

Contents:

EDITORIAL

A. Faganel M. Costantini	CRM ADOPTION FACTORS IN THE GAMING INDUSTRY.....	1
L. Zovko Ž. Dulčić I. Bilić	DETERMINANTS OF STUDENTS' ENTREPRENEURIAL INTENTION: AN EMPIRICAL RESEARCH	25
A. A. Blecich	FACTORS AFFECTING RELATIVE EFFICIENCY OF HIGHER EDUCATION INSTITUTIONS OF ECONOMIC ORIENTATION	45
B. Erasmus	PERCEPTIONS OF ADMINISTRATIVE STAFF ON CAREER ADVANCEMENT REALITIES AT A SOUTH AFRICAN UNIVERSITY	69
R. Ercegovic I. Klinac I. Zdrilić	BANK SPECIFIC DETERMINANTS OF EU BANKS PROFITABILITY AFTER 2007 FINANCIAL CRISIS	89
E. Bajžiková P. Bajžik	MOBILITY AND WORKING OPPORTUNITIES IN THE EU AND SLOVAKIA	103
L. Galetić M. Klindžić	THE ROLE OF BENEFITS IN SUSTAINING HRM OUTCOMES – AN EMPIRICAL RESEARCH STUDY.....	117
A. Strašek F. Pušavec B. Likar	OPEN INNOVATION AND BUSINESS PERFORMANCE IMPROVEMENT IN STRATEGIC BUSINESS ALLIANCES.....	133
A. B. Qehaja E. Kutillovci	STRATEGY TOOLS IN USE: NEW EMPIRICAL INSIGHTS FROM THE STRATEGY-AS-PRACTICE PERSPECTIVE.....	145
K. Kovaitė P. Šūmakaris J. Stankevičienė	DIGITAL COMMUNICATION CHANNELS IN INDUSTRY 4.0 IMPLEMENTATION: THE ROLE OF INTERNAL COMMUNICATION.....	171
S. Rocco A. Selinšek	THE DIFFERENCE OF MANAGERIAL APPROACH IN MORE OR LESS DESIGN-ORIENTED COMPANIES	193
J. Selimović D. Martinović D. Hurko	CRITICAL SUCCESS FACTORS IN INSURANCE COMPANIES	215
N. Trojak Z. Galić	HOW TO SELECT A TRUE LEADER? INTRODUCING METHODS FOR MEASUREMENT OF IMPLICIT POWER MOTIVE.....	235
I. B. Bukvić I. Buljubašić M. Ivić	PROJECT MANAGEMENT EDUCATION IN CROATIA: A FOCUS ON THE IT SECTOR NEEDS.....	255
L. Šehić A. Peštek	THE EFFECTS OF DIGITAL MEDIA BUYING ON ADVERTISERS	279
S. P. Mršić A. Stojan	DETERMINANTS OF HOUSEHOLD RECYCLING.....	293