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**POVZETKI V
ANGLEŠKEM JEZIKU**

USKLAJEVANJE POKLICNEGA IN ZASEBNEGA ŽIVLJENJA PODJETNIKOV V SLOVENIJI: EMPIRIČNA PREVERBA

WORK-LIFE BALANCE OF ENTREPRENEURS: EMPIRICAL INVESTIGATION

Renata Adlešič, Anja Svetina Nabergoj, Miha Cimperman

Due to the nature of work-life balance, entrepreneurs cope greater challenges – the boundary between the two areas is heavily blurred in terms of time and responsibility. Understanding the mechanisms of balancing all entrepreneurial roles (at work and in the family) and the factors that influence the success of balancing is crucial for entrepreneurs and all those who think about the entrepreneurial path, as well as for those who form public policies to support and promote entrepreneurship.

The main aim of the paper is to investigate the impact of the variables identified in the theoretical verification on satisfaction with work-life balance of entrepreneurs. Variables self-efficacy and social support are emerging as the key factors. The main research question is how workplace social support and social support by family and the entrepreneur's self-efficacy affect satisfaction with work-life balance.

The results of our study show that there is a statistically significant and positive association between self-efficacy and satisfaction with work-life balance. This means that entrepreneurs with a higher level of perceived self-efficacy are more likely to feel a higher level of satisfaction if they put more effort into work-life balance. Furthermore, there is a positive link between social support by co-workers and satisfaction with work-life balance, a positive link between social support by partner and satisfaction with work-life balance, and a negative link between social support by family and satisfaction work-life balance. There is a negative link between social support by co-workers and self-efficacy, a positive link between social support by partner and self-efficacy, and a positive link between social support by family and self-efficacy.

Key words: *work-life balance, structural models, self-efficacy, social support, entrepreneurs*

POMEN NOTRANJE KOMUNIKACIJE ZA UČINKOVITOST DELAVSKEGA SOUPRAVLJANJA

THE IMPORTANCE OF INTERNAL COMMUNICATION FOR WORKER CO-DETERMINATION EFFICIENCY

Valentina Franca, Ana Arzenšek

The article focuses on worker representative cooperation in management bodies and works councils in selected Slovenian companies, their mutual communication and degree of management inclusion activity in such processes. Using a qualitative research approach and semi-structured interviews in 19 selected companies with CEO or board members, worker representatives in the supervisory boards and works council members, we identified stakeholder internal communication best practice and found that well-considered, comprehensive, timely and accurate internal communication in line with company culture is not only essential for ensuring sufficient information but also for maintaining and improving constructive relationships for the efficient implementation of worker co-determination.

Key words: worker representative, management bodies, works councils, internal communication, trust, information, consultation

KAKO HIERARHIJE DELEŽNIKOV OBLIKUJEJO STRATEŠKE CILJE IN STRATEGIJE ŠPORTNIH KLUBOV?

HOW STAKEHOLDERS' HIERARCHIES SHAPE SPORT CLUBS' STRATEGIC GOALS AND STRATEGIES?

Igor Ivašković

The paper addresses the problem of identifying stakeholders' hierarchies in sport clubs and, on the case of basketball clubs, reveals how they reflect on the hierarchies of goals and on actual strategic decisions of observed organizations. The study is based on data obtained in 73 basketball clubs from four countries of South-Eastern Europe. The results show that private sponsors are the most influential stakeholders in top-quality clubs that pursue top-sports achievements and financial results more than the goals aimed at meeting the needs of local communities. In contrast, the low-quality clubs, where the greatest influence have volunteers, the local community and the state or municipal authorities, emphasize organizational growth and local community objectives at the expense of top-sports achievements and fast results.

Key words: sport clubs, strategies, goals, stakeholders

IDENTIFIKACIJA PORABNIKOV Z BLAGOVNO ZNAMKO: VLOGA PORABNIKOVE POTREBE PO EDINSTVENOSTI IN VLOGA PORABNIŠKIH STEREOTIPOV

CONSUMER-BRAND IDENTIFICATION: THE ROLE OF CONSUMERS' NEED FOR UNIQUENESS AND BRAND BUYER STEREOTYPES

Živa Kolbl, Selma Saračević

The relationship between consumers and brands is an important area of research in marketing. The realisation that consumers form interpersonal-like relationships with brands has changed the course of research in marketing, which has since also focused on the study of consumer-brand relationships. Based on consumers' need for uniqueness and the model of stereotypes from social psychology, our study examines how consumers' need for uniqueness and stereotypical beliefs about typical users of the brand influence their identification with the brand. The results of our study, which focuses on consumers' favourite brands, show that consumers' need for uniqueness and the brand buyer stereotype as reflected in competence are positively related to consumer-brand identification. We present guidelines for nurturing consumer-brand identification and identify future research directions.

Key words: *consumer-brand identification, consumers' need for uniqueness, brand buyer stereotypes*

VPLIV IZOBRAZBENE STRUKTURE RAZVOJNEGA ODDELKA NA USPEŠNOST ORGANIZACIJE

THE IMPACT OF EDUCATIONAL STRUCTURE OF RESEARCH DEVELOPMENT DEPARTMENT ON ORGANIZATIONAL PERFORMANCE

Fabijan Leskovec, Matej Černe

The aim of this paper is to examine how the educational structure of the research and development department (R&D) is linked to organizational performance. The main purpose of the paper is to help companies to set up a successful R&D, which will have a positive impact on organizational performance. Based on the theoretical background, we developed hypotheses revolving around the main idea that the educational diversity of R&D is positively associated with organizational performance. For empirical research, we collected data from 433 organizations from Slovenia, Austria, Italia and Croatia. We then analyzed the collected data in SPSS with a series of linear regression and mediation analyses using the »PROCESS«. The results of the analyses could not support the conceptualized hypotheses. However, the results did not contradict the theory that claims that diversity in groups and R&D departments is positively linked to individual or group creativity, or company innovativeness, or, nevertheless, the company performance and profitability. In the study, we did not include all dimensions of employees' diversity, rather we were focused just on the educational diversity of employees in R&D. The results of our analysis open new perspectives about R&D, especially the educational structure of employees in R&D and their impact on organizational performance. The conducted analysis showed that the education of R&D employees is more homogeneous in larger companies than in smaller ones. Moreover, we concluded that higher educational homogeneity in R&D leads to higher innovativeness and profitability of an organization.

Key words: *organizational performance, research development department, educational structure, innovativeness*

POSLEDICE SOCIALIZMA IN TRANZICIJE V SLOVENIJI ZA PREMOŽENJSKO STANJE OSEB V STAROSTI 50+

IMPACT OF SOCIALISM AND TRANSITION IN SLOVENIA ON THE WEALTH OF PERSONS AGED 50+

Jože Sambt, Tanja Istenič

During socialism, savings forms were limited, while in certain periods some forms were devalued by high (or hyper) inflation. This period was characterized by a reduced need for savings as pensioners, the sick, the unemployed, the disabled, etc. were provided for by the state. Based on survey data from SHARE, the article compares the specifics regarding the size and form of wealth in Slovenia. Among the 14 countries analyzed, Czech Republic and Estonia, as the other two post-socialist countries, are at the bottom of the country ranking by wealth expressed in the number of average net monthly wages, while Slovenia is in the high third place, with wealth almost exclusively in the form of real estate.

Key words: *wealth, former socialist countries, SHARE survey, elderly, real estate, Slovenia*

DINAMIČNI TURISTIČNI SEKTOR: PREGLED IN OBETI ZA PRIHODNOST

DYNAMIC TOURSIM SECTOR: OVERVIEW AND FUTURE PROSPECTS

Daša Farčnik, Kir Kuščer

This article focuses on the dynamics of entries and exits in the tourism industry from 2006 to 2018. More specifically, it compares the entry and exit rates in each subsector of the tourism industry. Compared to other sectors of the economy, the tourism industry was much more dynamic in terms of both entry and exit rates. During and after the COVID-19 crisis, when the demand for tourism services decreased, we can expect lower entry rates of new firms and on the other hand increased exit rates. Among the sub-sectors, the most dynamic activity was observed for food and beverage service activities, followed by accommodation, especially in the pre-crisis year 2007. In the period after the post Great Recession period, more dynamism was observed in sports activities and amusement and recreation activities. Simple forecasts for the future also predict that the hospitality industry will remain among the most dynamic, which unfortunately in the COVID-19 crisis means that the number of businesses leaving this industry is predicted to be quite high.

Key words: *firms entries and exits dynamics, tourism, Slovenia*

COVID-19 – POSPEŠEVALNIK UVELJAVLJANJA NADZORA NAD NEPOSREDNIMI TUJIMI NALOŽBAMI

COVID 19 – FOREIGN DIRECT INVESTMENT CONTROL MEASURES ACCELERATOR

Miha Juhart

Until recently, no special measures were foreseen for the control of foreign direct investment. Free movement of capital is one of the pillars of economic systems and legal regulations, but it also allows some exemptions for the reason of public order and national security. However, the COVID 19 epidemic has shown that it can be very important that state is in position to execute efficient control on foreign direct investments to prevent some vital interests. The Republic of Slovenia also adopted some measures to control foreign direct investment in the Act Determining the Intervention Measures to Mitigate and Remedy the Consequences of the COVID-19 Epidemic. The Act stipulates the obligation to notify foreign direct investment in critical economic activities and critical infrastructure. The notification must be made to the Ministry of Economy. The Ministry of the Economy is also authorized to review and decide about the foreign direct investments. If foreign direct investment threatens national security or public order, the Ministry is empowered to issue the decision and prohibit the investment. The Ministry shall also establish a contact point for the exchange of information with other Member States and the European Commission in accordance with Regulation 2019/452.

Key words: *foreign direct investment, foreign investor, free movement of capital, company's share, real estate, nullity, Regulation 2019/452/EU, Act Determining the Intervention Measures to Mitigate and Remedy the Consequences of the COVID-19 Epidemic (Republic of Slovenia)*

DIGITALIZACIJA IN COVID-19: VEČJA UPORABA SISTEMA ZA UPRAVLJANJE UČENJA NA PRIMERU EKONOMSKE FAKULTETE UNIVERZE V LJUBLJANI

DIGITALIZATION AND COVID-19: HIGHER USAGE OF LEARNING MANAGEMENT SYSTEM AT SCHOOL OF ECONOMICS AND BUSINESS, UNIVERSITY OF LJUBLJANA

Tomaz Turk

We analyzed Canvas LMS daily usage at School of Economics and Business, University of Ljubljana, where our focus was on its increase due to COVID-19 lockdown. The use of the LMS by both students and teachers has increased in the past two academic years due to successful adoption, so we tried to differentiate the impact of successful adoption from the impact of measures against COVID-19. ARIMAX models show that the distinction between the two impacts is clear for the daily number of sessions and for the number of students who were active during the day. The number of individual courses accessed by teachers per day increased considerably during the COVID-19 period, however this is not true for students where the increase is steady throughout the adoption of the system. Similarly, the access to quizzes and assignments has a stable growth during the adoption period for students, but teachers developed quizzes and assignments very intensively after the introduction of measures against COVID-19. In COVID-19 situation, the duration of LMS user sessions is significantly longer for students, but not for teachers.

Key words: : learning management systems, IT adoption, time series analysis, ARIMA, Covid-19

SLOVENSKI KULTURNO-KREATIVNI DELAVEC V ČASU PANDEMIJE

SLOVENIAN CULTURAL AND CREATIVE WORKER DURING THE COVID-19 PANDEMIC

Eva Matjaž, Polona Černič, Lejla Perviz, Irena Ograjenšek

Even before the Covid-19 pandemic, the position of the Slovenian cultural and creative worker was anything but promising. During the pandemic, it has been further deteriorating as showcased in this paper on the basis of a questionnaire survey.

Poligon Creative Center in cooperation with the Center for Creativity under the auspices of the Museum of Architecture and Design in Ljubljana was instrumental in the process of empirical research design. When developing our questionnaire survey, we aimed to find out how Slovenian workers in the cultural and creative sector (hereinafter CCS) cope with the changed working conditions due to the Covid-19 pandemic. We were not interested merely in the economic aspect of the altered everyday routine. The broader socio-psychological reality of life faced by the Slovenian cultural and creative workers, along with their assessment of the new normality and the government measures' adequacy in terms of maintaining the CCS at the pre-pandemic stage of development, are also addressed.

Selected key findings of our research are presented and discussed in this paper. We also list and critically evaluate preventive measures we think should be put into effect as soon as possible.

Key words: : cultural and creative sector (CCS), Covid-19, EU, Slovenia, analysis, measures
