

INNOVATION FOR ORGANIZATIONAL PERFORMANCE: APPROACHES AND APPLICATIONS. EDITORIAL *

Dear readers,

with the aim of providing additional insights into creating and sustaining innovative business practices and sustainable development, this thematic issue of INDECS presents articles and research results on several issues related to information systems and technology, circular economy, ethical and corporate social practice as well as aspects of technological advancements, managerial and corporate performance that can help to sustain innovative business and long term organizational sustainability.

Some of the latest trends, approaches and research results in this field were presented at the 5th Enterprise Research Innovation Conference (ENTRENOVA) held in Split Croatia, from 6-8 September 2018. ENTRENOVA is an international scientific conference organized by IRENET, Society for Advancing Innovation and Research in Economy, in cooperation with the Faculty of Tourism and Hotel Management, Kotor, Montenegro and the University North, Varaždin, Croatia. It is a multi-disciplinary conference dedicated to examining, comprehending and discussing the art in the theory and application of innovation, knowledge management and R&D issues in the business settings, especially related to ICTs. At ENTRENOVA 2018 more than 160 authors, from 30 countries, participated with 85 abstracts and 60 papers.

Beside for participants of ENTRENOVA 2018, open call for this thematic issued of INDECS was for all other interested authors, researchers and practitioner from the field of economics, organization and management science, information technology and different managerial aspects in relation to innovative business practices and sustainability.

Nine submissions for thematic issue of INDECS were received, some of them being extended journal version of short articles from proceedings. Articles in this issue were accepted after review by guest editor and a blind review process by two independent reviewers. A short description and contribution of each article is provided in the following lines.

In their article, *Web 2.0 Technologies in Business: Why not?*, Mabić, Lasić and Zovko analyse barriers related to the insufficient use of Web 2.0 technology in companies. Results of their empirical research conducted among managers in companies in Bosnia and Herzegovina indicate that information technology infrastructure in terms of department size, technology implementation costs and computer illiteracy are seen as the main barriers to intensified use of Web 2.0 technology in business. Based on their research, authors indicate significant efforts are needed to promote the benefits that Web 2.0 technology brings, which would, eventually affect the perception of their disadvantages.

Sokić and Horvat in their article *Examining the Role of Boldness in the Prediction of Emotional Intelligence in Men and Women* present the Triarchic model of psychopathy, and among its three components, specifically analyse boldness as an adaptive component of psychopathy. As they recognize that empathic deficit is present in psychopathy, they also analyse the concept of emotional intelligence (EI) and investigate the role of boldness in predicting dimensions of emotional intelligence. In addition, they also explore if relationships between psychopathy and dimensions of emotional intelligence vary between man and women. Their theoretical assumptions are tested on sample of 495 students. The results of hierarchical regression analysis indicated that boldness positively predicted all of the emotional intelligence dimensions and represent “successful” expressions of psychopathy, while disinhibition and meanness represent risk factors for adaptive interpersonal behaviour. However, relations did not vary between men and women.

Article *Fostering Eco-Innovation: Waste Tyre Rubber and Circular Economy in Croatia*, by Šandrak Nukić and Miličević, emphasises the importance of circular economy and eco-innovations, and specifically referring to its importance for Croatian waste tyres market. The empirical part of the study used the Strength-Weaknesses-Opportunities-Threats method in order to determine the perspective of the main market stakeholders. Data were collected through in-depth interview with managers of mechanical recycling company in Croatia and through on-line questionnaire on a sample of relevant market stakeholders. In addition, authors have provided a comparison with the European context. Results of their analysis indicate that Croatian legislation and practice follow European trends. However, situational analysis suggests that the full potential of produced raw material is not being achieved due to underdeveloped industrial production.

In the article *Identifying the Interdependence between Consumer Confidence and Macroeconomic Developments in Croatia*, Matošec and Obuljen Zoričić address the interrelationship between consumer confidence and macroeconomic trends in Croatia. In line with previous studies, authors in their research employ both subjective and objective variables including consumer confidence, consumption and gross domestic product, but also include variable savings as another important determinant in the households’ economic decision making. The results of their research suggest that consumer confidence Granger-causes all selected macroeconomic variables and vice versa. Also, their results indicate that for understanding households’ economic behavior, combining subjective and objective indicators is of great importance.

Article *Corporate Social Responsibility Strategy and Reporting: Overview of Practice in Selected European Countries*, by Markota Vukić, Omazić and Aleksić, emphasize the importance of corporate social responsibility (CSR), socially responsible strategy

and reporting. After theoretical background and insight into CSR strategy and reporting, with special emphasis on Global Reporting Initiative standards and guidelines for reporting, the article provides a deeper insight into corporate social responsibility practice of 154 organizations from ten European countries. Special emphasis is given on analysis of practices of corporate social responsibility and reporting, and influence of different stakeholders on them.

Business Process Management and Corporate Performance Management: Does Their Alignment Impact Organizational Performance, an article by Suša Vugec, Ivančić and Milanović Glavan explores the link between business process management (BPM) and corporate performance management (CPM), and how their maturities affect their alignment. Moreover, by addressing the impact of BPM-CPM alignment to organizational performance it is one of the first studies to investigate their combined impact in terms of an alignment empirically. Results of their empirical research on a sample of 159 medium and large sized organizations from Slovenia and Croatia indicate that the BPM-CPM alignment increases when both BPM and CPM maturities are higher. Analysed organizations were also segmented in two clusters, using k-means algorithm: low-performers and high-performers, revealing statistically significant differences between them for all observed variables. The Mann-Whitney U test revealed there are statistically significant differences between OP variables among low-performers and high-performance clusters, indicating the relationship of BPM-CPM alignment with OP.

Perović and Vučković, in their article *Success in Studying at the University of Montenegro: Is there Hyper-production of Diplomas?*, address the issues of the study success at the University of Montenegro. In their analysis among 4 517 students at 19 faculties, they have studied the relationship between the completed secondary school, regional characteristics and gender dimensions and the completion of bachelor studies in the foreseen time period, in the fields of study: natural and technical, social-humanistic and artistic. The results of research do not confirm the assumption of overproduction of diplomas. Based on their research authors emphasize the need to develop innovative approaches in the area of teaching and learning, but also monitoring and evaluation.

Travel and Accommodation Web Services: Usage in Selected European Countries by Marić and Zoroja investigate the current trends in usage of Web services for online accommodation reservation in selected European countries, and the habits and readiness of individual Croatian travellers regarding the usage of Web services for the accommodation reservation. Research results indicate that usage of Internet for tourism services is growing through years in European Union countries, but the

the option of booking accommodation through Web services and additional efforts need to be done in order to foster individuals to use the Internet and its advantages and possibilities in tourism services.

Article *Transparency in Public Relations: Evidence from Associations' Ethics Codes* by Kolić Stanić explores the issue of transparency in self-regulation of professionals in public relations. The aim of the article was to investigate the importance of transparency for public relations professionals, and how this issue is regulated. A method of qualitative content analysis was done and it was based on 13 ethical codes, delivered by 18 major associations of public relations professionals at national and international levels (United States, Great Britain, Germany, Austria, Italy, Spain and Croatia). In all ethical codes the value of transparency is articulated, however differences are present. The main finding, as the author suggests, is “the struggle” between the principle level and the operational level of transparency in public relations field.

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Guest editor

Mirjana Pejić Bach