



Maja KONEČNIK RUZZIER, Nuša PETEK, Mojca BAVDAŽ: RELATIONSHIPS BETWEEN ELECTRONIC WORD-OF-MOUTH, ADVERTISING AND DIMENSIONS OF CONSUMER-BASED BRAND EQUITY

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Marketing communication tools are not under the complete control of marketers in an interactive environment, making it important to know how they impact the brand equity creation process. The article studies the impact of electronic word-of-mouth and television advertising on dimensions of consumer-based brand equity and tests it on a sample of Slovenian consumers. Alongside the presented research confirming the important role of both communication tools, it shows the need for prudence in addressing separate brand equity dimensions. The results support upgrading the traditional communication mix with interactive tools that typically involve and stimulate consumers to co-create brands, yet not at the cost of neglecting traditional advertising.

**Keywords:** marketing communications, electronic word-of-mouth (eWOM), television advertising, consumer-based brand equity (CBBE)

Peter CIMPRIČ, Samo PAVLIN: UNDERSTANDING THE TEAMWORK OF YOUNG HUMAN RESOURCE MANAGERS

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Based on analysis, in the article we consider changes in three career stages of human resource managers: in the process of education, labour market transition, and professional work. The results indicate similarities and differences in teamwork between certain career stages as well as interrelations between competencies. We explain that the work of a human resource manager importantly impacts teamwork within the organisation, while also noting that teamwork is in itself an important challenge for the performance of this occupation. Moreover, we demonstrate an innovative methodological approach for analysis of occupations, educational programmes, and the wider area of human resource development.

**Keywords:** team work, competencies, education, employment, human resource management, human resource manager

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Vasja VEHOVAR, Gregor ČEHOVIN: CHALLENGES OF USING  
NONPROBABILITY ONLINE PANELS IN SOCIAL RESEARCH  
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In modern social science research, surveys are mainly conducted online. The high cost of recruiting units into probability-based surveys means that nonprobability online panels are used ever more often. These are large databases of potential respondents who agree to participate in various web surveys for a certain incentive. Most market research and some public sector research has already moved to nonprobability online panels that are significantly cheaper than probability-based surveys. The latter, in turn, ensure the better accuracy of survey estimates. The article reviews evaluations of nonprobability online panels, illustrates typical problems encountered, and presents guidelines for deciding whether to use them.

**Keywords:** web surveys, web panels, probability sampling, nonprobability sampling, accuracy, bias

Matjaž URŠIČ, Jernej TIRAN: THE INFLUENCE OF SPACE ON VOTING  
BEHAVIOUR: ANALYSIS OF THE URBAN–RURAL DIVISION ON THE  
EXAMPLE OF ELECTIONS TO THE NATIONAL ASSEMBLY BETWEEN  
1996 AND 2022

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The article discusses how spatial values connect to political preferences and the spatial system of Slovenia. The presented geospatial analysis provides insights into the active role played by place, informal social and political control as well as other characteristics of the territorial/cultural environment. Data were collected from eight consecutive parliamentary elections for the period 1996–2022 where the election results are observed through the division between urban and rural; more precisely, by type of settlement according to the degree of urbanisation and the index of fragmentation. The results showed on one hand that the electorates of Slovenian political parties are relatively heterogeneous, supporting the idea of the gradual development of increasingly diverse lifestyles, ways of living and the general functional mixing of urban and rural areas. On the other hand, the results concerning voting behaviour reveal that the division into more politically left-oriented urban and more right-oriented rural areas remains deeply present and fuelled by elements of localism that persist, despite some periods of fluctuation.

**Keywords:** spatial values, place, social and political control, urbanisation, city, countryside, political division, localism

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Jure SPRUK: RATIONALITY OF MODERN POLITICS:  
COMPREHENDING THE CORE OF POLITICS  
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The article considers the question of rationality of modern politics, where the author opposes the image of politics in which the determining factor in politics is passions, not rationality. The main purpose is to show the rational dimension of the political that distinguishes modern political science. Since the political presupposes power relations between governors and the governed, the rational dimension of politics must be shown from both viewpoints. Whereas in the 16<sup>th</sup> century Machiavelli tried to introduce the rational dimension of politics to the prince, in the 17<sup>th</sup> century Hobbes attempted to find a grain of rationality in everyman. Both pioneers of modern political science confirm that what lies at the core of the political is rationality, which has to control passions in the sphere of political action.

**Keywords:** politics, political science, reason, Niccol Machiavelli, Thomas Hobbes

Nina PEJIČ: DISCURSIVE REPRESENTATIONS OF THE 'WEST'S'  
INTERNATIONAL RELATIONS WITH CHINA  
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**1025**

In the post-positivist meta-theoretical context, the article claims that the study of the primary Western representations of China is consistently neglected and treated superficially in the literature. The importance held by these representations for actually shaping decisions made by the West is also largely ignored. The article seeks to re-evaluate Western representations of China as »China as a threat« and »China as an opportunity«, which are inseparable from the Western scientific discourse on China. Focus is given in the article to inspecting enduring Western historical representations in international relations and the transmission of these ideas to modern times, in modern literature on China produced in the West. The key conclusion made is that such approaches build on the idea of the Other, which tell us that the West sees China in the context of Western industrialisation, Western universality, and generalised Western experiences transferred to the local context of the Chinese state. They successfully reduce the otherwise multi-faceted Chinese society and state into a set of simplistic empirical examples that serve to generalise the Western view of China's growth.

**Keywords:** China, Chinese growth, scientific representations, scientific discourse, West, threat

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Mirt KOMEL: LITERATURE OF THE PLAGUE IN A PANDEMIC ERA:  
HOMER'S ILIAD, BOCCACCIO'S DECAMERON, CAMUS' THE PLAGUE  
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The article deals with the issue of the plague found in a selection of literature: plague in the Greek camp from the first canto of Homer's Iliad; the introduction to Boccaccio's Decameron; Camus' novel The Plague. Attention is paid to the causes of the plague and ways of doing away with it, which naturally change according to the literary means of expression (poetry, prose, novel) and the historical context (polytheism of antiquity, medieval monotheism, modern atheism). At the end, an interpretation of the current pandemic is provided.

**Keywords:** Homer, Iliad, Boccaccio, Decameron, Camus, Plague

Marko HOČEVAR: PARADIGMATSKA SPREMEMBA?  
GOSPODARSKE KRIZE IN POLITIKE TRGA DELA NA (POL)PERIFERIJU EU  
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Irska, Portugalska in Slovenija, tri države z različno zgodovino in institucionalnim okvirjem, so pred krizo leta 2008 in po njej spodbujale fleksibilizacijo trga dela in aktivne politike zaposlovanja. Te politike so bile postavljene kot temeljne politike na ravni EU. Vendar je med krizo, ki jo je povzročil covid-19, prišlo do pomembne spremembe, saj so vlade v vseh treh državah izvajale ukrepe, ki so mnogo bolj spominjali na neokenesianske politike. V članku pojasnjujemo, da so bili ključni mehanizmi za različne izbire politik trga dela v treh državah pogojeni z različnimi tipi obeh kriz, (ne)sovpadanjem interesov različnih akterjev in razredov ter različnimi javnopolitičnimi okvirji, ki jih je spodbujala EU.

**Ključni pojmi:** krize, fleksibilizacija, trg dela, Evropska unija, polperiferija, covid-19

Boško PICULA, Đana LUŠA: BIDNOVA DOKTRINA IN VOJNA V UKRAJINI:  
PRENOVLJENI ČEZATLANTSKI ODNOSI ALI REATLANTIZACIJA MED  
STRATEŠKIM IN SITUACIJSKIM PARTNERSTVOM  
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Vojna v Ukrajini pomeni največjo grožnjo miru evroatlantskega območja v zadnjih desetletjih. Po štirih letih Trumpovega slabljenja čezatlantskih odnosov je Bidnova domnevna zunanje-politična doktrina med drugim vključevala njihovo hitro obnovo oziroma vnovično atlantizacijo. Članek

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problematizira tako imenovano novo strategijo zadrževanja sredi ruske agresije, stanje čezatlantskih odnosov, konfiguracijo trenutne svetovne ureditve, v kateri se krepi čezatlantska vez in oblikovanje Bidnove zunanjepolitične doktrine; to imenujemo »velikostrateški« premik. Obravnavani so štiri različni modeli čezatlantskih odnosov (medsebojna avtonomija, strateška avtonomija, strateško partnerstvo in situacijsko partnerstvo), pri čemer spremenljivke vključujejo pristop ZDA k čezatlantskim odnosom ter pristop članic EU in evropskih članic Nata k čezatlantskim odnosom. Glavni argument je, da so čezatlantski odnosi v času Bidnovega mandata nenehno nihali med strateškim partnerstvom, zlasti povezanim s skupnimi cilji spodbujanja in zaježitve demokracije, ter situacijskim partnerstvom. Hkrati so situacije, kot je vojna v Ukrajini, okrepile ameriško-evropsko partnerstvo zaradi skupnih varnostnih in političnih interesov.

**Ključni pojmi:** čezatlantski odnosi, reatlantizacija, ZDA, Evropa, Bidnova doktrina, vojna v Ukrajini, strateško partnerstvo, situacijsko partnerstvo

Jože DAMIJAN, Črt KOSTEVC, Tjaša REDEK: NAPOVEDOVANJE  
BILATERALNIH TOKOV NEZAKONITIH CIGARET IZ AGREGATNIH  
UVOZNIH PODATKOV

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Mednarodno tihotapljenje tobaka ostaja pomembna tema za vlade, proizvajalce tobaka in zdravstvene strokovnjake. Čeprav je pogosto povezano z drugimi oblikami nezakonitih dejavnosti, neposredno vpliva tudi na vladno davčno in zdravstveno politiko. Poznavanje dejavnikov, ki prispevajo k nezakoniti trgovini s tobakom in obstoju tihotapskih poti, je omejeno zaradi pomanjkanja zanesljivih podatkov o dvostranskih tokovih nezakonitega tobaka. Zato sta rekonstrukcija trgovskih poti in ocena obsega čezmejnih nezakonitih tokov bistvena koraka za boljše razumevanje teh kaznivih dejanj in izvajanje ukrepov, namenjenih boju proti njim. Ta študija je prva, ki je uporabila tehnike ocenjevanja gravitacijskega modela trgovine za dekompozicijo skupnih prilivov nezakonitih cigaret, za katere so na voljo podatki, na njihove bilateralne komponente. Naš pristop predstavlja razmeroma preprosta in učinkovita metoda, ki lahko služi kot dopolnilo drugim metodam natančnega določanja tokov mednarodne trgovine, kot so podatki o zavrženih embalažah ali analiza omrežij za pomoč v boju proti nezakonitim tokovom tobaka. Oblikovalci politik, cariniki in organi kazenskega pregona bi lahko predstavljene metode uporabili kot dodatno orodje v boju proti nedovoljeni trgovini.

**Ključni pojmi:** bilateralna nezakonita trgovina s cigaretami, gravitacijski trgovinski model, prediktivna napoved