



International Cooperative Cross-Border Interdisciplinary Doctoral Programme in Educational and Communication Sciences

6th

International Scientific Conference for Doctoral Students and Early Stage Researchers for Educational & Communication Sciences

Date:

Thursday, May 25 2023, 9.00 a.m.

Venue:

University of Applied Sciences Burgenland

Campus I

HS 4

Eisenstadt, Austria



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I General information

I.1 Aim of the conference

The International Scientific Conference aims to present and discuss the most recent research findings of doctoral students and young researchers pursuing their studies in the field of Educational and Communication Sciences. The conference enables doctoral candidates to present results of their research-in-progress and at the same time get feedback from other peers as well as distinguished professors and experts from the partner universities. Doctoral candidates are encouraged to prepare and present their current research work, which will be published in conference proceedings.

I.2 Working language

All presentations and abstracts should be prepared and presented in English. Each presentation should not exceed 15 minutes.

I.3 Conference fee

The conference fee of € 260.-, due to be transferred up to 10 April 2023 at the latest. It should be transferred directly to the following account:

HYPO Bank Burgenland AG, Neusiedler Str., 7000 Eisenstadt

IBAN: AT61 5100 0900 1581 6200 / BIC: EHBBAT2E

Payment identification: Doctoral Conference PEDU 2023 (Name + Surname of the PhD candidate)

Payment confirmations: As soon as we receive the payment, it will be noted in our system. You can print out the confirmation of payment under CIS -> My CIS -> Payments -> Confirmation of payment.



2 Scientific Committee

- Prof. Dr. Sc. Senad Bećirović
- Prof. Dr. Sc. Anica Hunjet
- Assist.-Prof. Dr. Tvrtko Jolić
- Prof. Dr. Sc. Janez Krek
- Prof. Dr. Sc. Ilija Musa
- Prof. Dr. Sc. Lenka Scheu
- Prof. Dr. Davorka Topić Stipić, PhD
- Dr. habil. Ágnes N. Tóth
- Assoc.-Prof. Dr. Janez Vogrinc
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- Prof. Dr. Sc. Iztok Devetak
- Doc. Dr. Miha Matjašič, PhD
- Prof. Dr. Sc. Mersid Poturak, PhD
- Univ.-Prof. Dr. Sc. Dr. h. c. Irena Zavrl, PhD.

Session chair: Prof. Dr. Sc. Senad Bećirović



3 Scientific Conference Programme

Session chair: Prof. Dr. Sc. Senad Bećirović

08:45		
WELCOME		
09:00	Katharina LEBENBAUER (1/3)	The relevance of personal communication in digital lobbying in Austria
09:20	Katharina LEBENBAUER (2/3)	The necessary need for public affairs expertise in companies
09:40	Gabriele KRIZSANITS	Food allergies at school- A systematic literature review
10:00	Stephan HACKL(1/3)	Music education for professional musicians - A balancing act between encourage, challenge and overchallenge
10:20	Julia PAUSCH	UDL and SRL-O: connecting Design Elements with self-regulated learning online
10:40-11:00 Coffee Break		
11:00	Katharina LEBENBAUER (3/3)	Difference and similarities of digital lobbying and digital advocacy in Austria
11:20	Stephan HACKL (2/3)	Social media and artificial intelligence – An attempt at explanation between media effects research and game theory considering communication ethics
11:40	Stephan HACKL (3/3)	Digital transformation and the impact on the monetary value of earned media
12:00	Alexandra MARTYNCHNKO	Importance of Cultural Intelligence for students
12:20-13:40 Lunch Break		
13:40	Robert PINZOLITS	Supply and Demand for Internal Training Opportunities in the SPÖ. Findings from a multi-case study of political actors at the local level.
14:00	Robert PINZOLITS	Navigating the AI Revolution: A Systematic Review of Academic AI Tools and its Implications for Higher Education
---	Eva RIEGLER (Online video)	Communication skills to professionalize teamwork between teachers of bilingual primary schools
---	Michael WUKOWITSCH (ohne Präsentation)	Accompanying special contract teachers in the primary sector from the perspective of system-related professional groups

Fachhochschule Burgenland GmbH

Studienzentrum Eisenstadt | Campus 1 | 7000 Eisenstadt

Studienzentrum Pinkafeld | Steinamangerstraße 21 | 7423 Pinkafeld

Tel.: +43 5 7705 | E-Mail: office@fh-burgenland.at | www.fh-burgenland.at

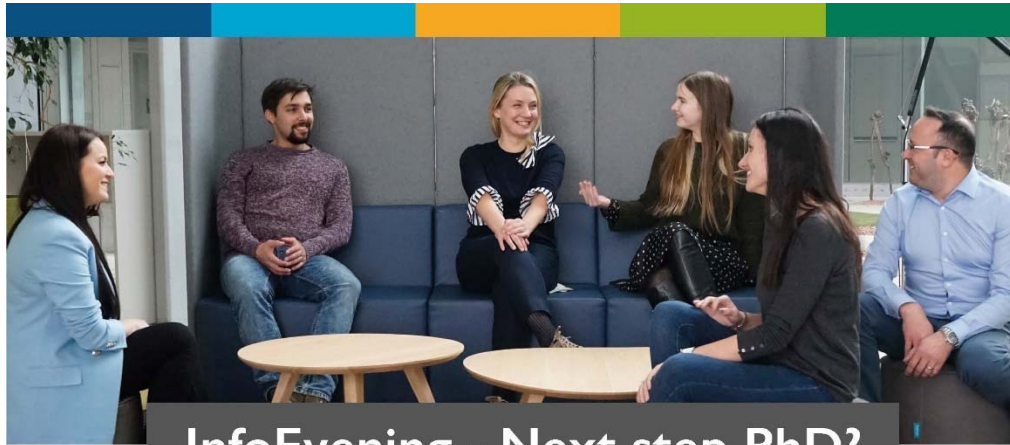
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ECO doctoral students

14:40 HS 4	Peter HELMLINGER	Evolution of Product Development Processes
15:00 HS 4	Neven MARĐETKO	Are sworn interpreters allowed to provide their services on the whole internal market of the European Union?
15:20 HS 4	Tanja UNTERSWEIG	Changing the Impact of Inflation on Living Standards and Consumer Behavior
15:40 HS 4	Tibor RODIGER	Data envelopment analysis of municipal services in Croatia



InfoEvening - Next step PhD?

International Joint Cross-Border
PhD Programme in International
Economic Relations and Management

International Cooperative Cross-Border
Interdisciplinary Doctoral Programme in
Educational & Communication Sciences

25th May 2023, Campus Eisenstadt, lecture hall 5

- 4.30 p.m. | **Welcome** - Georg Pehm, CEO, UAS Burgenland
 - 4.40 p.m. | **Presentation PhD Programme in International Economic Relations and Management**
Prof. Dr. Sc. Marinko Škare (Juraj Dobrila University of Pula)
Thomas Uitz, PhD (Graduate)
 - 5 p.m. | **Presentation Doctoral Programme in Educational & Communication Sciences**
Prof. Dr. Sc. Senad Bećirović (International Burch University, Sarajevo)
Isabella Tinkel, PhD (Graduate)
 - 5.20 p.m. | **Financing examples for Doctoral Programmes**
 - 5.30 p.m. | **Question & Answer Session**
 - 5.50 p.m. | **Networking**
- 9 a.m. – 4 p.m.
Open conference | Presentation PhD theses
Feel free to join us!



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4 Abstracts

4.1 Katharina LEBENBAUER (1/3)

The relevance of personal communication in digital lobbying in Austria

Katharina Lebenbauer

FH Burgenland – University of Applied Sciences
International Cooperative Cross-Border Interdisciplinary
Doctoral Program in Educational & Communication Sciences
7000 Eisenstadt, Campus 1
e-mail: 2019001203@fh-burgenland.at

Abstract

The way of communication called “Lobbying” enables Lobbyists to channel precisely selected information in the right quantity to selected persons at the right time. To be successful lobbyists have different methods to do lobbying. There are direct lobbying methods, such as face-to-face meetings, and indirect lobbying methods, such as those carried out with the help of third parties for example. But in recent years, a lot has happened in lobbying because of the digitalisation. And because of that digital lobbying has occurred. This means that in contrast to classic lobbying methods and processes, the new digital lobbying involves lobbyists using digital tools to support them in their classic work. But what does this mean for the most powerful lobbying tool, the personal communication? To what extent this has changed because of digitalisation or is it still as important as before the entrance of digitalisation in lobbying? This is still unclear. Therefore, this article focuses on the relevance of personal communication in digital lobbying in Austria. This literature review is based on actual articles, studies, internet sources and books.

Keywords: Digital Lobbying | Personal Communication | Lobbying Tactics

JEL Classification: I, D80



4.2 Katharina LEBENBAUER (2/3)

The necessary need for public affairs expertise in companies

Katharina Lebenbauer

FH Burgenland – University of Applied Sciences

International Cooperative Cross-Border Interdisciplinary

Doctoral Program in Educational & Communication Sciences

7000 Eisenstadt, Campus 1

e-mail: 2019001203@fh-burgenland.at

Abstract

Public affairs is a company's external relations function and is particularly important in turbulent times. Only if a company has its external relations with politics, the economy and society under control it will be aware of what is happening externally around the company. If a company does not have such external relationships and does not bother to build them up for the future, the company focuses only on itself. And that could be dangerous. If, for example, laws are made in the external field that affect the company, and the company does not become aware of them in time and give its opinion at an early stage, such laws can also be harmful to the company. And trying to change them afterwards is not promising. It is better to be informed in advance and to recognize possible risks at an early stage. And this can be achieved with traditional and digital public affairs. Why public affairs is so essential for companies right now, why every company should establish and maintain external relations with politics, business, and society, and why a company should have public affairs expertise in addition to its public relations department, is discussed in the article by means of literature research. This literature review is based on actual articles, studies, internet sources and books.

Keywords: Public Affairs Expertise | Companies | Public Relations

JEL Classification: I, D80

Fachhochschule Burgenland GmbH

Studienzentrum Eisenstadt | Campus 1 | 7000 Eisenstadt

Studienzentrum Pinkafeld | Steinamangerstraße 21 | 7423 Pinkafeld

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4.3 Gabriele KRIZSANITS

Food allergies at school- A systematic literature review

Gabriele Krizsanits

University of Applied Sciences Burgenland
Campus 1

2700 Eisenstadt, Austria

email: 201900104@fh-burgenland.at

Abstract

Today's classrooms are more diverse than ever, which poses new challenges for teachers. Additional to cognitive aspects, also the learners' health status manifests itself in many ways. Food allergies and the potentially lethal outcome, anaphylaxis, are amongst the most dangerous chronic illnesses that can occur in schools today.

This systematic literature review tried to identify the state-of-the art research that has been conducted concerning teachers and their knowledge and attitudes towards food allergies in the school environment since the turn of the century.

Teachers declared a clear need for information and education regarding food allergies and anaphylaxis. This knowledge opens up the personal approach to the topic and supports the individual teacher in educating and caring for a child allergic to food.

Keywords: *anaphylaxis, food allergy, knowledge, school, teacher*

JEL Classification: *I20, I29, I12*



4.4 Stephan Hackl (1/3)

Music education for professional musicians - A balancing act between encourage, challenge and overchallenge

Stephan Hackl

University of Applied Sciences Eisenstadt
International Cooperative Cross-Border Interdisciplinary Doctoral Programme in Educational & Communication Sciences
Campus 1, 7000 Eisenstadt
1819001205@fh-burgenland.at

Abstract

The requirements for professional musicians are enormously high and the pressure to perform perfect every time begins at a very young age. In addition to the required performances at school, the art of singing or playing an instrument should also be brought to perfection.

It is basically in the nature of man to seek competition and situations with pressure to perform. However, Mihály Csikszentmihályi explored with his flow theory that it depends on the individual conditioning between a person's abilities and the required demands. Thus, performance pressure can have a positive, activating and beneficial effect or trigger a negative consequence. To obtain different points of view, interviews are made with all educational institutions involved. To give an overall picture of the current requirements for young musicians, the interpretative phenomenological analysis (IPA) is chosen for the evaluation of the interviews. In addition, the interviewees are encouraged to add their own experiences and assistance.

Keywords: Education for musicians, motivation, act of balance in education, teaching music

JEL Classification: I20, I21, D20



4.5 Julia PAUSCH

UDL and SRL-O: connecting Design Elements with self-regulated learning online

Julia Pausch

UAS Eisenstadt, University of Ljubljana
Eisenstadt, Ljubljana

e-mail: 2119001205@fh-burgenland.at

Abstract

Self-regulated learning (SRL) is an academically effective form of learning: learners are expected to set their goals and make plans before starting to learn. The learners` characteristics need to be detected: for this reason the SRL-O was developed and published by a team of researchers in 2022. A quantitative study should identify the SRL-O profile and find out, which media is preferred for which type and qualitative interviews out of this group should deeper analyse the characteristic aspects. UDL consists of 9 key groups for engagement, representation and action and impression. The elements are Recruiting Interest, Sustaining Effort & Persistence, Self-Regulation, Perception, Language & Symbols, Comprehension, Physical Action, Expression & Communication as well as Executive Functions. The study should match the elements of UDL to the SRL-O in their key terms to align the quantitative questionnaire, which will be sent out to the participants to find out their learning goals and representation preferences.

Keywords: SRL-O, UDL, learning goals, quantitative study

JEL Classification: I21, I29, I23



4.6 Katharina LEBENBAUER (3/3)

Difference and similarities of digital lobbying and digital advocacy in Austria Katharina Lebenbauer

FH Burgenland – University of Applied Sciences
International Cooperative Cross-Border Interdisciplinary
Doctoral Program in Educational & Communication Sciences
7000 Eisenstadt, Campus 1
e-mail: 2019001203@fh-burgenland.at

Abstract

The distinction between lobbyists and interest representatives in Austria is officially regulated and written by law, but it is often not clear and easy to understand. In short, the work of lobbyists is about individual interests. While interest representatives focus on the common interests of their members. But there is much more that is needed to be explained, so that people will become a deep understanding. And therefore, the legal basis of both professions, how they differ in their daily work and which similarities they have will be shown in this article. The distinction between lobbyists and interest representatives will be prepared in detail by means of literature research. In addition, similarities will be highlighted and significant changes due to the digitalization, which affects both professional groups, will be addressed. All this will be presented in the article with the help of a literature research. And this literature review is based on actual articles, studies, internet sources and books.

Keywords: Digital Lobbying | Digital Advocacy | Lobbyist and Interest Representatives

JEL Classification: I, D80



4.7 Stephan Hackl (2/3)

Social media and artificial intelligence – An attempt at explanation between media effects research and game theory considering communication ethics

Stephan Hackl

University of Applied Sciences Eisenstadt

International Cooperative Cross-Border Interdisciplinary Doctoral Programme in Educational & Communication Sciences

Campus 1, 7000 Eisenstadt

1819001205@fh-burgenland.at

Abstract

The ever-growing number of social media channels and AI supported platforms conquering the world of all people. Social media channels have a certain effect on people like a drug and artificial intelligence simply helps to produce new content. Texts and images are created automatically and artificially created people appear in videos. Is this all justified from the point of view of media ethics? If not, what standards must be set here?

Another challenge is the algorithm of the different channels, which decides on distribution and reach. It is, so to speak, the black box that no one can fully decipher. It can become an adversary or support. However, that depends entirely on the user's level of knowledge about these rules. If you know how the algorithm works, you can generate a lot of coverage. If one does not know this, the success will be limited. This study aims to develop a new model between media effects research and game theory for understanding new media.

Keywords: media effects research, game theory, social media, artificial intelligence

JEL Classification: C70, C72, D80, D83



4.8 Stephan Hackl (3/3)

Digital transformation and the impact on the monetary value of earned media

Stephan Hackl

University of Applied Sciences Eisenstadt
International Cooperative Cross-Border Interdisciplinary Doctoral Programme in Educational &
Communication Sciences
Campus 1, 7000 Eisenstadt
1819001205@fh-burgenland.at

Abstract

A huge change in the way we communicate is happening, maybe the biggest one since the invention of printing. Digital transformation is the new keyword and change is the new condition. Digitalization impacts nearly all areas of our life, all individuals, businesses and society as a whole. Creating good content and going viral is more important in everybody's mind than before. But which impact does this development have on the value of media reports, or so-called clippings? It is easy to rate printed articles in a newspaper or in a magazine by using media data. But what about online articles, videos and shared content? Due to the digital transformation, there is a noticeable shift in reporting from print to online. How does this development affect the choice of KPIs in public relations and which development can be observed currently? The evaluation of print media is already established and can be evaluated relatively easily using media data and tonality. The currency used in online media is completely different. It's also about reach, but in the form of unique visitors, unique users, followers, likes, shares and comments. How can we relate these parameters to the monetary values of the print media to generate the desired ROI? Selected examples and expert interviews will be used to answer these questions.

Keywords: Digital transformation, rating earned media, print media, online media, social media

JEL Classification: D80, D 83, O30, O33, O35



4.9 Alexandra MARTYNCHENKO

Importance of Cultural Intelligence for students

Alexandra Martynchenko

University of Applied Sciences Burgenland

International Cooperative Cross-Border Interdisciplinary PhD Programme in Educational and
Communication Sciences

Campus 1

A-7000 Eisenstadt, Austria

e-mail: 2119001204@fh-burgenland.at

Abstract

Historically, IQ was considered to be as one of the most significant criteria measuring academic potential and success. Schools and educational institutions have often relied on IQ tests as a way to identify gifted students or to determine eligibility for certain programs, such as gifted and talented programs or advanced placement classes. While IQ (Intelligence Quotient) tests have been used for many decades as a measure of intelligence, they are not without their criticisms and limitations.

New trends appeared due to globalization have been influencing not on politico-economical aspects but also educational one. Globalization led to increased intercultural interconnections and huge number of multicultural teams. In recent decades, researches across different cultures have explored the impact of culture on various processes that affect individual, team, and organizational outcomes. Overall, cross-cultural research has shown that understanding and effectively managing cultural differences is critical for achieving positive outcomes in a variety of organizational settings. That's how the importance of CQ raised in various fields of our life.

In today's interconnected world, it is increasingly common for students to study, work, and live in different cultural contexts. Therefore, nowadays not only IQ but also other types of intelligences, such as Cultural Intelligence is considered to be important during educational processes. Having a high level of Cultural Intelligence can support students to navigate these contexts more effectively, communicate with people from different cultures, and build relationships across cultural boundaries. It can serve both for personal growth and academic success.

Keywords: culture, CQ, Cultural Intelligence, education, students, multiculturality

JEL Classification: I23, I24, Z13, D83

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Studienzentrum Eisenstadt | Campus 1 | 7000 Eisenstadt

Studienzentrum Pinkafeld | Steinamangerstraße 21 | 7423 Pinkafeld

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4.10 Robert Pinzolits (1/2)

Supply and Demand for Internal Training Opportunities in the SPÖ. Findings from a multi-case study of political actors at the local level.

Robert F.J. Pinzolits

University of Applied Sciences Burgenland
Department Information Technology
7000 Eisenstadt
robert.pinzolits@fh-burgenland.at

Abstract

This conference contribution addresses organizational learning within the SPÖ. It presents the findings from 15 problem-centered interviews conducted with local political actors from three local SPÖ party organizations in three different Austrian provinces. The actors were interviewed about their perception of internal party training opportunities and their personal needs for improving party operations. The study reveals that there is no solid knowledge about internal party training offers. Additionally, younger actors express a stronger need for continuing education than older actors. The study suggests further research on the digital divide in an aging political organization like the SPÖ.

Keywords: local politics, SPÖ, organizational learning, digital divide

JEL Classification: D83, M53, Z00



4.11 Robert Pinzolits (2/2)

Navigating the AI Revolution: A Systematic Review of Academic AI Tools and its Implications for Higher Education

Robert F.J. Pinzolits

University of Applied Sciences Burgenland
Department Information Technology
7000 Eisenstadt
robert.pinzolits@fh-burgenland.at

Abstract

In response to the emergence of OpenAI's ChatGPT, hype has grown around web-based natural language processing (NLP) services. With generative AI in high demand, technology corporations are competing to secure a foothold in this thriving market. The academic sphere has surfaced as a distinct market niche, catering to pupils, students, researchers, and lecturers as a targeted user group. A systematic review of relevant literature related to AI tool usage in academic context shall establish the current state of knowledge and help to identify gaps. Concomitant with recent advancements, pertinent ethical debates concerning the utilization of such tools are currently underway. Embedded in the prevailing dynamics, new applications of AI tools in the context of teaching and of scholarly work in universities will be presented. This is done from the author's perspective as a university lecturer to discuss potentially useful applications, while considering research ethics issues. The goal of this paper is to promote an informed approach to the topic in higher education and to provide guidance to teachers in tertiary education on current developments.

Keywords: ai in academia, natural language processing, generative ai, ethical consideration

JEL Classification: I23, O33, L86



4.12 Eva RIEGLER (to be presented at a separate date)

Communication skills to professionalize teamwork between teachers of bilingual primary schools

Eva Riegler

University of Applied Sciences Burgenland
International Cooperative Cross-Border Interdisciplinary PhD Programme In Educational &
Communication Sciences
Campus 1
A-7000 Eisenstadt, Austria
e-mail: 2119001201@fh-burgenland.at

Abstract

Working in a team is becoming increasingly relevant for teachers. Teamwork is especially important in the Vienna Bilingual Primary Schooling "VBS" pilot project. In such classes, an Austrian class teacher and an "English Native Speaker Teacher" work together.

In order to successfully implement bilingual teaching, professional cooperation for lesson planning, team teaching and parent work is required. Therefore, communication skills are essential.

Due to the often different cultural origins of the teachers, intercultural competence is another important aspect. To support successful cooperation between the Austrian teacher and "English Native Speaker Teacher" two essential components must be taken into account: (a) teamwork and (b) intercultural communication.

The results of a hermeneutical study state the communication skills with which the team of teachers in an English/German bilingual primary school class can professionalize their cooperation. These will be presented.

Keywords: Bilingual education, communication skills, teamwork

JEL Classification: I20, I21, P36

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4.13 Michael WUKOWITSCH (to be presented at a separate date)

Accompanying special contract teachers in the primary sector from the perspective of system-related professional groups

Michael Wukowitsch

University of Applied Sciences Eisenstadt
International Cooperative Cross-Border Interdisciplinary Doctoral Programme
2, Campus
7000 Eisenstadt
2019001201@fh-burgenland.at

Abstract

This paper examines motives, experiences, and challenges of student teachers at the primary level who are already teaching with a special contract at different school sites in Viennese school systems. The paper represents the qualitative part of a mixed-methods study on the career entry of special contract teachers and follows up on a quantitative survey. The sample recruited from the professional environment (n=10) consists of school principals with socio-demographically different structures at their school sites, staff members of University College of Teacher Education and the affected students themselves, who are working in the field of tension between professional practice and teacher training. As a tool for data collection, the design process of guided interviews is documented, as well as the process of data collection and analysis with the support of visualization tools. The last part of the paper presents the results of the qualitative interviews and makes a first integration of the obtained data into the overall study.

Keywords: special contract teachers, experiences, challenges, guided interviews

JEL Classification: I, D80



5 Partner universities

<p>University of Ljubljana Faculty of Education</p> 	<p>University of Ljubljana Faculty of Education Kardeljeva ploščad 16, SI-1000 Ljubljana, Slovenia</p>
<p>IBU International Burch University</p>	<p>International Burch University Francuske revolucije bb BIH-71210 Sarajevo, Bosnia and Herzegovina</p>
	<p>University of Mostar Trg hrvatskih velikana 1 BIH-88000 Mostar, Bosnia and Herzegovina</p>
 <p>University North</p>	<p>University North Ul. 104 brigade 3 HR-42000 Varaždin, Croatia</p>