparing professional and scientific papers and of research methods.

Vsebina:**UVODNI KONCEPTI PISANJA STROKOVNIH IN ZNANSTVENIH BESEDIL:**

- Strokovno in znanstveno pisanje: pomen in značilnosti.
- Domače in mednarodne bibliografske baze in klasifikacija znanstvenih objav;
- Splošne usmeritve in koraki od priprave do objave znanstvenega/strokovnega članka/prispevka.
- Pomen etičnosti pri strokovnem in znanstvenem pisanju in recenzijski postopek.

PREGLED LITERATURE/OPREDELITEV TEME RAZISKAVE/RAZISKOVALNEGA VPRAŠANJA/HIPOTEZ

- Usmeritve za pripravo sistematičnega pregleda literature.
- Načini, kako izbrati temo raziskave, kako postaviti ustrezno raziskovalno vprašanje/hipoteze raziskave.
- Usklajevanje raziskovalnega vprašanja/hipotez raziskave ob upoštevanju ciljne revije oz. zbornika in bodočih bralcev.

ISKANJE USTREZNEGA**ZBORNKA/REVIJE/ZNANSTVENE KONFERENCE:**

- Kako izbrati zbornik/revijo/konferenco za oddajo prispevka.

OKVIR IMRAD (uvod, metode, rezultati, analiza in zaključek)

- Naslov članka; povzetek; izbira ključnih besed;
- Uvod/teoretična izhodišča, metode raziskovanja s področja poslovnih ved, rezultati, razprava in zaključek;
- Citiranje, pravilno navajanje literature in drugih virov slik, grafikonov;
- Priprava članka samostojno ali s soavtorjem/ji

UPORABA PROGRAMSKE OPREME ZA STATISTIČNO ANALIZO PRI ZNANSTVENO-RAZISKOVALNEM DELU: poudarek na empiričnem delu članka - prikaz rezultatov statistične analize in statističnih testov**Content (Syllabus outline):****BASIC CONCEPTS OF WRITING PROFESSIONAL AND SCIENTIFIC PAPERS:**

- Professional and scientific writing: importance and characteristics.
- Domestic and international bibliographic database and types of scientific publications.
- General guidelines and steps from preparation to publication of the scientific/professional paper.
- The ethics of publication and peer-reviewing.

LITERATURE REVIEW/IDENTIFYING THE RESEARCH TOPIC/RESEARCH QUESTION/HYPOTHESIS

- Guidelines for the systematic literature review.
- Different paths towards choosing research topic and asking relevant research questions/hypothesis.
- Matching research question with the targeted journal, and future readers in mind.

TARGETING THE RIGHT JOURNAL/SCIENTIFIC CONFERENCE:

- How to choose the right scientific journal/conference for submission.

IMRAD FRAMEWORK (introduction, methods, results and analyses, discussion)

- Title of the paper; writing abstracts, selecting keywords;
- Writing introduction, methods, results, discussion and conclusions;
- Quoting, proper referencing;
- Preparation of the article independently or with co-authors

USAGE OF STATISTICAL SOFTWARE FOR SCIENTIFIC RESEARCH: focus on the empirical part of the paper - presentation the results of the statistical analysis and statistical tests

- Overview of research methods in the field of business studies;
- Methods suited for particular scientific problems: (1) comparing two groups of

- Pregled statističnih metod s področja poslovnih ved;
- Metode, ki ustrezajo določenim znanstvenim problemom: (1) primerjava dveh skupin subjektov, (2) primerjava treh ali več skupin subjektov, (3) meritev korelacije in (4) meritev odvisnosti dveh ali več spremenljivk.

PRIPRAVA IN ODDAJA ČLANKA NA IZBRANO ZNANSTVENO KONFERENCO

- Priprava prispevka (članka) po korakih tedenskih aktivnosti predmeta
- Oddaja prispevka na izbrano znanstveno konferenco
- Predstavitve prispevka na izbrani znanstveni konferenci

subjects, (2) comparing three and more groups of subjects, (3) measuring correlation, and (4) measuring dependency of two or more variables.

PAPER PREPERATION AND SUBMISSION TO A SELECTED SCIENTIFIC CONFERENCE

- Paper preparation according to the steps of the weekly activities of the course
- Paper submission to a selected scientific conference
- Paper presentation at the selected scientific conference

Temeljni literatura in viri / Readings:

Obvezna literatura / Basic literature:

- Študijsko gradivo nosilca predmeta v pripravi (study materials prepared by the course professor).
- Day, R.A. (2012). *How to write and publish a scientific paper*. Cambridge University Press. <https://www.amazon.com/How-Write-Publish-Scientific-Paper/dp/0313391971>
- Pejić Bach, M. (2015). "How to Write and Publish A Scientific Paper: A Closer Look to Eastern European Economics, Business and Management Journals", *Business Systems Research, Vol. 6 No. 1*, pp. 93-103.

Dodatna literatura – knjige in učbeniki / Recommended literature – books and course books:

- Hartley, J. (2008). *Academic writing and publishing: A practical handbook*. London: Routledge.
- Creme, P., Lea, M.R. (2008). *Writing at University, A Guide for Students*. Open University Press, McGraw-Hill.
- Kumar, R. (2014). *Research methodology*. 4th Edition. London: Sage.

Cilji in kompetence:

Objectives and competences:

Cilji predmeta

- Seznaniti študenta s procesom samostojne priprave znanstvenih in strokovnih člankov ter prispevkov za objavo v znanstvenih in strokovnih revijah ter v zbornikih konferenc in sposobnost učinkovite izvedbe javnih predstavitev na konferencah ali pred drugimi javnostmi.

Splošne kompetence:

- aktivno znanstveno uveljavljanje doma in v mednarodnem prostoru;
- sposobnost sistematičnega prikaza reševanja izbranega raziskovalnega problema v obliki znanstvenega besedila;
- osebnostne, komunikacijske in druge socialne kompetence za učinkovito delovanje v mednarodnih znanstvenih timih in mrežah;
- avtonomnost in odgovornost pri delu ter zavezanost k profesionalni etiki;
- sposobnost nenehnega lastnega izpopolnjevanja in poglobljanja pridobljenega znanja;
- sposobnost vključevanja v timsko delo in sposobnost kritične /samo/refleksije.

Predmetno specifične kompetence:

- razumevanje pomena strokovnega in znanstvenega pisanja za razvoj in delitev znanja v akademskem prostoru;
- poznavanje različnih oblik znanstvenih in strokovnih tekstov in njihovih značilnosti;
- poznavanje osnovnih principov in tehnik pisanja strokovnih in znanstvenih besedil;
- sposobnost izbire teme raziskave, ki je ustrezna za objavo v znanstveni reviji/zborniku ali na znanstveni konferenci;
- sposobnost izbire revije/zbornika za možno objavo znanstvenih rezultatov;
- sposobnost priprave znanstvenega članka po shemi IMRAD;
- sposobnost izbire in uporabe ustreznih statističnih metod in programske opreme za zahtevnejšo raven analize podatkov, ki

Objectives:

- To acquaint student for independent preparation of the scientific and professional papers and contributions for publication in scientific and professional journals also in conference proceedings and the ability of effective implementation of public presentations at conferences.

General competences:

- active engagement in science at home and internationally;
- the ability to display a systematic solution of a selected research problem in the form of a scientific text;
- personality, communication and other social skills to function effectively in the international scientific teams and networks;
- to ability for efficient operation and change management in a competitive environment marked by technological developments and digitalization;
- autonomy and responsibility at work, and commitment to professional ethics;
- the ability to own continuous improvement and deepening of the knowledge acquired;
- development of communication and negotiation skills, teamwork and ability of critical /self/reflection.

Course-specific competences:

- to understand the significance of writing as a way of developing and sharing knowledge in an academic environment;
- to know of different types of scientific and professional texts and their characteristics;
- to be aware of the basic principles and techniques for writing clear, coherent, logical academic texts;
- to choose a topic of the research that is relevant for publication in scientific journal or conference;

je potrebna za objavo znanstvenih člankov/prispevkov;

- sposobnost uporabe programske opreme za upravljanje s citati; npr. Mendeley;
- sposobnost priprave znanstvenega članka (working paper) na osnovi tematike doktorske disertacije;
- sposobnost priprave, prijave in predstavitve članka/prispevka na znanstveni konferenci.

- to select a journal for possible publication of the scientific results;
- to write the paper according to the IMRAD outline;
- to choose and use statistical methods and software for a high level of data analysis, which is necessary for the publication of scientific papers;
- to use software for citation management, e.g. Mendeley;
- to write a working version of a scientific paper based on the theme of the doctoral dissertation;
- to write, application and presentation the paper at a scientific conference.

Predvideni študijski rezultati:

Znanje in razumevanje:
Rezultat opravljenih aktivnosti pri predmetu je znanstveni članek/prispevek po IMRAD shemi (uvod/teoretična izhodišča, metode, rezultati, razprava in zaključek).
Študent bo članek oddal na izbrano znanstveno konferenco, članek javno predstavil na znanstveni konferenci in objavil v zborniku konference.

Intended learning outcomes:

Knowledge and understanding:
The result of the activities performed in the course is a scientific article/contribution according to the IMRAD scheme. The student will submit the article to the selected scientific conference, present paper publicly at the scientific conference and publish it in the conference proceedings.

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)
Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju
Individualno delo: pisni izdelki, študij literature in virov, raziskovalno delo, refleksija, samoocenjevanje, javni nastop, uporaba virtualnega učnega okolja

Learning and teaching methods:

Frontal lectures: virtual lectures with active involvement of students (explanations, discussion, case studies)
Team work: project work, team work, virtual teams,
Individual work: written assignments, literature search and study, research work, reflection, self-evaluation, public presentation, usage of virtual learning environment
Guest lecturer

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

• Krajši pisni izdelki	40%	• Short written caseworks
• Daljši pisni izdelek (prispevek za konferenco)	60%	• A long written casework (conference paper)

Reference nosilca / Lecturer's references:

Več v Cobiss/More in Cobiss

1.01 Izvirni znanstveni članek

VUKASOVIČ, Tina. Covid-19 pandemic influence on consumer buying behaviour. *International journal of management, knowledge and learning*. [Spletna izd.]. 2021, vol. 10, str. 65-74, ilustr. ISSN 2232-5697.

VUKASOVIČ, Tina, MATIČIČ ZVER, Manca. Environmentally friendly textile products : conceptual buying behavior model. *Journal of textile and apparel technology and management : JTATM*. spring 2021, vol. 12, iss. 1, str. 1-15. ISSN 1533-0915.

MATIČIČ ZVER, Manca, VUKASOVIČ, Tina. Consumers' attitude towards eco friendly textile products = Stališča potrošnikov do okolju prijaznih tekstilnih izdelkov. *Tekstilec : glasilo slovenskih tekstilcev*. [Tiskana izd.]. 2021, vol. 64, [no.] 2, str. 159-171, ilustr. ISSN 0351-3386.

VUKASOVIČ, Tina, MIHAČ, Vlaho. Trends in the online booking of hotel accommodation. *International journal of e-services and mobile applications*. Jan.-Mar.2021, vol. 13, iss. 1, str. 60-76, ilustr. ISSN 1941-6288.

VUKASOVIČ, Tina. Knowledge as an important factor in the process of creating brand equity. *International journal of innovation and learning*. 2020, vol. 28, no. 2, str. 139-158, ilustr. ISSN 1471-8197.

VUKASOVIČ, Tina. Understanding the consumers' personal characteristics as the starting point for targeted marketing. *Management*. [Spletna izd.]. spring 2020, vol. 15, no. 1, str. 29-41. ISSN 1854-4231.

LUKMAN, Aleš, VUKASOVIČ, Tina. The factors influencing the buying decision of customers behaviour. *Management*. [Spletna izd.]. fall 2020, vol. 15, no. 3, str. 221-233. ISSN 1854-4231.

ADZOVIĆ, Almin, PURG, Danica, VUKASOVIČ, Tina. Decision making theories in medicine reimbursement. *International journal of Euro-Mediterranean studies*. [Print ed.]. 2019, vol. 12, no. 2, str. 67-92, ilustr. ISSN 1855-3362.

VIDMAR, Urška, VUKASOVIČ, Tina. A model for a successful approach to applying for Horizon 2020. *International journal of value chain management*. 2019, vol. 10, no. 1, str. 26-52, ilustr. ISSN 1741-5357.

JAGODIČ, Gregor, VUKASOVIČ, Tina. Uticaj medija na ponašanje kupaca = Media influence on consumer buying behaviour. *Serbian Journal of Engineering Management*. 2019, vol. 4, no. 2, str. 39-48, ilustr. ISSN 2466-4693.

VIDMAR, Urška, VUKASOVIČ, Tina. Identifying elements for a successful approach to applying projects. *International journal of management, knowledge and learning*. [Tiskana izd.]. 2018, vol. 7, iss. 2, str. 217-243, 247-248, tabele. ISSN 2232-5107.

VUKASOVIČ, Tina, JALEN, Nataša. Predlog marketinškog plana za ulazak novog brenda prehrambenih dodataka na tržište = Marketing plan proposal for the entry of a food supplement brand into the market. *Serbian Journal of Engineering Management*. 2018, vol. 3, no. 2, str. 36-50, ilustr. ISSN 2466-4693.

VUKASOVIČ, Tina, SÖKE, Henrik. Priprava spletne oglaševalske akcije na iskalniku Bing. *Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2017, letn. 9, št. 1, ilustr. ISSN 1855-6175.

VUKASOVIČ, Tina, STANTON, John L. Going local : exploring millennials preferences for locally sourced and produced fresh poultry in a developing economy. *World's Poultry Science Journal*. Dec. 2017, vol. 73, iss. 4, str. 757-766, ilustr. ISSN 0043-9339.

1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikaciji

LETONJA, Marina, VUKASOVIČ, Tina, AŠANIN GOLE, Pedja. Entrepreneurial corporate social responsibility towards employees and the local community. V: AŠANIN GOLE, Pedja (ur.). *Entrepreneurial and communicative mind in action*. Harlow: Pearson, cop. 2021. Str. 40-53, ilustr. ISBN 978-1-800-06427-0.

SMOLČAK, Matea, VUKASOVIČ, Tina, AŠANIN GOLE, Pedja, LETONJA, Marina. Impact of influencers on consumer trust in the digital environment. V: AŠANIN GOLE, Pedja (ur.). *Entrepreneurial and communicative mind in action*. Harlow: Pearson, cop. 2021. Str. 105-117, ilustr. ISBN 978-1-800-06427-0.

VUKASOVIČ, Tina, JAGODIČ, Gregor. Analysis of consumer buying behaviour when buying sports and leisure products during the COVID-19 pandemic. V: FAGANEL, Armand (ur.), RIŽNAR, Igor (ur.), BARUCA, Arne (ur.). *Impacts and implications for the sports industry in the POST-COVID-19 era*. [S.l.]: IGI Global Publisher of Timely Knowledge, 2021. Str. 73-90. ISBN 978-1-7998-6780-7.

ŠKOF, Mirjana, VUKASOVIČ, Tina. Pomen zaščite blagovne znamke v malem in srednje velikem podjetju = The importance of brand protection in small and medium-sized enterprises. V: OVIN, Rasto (ur.), LAZAR, Nuša (ur.). *Znanje za prihodnost : monografija Doba Fakultete 2021*. Maribor: DOBA Fakulteta za uporabne poslovne in družbene študije, 2021. Str. 198-223. Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij. ISBN 978-961-7061-11-6.

BABIČ, Aleksandra, VUKASOVIČ, Tina. Analiza vplivnih dejavnikov na spremembe nakupnega vedenja potrošnikov v času pandemije covid-19 = Analysis of influencing factors on changes in consumer buying behavior during the COVID-19 pandemic. V: OVIN, Rasto (ur.), LAZAR, Nuša (ur.). *Znanje za prihodnost : monografija Doba Fakultete 2021*. Maribor: DOBA Fakulteta za uporabne poslovne in družbene študije, 2021. Str. 224-248. Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij. ISBN 978-961-7061-11-6.

LJUBIČIČ, Kristina, VUKASOVIČ, Tina. Poticanja manipulacije potrošača putem oglašavanja = Encouraging consumer manipulation through advertising. V: OVIN, Rasto (ur.), LAZAR, Nuša (ur.). *Znanje za prihodnost : monografija Doba Fakultete 2021*. Maribor: DOBA Fakulteta za uporabne poslovne in družbene študije, 2021. Str. 249-270. Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij. ISBN 978-961-7061-11-6.

2.01 Znanstvena monografija

VUKASOVIČ, Tina. *Koncepti sodobnega trženja*. Harlow: Pearson, cop. 2020. VIII, 202 str., ilustr. ISBN 978-1-839-61084-4.

SLUGA, Anita, VUKASOVIČ, Tina. *Poprodajne aktivnosti kot konkurenčna prednost pri trženju izdelkov preko javnih naročil*. 1. izd. Dolga Poljana: Perfectus, svetovanje in izobraževanje, 2019. Zbirka Znanstvene monografije, Podzbirka Marketing in prodaja. ISBN 978-961-94549-7-8.

VUKASOVIČ, Tina, JAGODIČ, Gregor. *Osnove trženja in strateškega tržnega načrtovanja*. Harlow [etc.]: Pearson, cop. 2017. 218 str., ilustr. ISBN 978-1-78726-026-9.

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: SEMINAR ZA PRIPRAVO DISERTACIJE
Course title: DISSERTATION PREPARATION SEMINAR

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
DOKTORSKI ŠTUDIJSKI PROGRAM TRETJE STOPNJE Inovacije in trajnostno poslovanje v digitalni družbi	/	TRETJI LETNIK	/
THIRD CYCLE DOCTORAL STUDY PROGRAMME Innovation and Sustainable Business Management in Digital Society	/	THIRD YEAR	/

Vrsta predmeta / Course type

Obvezni raziskovalni predmet /
Compulsory research course

Univerzitetna koda predmeta / University course code:

DISER

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
15	25	/	/	/	185	9

Nosilec predmeta / Lecturer:

doc. dr. Marko Divjak, doc. dr. Živa Veingerl Čič

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Študent ima opravljene vse obveznosti prvega in drugega letnika študija.

Prerequisites:

A student has successfully completed all requirements of the first and second year of study.

Vsebina:

- Struktura doktorske disertacije in splošna načela priprave/organizacije posameznih poglavij doktorske disertacije (teoretični del, metoda, rezultati, diskusija in zaključki).
- Etika in etični vidiki pri raziskovanju in poročanju o izsledkih raziskav.
- Predstavitev in zagovarjanje prvega osnutka doktorske disertacije s poudarkom na analizi rezultatov in glavnih ugotovitvah ter povratna informacija (feedback) kolegov (mentorja, učiteljev) pred pripravo končnega osnutka disertacije.
- Predstavitev in zagovarjanje končnega osnutka doktorske disertacije s poudarkom na kritični interpretaciji dobljenih rezultatov in oblikovanju zaključkov ter povratna informacija (feedback) kolegov (mentorja, učiteljev) pred pripravo končne verzije disertacije.

Content (Syllabus outline):

- The structure of a doctoral dissertation and general principles to design/organise particular chapters of a doctoral dissertation.
- Ethics and ethical principles in research and reporting the research results.
- Presentation and defending of the first draft of doctoral dissertation with an emphasis on the analysis of results and the main findings; based on received feedback from colleagues, supervisors and teachers, students proceed to prepare the final draft of a doctoral dissertation.
- Presentation and defending of the final draft of a doctoral dissertation with an emphasis on critical interpretation of results and formulating conclusions; based on received feedback from colleagues, supervisors and teachers, students prepare the final version of a doctoral dissertation.

Temeljni literatura in viri / Readings:**Obvezna literatura/Compulsory readings:**

- Berg, C. (2016). The 'Rules of Engagement': The Ethical Dimension of Doctoral Research. *Journal of Research Initiatives*, 2, 1-11.
- Pyrczak, F. (2005). *Writing Empirical Research Reports: A Basic Guide for Students of the Social and Behavioral Sciences*. ZDA: Routledge. (poglavja 6, 9, 10, 11 in 12).
- Tichapondwa, S. M. (Ed.). (2013). *Preparing your Dissertation at a Distance: A Research Guide*. Vancouver: Virtual University for the Small States of the Commonwealth (VUSSC). (poglavja 7, 10, 11, 12 in 14)

Priporočena literatura/Additional readings:

- Mauch, J. E. in Park, N. (2003). *Guide to the successful thesis and dissertation: A Handbook for Students and Faculty*. New York, Basel: Marcel Dekker, Inc. (poglavje 8)
- Študenti samostojno iščejo relevantno literaturo glede na izbrano raziskovalno področje doktorske disertacije in usmeritve mentorja. / Students independently search for relevant literature sources according to the chosen research area of their doctoral thesis and guidelines of their supervisors.

Cilji in kompetence:**Splošne kompetence:**

- usposobljenost za razvijanje novih znanj in rešitev z uporabo kompleksnih metodoloških pristopov za reševanje izvirnih znanstvenih problemov;

Objectives and competences:**General competences:**

- being able to create/develop new knowledge by means of using complex methodological approaches to solve original scientific problems;

<ul style="list-style-type: none"> • usposobljenost za avtonomno in odgovorno znanstveno-raziskovalno udejstvovanje ob upoštevanju najvišjih strokovnih in etičnih standardov; • sposobnost analitičnega in problemsko naravnanega mišljenja ter kritične refleksije pri razvijanju novih znanj in rešitev; • usposobljenost za sistematično in celovito poročanje o reševanju izvirnega znanstvenega problema in njegovih izsledkih v obliki najzahtevnejšega znanstvenega besedila. <p>Specifične kompetence:</p> <ul style="list-style-type: none"> • razumevanje in ustrezna uporaba etičnih načel pri načrtovanju in izvedbi empiričnega raziskovanja ter pri poročanju o rezultatih raziskovanja; • sposobnost poglobljene analize in sinteze glavnih ugotovitev, povezovanja s teoretičnimi koncepti in modeli ter kritične refleksije glavnih ugotovitev glede na značilnosti uporabljenega metodološkega pristopa; • sposobnost celovite interpretacije glavnih ugotovitev in oblikovanja tehtnih zaključkov doktorske disertacije; • sposobnost utemeljitve in argumentacije izvirnega prispevka ter njegovega doprinosa k razvoju znanosti na področju inoviranja in trajnostnega poslovanja; • sposobnost predstaviti, argumentirati in zagovarjati svoje ugotovitve, možne rešitve in nova znanja. 	<ul style="list-style-type: none"> • the ability to act autonomously and responsibly in the field of scientific research while respecting the highest professional and ethical standards; • being able of analytical, problem-oriented thinking and critical reflection while creating/developing new knowledge and solutions; • the ability to systematically and comprehensively report about solving the original scientific problem and its findings in the form of the most demanding scientific paper. <p>Subject-specific competences:</p> <ul style="list-style-type: none"> • understanding and proper use of ethical principles in designing and implementing empirical research as well as in reporting about the research results; • being able to extensively analyse and synthesise the main findings, establish relations with theoretical concepts and models and critically reflect on the main findings with regards to the specifics of the methodological approach that has been used; • the ability to comprehensively interpret the main findings and to formulate solid conclusion of a doctoral dissertation; • the ability to justify and argue about the original contribution of a doctoral dissertation to further development of science in the field of innovation and sustainable business; • the ability to present, argue, and defend his/her findings, possible solutions and newly-developed knowledge.
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Predvideni študijski rezultati:

<p>Študent/ka bo:</p> <ul style="list-style-type: none"> • znal/a poglobljeno analizirati podatke ter sistematično in pregledno predstaviti ključne rezultate doktorske disertacije;

Intended learning outcomes:

<p>Student will be:</p> <ul style="list-style-type: none"> • able to profoundly analyse the data and to systematically and transparently present (describe) the key results of a doctoral dissertation;
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<ul style="list-style-type: none"> • znal/a celovito interpretirati, sintetizirati in kritično ovrednotiti dobljene rezultate, jih povezati z obstoječim znanjem in smiselno umestiti v širši konceptualni okvir; • znal/a kritično reflektirati glavne zaključke doktorske disertacije, predstaviti in utemeljiti rešitve obravnavanega znanstvenega problema ter artikulirati izvorni prispevek k razvoju znanosti in njegove implikacije; • znal/a pripraviti celovito in kakovostno doktorsko disertacijo. 	<ul style="list-style-type: none"> • able to comprehensively interpret, synthesise and critically evaluate the results, to link them with the existing knowledge and to meaningfully put them in a broader conceptual context; • being able to critically reflect on the main conclusions of a doctoral dissertation, to present and justify the solutions of the scientific problem being investigated and to articulate the original contribution and its implications to further development of science; • being able to prepare comprehensive and high-quality doctoral dissertation.
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Metode poučevanja in učenja:

Sodelovalno delo v virtualnem učnem okolju (predavanja z aktivno udeležbo študentov, diskusija, konzultacije – podajanje povratnih informacij itd.)

Individualno delo (študij literature in virov, javni nastopi – predstavitve, priprava pisnih izdelkov).

Learning and teaching methods:

Collaboration in virtual learning environment (lectures with students' active participation, discussion, consulting – giving feedback etc.)

Individual work (studying literature, public presentations, preparation of written assignments etc.)

Načini ocenjevanja:

▪ Predstavitve (predstavitve in zagovori posameznih segmentov doktorske disertacije pred mentorjem, učiteljskim zborom in študenti)

Delež (v %) /

Weight (in %)

Assessment:

▪ Presentations (presenting and defending particular segments of a doctoral dissertation in front of supervisor, academic assembly and students)

Reference nosilcev / Lecturers' references:

Izvirni znanstveni članki / Original scientific articles:

- DIVJAK, Marko, PREVOLNIK RUPEL, Valentina. Motivation, learning strategies, and satisfaction of online students: a comparison of low and high achievers. *Sodobna pedagogika*, ISSN 0038-0474, mar. 2022, letn. 73, št. 1, str. 180-194.

- MAČEK, Anita, OVIN, Rasto, DIVJAK, Marko, SKOKO, Hazbo, HORVAT, Tatjana. Foreign direct investments' openness in local communities - the case of Slovenia and Serbia. *Ekonomska istraživanja*, ISSN 1331-677X, 2021, no. 1, vol. 34, str. 1013-1032.

- DIVJAK, Marko, VEINGERL ČIČ, Živa. How to enhance the employee well-being at work?. *International journal of management, knowledge and learning*, ISSN 2232-5697. [Spletna izd.], 2021, vol. 10, str. 109-114.

- OVIN, Rasto, DIVJAK, Marko, VEINGERL ČIČ, Živa, MAČEK, Anita. Elderly population and labour market stabilization in Europe : the case of Slovenia. *Naše gospodarstvo : revija za aktualna gospodarska vprašanja*, ISSN 0547-3101. [Tiskana izd.], 2021, letn. 67, št. 2, str. 40-48.

- PREVOLNIK RUPEL, Valentina, DIVJAK, Marko, TURK, Eva. Changes in the level of knowledge of diabetes among elderly with diabetes in Slovenia in the period 2011-2020. *Primary care diabetes*, ISSN 1751-9918, [in press] 2021, 5 str.

- PREVOLNIK RUPEL, Valentina, SLABE ERKER, Renata, DIVJAK, Marko. Comparing quality of life of general population and orthopedic patients in Slovenia. Value in health regional issues, ISSN 2212-1102, Sep. 2020, vol. 20, str. 93-98.
- PREVOLNIK RUPEL, Valentina, DIVJAK, Marko, et al. EQ-5D studies in nervous system diseases in eight Central and East European countries : a systematic literature review. The European journal of health economics, ISSN 1618-7598, June 2019, vol. 20, suppl. 1, str. S109-S117.
- DIVJAK, Marko, PREVOLNIK RUPEL, Valentina, BARTOLJ, Tjaša. The impact of personality dimensions on study behaviour and study attitudes of online students = Vpliv dimenzij osebnosti na učno vedenje in učna stališča online študentov. Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja, ISSN 1855-6175, 2019, letn. 11, št. 3, str. 42-52.
- DIVJAK, Marko, PREVOLNIK RUPEL, Valentina, MUSEK LEŠNIK, Kristijan. The impact of study attitudes and study behaviour on satisfaction of online students with the implementation of online study programmes. EMI. Educational media international, ISSN 0952-3987, 2018, vol. 55, iss 3, str. 287-300, doi: 10.1080/09523987.2018.1512450.
- PREVOLNIK RUPEL, Valentina, SLABE ERKER, Renata, DIVJAK, Marko. Causes of differences in the uptake of cardiac implantation electronic devices in Slovenia in comparison to other countries = Vzroki razlik v uporabi vsadnih srčnih elektronskih naprav med izbranimi državami in Slovenijo. Zdravstveno varstvo : Slovenian journal of public health, ISSN 0351-0026. [Tiskana izd.], 2018, letn. 57, št. 1, str. 1-9.
- RASPOR, Andrej, DIVJAK, Marko. What is tipping in post-communist countries? : a case study from Slovenia. Teorija in praksa : revija za družbena vprašanja, ISSN 0040-3598, 2017, letn. 54, št. 6, str. 1023-1039.
- VEINGERL ČIČ, Živa, ČANČER, Vesna, ŠAROTAR ŽIŽEK, Simona. Considering nonlinear connections in the individual performance management model. Acta economica : časopis za ekonomiju. 2020, vol. 18, no. 32, str. 9-35.
- MAČEK, Anita, MURG, Michael, VEINGERL ČIČ, Živa. Kakšne so koristi uvedbe robotske procesne avtomatizacije v bankah = What benefits will robotic process automation bring to banking?. Bančni vestnik : revija za denarništvo in bančništvo. [Tiskana izd.]. jan./feb. 2020, letn. 69, št. 1/2, str. 20-24.
- VEINGERL ČIČ, Živa, VUJICA-HERZOG, Nataša, MAČEK, Anita. Individual work performance management model. International journal of simulation modelling. Mar. 2020, vol. 19, no. 1, str. 112-122.
- VEINGERL ČIČ, Živa, MULEJ, Matjaž, NEDELKO, Zlatko, ŠAROTAR ŽIŽEK, Simona. Model managementa individualne delovne uspešnosti za pametna (proizvodna) podjetja. Izzivi managementu : revija o izzivih in dosežkih sodobnega managementa. [Tiskana izd.]. okt. 2020, letn. 7, št. 2, str. 12-22.
- VEINGERL ČIČ, Živa, ŠAROTAR ŽIŽEK, Simona. Kontraproduktivno vedenje zaposlenih kot del individualne uspešnosti zaposlenih. Bančni vestnik : revija za denarništvo in bančništvo. [Tiskana izd.]. jan-feb. 2018, letn. 67, št. 1/2, str. 41-46.
- VEINGERL ČIČ, Živa, MULEJ, Matjaž, ŠAROTAR ŽIŽEK, Simona. Different intelligences' role in overcoming the differences in employee value system. Kybernetes : the international journal of systems & cybernetics. 2018, no. 2, vol. 47, str. 343-358.
- VEINGERL ČIČ, Živa, BOBEK, Samo, ŠAROTAR ŽIŽEK, Simona. IT employees' job satisfaction - comparative analysis between industries. Sankalpa : journal of management and research. 2018, vol. 8, no. 1, str. 3-11.
- ŠAROTAR ŽIŽEK, Simona, MULEJ, Matjaž, VEINGERL ČIČ, Živa. Results of socially responsible transformational leadership : increased holism and success. Kybernetes : the international journal of systems & cybernetics. 2017, vol. 46, no. 3, str. 400-418.
- VEINGERL ČIČ, Živa, ŠTRUKELJ, Tjaša. Spodbujanje vrednot družbene odgovornosti z organizacijsko kulturo. Revija za univerzalno odličnost : RUO. jun. 2017, letn. 6, št. 2, str. 174 -185.
- VEINGERL ČIČ, Živa, BOBEK, Samo, ŠAROTAR ŽIŽEK, Simona. Hi-tech professionals' intention to quit. Sankalpa : journal of management and research. 2017, vol. 7, no. 2, str. 1-11.

Samostojni znanstveni sestavek ali poglavje v monografski publikaciji / Independent scientific paper or chapter in a monographic publication:

- DIVJAK, Marko, OVIN, Rasto, MAČEK, Anita, VEINGERL ČIČ, Živa. Digital skill gaps of vulnerable groups of employees and their motivation for training: the case of Slovenia. V: AŠANIN GOLE, Pedja (ur.). Entrepreneurial and communicative mind in action. Harlow: Pearson. cop. 2021, str. 154-163.
- JOVIĆ, Valentina, DIVJAK, Marko. Predviđanje radne uspešnosti IT zaposlenika na temelju emocionalne inteligencije = Predicting the work performance of IT employees based on emotional intelligence. V: OVIN, Rasto (ur.), LAZAR, Nuša (ur.). Znanje za prihodnost : monografija Doba Fakultete 2021, (Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij). Maribor: DOBA Fakulteta za uporabne poslovne in družbene študije. 2021, str. 164-176.
- DIVJAK, Marko, MAČEK JERALA, Milena, PREVOLNIK RUPEL, Valentina. The implications of motivation and learning strategies of higher education students for education and marketing. V: AŠANIN GOLE, Pedja (ur.), MAČEK, Anita (ur.), OVIN, Rasto (ur.). Research in theory and practice in contemporary business issues : monograph of the DOBA Business School 2020 = Raziskave v teoriji in praksi sodobnih poslovnih vprašanj : monografija DOBA fakultete 2020, (Book collection Lessons from economic and applied business and social studies). Brezplačna elektronska izd. Maribor: DOBA Business School: = DOBA Fakulteta za uporabne poslovne in družbene študije. 2020, str. 163-173.
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