



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

9th

International Scientific Conference for Doctoral Students and Early Stage Researchers

Date:

Thursday, May 25, 2023, 8.30 a.m.

Venue:

University of Applied Sciences Burgenland

Campus I

HS 5

Eisenstadt, Austria

Fachhochschule Burgenland GmbH

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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 study Economics, International Relations and Management and Innovation. 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. The purpose is to provide a forum for exchanging current knowledge and experience in various areas of economic and management research. PhD students are encouraged to prepare and present their current research work, which will be published in double blind-reviewed 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 PECO 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.

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2 Scientific Committee

- Prof. Dr. Sc. Valter Boljunčić, University Juraj Dobrila, Pula, Faculty of Economics, Pula, Croatia
- Prof. Dr. Sc. Sanja Bijakšić, University of Mostar, BiH
- Prof. Dr. Katarina Brocková, PhD LLM, University of Economics in Bratislava, Slovakia
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- Prof. Dr. Sc. Anica Hunjet, University North, Varaždin, Croatia
- Prof. Dr. Anna Dunay PhD, John von Neumann University, Budapest, Hungary
- Prof. Dr. habil Eva Janciková, PhD, University of Economics in Bratislava, Slovakia
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- Prof. Ing. Mansoor Maitah, Ph.D. et Ph.D., Czech University of Life Sciences Prague, Faculty of Economics and Management, Praha, Czech Republic
- Dr. Mgr. Boris Mattoš, PhD., University of Economics in Bratislava, Slovakia
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- Prof. Dr. habil Csilla Obádovics, PhD, University of Sopron, Alexandre Lamfalussy Faculty of Economics, Hungary
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- Prof. Dr. Sc. Széles Zsuzsanna, PhD., University of Sopron, Alexandre Lamfalussy Faculty of Economics, Hungary
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- Prof. Dr. Sc. Szabó Zoltán, PhD., University of Sopron, Alexandre Lamfalussy Faculty of Economics, Hungary
- Prof. Dr. Sc. Marinko Škare, University Juraj Dobriša, Pula, Croatia
- Prof. Dr. Sc. Karel Tomšik, PhD, Czech University of Life Sciences Prague, Faculty of Economics and Management, Praha, Czech Republic
- Prof. Dr. Sc. Igor Todorović, University of Economics Banja Luka, BiH
- Assoc.-Prof. Dijana Vuković, University North, Varaždin, Croatia
- Univ.-Prof. Dr. Sc. Dr. h. c. Irena Zavrl, PhD

Session chair:



3 Scientific Conference Programme

08:45		
WELCOME		
09:00	Nina PETER	The future relevance of ESG criteria in a company's hedging transactions
09:20	Miloš LONČAREVIĆ	Operational Implications of Applying Internal Auditing Standards to Blockchain-based Decentralized Autonomous Organizations
09:40	Christopher SCHAGERL	The impact of the recent crises on Kazakhstan's mining industry
10:00	Robert Michael JUST	Evolution of CSRD and EU Taxonomy
10:20	Bojana VUKOVLJAK	The incorporation of fintechs into the banking sector: The fintech N26 as a case study.
10:40 – 11:00 Coffee Break		
11:00	Doroteja MANDARIĆ	Does consumer' level of education influence their recycling and environmental protection attitudes?
11:20	Lukas RENDL	"Claims inflation" in P&C insurance companies
11:40	Dmitry GANZHA	Comparative Analysis of Cryptocurrency Transactions vs. Traditional banking Transfers: An economic Examination
12:00	Ivana BENJAK	The Role of Ethics in Digital Business
12:20 – 13:20 Lunch Break		
13:20	Ivan VUJIĆIĆ	ARTIFICIAL INTELLIGENCE AS A POWERFUL TOOL FOR PREDICTING CUSTOMERS. ARE WE PREDICTABLE?
13:40	Lana SOLDO	The COVID-19 pandemic impact on the stock markets – evidence from Slovenia
14:00	Zrinka GREGOV	The Effects of the QS University Rankings on Competitiveness of CEE Countries
14:20	Dragana RAŠIĆ	Social Media for Start-Ups – Reaching your target group by reference to Alpha Republic GmbH
14:40	Dragana RAŠIĆ	Logistics concept in tourism

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15:00	Sanja ZLATIC	Tools and techniques for prioritizing technical requirements in QFD method
15:20	Carsten HADERER	The relationship between economic factors and the usage of data science – A multiple linear regression model
15:40	Edward ONUWA ADIGWE	Analysis of the Intrinsic Value of Interest as a function of Trade Liberalization in the Economies of the European Union
	HS 4	
14:40 HS 4	Peter HELMLINGER	Evolution of Product Development Processes
15:00 HS 4	Neven MARDETKO	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

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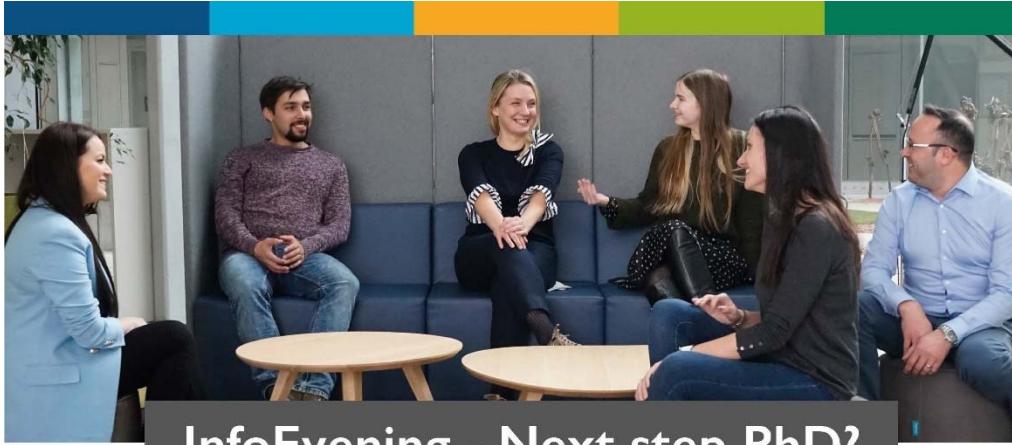
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InfoEvening - Next step PhD?

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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 Dobriša 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 Participants and their abstracts

4.1 Nina PETER

The future relevance of ESG criteria in a company's hedging transactions

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Abstract

Environmental, social, and responsible corporate governance are increasingly dominating a company's success, strategy, its business model, as well as its societal contribution, i.e. its financial and overall performance. Especially in times of climate change, awareness of sustainability is becoming noticeable important. Due to this, business processes are transforming.

Hedging transactions are part of a company's risk management procedure. This paper investigates whether ESG (Environmental, Social and Governance) criteria are incorporated into hedging agreements and indeed the relevance of environmental factors (represent) in risk assessment. The purpose is to contribute how the terms of hedging agreements can align to corporate sustainability objectives.

Research published in financial journals provide the foundation of this paper and shows, that many companies and consulting firms such as the Big Four KPMG or Deloitte already recognize the relevance of sustainability in the future. There are preparations and accompaniments for the implementation of new hedging concepts. According to this, the premise is that sustainability targets will be included in the terms and conditions of hedging transactions in the future. Besides the literature review, a case study on "Deutsche Bank" was elaborated. In cooperation with the company "Primetals Technologies", which operates in plant engineering, the bank has established a hedging concept that combines FX option with sustainability targets.

The analysis indicates that well-known auditing firms and companies are actively investigating sustainability and are already launching the first initiatives to implement the new hedging strategies. The relevance of ESG criteria is noticeable present. However, there are uncertainties regarding the current legal framework and the setting of appropriate and ambitious sustainability targets against which corporate reporting can be aligned. Thus, this research can add new dimensions to hedging transactions and, particularly, demonstrate the benefits and opportunities of sustainable concepts.

Keywords: Hedging, ESG criteria, sustainability concept

JEL Classification: A10, F64, G32, G41

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4.2 Miloš LONČAREVIĆ

Operational Implications of Applying Internal Auditing Standards to Blockchain-based Decentralized Autonomous Organizations

Milos Loncarevic

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Abstract

The paper discusses operational implications, benefits, and challenges with regard to an internal audit (IA) function established within the comparatively new concept of blockchain-based Decentralized Autonomous Organizations (DAOs). After conducting a literature analysis in the professional and the scientific domain, internationally recognized standards for internal auditing are applied to the DAO-context. Thereafter one of the major hypotheses is tested whereby there are conceptual obstacles in attempting to comply with operational IA standards leading to an impossibility to legally operate this type of organization in a context where establishing a standard-abiding IA function is mandatory. In addition, the hypotheses of whether choosing a DAO as an organizational form contributes and/or challenges the compliance with operational IA standards is tested while the paper elaborates on the specifics regarding these benefits and challenges. The publication attempts to bridge the gap between standards developed for traditional centralized organizations and the fast-growing movement of mostly digital decentralized autonomously functioning organizations.

Keywords: Blockchain, Decentralized Autonomous Organization, DAO, Internal Audit, Standards

JEL Classification: L22 Firm Organization and Market Structure, M41 Accounting, M42 Auditing, O33 Technological Change: Choices and Consequences • Diffusion Processes

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4.3 Christopher SCHAGERL

The impact of the recent crises on Kazakhstan's mining industry

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Abstract

The mining and quarrying industry is one of the main pillars of Kazakhstan's economy. The industry sector accounts for approximately 15% of the country's GDP. Kazakhstan is source of 1.8% of the world oil reserves.

From FDI-perspective the EU is the largest investment partner. As a member of the Eurasian Economic Union with the Russian Federation as the dominating member of the union Russia is also the main trading partner. On the other hand, the country has close ties with China as many transport routes of the producing East go via Kazakhstan towards the consuming West.

In times of the Covid-crisis, the Russian-Ukrainian conflict and a strong focus on the dependence on natural resources and diversification of the supply portfolio Kazakhstan recently gets higher attention internationally. The mining industry is also confronted with the risk of secondary sanctions from the EU and USA.

This article focuses on the question on how the mining industry of Kazakhstan was influenced by the recent crises. Source for the research on the mining industry is the country's data on foreign trade and foreign direct investments. It also provides with an outlook based on the country's strategy to develop the mining industry in the coming years.

Keywords: Kazakhstan, mining, FDI, sanctions

JEL Classification: E22, F51, L71, L72

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4.4 Robert Michael JUST

Evolution of CSRD and EU Taxonomy

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Abstract

The European Union adopts one of its biggest targets on the 21st of April 2021 to become climate neutral, which means no net greenhouse gas emissions, by 2050. Many initiatives must be launched by 2050 in order to meet that lofty target. This initiative is required to meet the goals of the 2015 Paris Agreement. The goal is to keep global temperature rise this century well below 2 degrees Celsius, and to pursue measures to keep temperature rise even lower, at 1.5 degrees Celsius. The Corporate Sustainability Reporting Directive (CRSD) and the EU Taxonomy are two massive efforts, particularly for all corporations in the European Union. The goal of this study is to provide an overview of the CSRD and EU Taxonomy in general, as well as to provide insight into future research opportunities. First, I provide a quick introduction of the CSRD and EU Taxonomy, as well as their evolution. Following that, I summarize all of the most recent findings from previous study on this issue. The main outcome of this paper is are suggestions for future scientific research in this field.

Keywords: CSRD, sustainability, CRSD, taxonomy

JEL Classification: A10, N44, N54, Q56

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4.5 Bojana VUKOVLJAK

The incorporation of fintechs into the banking sector: The fintech N26 as a case study.

Bojana Vukovljak

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Abstract

Using breakthrough technology, fintech companies have created new business models in the financial industry. This has a profound effect on the standard operating procedures, services, and products of the banking area, as well as on the incumbent institutions themselves. This rapidly growing business sector forces the whole banking industry to reconsider its previous business models. It also has implications for cost structure, efficiency, and future service delivery. Furthermore, these fintech startups appeal to the younger, more technologically sophisticated population. This underlines the crucial importance of dealing with fintechs in regard to their position and competitiveness. This article aims to provide insight into the evolution of fintechs in the banking sector. Furthermore, these companies' success attributes should be emphasized, as well as the differences to an established bank. For this purpose, a descriptive and comparative literature review was conducted. In addition, a case study of the N26 business model was performed and analysed. According to the findings, there is a substantial knowledge about fintech startups and their business strategies. In addition, these companies have the potential to continue to establish themselves in the banking sector. The banking industry is still in need of significant development, which is why fintechs should be considered.

Keywords: fintech, banking industry, business models, innovation, N26

JEL Classification: A10, G21, O00

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4.6 Doroteja MANDARIĆ

Does consumer' level of education influence their recycling and environmental protection attitudes?

Doroteja Mandarić¹, Anica Hunjet²
(Times New Roman 12pt, Bold, Centered)

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Abstract

In theory, education can play a significant role in an individual's consumption patterns. Education can act as a substitute for conspicuous consumption as a social signalling tool, and educated individuals may not need material possessions to achieve happiness. Empirical evidence on the relationship between education and consumption may depend on contextual factors for specific groups of people. Education can lead to non-monetary benefits, increasing the efficiency of consumption, and reducing the quantum of consumption for a given level of utility. Therefore, bearing in mind the efficiency and the optimization of consumption, when deciding on a purchase, consumers also consider other factors, such as the impact on the environment, the message they send with their purchase, the profitability of the purchase etc. Also, part of the product cycle is the final stage - disposal, where informed and conscientious consumers think about discarding of the product, recycling and the impact it has on the environment. Such consumers often think about this stage during the purchase decision itself. Certain studies have aimed to achieve a broad and up-to-date comprehension of the correlation between education levels and environmental awareness. Moreover, it has been proven that education levels are significantly associated with the extent of environmental action. This research aimed to determine whether the level of education of consumers in Croatia has a statistically significant effect on their attitudes related to environmental care, recycling, and waste disposal.

Keywords: consumer behaviour, recycling, environmental protection, waste management

JEL Classification: D19, F64, Q54, Q56

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4.7 Lukas RENDL

“Claims inflation” in P&C insurance companies

Lukas Rendl

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Abstract

As with many other industries, the insurance industry as a whole is currently undergoing difficult times. Although insurance companies are accustomed to a challenging environments, such as (financial-)crises, high inflation, pandemics, wars, and natural disasters, the current confluence of all the previously mentioned events is somewhat unprecedented. In recent years, insurance companies have focused primarily on the cost side of their businesses with majority of strategies and studies conducted by external consulting firms centered on cost-cutting initiatives. As a result, digitalization and automation have become absolute catchphrases that are essential for any business strategy or press release. Despite the continued emphasis on cost reduction initiatives, current events significantly threaten claims expenses and case reserves. Due to the fact that expenses have a significant impact on technical results, the current economic circumstances clearly pose a challenge to the profitability of insurance companies. This paper explores the effects of "claims inflation" on the profitability of property and casualty (P&C) insurance companies. The primary outcome of this article will be recommendations for future research in this field.

Keywords: claims management, inflation, insurance, P&C insurance

JEL Classification: A10, G22, E31

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4.8 Dmitry GANZHA

Comparative Analysis of Cryptocurrency Transactions vs. Traditional banking Transfers: An economic Examination

Dmitry Ganzha

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Abstract

This paper presents a comparison of cryptocurrency transactions and traditional banking transfers from an economic perspective. An overview of the technical components of cryptocurrency transactions, followed by a comparison of these aspects with traditional banking transfers is provided. The analysis shows that while both methods serve the same purpose of transferring value, there are significant differences in the technical processes involved. Furthermore, the paper describes which transaction method is best in which situations and highlights what are the risks associated with each method. It is thus clear that cryptocurrency transactions are based on a decentralized ledger technology, enabling secure and transparent transactions without intermediaries. Traditional transfers, on the other hand, rely on centralized systems that can be slower, more costly, and vulnerable to fraud and hacking

Keywords: Blockchain, Banking, Cryptocurrency, Economics, Analysis

JEL Classification: G21, F30, O10

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4.9 Ivana BENJAK

The Role of Ethics in Digital Business

Ivana Benjak¹, Anica Hunjet²(s)

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Abstract

Clients, costumers, employees perception, awareness as well as behavior toward business ethics, especially toward digital business ethics were surveyed with a questionnaire in which 207 respondents participated and obtained data were primarily analyzed by using statistical tools. The focus of this research was the role of ethics in digital business and client/costumer/employee attitudes toward digital business ethics (transformed modern business). Based on the conducted research, differences were found between participants in the perception of their own awareness of the role of ethics in business, especially in digital business. The results of these studies provide a better understanding how important is the ethics in business activities, especially modern digital business activities and various connected factors, as well as awareness of these factors, which may influence client, costumer, employee attitude and behavior related to ethics in digital business. Thus they can facilitate the implementation of relevant strategies and improvements in the modern business.

Keywords: *client/costumer/ employee information; corporate responsibility, digital business, technology innovation, the role of ethics*

JEL Classification: *3-5 JEL codes, Times New Roman 10pt, Italic, Block-aligned, separated by commas*

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4.10 Ivan VUJIČIĆ

ARTIFICIAL INTELLIGENCE AS A POWERFUL TOOL FOR PREDICTING CUSTOMERS. ARE WE PREDICTABLE?

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Abstract

In this research paper, we will do a literature review on Artificial Intelligence (AI) and Machine Learning (ML) as new powerful tools in sales. Explain what is Artificial Intelligence and Machine Learning. How Artificial Intelligence and Machine Learning are improving sales and sales process. This paper will give a theoretical overview and elements to answer our question, are we predictable? A conclusion is made that today AI must integrate into the sales process to better understand customer behavior and keep up with the market. Today companies are integrating AI, but tomorrow customers will use AI as a tool to predict what is good to buy for them.

Keywords: Artificial Intelligence, Sales, Predicting Customers, Machine Learning,
JEL Classification: O31, O33, O330, O360.

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4.11 Lana SOLDO

The COVID-19 pandemic impact on the stock markets – evidence from Slovenia

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Abstract

After the initial ignorance of the COVID-19 pandemic, the stock markets across the world panicked and suffered sudden and severe losses, and Ljubljana Stock Exchange was no exception. The aim of this paper is to analyze how the Slovenian stock market responded to the pandemic outbreak and the first lockdown situation in the country. Slovenia, a small open economy in Central Europe that exports more than 85% of its products, is very vulnerable to the negative effects triggered by the COVID-19 pandemic. The pandemic imposed restrictions and the collapse in international trade abruptly stopped several years of expansion in Slovenia. The existing literature on the effects of the COVID-19 pandemic on smaller and less developed stock markets is very limited. This paper contributes to the existing literature as it identifies how smaller and less developed stock markets react to the pandemic crisis. Investors and policymakers can benefit from the results as understanding how a certain stock market reacts to a sudden global crisis improves decision-making under crisis circumstances.

Keywords: COVID-19, lockdown, Slovenia, stock market

JEL Classification: E44, G01, G10, G15

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4.12 Zrinka GREGOV

The Effects of the QS University Rankings on Competitiveness of CEE Countries

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Abstract

The aim of this study is to examine the effects of the university quality on the global competitiveness of Central and Eastern European (CEE) countries. More precisely the effects of the QS university rankings measured by the number of universities from CEE countries at QS World University Ranking list of 1.000 top world universities and their ranking position per milion populations, and the Global Competitiveness Index. Control variables are Foreign Direct Investments (FDI), Interest rates and KOF index of globalization. In this respect we conducted a panel study (Fixed Effects and Random Effects models) to analyze data range for 11 CEE countries in the period 2014-2019. Results show that there is statistical significant effect of the number of universities from CEE countries at QS World University Ranking list of 1.000 top world universities and their ranking position per milion populations, and the Global Competitiveness Index in CEE countries in this period.

Keywords: Central and Eastern European (CEE) countries, FE and RE models, global competitiveness, panel data, QS World University Ranking,

JEL Classification: C33, E02, O52, P27



4.13 Dragana RAŠIĆ

Social Media for Start-Ups – Reaching your target group by reference to Alpha Republic GmbH

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Abstract

Old media is becoming second – tier commodities in favor of new ways of consuming the news such as social platforms. Especially online media offer different possibilities of connecting advertisers and target groups. Nevertheless, due to various options, it is not always easily to determine the necessary methods and approaches to address all these people who business actually wants to reach. The aim of this study was to valuate target-specific ways to summit a defined target in order with the start-up cross bar company Alpha Republic GmbH. Alpha Republic GmbH has been selling cross bars with chocolate and raspberry flavour to it's customers worldwide since 2017. Using an exploratory qualitative research methods data was collected from a sample, evaluated and suggestions were formulated. Ahead of qualitative studies, quantitative data in form of user-diaries was guided to declare which types of media are significantly used by the target group itself and on which topics focus should be put to get the attention during the interviews.

Keywords: social media, marketing, start-ups

JEL Classification: A13, M31, L26

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4.14 Dragana RAŠIĆ

Logistics concept in tourism

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Abstract

Logistics in tourism is changing, and summer and winter tourism providers are constantly trying to improve customer service and the quality of their products and services. Part of the quality is baggage logistics. In order to achieve the goals, target groups are defined and then examined for which target groups the logistical concepts in baggage transport exist and what needs exist.

In the course of time, the tendency to long-planned and well-considered travel decisions has decreased, the trend is more and more towards travel decisions. Arrivals no longer have the time or do not want to take it anymore to book a trip down to the smallest detail and to take care of optimizing the services that are used.

Keywords: tourism, travel time, logistics

JEL Classification: L38, R41, L91

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4.15 Sanja ZLATIC

Tools and techniques for prioritizing technical requirements in QFD method

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Abstract

Quality Function Deployment (QFD) is a structured approach to product design and development that aims to translate customer needs and requirements into specific technical characteristics and quality metrics. It involves a series of interconnected matrices and charts that map out the various stages of product planning, design, and manufacturing, as well as objectives, and performance indicators involved. QFD is widely used in manufacturing, engineering, and service industries to improve product quality, customer satisfaction, and process efficiency. Technical requirements are specific features, functionalities, or specifications that are necessary to deliver the desired customer benefits. In QFD, technical requirements are identified by translating customer needs into measurable, verifiable, and actionable requirements that guide the design and development process. Prioritizing technical requirements is a critical step in QFD to ensure that the design team focuses on the most important features and functionalities. This paper provides an overview of tools and techniques that can be used for identifying and prioritizing technical requirements in QFD method.

Keywords: Quality Function Deployment (QFD), technical requirements, techniques, tools

JEL Classification: L15, M11, O32

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4.16 Carsten HADERER

The relationship between economic factors and the usage of data science – A multiple linear regression model

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Abstract

In today's digitalized world, data-driven insights are a powerful engine for economic development. For companies, the extraction of such insights is enabled by the uptake of data science technologies. However, the potential for leveraging data is not equally accessible to all companies. Examining data published by the OECD reveals that there is a high variation in the usage of data science technologies among the OECD member states. Against this background, this study attempts to investigate the influence of several economic variables on the uptake of data science technologies. Employing a multiple regression methodology, the results show a significant linear relationship between the usage of data science technologies and both a country's GDP per hour and the size of a company. This study provides essential findings to policymakers and businesses, which can be utilized for creating initiatives that aim for broader and more balanced utilization of data science technologies.

Keywords: Data Science, Competitive Advantage, Regulation, ESAP, EU, Finance,

JEL Classification: C30, M21, O30, O40

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4.17 Edward ONUWA ADIGWE

Analysis of the Intrinsic Value of Interest as a function of Trade Liberalization in the Economies of the European Union

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Abstract

This research is primarily concerned with the analysis of the intrinsic value of interest as a function of trade liberalization in the economies of the European Union. Over the years, the calculation of the intrinsic value of interest of an economy had remained in the unknown. The aim of this paper is to analyze the value of competing economies from 2009 to 2018, which was the period between the 2008 global financial crisis and the covid-19 pandemic in order to ascertain if the intrinsic value of interest determines to a large extent the value of an economy. The Warren Buffet's modified formula was used to find out the relationship between the intrinsic value and the economic realities of a country. The findings showed that the countries with positive intrinsic value of interest year on year showed stronger ties to its economic realities and has fostered development in the European Union. This study is a significant contribution towards validating the value of an economy, as a function of factor endowment resulting from trade liberalization estimated with objective measures.

Keywords: Competitiveness, Free trade, Inequality, Revealed Comparative Advantage

JEL Classification: P51, F6, C82, F14

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4.18 Peter HELMLINGER

Evolution of Product Development Processes

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Abstract

Since the beginning of the information age, the evolution of new product development processes has been marked by a shift towards more customer-centric and iterative approaches, with companies increasingly seeking to understand and meet customer needs. This study aims to provide a time-based mapping of major approaches toward product development processes. By identification of interlinks between different process models, frameworks, and methods the point in time where a more customer-oriented approach forked off is identified questioning if it is a different approach or another perspective. Following recent trends, an indication is sought of where future models will lead. The results will bring up a clear picture of the stepwise evolution of Product Development processes over time. This connecting approach will bring additional value to the scientific community and provide a new perspective on the new future of product development processes.

Keywords: Agile product development, Engineering, Product development process, Timeline, V-Model

JEL Classification: O31, M10, O32

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4.19 Neven MARĐETKO

Are sworn interpreters allowed to provide their services on the whole internal market of the European Union?

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Abstract

Sworn interpreters are court translators / interpreters who are authorized to provide translation and interpretation services for individuals, for companies, and for legal and government authorities. Sworn interpreters provide spoken services, i.e. they interpret in court, in police stations, or in offices of notaries public. In most member states, in addition to spoken services they provide written translation services of official documents, i.e. court judgments, birth certificates, or university certificates. Sworn interpreters are authorized to affix an official stamp to their translation to certify the translation. Today, according to national regulations, every member state has their own system to select and to appoint sworn interpreters. According to EU Regulation 2016/1191, written translations performed by sworn interpreters must be accepted in all member states. However, spoken interpretation services provided by sworn interpreters, are not accepted in all member states. For instance, a sworn interpreter from Croatia is allowed to provide interpreting services in a court in Germany. In contrast, the same sworn interpreter from Croatia is not allowed to provide interpreting services in a court in Austria. Particularly in cross-border proceedings, the described current regulation creates a barrier for sworn interpreters who would like to provide interpretation services to clients on the whole internal market. Therefore, this paper examines the current EU law, such as the service directive 2006/123/EC which aims to remove the barriers to trade on services in the internal market. The aim of the paper is to determine, whether those member states that are not allowing foreign sworn interpreters to provide interpreting services on their territory, are breaching EU law.

Keywords: sworn interpreters, interpretations services, cross-border proceedings, national regulations, EU law on providing services

JEL Classification: L84, F5, R1

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4.20 Tanja UNTERSWEG– (richtige Formatierung folgt)

Changing the Impact of Inflation on Living Standards and Consumer Behavior

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Abstract :

Technological achievements have changed consumer behavior in the 21st century. However, not only positive developments like new technologies influence the consumer behavior but also negative developments such as the current inflation.

Rising prices for rents, gasoline and also for daily grocery shopping are currently in our focus. Consumers are dealing with the current challenges of inflation in different ways. Inflation affects the entire population regardless of the actual income.

The asymmetric perception of price increases, as well as other biases associated with inflationary expectations, will be extensively explored in this paper. According to what was stated, the main goal of the work is to determine to what extent inflation affects the change in consumer behavior, living standards, and how other factors such as media coverage affect the perception of inflation by consumers.

Keywords: Consumer behavior, inflation, prices

JEL Classification: D11, D49, E31

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4.21 Tibor RODIGER

Data envelopment analysis of municipal services in Croatia

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Abstract

Efficiency of municipal services in Croatia is measured in three-year period, from 2020 to 2022. Inputs and outputs will be determined by methods of data envelopment analysis. DEA compares service units considering all resources used and services provided, and identifies the most efficient units or best practice units and the inefficient units in which real efficiency improvements are possible.

This is achieved by comparing the mix and volume of services provided and the resources used by each unit compared with those of all the other units. There is a great difference in development and quality of life in Croatian municipal services which is going to be shown in detail in this paper.

Results of this analysis will become invaluable guidelines for each municipal service in improving its efficiency and change its practices to raise the quality of life and provide a healthy environment.

Keywords: data envelopment analysis, efficiency, municipal services,

JEL Classification: Mathematical and quantitative methods, Public economics, Environmental economics

All final articles will be published in Conference Proceedings Book 2023.



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