



## China-CEE cross-cultural dialogue, education & learning conference programme

(October 4<sup>th</sup> – 7<sup>th</sup> 2013, Ljubljana, Slovenia)

<b>Friday, October 4<sup>th</sup></b>		
18:00 – 19:00	Gathering of participants and registration	Ljubljana City Museum
19:00 – 19:30	Welcome greetings by CI LJ director (Danijela Voljč), CI LJ Chinese director (Chen Jian), CI Vienna director (Richard Trappl), CI Zagreb (Krešo Jurak)	Ljubljana City Museum
19:30 – 20:00	Short cultural programme (music)	Ljubljana City Museum
20:00 – 22:00	<ul style="list-style-type: none"> <li>• Short tour of the exhibition about the oldest wheel in the world (5200 years old from Slovenia) – participants organized in 3 groups</li> <li>• Wine, finger food and networking</li> </ul>	Ljubljana City Museum
<b>Saturday, October 5<sup>th</sup></b>		
8:00	Pick-up with BUS at City Hotel and transfer to FELU	City Hotel (Ljubljana centre)
8:00 – 9:00	Conference registration (whole day from 8am to 5pm)	Faculty of Economics (FELU), room P-108
9:00 – 9:05	Introduction (Moderators: Matevž Raškovič, Saša Istenič)	FELU, Mobitel hall
9:05 – 9:15	Opening speech by Minister for education, science and sport (Jernej Pikalo, PhD)	FELU, Mobitel hall
9:15 – 9:25	Greeting by H.E. the Ambassador of PRC (Mr. Zhang Xianyi)	FELU, Mobitel hall
9:25 – 9:35	Greeting by president of Ljubljana University (prof. Ivan Svetlik)	FELU, Mobitel hall
9:35 – 9:40	Greeting by SUIBE assistant to president (prof. Nie Qing)	FELU, Mobitel hall
9:40 – 9:45	Greeting by BFSU dean (dr. Zhao Gang)	FELU, Mobitel hall
9:45 – 9:50	Greeting by outgoing president of the CI Ljubljana board and outgoing FELU dean (prof. Dušan Mramor)	FELU, Mobitel hall
9:50 – 9:55	Greeting by CI Ljubljana director (Mrs. Danijela Voljč)	FELU, Mobitel hall
10:00 – 10:45	Keynote lecture by prof. Kerry Brown (Sydney University & ECRAN director): “ <i>China and EU: partners for growth in the next decade</i> ” (30min lecture + 15 min Q&As)	FELU, Mobitel hall
10:45 – 11:15	Coffee/tea break	FELU, main lobby
11:15 – 13:00	<b>Parallel sessions #1 (see detailed session program)</b>	FELU, rooms on ground floor
13:00 – 14:00	Lunch (buffet style)	FELU, main lobby
14:00 – 16:00	<b>Parallel sessions #2 (see detailed session program)</b>	FELU, rooms on ground floor
16:00 – 16:30	Coffee/tea break	FELU, main lobby
16:30 – 18:30	Back to hotel to refresh	BUS: FELU – City hotel
18:30 – 19:30	<ul style="list-style-type: none"> <li>• Pick-up at City Hotel and short walk to Ljubljana city hall</li> </ul>	Ljubljana City Hall
19:30 – 20:00	Funicular railway to Ljubljana castle	Ljubljana castle
20:00 – 22:00	Official conference dinner with cultural program	Ljubljana castle
<b>Sunday, October 6<sup>th</sup></b>		
11:00 – 11:30	Information about publication opportunities for conference papers	FELU Senate room
11:30 – 12:30	Special speed networking coffee/tea break	FELU, main lobby (downstairs)
12:30 – 13:30	Lunch (buffet style)	FELU, main lobby (downstairs)
13:30 – 14:30	Transfer to lake Bled by BUS	In front of FELU
14:30 – 15:00	Arrival at lake Bled and bus tour around the lake	Lake Bled
15:00 – 16:00	Closing ceremony at Bled castle: <ul style="list-style-type: none"> <li>• Short speech by Danijela Voljč</li> <li>• Short speech by Matevž Raškovič</li> <li>• Official photo</li> </ul>	Bled castle

	• Champagne	
16:00 – 19:00	Participants can be transferred directly to Ljubljana by BUS, or have free time at lake Bled for sightseeing/dinner and depart for Ljubljana by another BUS at 19:30	
<b>Monday, October 7<sup>th</sup></b>		
10:00 – 12:00	Special <b>ECRAN round table on China-CEE economic ties</b> (panelists: <i>Kerry Brown, Adrian Hern, Sylvia Hui, Marjan Svetlicic, Matevz Raskovic etc.</i> ) – sponsored by ECRAN and EU	FELU Senate room

## **DETAILED SESSIONS PROGRAM**

### **SATURDAY, October 5<sup>th</sup>: 11:15 am to 1pm**

#### **Session #1: CI network & Chinese language**

**Venue:** P-128 (ground floor)

**Session chair:** **Jana Rošker**, Faculty of Arts, University of Ljubljana (Slovenia)

1. **Gang Zhao:** *“The Important Role of Teaching and Research of the Lesser-Used European languages in the Sino-EU Relationship”*
2. **Jie Bao:** *“A Critical Discourse Analysis of New Image of Chinese Culture in Slovene Media: A Case Study of CI Ljubljana in Promoting Chinese Culture”*
3. **Natalija Topolišek:** *“The role of Confucian ethic in evolving Chinese foreign policy”*
4. **Romana Kolenc:** *“Humor and traditional values in Chinese culture”*
5. **Jana Rošker:** *“Sino-CEE intercultural exchange through the lens of the Confucian revival”*

#### **Session #2: International business & economics**

**Venue:** P-127 (ground floor)

**Session chair:** **Hongjun Zhao**, Shanghai University of Int. Business & Economics (China)

1. **Yuhong Shang, Nina Ponikvar & Katja Zajc Kejžar:** *“Changing Patterns of China - CEEC Trade: Structure versus Competition Effect”*
2. **Yuhong Shang, Zhonghui Ding, Boštjan Udovič & Matevž Raškovič:** *“The effect of cultural distance on bilateral trade in goods between China and CEE countries”*
3. **Magdalena Markiewicz:** *“Chinese renminbi as an international currency – a chance after the crisis?”*
4. **Hongjun Zhao, Matevž Raškovič & Zhang Tao:** *“How Effective Is WTO Membership in Reducing Tariffs? Analysis of Different Kinds of Effects on Tariff Reduction Between 1991 and 2010”*

#### **Session #3: Work, Organizations & Markets (WOM special session)**

**Venue:** P-126 (ground floor)

**Session chair:** **Vlado Dimovski**, Faculty of Economics, University of Ljubljana (Slovenia)

1. **Judita Peterlin, Vlado Dimovski, Sandra Penger & Miha Uhan:** *“Leadership development across cultures: theoretical and empirical evidence”*
2. **Miha Uhan, Vlado Dimovski, Matevž Raškovič, Tony Fang & Yueh-Ting Lee:** *“Daoist leadership: developing a scale”*
3. **Jaro Berce:** *“Leadership in a multicultural environment”*
4. **Miha Marič, Vlado Dimovski, Miha Uhan, Sandra Penger & Judita Peterlin:** *“The power paradox”*

5. **Gregor Pfajfar, Miha Uhan, Tjaša Redek & Tony Fang:** *“Slovenian business culture – how proverbs describe leadership styles”*

#### **Session #4: Tourism & Marketing**

**Venue:** P-125 (ground floor)

**Session chair:** **Ljubica Knežević Cvelbar**, Faculty of Economics, University of Ljubljana (Slovenia)

1. **Ljubica Knežević Cvelbar:** *“Destination competitiveness: comparing China and South-East Europe”*
2. **Meng Cai et al.:** *“The Impact of Dimensions and Levels of Destination Familiarity on Tourist Satisfaction and Loyalty: A Case of Huangshan Scenic District”*
3. **Pang Jun:** *“The Research on Tourism DM Integrated Marketing from Yangtze River Delta Regional Cooperation Perspective -- With Shanghai, Nanjing, Hangzhou as Examples”*
4. **Xiaoou Wang, Nino Pavičić & Kristina Ozimec:** *“The challenge of attracting a Chinese traveler”*
5. **Shizhong Deng:** *“TCSL and TESL in China: A comparison of two cultural products’ markets”*

#### **Session #5: Administration & Law**

**Venue:** P-111 (ground floor)

**Session chair:** **Stanka Setnikar Cankar**, Faculty of Administration, University of Ljubljana (Slovenia)

1. **Primož Pevcin:** *“Local government consolidation and changed culture of administration – experience from CEE countries and implications for other transformational countries”*
2. **Stanka Setnikar Cankar & Veronika Petkovšek:** *“Transfer of good practice with cross-border cooperation in public and business administration”*

#### **Session #6: History & China-CEE historical connections**

**Venue:** P-110 (ground floor)

**Session chair:** **Mitja Saje**, Faculty of Arts, University of Ljubljana (Slovenia)

1. **Lingyuan Kong:** *“Ethnoarchaeology in China”*
2. **Minho Kim:** *“Two Foreigners in Beijing: The encounter between Hong, Dae-Yong and Ferdinand Augustin von Hallerstein”*
3. **Mitja Saje:** *“Augustin Hallerstein: Jesuit Scientist and Cultural Link between Europe and China in the Period of Emperor Qianlong”*

### **SATURDAY, October 5<sup>th</sup>: 2pm to 4pm**

#### **Session #7: CI network & Chinese language**

**Venue:** P-128 (ground floor)

**Session chair:** **Tina Ilgo**, Trnovo primary school & Confucius Institute Ljubljana (Slovenia)

1. **Eunyoung Kyun:** *“Demystifying East Asian higher education”*
2. **Katja Simončič:** *“Evaluating approaches to teaching and learning Chinese vocabulary from the learning theories perspective”*
3. **Tina Ilgo:** *“The Role of Inductive Approach and Creative Workshops in Introducing Chinese Culture and Language to Slovenian Children”*
4. **Joanna Wardega:** *“CI as the cultural institution – case of CI Krakow”*

### **Session #7: (continued)**

5. **Irina Kapitonova:** *“Using cultural practices to develop the secondary language identity”*
6. **Kong Lingyuan & Li Yujie:** *“Strategy of Promotion Chinese Language under Multilingual Context in Africa”*
7. **Zhang Quanfeng:** *“How to Improve Chinese Language and Cultural Communication through CI—A Case Study of Confucius Institute at Ryazan State University in Russia”*

### **Session #8: International business & economics**

**Venue:** P-127 (ground floor)

**Session chair:** **Marjan Svetličič**, Faculty of Social Sciences, University of Ljubljana (Slovenia)

1. **Gregor Pfajfar, Daša Farčnik & Tony Fang:** *“Negotiating with Chinese – evidence from Slovene exporters”*
2. **Alison Pearce & Rose Quan:** *“International Staff Mobility in the Higher Education Industry: Can the Practice of Strategic Entrepreneurship in the European Higher Education Area be Applied in an Asian Context?”*
3. **Jozsef Beracs:** *“The Opportunities of East-Central Europe and Hungary in Chinese Student Mobility”*
4. **Mladen Grgić:** *“Belgrade’s Chinese temptations”*
5. **Branimir Vidmarović & Damir Mladić:** *“Case study: China’s Belarus strategy: implications for Russia and EU; lessons for Balkans”*

### **Session #9: Work, Organizations & Markets (WOM special session)**

**Venue:** P-126 (ground floor)

**Session chair:** **Nada Zupan**, Faculty of Economics, University of Ljubljana (Slovenia)

1. **Robert Kaše, Matevž Raškovič, Nada Zupan, Min Feng & Chunyan Wang:** *“Getting ready for generation joining the workforce: a comparative analysis of work values of Chinese and Slovenian business students”*
2. **Kristina Ozimec & Yifan Li:** *“Work values comparison between Croatian and Chinese business management students”*
3. **Vlado Dimovski, Sandra Penger, Miha Uhan & Judita Peterlin:** *“Advancing dialogue and education between Slovenia and China on sustainable leadership: evidence from the Re.think initiative”*
4. **Miha Škerlavaj, Matej Černe et al.:** *“Different, different but same: the combined roles of mastery and performance climate in implementing creative ideas in Slovenia and China”*
5. **Aleša Saša Sitar & Katarina Katja Mihelič:** *“Barriers to knowledge sharing: lessons learned from Slovenian companies doing business in China”*

### **Session #10: Tourism & Marketing**

**Venue:** P-125 (ground floor)

**Session chair:** **Richard Turcsányi**, Masaryk University, Faculty of Social Studies (Czech Republic)

1. **Richard Turcsányi & Runya Qiaoan:** *“Central Europe vs. Eastern Europe vs. Central and Eastern Europe? Chinese perception of the New EU member states indication term”*
2. **Jasna Kneipp, Zef Berišaj, Mateja Vilman & Žiga Volf:** *“Slovenia as a potential tourism market for China”*
3. **Urška Pengov Bitenc:** *“Chinese Traveling Around Europe”*
4. **Matevž Raškovič, Vatroslav Škare, Đurđana Ozretić Došen, Quan Jin, Zhonghui Ding & Vesna Žabkar:** *“Analysis of purchasing-decision making factors, consumer innovativeness and ethnocentrism among young-adult consumers: Comparing China, Slovenia and Croatia”*

### **Session #11: Sustainability**

**Venue:** P-111 (ground floor)

**Session chair:** **Shuihui Zhang**, Shanghai University of Int. Business & Economics (China)

1. **Shuihui Zhang:** *“Comparative studies on the pension system reform in CEE countries and China”*
2. **Yucheng Huang:** *“Tourism impact on rural sustainable development under the background of China's urbanization: A Case Study of Wandu Village in Zhejiang Province”*
3. **Suling Liu, Sushen Zhang & Hongbo Zheng:** *“Strategic Planning and Construction of Eco-city in China”*
4. **Yifei Zhang, Sheng Li & Yaoqi Zhang:** *“Residents Welfare Evaluation for the Ecological Restoration of Landscape River in Suzhou Based on WTA Investigation”*