

# **2<sup>nd</sup> Business & Entrepreneurial Economics Conference**

**- Book of abstracts -**

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## Foreword

The second international conference in “Business & Entrepreneurial Economics” (BEE), from 24 to 26 of May 2017, is held under the auspices of the *Organization of Student Business Incubator* and the *Faculty of Economics & Business* of the University of Zagreb, Croatia. The Event will be held in Brijuni National Park.

The conference is under the patronage of Her Excellency Madam Kolinda Grabar Kitarović (President of Croatia), the Croatian Chamber of the Economy, the Ministry of Ministry of Economy, Entrepreneurship and Crafts and the Ministry of Regional Development and EU Funds and Istria county. To our patrons, on behalf of all conference participants, organizers and sponsors, we would like to express our heartfelt gratitude and indebtedness.

We would also like to thank our conference sponsors: Hrvatska poštanska banka Plc., Croatian post Plc., Bjelovar-Bilogora county, Bjelovar fair Ltd., Allianz Zagreb Plc., Uniqua osiguranje Plc., Euroleasing Ltd, Galko Ltd, Euroleasing, Korlat Ltd,

The mission of this conference is to help build and develop an entrepreneurial culture and awareness of the need for networking at all levels of economic activity in order to encourage the development of new business ideas and innovation.

The vision of the conference is to expand the knowledge necessary to understand entrepreneurial processes in the rapidly growing knowledge-intensive global economy and it aims to encourage the development of entrepreneurial qualities as well as skills required to do business in this contemporary, highly turbulent business environment.

The response of authors to the conference call was extremely good. From among the large number of submissions, the organizing committee chose 53 manuscripts written by authors from 19 countries. Selected papers will be published in the special issues of *Zagreb International Review of Economics and Business* and *Poslovna izvrsnost / Business Excellence* journals.

We are very happy to have you here this year and already looking forward to seeing you next year in another Croatian national park!

*Organizing Committee*

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## E- learning in the hands of generation Y and Z

Kiril Postolov, Marija Magdincheva Sopova & Aleksandra Janeska Iliev

There have been a certain number of papers evolving around e-learning, since technological advancement has triggered the interest and development for all online platforms. Still e-learning application is not merely a technological answer, but a process of many diverse factors such as social and behavioural frameworks. In first line the paper sets focus on the basic features of the most relevant generations currently representing the core workforce, generation Y and the upcoming generation Z. This shall be the base for assumptions which will be tested related to the troubling labour market, simultaneously connecting the generation with considerations about e-learning. Followed by a deductive reasoning the focus is set on the types of training, discussing the main aspects and content of this type learning. Despite the theoretical discussion, an appropriate practical empirical research based on a statistical modelling, referring to members of the mentioned generations and their application of e-learning. Additionally, a greater number of relevant conclusions will be made considering different variables related to e-learning considering a sample consisted of generation Y and Z members. The research will make some indication related to Generation Y and Z, orientation and willingness to use e-learning, primarily resulting from the characteristics, and availability of the appropriate information technology. Although it research is rather new it should be noted that Generation Z is born and raised with the web, they are digital centric and technology is their blood. By conducting relevant research this paper should be given its practical and applied dimension. This analysis shall give insights into significant issues concern e-learning and provide further discussion on trends related to generation currently present as a dominant workforce and their attitude towards e-learning. Limitations of the research are embedded in the struggle to measure some of the differences and characteristics within the different generational groups.