Plenary Session 1, Senate Room

**Professor Adamantios Diamantopoulos**, University of Vienna

**Country-of-Origin: An Irrelevant Cue in an Era of Globalization?**

A substantial body of research shows that the (national) origin of a product or brand can influence consumers’ quality evaluations, risk perceptions, brand preferences and purchase intentions. Such “country-of-origin” (COO) effects have been observed across a variety of product categories, respondent groups, and countries. Recently, however, several authors have questioned the relevance and value of COO as an informational cue in light of increased globalization and multinational production activities. This talk challenges the view that COO is becoming less important and offers evidence showing that understanding and managing COO effects is still a major challenge for companies and countries alike – COO still matters.

10.00 – 10.15 Coffee Break

10.15 – 11.45 Parallel Sessions 1

**Marketing 1, Senate Room**

*Session chair: Maja Konečnik Ruzzier*

Michael Schade, Florian Horstmann

*The Impact of Attitude Functions on Luxury Brand Consumption: An Age-Based Group Comparison*

Katja Terglav, Maja Konečnik Ruzzier, Robert Kaše

*The Role of Brand-Oriented Leadership of Top Management During Internal Branding Process*

Patrick Rossmann, Christopher Kanitz, Christoph Burmann

*Managing Brand Architecture: The Impact of Corporate and Product Brands*

Živa Kolbl, Maja Konečnik Ruzzier, Tomaž Kolar

*Brand Revitalization: Exploratory Research*

**General Management 1, Executive Room**

*Session chair: Mateja Drnovšek*

Judita Peterlin

*Improving Leadership Development by Integrating Sustainability into Company’s Mission*

Ani Gerbin

*The Implications of Academic-Industry Knowledge Transfer for Public Science: An Overview of Key Studies with an Emphasis on Life Sciences*

Nenad Savič

*Determinants of Business Model Transformation: The Dewesoft Case 2000-2014*
Economics, Dean's Meeting Room  
Session chair: Tjaša Redek

Andrej Srakar, Ákos Tóth  
Public Budgets for Culture in the EU During the Financial Crisis: An Econometric Analysis

Tjaša Bartolj, Sašo Polanec  
The Effects of Student Work on Post-College Labor Market Outcomes

Andrej Srakar  
Economic Effects of European Capital of Culture Maribor 2012 – An Ex-Post Verification Study

11.45 – 12.00 Coffee Break

12.00 – 13.00 Plenary Session 2  

Plenary Session 2, Senate Room  
Professor Maximilian Röglinger, University of Bayreuth  
Value-based Process Project Portfolio Management

The management and improvement of business processes is an ever-green topic of organizational design. With many techniques and tools for process modelling, execution, and improvement being available, research pays progressively more attention to the organizational impact and the business case of business process management (BPM). Despite recent advances, there still is a gap between corporate decision-makers who strive for maximizing the long-term company value, on the one hand, and process managers who aim at addressing qualitative or technical performance indicators, on the other hand. In this talk, I explore how to overcome this gap by introducing the vision of value-based process project portfolio management. For illustration purposes, I will then touch on two exemplary research projects with the following research questions: (1) Which projects should an organization implement in which order to balance the development of BPM capabilities with the improvement of individual business processes? (2) How can process prioritization decisions be made in line with how processes are interconnected?

13.00 – 13.45 Snacks

13.45 – 15.15 Parallel Sessions 2

Business Process 1, Senate Room  
Session chair: Peter Trkman

Kaja Rangus, Mateja Drnovšek  
Does Your Open Innovation Mode Matter? Implications for a Firm’s Innovation Performance

Doris Weitlaner, Markus Kohlbacher  
Process Culture and Its Impact on Organizational Performance

Brina Buh, Mojca Indihar Stemberger  
Approach towards BPM Adoption under Hierarchy Culture: A Case Study

Daniela Garbin Praničević, Nikša Alfirević, Toni Nikolić  
Marketing Process Improvement in Croatian Hotel Industry: The Role of Web 2.0 Tools and Analysis of Contingency Factors

Marketing 2, Executive Room  
Session chair: Maja Konečnik Ruzzier

Barbara Cater, Tomaž Cater  
Analysis of Corporate Culture of Slovene Manufacturing Firms and Its Impact on Attitude and Behaviour towards Suppliers

Kristin Lenk, Anja Geigenmüller  
Creating Internal Service Value: An Exploratory Study
Sanja Rocco, Aleksandra Pisnik
*The Potentials of Design Orientation*

Marija Plešč, Jasmina Dlačić
*Nonverbal Communication in Advertising*

Matevž Raskovič, Selma Kadić-Maglajić, Maja Arslanagić-Kalajdžić, Barbara Cater, Vesna Žabkar
*Exploratory Analysis of Young-Adult Consumer Decision-Making Styles in the Western Balkans: Same same but Different?*

**General Management 2, Dean’s Meeting Room**
*Session chair: Mateja Drnovšek*

Vlado Dimovski, Noel J. Pearse, Judita Peterlin
*Determining the Framework of Values for Strategic Decision-Making of Leaders: A Comparison of Contemporary Leadership Theories*

Blaž Zupan, Anja Svetina Nabergoj, Rok Stritar
*(re)Designing an Entrepreneurship Course Using Design Thinking: A Case Study of a Novel Course (re)Design Approach*

Ivan Župič
*What Do We Talk about, When We Talk About Growth Hacking?*

Sanda Franič
*Business Angels’ Early Stage Decision Making: What Lies Beyond?*

15.15 – 15.30 Coffee Break

**15.30 – 17.00 Parallel Sessions 3**

**Business Process 2, Senate Room**
*Session chair: Peter Trkman*

Monika Klun, Peter Trkman
*Business Process Management – Identifying the Field With a Two-Part Literature Review*

Igor Pihir, Neven Vrček, Katarina Tomić Pupek
*Challenges of Processes Simulation with Batch Processing Activities in Contemporary Business Process Management Tools*

Vesna Bosilj Vukšić, Ljubica Milanović Glavan, Dalia Suša
*Surveying a Role of Process Performance Measurement in BPM Adoption Outcomes in Croatia*

**Marketing 3, Executive Room**
*Session chair: Maja Konečnik Ruzzier*

Mateja Kos Koklič, Irena Vida
*An Examination of the Theory of Interpersonal Behavior in the Digital Piracy Context*

Michael Schade, Christoph Burmann
*Relevant Brand Benefits of Professional Sport Teams*

Maja Arslanagić-Kalajdžić, Selma Kadić-Maglajić, Muris Čičić
*The Importance of National Identity and Religiosity for Customer Based Brand Equity*

Saba Resnik, Mateja Kos Koklič
*Conceptualizing the Role of Mindful Consumption in Shaping Consumer Happiness*