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CONTENTS

ADAPTED PHYSICAL ACTIVITY AND KINESITHERAPY

| Maria Dinold THE IMPACT OF DANCE AND CREATIVE ACTIVITIES ON THE | |
|---|----|
| QUALITY OF LIFE OF INDIVIDUALS WITH DISABILITIES | 22 |
| Dubravka Ciliga, Tatjana Trošt Bobić and Branimir Filipović EFFECT OF FATIGUE ON DYNAMIC BALANCE IN DIFFERENT DIRECTIONS | 27 |
| Matea Crnjak, Valerija Kršak and Sabina Stančić EFFECTS OF POSTURAL DEFORMATIONS ON KNEE JOINT INJURIES. A SYSTEMATIC REVIEW . | 31 |
| Dagmar Hrusova EFFECT OF A MODIFIED PILATES PROGRAMME ON STATILIZATION AND MUSCLE COORDINATION AT WOMEN WITH A SEDENTARY JOB | 36 |
| Petra Kurková CONDITIONS FOR HEALTHY LIFESTYLE IN CZECH PUPILS WHO ARE DEAF AND HARD OF HEARING | 40 |
| Gabriela Ochiană and Nicolae Ochiană THE ROLE OF THE ADJUSTMENT IN 3 DIMENSIONS OF THE CERVICAL SPINE IN THE CASE OF PATIENTS WITH DISK HERNIATION | 43 |
| Lidija Petrinović ADAPTED SPORT – BADMINTON IN PERSPECTIVE OF DIFFERENT DISABILITIES | 50 |
| Matej Plevnik, Iztok Retar and Anton Zupan EVALUATION OF HYDROTHERAPY IN THE REHABILITATION PROGRAMME FOR PEOPLE WITH MUSCULAR DYSTROPHY | 54 |
| Mousa Sarmad, Ahmed Rajua and Mohab Hamid EFFICACY OF A PROPOSED PROGRAM FOR THE DEVELOPMENT OF BASIC MOVEMENTS TRANSITION FOR THE CHILDREN AGED 4-6 YEARS | 57 |
| Tatjana Trošt Bobić, Dubravka Ciliga and Iris Zavoreo SPECIFIC EFFECTS OF STRENGTH TRAINING ON DYNAMIC BALANCE | 60 |
| Matej Voglar and Nejc Šarabon EFFECT OF KINESIO TAPE APPLICATION ON TRUNK ISOMETRIC STRENGTH | 63 |
| Iris Zavoreo, Branimir Filipović, Goran Bobić and Vanja Bašić Kes EVALUATION OF CONVENTIONAL CEREBROVASCULAR RISK FACTORS IN POPULATION OF KINESITHERAPY STUDENTS | 67 |
| Tea Čišić Classification process of athletes with Intellectual impairment in athletics: a review | 71 |
| Vilma Juodzbaliene, Ginas Cizauskas, Giedre Jurgelaitiene and Milda Bilinauskaite DOES SINGLE TEST REFLECT TRUE PELVIS POSITION AND HELP TO DETERMINE ITS RELATIONSHIP WITH THIGH MUSCLES LENGTH? | 72 |
| Irina Roy, Andrey Rusanov and Olga Rusanova DESCRIPTION OF THE MAINTENANCE BALANCE AND WALKING PATIENTS WITH LESIONS OF ANTERIOR CRUCIATE LIGAMENT KNEE JOINT IN THE PREOPERATIVE PERIOD | 73 |
| Artem Vetkasov and Blanka Hošková OBJECTIFICATION OF IMPORTANCE OF BREATHING EXERCISES IN PERSONS WITH SPINAL CORD INJURY | 74 |
| | |

BIOLOGY AND MEDICINE OF SPORT AND EXERCISE

| Barbara Wessner GENETIC VARIABILITY AND GENE-ENVIRONMENT INTERACTION IN RELATION TO MOVEMENT AND SPORT? | |
|---|-----|
| Martina Bernaciková, Zdenko Reguli and Michal Kumstát SOMATOTYPES OF DIFFERENT LEVELS IN CZECH AIKIDOKAS | |
| | |
| Gordana Ivković NUTRITIONAL KNOWLEDGE AND DIETARY HABITS IN FEMALE BASKETBALL PLAYERS | 82 |
| Mihaela Jurdana, Ana Petelin and Zala Jenko Pražnikar ASSOCIATION BETWEEN PHYSICAL INACTIVITY, ANTHROPOLOGICAL AND BIOCHEMICAL PARAMETERS IN OVERWEIGHT AND NORMAL WEIGHT MIDDLE-AGED ADULTS | 86 |
| Jana Juříková EATING HABITS AND SPORTS ACTIVITIES IN THE MILITARY UNIVERSITY STUDENTS | 90 |
| Elvir Kazazović, Mensur Vrcić and Erol Kovačević RECIPROCAL AND BILATERAL RATIO OF THE STRENGHT OF DYNAMIC KNEE STABILIZERS IN ACTIVE HANDBALL AND BASKETBALL PLAYERS | 94 |
| Nevia Mavra, Gordana Ivković and Ivan Žderić THE DIETARY HABITS OF CROATIAN WOMEN | |
| BASKETBALL PLAYERS AND MENSTRUAL IRREGULARITIES | 98 |
| Bryan McCormick PROMOTING PHYSICAL ACTIVITY AND EXERCISE AS ADJUNCT TREATMENT OF COGNITIVE DYSFUNCTION IN PSYCHIATRIC DISORDERS | 103 |
| Zora Svobodova, Alexandra Malá, Radks Adámková, Lenka Dovrtělová, Michal Hrouzek, Andrea Janíková, Katerina Kapounková, Jan Kohout, Pavel Seman, Pavel Stejskal and Tamas Vodička PHYSICAL ACTIVITIES PROGRAM SUITABLE FOR HEMATO-ONCOLOGICAL PATIENTS - A PILOT STUDY | 107 |
| Dorjana Zerbo Šporin SCREENING OF YOUNG WOMEN FOR DIABETES MELLITUS TYPE 2 USING BODY MASS INDEX: THE ROLE OF A KINESIOLOGIST | 111 |
| Weiai Zhou, Haitao Chen and Dongjian Li RESEARCH ON THE NEUROBIOLOGICAL CHARACTERISTICS OF THE CHINESE ELITE TRAMPOLINE ATHLETES | 114 |
| Marijo Baković, Damir Knjaz, Ljubomir Antekolović and Tomislav Rupčić THE EFFECTS OF FATIGUE ON ACCURACY AND SOME | |
| KINEMATIC PARAMETERS ON BASKETBALL SHOOTING | 120 |
| Hashem Kilani and Mostafa Waly WHAT IS THE CURRENT STATUS OF OMANI ADOLESCENT'S LIFE STYLE? | 121 |
| Branka R. Matković, Antonela Nedić, Andro Matković, Tomislav Rupčić and Petra Ožegović ALCOHOL AND TOBACCO USE IN SPORT COACHES | 122 |
| Jadranka Plavšić, Slavica Djordjevic-Šaranović and Sanja Mazić MORPHOFUNCTIONAL CHARACTERISTICS OF THREE NATIONAL WATER POLO TEAMS OF VARIOUS AGE GROUPS | 123 |
| Lana Ružić, Sebastijan Mohar and Ivan Radman INTERACTIVE DANCE: AN EXCITING WAY TO ENHANCE CHILDREN'S PHYSICAL ACTIVITY LEVEL | 124 |
| Ewa Szczepanowska | |
| DIFFERENCES BETWEEN GIRLS AND BOYS IN PHYSICAL EFFICIENCY TEST RESULTS IN THE DEPENDENCE ON BODY MASS COMPONENTS | 125 |

| Jianfang Xu THE INFLUENCES OF DIFFERENT EXERCISE TRAINING ON CHRONIC INFLAMMATORY MARKERS IN YOUNG OBESE ADULTS | 126 |
|--|-----|
| Kristina Zaicenkoviene and Arvydas Stasiulis THE INFLUENCE OF PRIOR STEP EXERCISE ON THE ELECTRICAL ACTIVITY | |
| OF LEG MUSCLES DURING INCREASING RUNNING TEST IN YOUNG MEN | 127 |
| Dajana Zoretić, Nada Grčić-Zubčević and Katarina Zubčić THE EFFECTS OF HYPERCAPNIC-HYPOXIC TRAINING ON HEMOGLOBIN CONCENTRATION AND MAXIMUM OXYGEN UPTAKE OF ELITE SWIMMERS | 128 |
| BIOMECHANICS AND MOTOR CONTROL | |
| Jacques Duysens IN SEARCH OF AN AUTOMATIC PILOT FOR WALKING | 130 |
| Dana Badau, Dušan Mitić, Goran Prebeg and Liliana Rogozea RELATIONSHIP BETWEEN THE REACTION TIME OF RIGHT-HAND AND LEFT–HAND | 131 |
| Aco Gajević, Jelena Ivanović and Nemanja Badnjarević THE INFLUENCE OF ATHLETIC BACKGROUND ON MUSCLE FORCE PRODUCTION | 137 |
| Mitja Gerževič and Veronika Mikuletič COMPARISON OF TRUNK MUSCLES' ACTIVATION AND PERCEIVED SITTING DISCOMFORT ON A STANDARD OFFICE CHAIR AND A NOVEL ACTIVE CHAIR [®] | 142 |
| Željko Hraski Functional Relationships among Kinematic and Kinetic Parameters of Backward Somersaults | 146 |
| Jelena Ivanović, Milivoj Dopsaj, Saša Jakovljević, Milivoje Karalejić and Aco Gajević FUNCTIONAL DIMORPHISM OF DIFFERENT INDICATORS OF LEG EXTENSORS EXPLOSIVE FORCE REGARDING JUNIORS IN SPORTS GAMES | 150 |
| Miroslav Janura, Lee Cabell and Milan Elfmark Longitudinal Monitoring of Performance in Biomechanical Laboratory tests aimed at SKI Jumping in Nordic Combined Athletes | 155 |
| Tomislav Krističević, Kamenka Živčić Marković and Lucija Mudronja COMPARATIVE KINEMATIC ANALYSIS OF AIRBORNE PHASE IN ACROBATIC ELEMENTS FROM "STUFF POSITION" | 159 |
| Maja Mahnić, Filip Ujaković, Saša Janjić, Slavenka Petrak and Vladimir Medved COMPARATIVE ANALYSIS AND ADJUSTMENTS OF ANTHROPOMETRIC PARAMETERS ON SYSTEM FOR KINEMATIC MOVEMENT ANALYSIS AND 3D BODY SCANNER | 165 |
| Petra Mandić Jelaska, Đurđica Miletić and Igor Jelaska RELATIONS BETWEEN PRECISION, SPEED AND PERFORMANCE QUALITY OF HEAD AND FOOT INSTEP KICK AMONG FOOTBALL PLAYERS | 170 |
| Eliska Martinaskova, Jiri Gallo, Petr Kaminek and Miroslav Janura GROUND REACTION FORCE IN PATIENTS AFTER TOTAL HIP ARTHROPLASTY REVISION – A PILOT STUDY | 174 |
| Marijo Možnik and Željko Hraski KINEMATIC EFFICIENCY OF THE "MOZNIK" ELEMENT PERFORMANCE | 177 |
| Petr Nemecek and Lee Cabell KINEMATICS OF HORSE AND RIDER INTERACTION DURING SIMULATED HORSE JUMPING | 181 |
| Marketa Prochazkova, Zdenek Svoboda, Michaela Blazkova and Lucie Tepla THE STATIC BALANCE ASSESSMENT IN BALLET DANCERS: THE EFFECT OF VISION AND LEG PREFERENCE | 187 |

| Vladimir Psalman and Jozef Balaz BIOMECHANICS OF SKI TURN MOVEMENT IN DOWNHILL SKIING | 192 |
|---|-----|
| Ozren Rađenović, Ljubomir Antekolović and Ivan Jurak | |
| DIFFERENCES IN PERFORMANCE OF ISOLATED ARM SWINGS | |
| IN ATHLETICS, VOLLEYBALL AND ARTISTIC GYMNASTICS | 196 |
| Zdenek Svoboda, Lucia Bizovska, Zuzana Kovacikova, Patrik Kutilek and Ales Gaba | |
| VARIABILITY OF CENTRE OF PRESSURE MOVEMENT | |
| IN STATIC AND DYNAMIC CONDITIONS IN MIDDLE-AGE WOMEN | 201 |
| Ivan Šerbetar | |
| THE ROLE OF DYNAMIC SYSTEMS IN MOTOR DEVELOPMENT RESEARCH: | |
| JUST A METAPHOR OR A NOTABLE REALITY? | 205 |
| Martin Vaváček and Marek Hardoň | |
| DEPENDANCE OF THE SHOT PUT PERFORMANCE ON THE SELECTED | |
| KINEMATIC PARAMETERS OF THE TECHNIQUE | 209 |
| Lucie Vorlickova and Pavel Korvas | |
| EVALUATION OF REHABILITATION INFLUENCE ON STATIC | |
| PARAMETRES OF FOOT IN FLATFOOT DIAGNOSIS | 214 |
| Martin Zorko, Blaž Lešnik, Bojan Nemec, Jan Babič and Matej Supej | |
| COMPARISON BETWEEN KNEE JOINT KINEMATICS IN LABORATORY SKIING | |
| SIMULATION AND IN REAL SKIING WHILE USING SKIES OF DIFFERENT WIDTH | 218 |
| Martin Zvonar and Katerina Kolarova | |
| CASE STUDY: VERIFYING THE EFFECT OF SPECIFIC ORTHOPAEDIC | |
| INSOLES AND BIOMECHANICAL SHOES ON PLANTAR PRESSURE | 221 |
| Kristina Buckova, Zuzana Hirjakova and Frantisek Hlavacka | |
| POSTURAL ADJUSTMENTS OF LEANING DURING STANCE ON INCLINED SURFACE | 227 |
| Saeed Ghorbani and Andreas Bund | |
| THE ROLE OF RELATIVE MOTION INFORMATION | |
| DURING OBSERVATIONAL LEARNING IN SPORTS | 228 |
| Michaela Hassmann, Mario Heller, Arnold Baca, Miran Kondrič and Kerstin Witte | |
| ANALYZING INDIVIDUAL COORDINATION PATTERNS OF FOREHAND | |
| TOPSPIN TABLE TENNIS STROKES DURING FATIGUE USING PCA | 229 |
| Zuzana Hirjakova, Jana Lobotkova and Frantisek Hlavacka | |
| VISUAL BIOFEEDBACK MAGNIFICATION FOR STANCE CONTROL IN YOUNG AND ELDERLY | 230 |
| Katja Koren, Boštjan Šimunič, Enrico Rejc, Stefano Lazzer and Rado Pišot | |
| SKELETAL MUSCLE'S CONTRACTILE PARAMETERS DIFFER WHEN MEASURED | |
| FROM LONGITUDINAL THAN FROM TRANSVERSAL TWITCH DEFORMATIONS | 231 |
| Vladimir Kunitson, Kristjan Port and Tatjana Gnezdilova | |
| COMPARISON ANALYSIS OF FINSWIMMING WITH RIGID AND SOFT MONOFINS | 232 |
| Jana Lobotková and Kristína Bučková | |
| POSTURAL ADJUSTMENTS IN GAIT INITIATION DETECTED BY INERTIAL SENSORS | 233 |
| Zrinka Potocanac, Jaap van Dieën, Sabine Verschueren, Jacques Duysens and Mirjam Pijnappels | |
| ONLINE STEP ADJUSTMENTS DURING UNEXPECTED TRIPPING | 234 |
| Wisam Salah and Talib Hussein | |
| EFFECTS OF SUGGESTED EXERCISES OF SENSITIVE – MOVEMENT | |
| REALIZATION DEVELOPMENT AND RESPONSE SPEED IN PERFORMANCE | |
| ACCURACY OF SOME OVERHEAD KICKS FOR YOUTH BADMINTON | 235 |
| Andi Spahi, Juel Jarani and Agron Kasa | |
| THE IMPORTANCE OF A WELL BALANCED STRENGTH TRAINNING | |
| PROGRAM IN DIFFERENT SPORTS IN YOUTH FOR LOWER EXTREMITIES | 236 |

PHYSICAL EDUCATION

| Antonio Méndez-Giménez SELF-MADE MATERIALS IN PHYSICAL EDUCATION CONTEXTS: AN INNOVATIVE COMPLEMENT TO INSTRUCTIONAL MODELS | |
|---|-----|
| Branislav Antala INTERNATIONAL ORGANISATIONS AND NETWORKS AND THEIR INFLUENCE TO THE DEVELOPMENT OF PHYSICAL EDUCATION IN THE WORLD | 246 |
| Marko Badrić, Goran Sporiš, Ivan Prskalo, Zoran Milanović, Ivan Krakan, Zlatko Šafarić, Zvonko Miljković and Saša Pantelić DIFFERENCES IN MOTOR ABILITIES OF PUPILS ACCORDING TO NUTRITIONAL STATUS | |
| Urška Čeklić Coherent Child Crawling Pattern in Early Childhood | 253 |
| Tina Erceg and Ana Kezić THE EFFECT OF GENDER ON CHILDREN'S RHYTHMIC GYMNASTICS SKILLS | 257 |
| Marijana Hraski, Vatroslav Horvat and Igor Bokor EFFICIENCY OF A PHYSICAL ACTIVITY TREATMENT ON MOTOR PROFICIENCY AMONG PRESCHOOLERS | |
| Juel Jarani, Keida Ushtelenca and Andi Spahi THE CURRENT LEVEL OF HEALTH AND SKILLS RELATED FITNESS INDICATORS IN ALBANIAN CHILDREN; REFERENCE VALUES FROM A COUNTRY IN TRANSITION | |
| Srna Jenko Miholic, Ivan Prskalo and Marina Prebila PUPILS PHYSIOLOGICAL LOAD IN THE LESSON OF PHYSICAL EDUCATION IN THE COMBINED AND THE STANDARD CLASSROOMS | |
| Marino Krespi, Igor Jelaska and Petra Mandić Jelaska COMPARISON OF DIFFERENT REGRESSION MODELS BETWEEN COORDINATION AND SELECTED VARIABLES OF ANTHROPOLOGICAL STATUS | 274 |
| Julijan Malacko, Aleksandra Pejčić and Braco Tomljenović THE INTERACTION BETWEEN THE MORPHOLOGICAL CHARACTERISTICS AND MOTOR SKILLS OF BOYS AND GIRLS AGED 7 TO 11 | |
| Ivana Nikolić, Snježana Mraković and Dražen Rastovski GENDER DIFFERENCES IN OBJECT CONTROL SKILLS OF THE YOUNGER SCHOOL AGE CHILDREN | 282 |
| Aleksandra Pejčić, Julijan Malacko and Helena Muvrin GENDER DIFFERENCES IN THE MORPHOLOGICAL CHARACTERISTICS AND MOTOR SKILLS OF FIRST- FOURTH GRADE ELEMENTARY SCHOOL CHILDREN | |
| Vilko Petrić, Ana Čuić Tanković and Dario Novak DOCTORAL DISSERTATIONS ON PHYSICAL EDUCATION: CROATIAN CASE | 291 |
| Ingrid Ružbarská and Erika Chovanová PRIMARY SCHOOL CHILDREN DIAGNOSED WITH ADHD AND PHYSICAL ACTIVITY PREFERENCES | 295 |
| Zvonimir Tomac, Biljana Trajkovski and Josipa Dolibašić TEST – RETEST RELIABILITY OF THE BENT ARM HANGING TEST FOR THE EVALUATION OF THE MUSCULAR STRENGTH OF PRESCHOOL CHILDREN | 298 |
| | |

| Biljana Trajkovski and Marjeta Mišigoj-Duraković DIFFERENCES IN MEASURES OF THE SUBCUTANEOUS FAT AMONG CHILDREN WITH REGARDS TO THEIR INCLUSION IN A SPORTS PROGRAM AT PRESCHOOL AGE | 303 |
|---|-------|
| Eng Hoe Wee PERCEPTIONS OF NON-PE-MAJOR TEACHERS ON THE IMPLEMENTATION OF MALAYSIAN SECONDARY SCHOOL PE PROGRAM | . 307 |
| Tomáš Vespalec and Jindřich Pavlík TRI-AXIAL ACCELEROMETER USAGE IN PEDAGOGICAL PROCESS IN CZECH ELEMENTARY SCHOOL | 314 |
| Michal Vít, Martin Bugala and Jan Šenkýř LEARNING OUTCOMES OF SELF-DEFENSE TEACHING IN HIGH SCHOOL PHYSICAL EDUCATION | 318 |
| Kamenka Živčić Marković, Lucija Milčić and Dan Lanc ANALYSIS OF THE QUALITY CHILDREN'S PLAYGROUNDS TO BE USED FOR LEARNING BASIC GYMNASTIC CONTENT | 322 |
| Vlado Balaban and Gorica Bilak-Moconja ANALYSIS OF SELECTED MOTOR CHARACTERISTICS IN RELATION TO PHYSICAL ACTIVITY IN PRIMARY SCHOOL AGE CHILDREN | 327 |
| Vida Cesnaitiene and Justina Kairyte EXPRESSION OF PSYCHOLOGICAL FUNCTIONING DIFFICULTIES FOR PHYSICALLY ACTIVE AND PHYSICALLY INACTIVE 16-18-YEAR-OLD ADOLESCENTS IN THE PERIODS OF AUTUMN AND SPRING | 328 |
| Vjekoslav Cigrovski, Ivan Radman, Bojan Matković, Gurmeet Singh and Hrvoje Podnar EFFECTS OF ALPINE SKI SCHOOL ON ATTITUDE TOWARD ALPINE SKIING | 329 |
| Tamas Csányi, István Karsai, Mónika Kaj, Orsolya Marton, Ferenc Ihász, Gregory Welk, Weimo Zhu, Pedro Saint-Maurice, Kelly Laurson and Kevin Finn ASSESSMENT OF HEALTH-RELATED FITNESS IN HUNGARY: THE NETFIT, AS THE HUNGARIAN FITNESSGRAM INITIATIVE | 330 |
| Arunas Emeljanovas, Brigita Mieziene, Laura Tumynaite, Dovydas Mikalauskas, Magdalena Mo Ching Mok and Ming-kai Chin EFFECTS OF HOPSPORTS ON-LINE-STREAMING BRAIN BREAKS INTERVENTION PROGRAM IN PRIMARY SCHOOL | 331 |
| Nataša Sturza Milić THE INFLUENCE OF MOTOR EXPERIENCE ON MOTOR CREATIVITY (FLUENCY) OF PRESCHOOL CHILDREN | 332 |
| KINESIOLOGICAL RECREATION | |
| Herman Berčič and Maja Pori HEALTHY LIFESTYLE OF THE SLOVENIAN POPULATION AND CERTAIN FACTORS DISCUSSED IN INDIVIDUAL STUDIES | . 334 |
| Ana Đerek, Ana Lenard and Danijel Jurakić THE MOST COMMON PHYSICAL RECREATION AND SPORT ACTIVITIES: CROSS-SECTIONAL STUDY IN CROATIAN GENERAL POPULATION | 339 |
| Gordana Furjan-Mandić, Mirna Strikinac and Josipa Radaš EXERCISING HABITS AND SUBJECTIVE QUALITY OF LIFE SELF-EVALUATION OF WOMEN ENROLLED IN GROUP FITNESS PROGRAMS | 343 |
| Daniela Gračan and Marina Barkiđija SPORTS AND RECREATIONAL ACTIVITIES IN CROATIAN MINI CRUISER OFFER | . 348 |
| Dražen Harasin and Petar Martinec INFLUENCE OF STEP LENGTH AND STEP FREQUENCY ON ENERGY CONSUMPTION WHILE WALKING ON THE INCREASE | 352 |

| Milena Mikalacki, Sandra Vujkov, Nebojsa Cokorilo and Darinka Korovljev FUNCTIONAL ABILITIES IN WOMEN OF DIFFERENT AGE | 355 |
|---|-----|
| Aleš Sekot PHYSICAL ACTIVITIES VERSUS SEDENTARY SOCIETY: CZECH CONTEXT | 359 |
| Jana Stará and Michal Charvát WELLNESS PROGRAMMING FOR OLDER ADULTS | 363 |
| Gordana Grozdek Čovčić, Lukrecija Jakuš and Marina Horvat RECREATIONAL PHYSICAL ACTIVITY AND SELF-PERCEPTION OF HEALTH | 366 |
| Bulent Gurbuz and Erman Oncu MEANINGS OF LEISURE TO ADULTS WITH PHYSICAL DISABILITIES | 367 |
| Sergii N. Ivaschenko THE RELATIONSHIP BETWEEN THE STATE OF HEALTH IN YOUNG ADULTS AND THE MODE OF THEIR IMPELLENT ACTIVITY | 368 |
| Danijel Jurakić, Zrinka Greblo and Mirna Andrijašević MOTIVES FOR EXERCISING IN GENERAL POPULATION OF CROATIA | 369 |
| Daniel Mayorga-Vega, Humberto Blanco Vega, José R. Blanco Ornelas, Martha Ornelas Contreras and Jesús Viciana PHYSICALLY ACTIVE YOUTH MORE MOTIVATED TOWARD PHYSICAL EXERCISE REPORT LESS PERCEIVED EXERCISE BARRIERS | 370 |
| Ana Žnidarec Čučković and Katarina Ohnjec CHILDREN AND YOUTH INTERESTS IN THE CONTEXT OF PREVALENCE OF PHYSICAL ACTIVITIES AND SPORT | 371 |
| KINESIOLOGY OF TOP-LEVEL SPORT | |
| Vladimir B. Issurin PERIODIZATION TRAINING FROM ANCIENT PRECURSORS TO STRUCTURED BLOCK MODELS | 374 |
| Cristina Casals, Patrik Drid, Marko Stojanović, Miodrag Drapšin and Sergej Ostojić SOMATOTYPES OF ELITE SERBIAN JUDOKAS FROM DIFFERENT WEIGHT CATEGORIES | 375 |
| Milan Čoh, Milan Žvan, Stanislav Peharec and Petar Bačić BIOPHYSICAL ANALYSIS OF DROP JUMPS IN FEMALE ELITE TRIPLE JUMP ATHLETES | 379 |
| Ruta Dadeliene, Einius Petkus, Rutenis Paulauskas, Kazys Milasius and Algirdas Raslanas STUDY OF ELITE FEMALE ROWERS' AEROBIC FITNESS DURING THE ANNUAL PREPARATORY CYCLE | 383 |
| Vedrana Grčić, Alen Miletić and Saša Krstulović PAIN STATUS MONITORING AMONG INTERNATIONAL COMPETITIVE SPORT DANCERS | |
| Marko Hrgetić, Marko Milanović and Ivan Krakan THE DIFFERENCES BETWEEN THE GROUPS OF PLAYERS AT DIFFERENT LEVELS OF COMPETITION IN THE TESTS FOR ASSESSING FITNESS PREPAREDNESS | |
| Rasa Kreivytė FREE THROWS NUMBER AND ACCURACY IMPACT ON THE RESULT OF BASKETBALL GAME | 393 |
| Goran Leko and Klara Šiljeg EFFECTS OF ANAEROBIC TRAINING IN FEMALE SWIMMERS | 396 |
| Dragan Milanović, Aleksandar Selmanović and Dario Škegro CHARACTERISTICS AND DIFFERENCES OF BASIC TYPES OF OFFENSES IN EUROPEAN AND AMERICAN TOP-LEVEL BASKETBALL | 400 |

| Hrvoje Sertić, Marko Žaja and Ivan Segedi DIFFERENCE IN IMPORTANCE OF HAND AND LEG TECHNIQUES IN THE COMPETITIVE KICKBOXING DISCIPLINES | 404 |
|--|-----|
| Kenneth Swalgin THE RELATIONSHIP BETWEEN THE NUMBER OF PASSES IN A POSSESSION AND THE PROBABILITY OF SCORING IN MEN'S DIVISION I COLLEGE BASKETBALL IN THE UNITED STATES | 409 |
| Saša Vuk BILATERAL DIFFERENCES IN PUNCH VELOCITY AND ACCURACY IN TAEKWONDO ATHLETES | 417 |
| Eiko Yamada EVALUATION OF ATTACK-CONTRIBUTION IN COLLEGIATE WOMEN'S HANDBALL | 422 |
| Mario Baić, Hrvoje Karninčić and Dražen Šprem BEGINNING WITH WRESTLING, WRESTLING EXPERIENCE AND WRESTLING MATURITY – TRENDS IN 2002-2012 | 425 |
| Petar Barbaros Tudor, Miroslav Zečić and Bojan Matković DIFFERENCES BETWEEN 2010 AND 2011 SITUATION-RELATED INDICATORS OF TENNIS PLAY EFFICIENCY AT THE GRAND SLAM TOURNAMENTS – ROLAND-GARROS, WIMBLEDON AND US OPEN | 426 |
| Renata Barić and Marko Mijić DOES A RED FIGHTER WIN MORE OFTEN IN TAEKWONDO FIGHTS? | 427 |
| Boris Bazanov How to reduce the duration of Jump Shot in BasketBall? | 428 |
| Tomislav Đurković, Nenad Marelić and Tomica Rešetar DIFFERENCES IN AEROBIC CAPACITY INDICATORS BETWEEN CROATIAN NATIONAL TEAM AND CLUB LEVEL VOLLEYBALL PLAYERS | 429 |
| Tina Erceg, Sunčica Delaš Kalinski and Mirjana Milić THE SCORE DIFFERENCES BETWEEN ELITE EUROPEN JUNIOR AND SENIOR WOMEN GYMNASTS | 430 |
| Zdeněk Janík NEW APPROACH IN COACHING AND METHODOLOGICAL PRACTICE | 431 |
| Mikola Misjuk, Indrek Rannama and Ervin Kõll ISOKINETIC MUSCLE STRENGTH, ASYMMETRY AND H:Q RATIO OF SOCCER PLAYERS ACCORDING TO PLAYING POSITION | 432 |
| Salvatore Napolitano, Daniela Tursi and Domenico Tafuri CLIFF DIVING: EVALUATION OF THE IMPACT WITH THE WATER AND PERFORMANCE ANALYSIS | 433 |
| Indrek Rannama, Kristjan Port and Boris Bazanov RELATIONSHIP BETWEEN ISOKINETIC MUSCLE STRENGTH AND KINEMATICS OF SPRINT CYCLING | 434 |
| Ivan Segedi and Hrvoje Sertić CLASSIFICATION OF JUDO THROWING TECHNIQUES ACCORDING TO THEIR IMPORTANCE IN JUDO BOUT | 435 |
| Goran Sporiš, Vlatko Vučetić, Luka Milanović, Zoran Milanović and Marino Krespi A COMPARISON OF ANAEROBIC ENDURANCE CAPACITY IN ELITE SOCCER, HANDBALL AND BASKETBALL PLAYERS | 436 |
| Richard Stretch RELATIVE AGE EFFECT IN ELITE SOUTH AFRICAN CRICKETERS | |

MANAGEMENT OF SPORT

Boris Balent and Ksenija Bosnar

Sunčica Bartoluci

Saša Ceraj

| Gregor Jurak, Stevo Popović, Damjan Jakšić, Edvard Kolar, Wladimir Andreff and Jakob Bednarik THE IMPACT OF THE GLOBAL ECONOMIC CRISIS ON THE FINANCES IN SPORT: CASE OF SLOVENIA | 440 |
|---|---------|
| Jana Nová | |
| SPORT MANAGEMENT AS AN INTEGRAL PART OF KINANTHROPOLOGY | 447 |
| Sanda Čorak, Snježana Boranić Živoder and Zrinka Marušić STRATEGIC MANAGEMENT ISSUES OF CROATIAN NATIONAL SPORT FEDERATIONS | 451 |
| Lorena Dadić FINANCING SPORTS ASSOCIATIONS IN CONDITIONS OF ECONOMIC CRISIS – A CASE STUDY: THE CITY OF RIJEKA | 456 |
| Alen Jerkunica, Ivana Jadrić and Josip Zec ECONOMIC IMPACTS OF FIFA WORLD CUPS | 461 |
| Eli Marušić, Katija Kovačić and Duje Petričević THE STRATEGIC ORIENTATION AND PERFORMANCE OF FOOTBALL CLUBS | 465 |
| Marko Perić and Nensi Puškarin Radun SPORTS FACILITY MANAGEMENT – CASE STUDY: MULTI-PURPOSE HALL / ICE RINK IN DELNICE | 469 |
| Iztok Retar, Saša Pišot and Edvard Kolar SOCIAL COMPETENCES OF SLOVENIAN SPORT MANAGERS | 473 |
| Duško Bjelica, Stevo Popović, Damjan Jakšić, Rašid Hadžić and Selçuk Akpinar HOW DOES ADVERTISING THROUGH SPORT WORK? EVIDENCE FROM TURKEY | 477 |
| Miroslav Mandić and Morana Fudurić SPORTING EVENTS WITH A CAUSE: THE CASE OF CROATIAN RUGBY UNION AND WOMEN'S SHELTER | 478 |
| Sanela Škorić and Mato Bartoluci PLANNING IN CROATIAN NATIONAL SPORT FEDERATIONS | 479 |
| Irena Valantine, Ingrida Krikstaponyte and Gytis Junevicius CLUSTER AS A POSSIBILITY FOR SPORT SECTOR | 480 |
| KINESIOLOGY IN SOCIAL SCIENCES AND HUMANITIES | |
| Annette R. Hofmann FACING CHALLENGES: AN INTERNATIONAL PERSPECTIVE OF SPORT HISTORY IN ACADE | MIA 482 |
| Zrinko Čustonja CROATIAN SOKOL OR HOW DID POLITICS INFLUENCE ON EARLY DEVELOPMENT OF SPORTS AND PHYSICAL EXERCISE IN CROATIA | |
| Mabrouk Mohamed Aboamaed and Sarmad Ahmed Mousa | |

ACHIEVEMENT MOTIVATION AND ITS RELATIONSHIP WITH CONCERN

ROLE AND SIGNIFICANCE OF THE INTERNATIONAL

| | - |
|---|---|
| т | 5 |
| T | J |

| Jitka Čihounková and Michal Vít | |
|---|-----|
| KARATEKAS OF VARIOUS STYLES PLACING ASSOCIATIONAL | |
| WORDS CONNECTED WITH TRAINING OF MARTIAL ART | 503 |
| | |
| Petra Dolenc | |
| PHYSICAL SELF-CONCEPT IN ADOLESCENT ATHLETES: | 507 |
| RELATION TO GENDER, AGE, TYPE OF SPORT AND TRAINING FREQUENCY | |
| Tjaša Gerževič and Mitja Gerževič | |
| MOTIVES AND ATTITUDES OF NURSING HOME RESIDENTS TOWARDS | |
| EXERCISING IN THE SENIOR EXERCISE PARK: A PRELIMINARY REPORT | 511 |
| | |
| Petr Hrusa | |
| DEPENDANCE OF NEGATIVE EXPRESSIONS OF BASKETBALL | |
| PLAYERS' BEHAVIOUR ON THE FREQUENCY OF REFEREES | 516 |
| | |
| Živko Kalentić, Snežana Vujanović, Nenad Sudarov, B. Strajnić, Branko Đukić and Nebojša Vujkov | |
| SPECIFIC ASPECTS OF FOOTBALL GOALKEEPERS MENTAL | |
| POTENTIALIN RELATION TOOTHERPLAYERS IN THETEAM | 520 |
| | |
| Jan Mach, Viktor Pacholík, Sylva Hřebíčková and Damjan Siriški | |
| ANALYSIS OF THE DYNAMICS OF SUBJECTIVE MENTAL STATES | |
| DURING COMPETITIVE ACTIVITY OF CZECH ELITE TRACK CYCLISTS | 525 |
| | |
| Michał Mazurkiewicz | |
| BODY, MOVEMENT AND SPORT IN AMERICAN PAINTING | 529 |
| Deniis Ornežen and Henris Verženić | |
| Darija Omrčen and Hrvoje Knežević EXPRESSING KEY CONCEPTS IN HUMAN MOVEMENT SCIENCE: | |
| ANALYSIS OF FOOTBALL-RELATED ARTICLES' TITLES | 522 |
| ANALISIS OF FOOTBALL-RELATED ARTICLES TITLES | |
| Franjo Prot, Boris Balent and Ksenija Bosnar | |
| GENDER DIFFERENCES IN SPORT MINDSET | 537 |
| | |
| Leo Rafolt | |
| RITUAL FORMALISM OF THE JAPANESE KORYU BUDO: | |
| A SOCIO-ANTHROPOLOGICAL APPROACH | 540 |
| | |
| Zdenko Reguli, Jitka Čihounková and Martin Sebera | |
| FLOW STATE OF DIFFERENT LEVELS IN AIKIDO PRACTITIONERS | 544 |
| | |
| Dejan S. Savičević, Maja S. Cvijetić and Zdravko B. Ivanković | |
| TOTAL PHYSICAL RESPONSE AND SECOND LANGUAGE ACQUISITION | 547 |
| ידי מעזייה איז | |
| Tanja Stibilj Batinić, Vjeran Švaić and Janko Babić | |
| DIFFERENCES IN EMOTIONAL COMPETENCE BETWEEN INDIVIDUAL AND TEAM SPORTS ATHLETES | 550 |
| BEIWEEN INDIVIDUAL AND TEAM SPOKIS ATHLETES | |
| Ilona Tilindiene and Tomas Stupuris | |
| THE FEATURES OF SELF-ESTEEM AND AGGRESSION | |
| IN ADOLESCENT ATHLETES AND NON-ATHLETES | 556 |
| | |
| Jadranka Vlašić, Zlatka Glavurtić and Goran Oreb | |
| THE ATTITUDE OF THE PRESCHOOL CHILDREN'S | |
| PARENTS IN ZADAR AND ZAGREB TOWARDS DANCE | 561 |
| | |
| Dinko Vuleta jr. and Ivana Klaričić | |
| THE INFLUENCE OF THE SOCIAL STATUS, MICRO SOCIAL TEAM | |
| STRUCTURE AND GROUP COHESION ON THE SCORING EFFICIENCY | |
| OF ELITE CROATIAN JUNIOR NATIONAL TEAM HANDBALL PLAYERS | 566 |
| | |
| Irena Auersperger, Branko Škof, Bojan Leskošek, Bojan Knap, Aleš Jerin, Mitja Lainščak and Tanja Kajtna | |
| BIOCHEMICAL, HORMONAL AND PSYCHOLOGICAL MONITORING OF EIGHT | |
| WEEKS ENDURANCE RUNNING TRAINING PROGRAM IN FEMALE RUNNERS | 571 |

| Dušan Macura, M. Toni and Mojca Doupona Topič THE MORAL POTENTIAL OF SPORT VALUES | 572 |
|--|-----|
| Benjamin Perasović, Renata Franc and Marko Mustapić PREVALENCE AND SOCIODEMOGRAPHIC CORRELATES OF YOUTH ORGANIZATIONAL SPORT ENGAGEMENT | 573 |
| Dario Škegro and Zrinko Čustonja BEGINNINGS OF EDUCATION AND TRAINING FOR CONDUCTING PHYSICAL EDUCATION CLASSES IN CROATIA – 140 YEARS OF TRADITION | 574 |
| Paola Vago, Francesco Casolo, Ferdinando Cereda, Monica Gatti and Furio Danelon PERSONALITY TRAITS AND REHABILITATION: INFLUENCE ON OUTCOME FOLLOWING ACL RECONSTRUCTION | 575 |
| Jesús Viciana, Humberto Blanco Vega, José R. Blanco Ornelas, Martha Ornelas Contreras and Daniel Mayorga-Vega ANALYSIS OF MOTIVATION OF MEXICANS TOWARDS SPORT | 576 |
| KINESIOLOGY IN PHYSICAL CONDITIONING | |
| Steven J. Fleck NONLINEAR PERIODIZATION: RESEARCH AND PRACTICE | 578 |
| Tea Bešlija, Ana Kezić and Mario Tomljanović RELATIONS BETWEEN FUNCTIONAL MOVEMENT SCREEN AND STANDING LONG JUMP IN CHILDREN | 579 |
| Mate Brekalo, Dragan Milanović and Petra Zaletel THE EFFECTS OF A TRAINING PROGRAM FOR THE DEVELOPMENT OF STRENGTH AND POWER IN JUNIOR BASKETBALL PLAYERS | 582 |
| Marin Dadić, Luka Svilar and Luka Milanović EFFECTS OF PLYOMETRIC TRAINING ON EXPLOSIVENESS AMONG JUNIOR FOOTBALL PLAYERS | 588 |
| Petra Drušković, Jelena Paušić and Jeremy Todd DOES THE USE OF FOAM ROLLER HAVE AN INFLUENCE ON RECTUS FEMORIS ELONGATION? | 592 |
| Lauras Grajauskas The IMPACT OF DIFFERENT TRAINING METHODS ON 12–14-YEAR-OLD BOYS ORIENTEERING SKILLS AND HEART RATE RESPONSES | 595 |
| Kemal Idrizović and Marko Aleksandrović THE CHRONOLOGICAL AGE AS THE IMPACT FACTOR OF PHYSIOLOGICAL CHARACTERISTICS ON TRACK AND FIELD EVENT LONG JUMP | 598 |
| Hrvoje Karninčić, Mario Baić and Kristijan Slačanac METRIC CHARACTERISTICS OF THE NEWLY CONSTRUCTED QUESTIONNAIRE FOR ASSESSING THE KNOWLEDGE OF WRESTLING COACHES ON NUTRITION AND DOPING | 602 |
| Gun Do Kim and Willy Pieter MODELING ISOKINETIC STRENGTH IN RECREATIONAL ADOLESCENT KARATE ATHLETES | 607 |
| Marek Kokinda THE ASSOCIATION BETWEEN PHYSICAL DEVELOPMENT AND SPORTS TRAINING IN SPECIALIZED ICE HOCKEY CLASSES | 611 |
| Rūtenis Paulauskas, Rūta Dadelienė and Mindaugas Balčiūnas CHANGES IN PHYSICAL DEVELOPMENT, PHYSICAL FITNESS AND FUNCTIONAL CAPACITY OF YOUNG BASKETBALL PLAYERS AGED 16-19 YEARS | 615 |
| Denis Pudja, Ana Forko and Cvita Gregov ECCENTRIC EXERCISE IN TREATMENT OF TENDINOPATHY | 620 |

| Ante Rađa, Marko Erceg and Zoran Grgantov KICKING ACCURACY OF CROATIAN U-16 SOCCER PLAYERS | 630 |
|---|-----|
| Pavel Ruzbarsky, Viera Smerecka and Jozef Moroscak INTRAINDIVIDUAL ASSESSEMENT OF AEROBIC AND ANAEROBIC FITNESS IN ICE HOCKEY PLAYERS THROUGHOUT ANNUAL TRAINING CYCLE | 634 |
| Ondřej Smolka, Michal Kumstát and Iva Hrnčiříková CAFFEINE INTAKE ENHANCES ENDURANCE PERFORMANCE IN SUB-ELITE BUT NOT IN ELITE ATHLETES | 638 |
| Marijan Tomašić, Marijana Čavala and Ratko Katić DIFFERENCES IN MORPHOLOGICAL AND MOTORICAL ABILITIES BETWEEN JUNIORS AND SENIORS IN BASEBALL | 642 |
| Pavel Vacenovský and Tomáš Vencúrik THE EFFECT OF SPECIFIC WARM-UP ON REACTIVE AGILITY IN TABLE TENNIS | 646 |
| Vlatko Vučetić, David Zubčić, Gordana Jukić and Igor Jukić EVALUATING THE INFLUENCE OF BIOENERGY ON PHYSIOLOGICAL PARAMETERS IN THE RECOVERY AFTER HIGH - INTENSITY STIMULATION | 650 |
| Vlatka Wertheimer THE EFFECT OF AQUATIC PLYOMETRIC TRAINING ON PHYSICAL PERFORMANCE | 654 |
| Cvita Gregov and Sanja Šalaj THE EFFECTS OF DIFFERENT TRAINING MODALITIES ON BONE MASS: A REVIEW | 658 |
| Dajana Jašić EFFECT OF MOTOR ABILITIES TO RESULT IN SWIMMING 11-YEAR OLD BOYS | 660 |
| Egle Kemeryte-Riaubiene, Nijoje Jascaniniene, Sniegina Poteliuniene and Virginija Juodvirse THE IMPACT OF AEROBIC GYMNASTICS PHYSICAL LOADS ON THE 6-11 YEARS GIRLS' PHYSICAL AND FUNCTIONAL STATUS | 661 |
| Marko Sukreški, Josip Zekić and Tajana Geršić COMPARISON OF FOUR METHODS FOR DETERMINING THE ANAEROBIC THRESHOLD | |
| | |

Satellite Symposiums:

ADAPTATION OF HUMAN ORGANISM TO DISUSE AND AGEING

| Boštjan Šimunič TENSIOMYOGRAPHY – PAST AND FUTURE DIRECTIONS? | . 664 |
|--|-------|
| Saša Pišot and Uroš Marušič GENDER RELATED DIFFERENCES OF PHYSICAL ACTIVITY AMONG OLDER ADULTS | 668 |
| Dušan Hupka | |
| COMPARISON OF WALK FORCE CHARACTERISTICS OF CZECH ADULT WOMEN | 672 |
| Uroš Marušič EFFECTIVENESS AND TRANSFER OF COMPUTERIZED | |
| COGNITIVE TRAINING ON COGNITIVE AND PSYCHOMOTOR | |
| FUNCTIONS IN OLDER ADULTS DURING PROLONGED INACTIVITY | 676 |
| Tomáš Vodička, Martin Zvonař and Martin Sebera ISOKINETIC STRENGTH IN LEUKEMIA PATIENTS | |
| PRIOR TO AND AFTER TREATMENT – PILOT STUDY | 680 |
| Lina Cancellara, Luana Toniolo, Tatiana Moro, Katja Koren, Antonio Paoli and Carlo Reggiani EFFECTS OF TWO WEEKS OF BED REST AND SUBSEQUENT | |
| REHABILITATION ON SIZE AND FUNCTION OF SINGLE MUSCLE FIBRES | 682 |

| Filippo Giorgio Di Girolamo, Sara Mazzucco, Martina Lanza, Nina Mohorko, Roberta Situlin, Rado Pišot and Gianni Biolo | |
|--|-----|
| AGEING IS ASSOCIATED TO A LOWER DEGREE OF INSULIN RESISTANCE | |
| DEVELOPMENT, AS INDUCED BY 14-D EXPERIMENTAL PHYSICAL INACTIVITY | 683 |
| Tariq Ali Gujar and Anita Hökelmann | |
| COMPARATIVE STUDY OF YOUNG AND SENIOR PEOPLE | |
| ELECTROENCEPHALOGRAPHY ACTIVITY DURING SENSORY | |
| ORGANIZATION BALANCE TEST IN RESPECT OF VISUAL FUNCTION | 684 |
| Sara Mazzucco, Filippo Giorgio Di Girolamo, Martina Lanza, Nina Mohorko, Roberta Situlin, Rado Pišot and Gianni Biolo EFFECTS OF AGEING ON THE DEVELOPMENT OF ANABOLIC | |
| RESISTANCE DURING EXPERIMENTAL BED-REST, | |
| AS ASSESSED BY A SIMPLIFIED STABLE ISOTOPE-BASED METHOD | 685 |
| Enrico Rejc, Alberto Botter, Mirco Floreani, Rado Pišot, Pietro di Prampero and Stefano Lazzer EFFECTS OF 14 DAYS OF BED REST AND FOLLOWING | |
| PHYSICAL TRAINING ON THE MAXIMAL EXPLOSIVE POWER | |
| OF LOWER LIMBS IN ELDERLY AND YOUNG HEALTHY MALES | 686 |
| UNIVERSITY SPORT AND PHYSICAL ACTIVITY | |
| Ensar Abazović, Đurđica Miletić and Erol Kovačević | |
| MONITORING THE SUBJECTIVE EXERCISE EXPERIENCE IN PHYSICAL EDUCATION STUDENTS . | 688 |
| Romana Caput Jogunica, Biserka Vrbek and Sanja Ćurković ATHLETES AND EDUCATION: WHAT SHOULD WE DO TO | |
| SUPPORT ATHLETES IN DUAL CAREER DEVELOPMENT? | 692 |
| | 072 |
| Katja Cerar and Miran Kondrič GENDER DIFFERENCES OF MOTIVATIONAL FACTORS IN STUDENTS FOR SPORTS ACTIVITIES | 696 |
| Josip Cvenić and Renata Barić | |
| THE CONSTRUCT VALIDITY OF THE FIGURE RATING SCALE BASED | |
| ON ESTIMATES OF FEMALE STUDENTS AT THE UNIVERSITY IN OSIJEK | 698 |
| Sanja Ćurković, Mirna Andrijašević and Romana Caput-Jogunica | |
| PHYSICAL ACTIVITY BEHAVIORS AMONG UNIVERSITY STUDENTS | 703 |
| Stanislav Dadelo | |
| MOTIVATIONAL CHARACTERISTICS OF LITHUANIAN STUDENTS' IN PHYSICAL EDUCATION | 707 |
| Kantin Fritten Deishel Metelije Česhen and Jelle Coželle | |
| Ksenija Fučkar Reichel, Natalija Špehar and Jelka Gošnik THE LEVEL OF PHYSICAL ACTIVITY OF UNDERGRADUATE | |
| STUDENTS AT THREE FACULTIES OVER A SEVEN-DAY PERIOD | 712 |
| Manife Langer and Matrix Kania Xid | |
| Marija Lorger and Mateja Kunješić ABILITY REALIZATION OF COMPLEX MOTOR STRUCTURES | |
| WITH FACULTY OF TEACHER EDUCATION STUDENTS | 717 |
| WITH FACULIY OF TEACHER EDUCATION STUDENTS | /1/ |
| Tonći Mašina, Miroslav Zečić and Davor Pavlović | |
| GENDER DIFFERENCES IN SOME ANTHROPOMETRIC AND MOTOR | |
| CHARACTERISTICS AMONG STUDENTS OF ZAGREB UNIVERSITY SCHOOL OF MEDICINE | 722 |
| Tihana Nemčić and Mladen Sedar | |
| MOTIVATIONAL DIFFERENCES FOR PLAYING | |
| FUTSAL AMONG ZAGREB UNIVERSITY STUDENTS | 726 |
| Josipa Radoš, Gordana Furjan Mandić and Maja Horvatin Fučkar | |
| THE INFLUENCE OF RHYTHMIC GYMNASTICS TREATMENT | |
| ON FLEXIBILITY OF FEMALE STUDENTS FACULTY OF KINESIOLOGY | 731 |

| Aleksandar Selmanović, Matija Čale-Mratović and Đivo Ban ANALYSIS OF THE IMPACT OF HEALTH-RELATED HABITS ON THE BODY COMPOSITION OF STUDENTS IN DUBROVNIK | 734 |
|---|-----|
| Katja Bilić A ROLE OF PHYSICAL ACTIVITY IN EXPLANATION OF MENTAL AND PHYSICAL HEALTH SYMPTOMS AMONG UNIVERSITY STUDENTS | 739 |
| HEALTH KINESIOLOGY | |
| Stjepan Heimer HEALTH KINESIOLOGY STUDY | 742 |
| Joao Breda HEALTH-ENHANCING PHYSICAL ACTIVITY IN WHO EUROPEAN REGION | 746 |
| Sanja Musić Milanović PUBLIC HEALTH AND HEALTH KINESIOLOGY – THE CORE FIELDS FOR MUTUAL COOPERATION | 748 |
| Herbert Hartmann GRASSROOTS SPORTS – A FIELD FOR REALISATION OF HEALTH KINESIOLOGY IDEAS | 750 |
| Danijel Jurakić and Daniel Bok The Professional and Social Significance of Health Kinesiology for Experts in Kinesiology | 755 |
| Goran Sporiš and Stjepan Heimer SOUTH-EAST EUROPEAN POSTGRADUATE HEALTH KINESIOLOGY STUDY – A PROPOSAL | 757 |
| LATE SUBMISSION | |
| Mario Luca Morieri, Cecilia Soavi, Daniela Francesconi, Juana Maria Sanz, Sonia Poma, Giovanni Zuliani and Angela Passero THE EFFECT OF 14 DAYS OF BED REST ON THE LIPID AND INFLAMMATORY PROFILE ON THE ELDERLY | 760 |

| INDEX OF AUTHORS | 761 |
|------------------|-----|
|------------------|-----|

THE IMPACT OF THE GLOBAL ECONOMIC CRISIS ON THE FINANCES IN SPORT: CASE OF SLOVENIA

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Abstract

The financial market turmoil in 2007 and 2008 has led to the severe financial crisis and threatens to have severe repercussions on the real economy. The sport industry could not remain unaffected by these circumstances. This paper examines the impact of the global economic crisis on revenues of non-governmental sport organisations (sport NGOs) in Slovenia, as a small European economy. The operating revenues (sales revenues, public revenues, membership fees, donations, other operating revenues) of all sport NGOs from 2007 to 2012 have been analysed. We found that the overall trend of sport NGOs revenues correspond with few years of delay to the trends of the Slovenian economy. Until 2010 the impact of crises in Slovenia was relatively small and diverse regarding the different financial design types of sport NGOs. The greatest financial impacts were experienced in grassroots sport, while professional sport NGOs have increased their operating revenues, mostly due to increases of public revenues. In 2012 total revenues of all sport NGOs decreased first time in last 10 years. Stagnation in this period is most visible in professional sport NGOs due to around 8% decrease of public and sales revenues. The findings suggest that the true impact of the recession on Slovenian sport NGOs remains to be seen. We conclude that the ongoing recession will affect grassroots sport the least, while semi-professional and professional sport NGOs will be under financial threat. Because of the synergistic effects of different types of NGOs, this could affect the sustainability of Slovenian sport.

Key words: grassroots sport, professional sport, sport club, sport federation, financial distress, recession, revenue, financial statement

Introduction

An overview of the globalisation of the sport economy (M. Andreff & Andreff, 2009; W. Andreff, 2008) confirms the main hypothesis of this study: the sport industry could not remain unaffected by global economic crisis. Sport organisations have different organisational forms, operating methods, goals, and institutional characteristics than those in other sectors of the economy, so there is good reason to expect them to react differently to economic and financial downturns (Humphreys, 2010). Therefore, the global financial crisis presents significant challenges for the growth of the sport industry, representing a serious setback, because it is taking place at a time the sport business had begun to progress in economic performance.

Slovenia is a small open economy within the EU, with two million inhabitants and \in 35,416 million of gross domestic product (GDP; SORS, 2011). Affected by the global crisis, Slovenian GDP fell by close to 8% in 2009, among the deepest declines in the OECD (OECD, 2011); GDP grew modestly by 1.2% in 2010 and by 0.6% in 2011, but fell again by 2.5% in 2012 (Eurostat, 2012). In August 2012, the three main ratings agencies all downgraded Slovenian sovereign debt as investors' voiced concerns that Slovenia would require a bailout. If Slovenia rebalances its economy and restores competitiveness, its macro-economic performance should improve in coming years, but the improvement will most likely be smaller than the deterioration in the past period; real growth is expected in several years. According to aforementioned, this paper aims to represent the likely impact of the global financial crisis on the finances of non-governmental sport organisations (sport NGOs) in Slovenia and to assess the extent to which that influence is reflected in certain groups of sport NGOs.

The Slovenian Sport Financial Information

The Slovenian sport services market has been monitored for more than fifteen years with the approach taken by Andreff and his colleagues (W. Andreff, Bourg, & Halba, 1994); therefore, high quality population data was used for this study. The survey examined operating revenues among 6,246 sport NGOs in Slovenia (sport clubs and associations)

that provided annual income statements for each year from 2007 to 2010. The data in this study has been obtained at the request of the authors, using annual financial reports from the Agency for Public Legal Records and Services in the Republic of Slovenia.

To obtain a more comprehensive insight, operating revenues were analysed according to different types of sport NGOs. For this purpose, sport NGOs were divided into three groups of financial design types, according to a cluster analysis using Ward's hierarchical fusion algorithm clustering technique on 10 primary financial variables from the financial statements of sport NGOs: grassroots sport organisations, semi-professional and professional sport NGOs (Bednarik et al., 2013).

Structure of Operating Revenues of Slovenian sport NGOs

The overall operating revenues of Slovenian sport NGOs rose by 9.6% from 2007 to 2012 and reached €218.279 million. In the absolute sense, these revenues are, for instance, equal to the budget of the Italian Football club Juventus (Deloitte, 2010), which is indicative of the financial strength of Slovenian NGOs. However, many of the accomplishments of Slovenian sport (Bednarik, et al., 2013) have been achieved with these limited finances. This leads to an assumption of the relative superior efficiency of the Slovenian model of sport. The different types of sport NGOs play an influential role in this model.

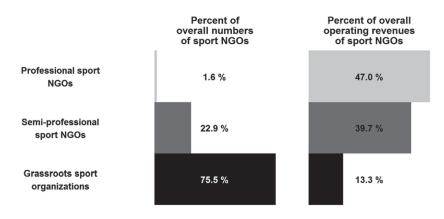


Figure 1: Share in overall operating revenues by three groups of sport NGOs (Bednarik, et al., 2013)

The impact of professional and semi-professional sport NGOs is much higher than their share in the total number of sport NGOs (Figure 1). The operating revenues differ between groups of sport NGOs in level as well as in their structure (see Figure 2).

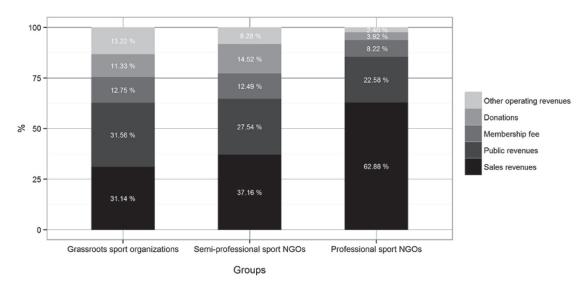


Figure 2: Structure of operating revenues in year 2010 by three groups of sport NGOs (Bednarik, et al., 2013)

Impact of the Recession on Operating Revenues of Slovenian Sport NGOs

The comparison of operating revenues in the 2007–2012 period shows that sport NGOs in Slovenia have increased their overall operating revenues in comparison with the revenues before the global economic crisis started. Therefore, in spite of the crisis, until the year 2011 the operating revenues of sport NGOs have continuously grown over the previous 10 years (Bednarik, Kolar, & Jurak, 2010; Jurak, Bednarik, Kolenc, & Kolar, 2010). Just moderate stagnation has been observed in 2012. This does not correspond exactly to the trends of Slovenian economy in the 2007–2012 period (OECD, 2011). A more detailed analysis reveals important differences in operating revenues regarding the three groups of sport NGOs and explains revenue fluctuations.

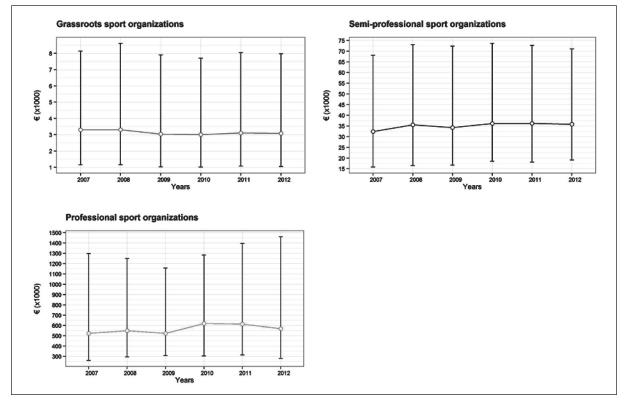


Figure 3: Trend lines of medians and interquartile range of total operating revenues of three different types of sport NGOs

Trends of the impact of the crisis on total operating revenues three different financial design types of sport NGOs are presented in Figure 3. For better insight the trend has been analysed with Wilcoxon signed rank test separately for the period 2007-2010 and 2010-2012.

In period 2007-2010 in semi-professional and professional sport NGOs the majority of operating revenues are significantly higher in 2010 than in 2007. The upward trend of operating revenues in the observed period was noted as being the greatest in group of professional sport NGOs. Their total operating revenues increased by 18%, mostly because of increases of public revenues in 2009 and 2010. A positive trend was also observed in semi-professional sport NGOs, which managed to maintain this trend with higher levels of all operating revenues. In contrast, in grassroots sport only public revenues were significantly higher in this period; consequently, their total operating revenues decreased in period 2009-2010 (Jurak, Andreff, Popović, Jakšić, & Bednarik, 2013).

In period 2010-2012 some changes in trend have been observed. In all groups of sport NGOs the total operating revenues and the majority of operating revenues are not significantly different. Stagnation in this period is most visible in professional sport NGOs (see Figure 3). To explain trends, one should understand the meaning of certain types of operating revenues in the observed sport organisations.

In grassroots sport organisations, sales revenues are represented mostly by fees for exercise programmes and sport courses, but in professional sport NGOs most sales revenues are generated by sponsorship, ticket revenues, trade of athletes and media rights, while in semi-professional sport NGOs they are mixed. Similar structures of revenues of grassroots sport (Waelbroeck-Rocha et al., 2011) and professional sport (Deloitte, 2013) have been found in other studies. Therefore, sales revenues in grassroots sport organisations are more influenced by household expenditure and their purchasing power. Purchasing power parity in Slovenia dropped in the 2008–2010 period by 8.3% (Eurostat, 2012) and then remains in this level until 2012, which is in line with the stagnation of operating revenues in grassroots sport.

However, sales revenues of professional sport NGOs are more influenced by the interests of enterprises and their capability for financing of sport and their marketing activities. In contrast to some bigger sport economies, the Slovenian sport sponsorship market has been characterised by social networks (Jurak, Bednarik, & Kovač, 2009). The management of enterprises considers sport sponsorship to be a social vehicle for introducing the company name into the media or for creating new acquaintances with other sponsors/business partners and politicians at sport events, thus widening the network of their business/social connections. The biggest sport clubs and the biggest national sport federations have been mainly sponsored by government-owned enterprises. Sponsors from abroad are very rare. Therefore, it can be assumed that professional sport NGOs expanded their sponsorship revenues more on the basis of socio-political than marketing interests. Since the size of Slovenian market is two million people and the fact that the sales of media rights in other countries are not large due to a lack of interest in Slovenian competitions, there is also limited potential for sponsors and advertisers for the broadcasting of sport events. During the economic crisis, one possible strategy for existing sponsors is changing their priorities in favour of the most media-exposed sports, athletes, clubs and events. We do not have separate data for sponsorship revenues and are thus unable to analyse this problem more thoroughly. However, since sales revenues of professional sport NGOs did not change in the 2007–2010 and 2010-2012 periods, we assume redistribution of sponsorship revenues within professional sport NGOs is occurring.

Public revenues are represented by subsidies and grants at national, regional or local levels. In Slovenia, about 75% of public revenues comes from local authorities (Jurak, et al., 2010), which is main source of public finances of grassroots sport. Government finances are concentrated on national sport federations. Therefore, the large increase of public revenues in professional sport NGOs in period 2009-2011 is mostly a consequence of much higher financing of sport federations on the government level caused by political decisions and some change of criteria that were initiated by national sport federations at the start of the global financial crises. However, public revenues of this type of sport NGOs in 2012 indicate on opposite trend of these revenues in future.

A donation in context of revenues of sport NGOs is revenue given by individuals or legal entities for sport organisation activities without an expectation of a commercial return (unlike sponsorship). Moreover, these are payments made by the sport federations to the clubs for some of their programmes. Therefore, it is logical that donations represent more important revenues in grassroots sport organisations than in professional sport NGOs (Jurak, et al., 2013). With the beginning of the global economic crisis, donations have been decreased particularly in grassroots sport, so much so that the median has fallen for 75%.

A membership fee is charged as part of being an NGO's member. In return, the member has membership rights (access to sport facilities and programs, candidature for NGO' bodies, voting etc.). In the structure of finances, membership fees represent highly significant revenue in grassroots sport organisations and semi-professional sport NGOs, but less important revenue in professional sport NGOs (Bednarik, et al., 2013). In period 2007-2010 trend of decreasing revenues from membership fees can be observed in grassroots sport and professional sport NGOs, while an increasing trend in semi-professional sport NGOs was present (Jurak, et al., 2013). In period 2010-2010 membership fees in grassroots sport have increased, while a decreasing trend prevailed in semi-professional and professional sport NGOs.

The trend of the operating revenues of sport NGOs reflects the economic situation in Slovenia in the observed period with few years delay. However, the OECD (2012) has predicted reductions of Slovenian GDP by 1.1% in 2013, so the Slovenian economy is currently faced with risks of prolonged stagnation. Rising fiscal deficits and public debt have already required stabilisation (austerity) policies in Slovenia. Despite a recent paper by IMF economists **Blanchard** and **Leigh** (2013) criticizing policies of slashing budgets too rapidly early in the euro crisis, starving many economies of much-needed growth, the Slovenian government is determined to take this route. Along with the strained economic situation and its reflection on sport finances, we believe this would greatly affect the finances of Slovenian sport, but differently according to type of sport NGO.

It seems that grassroots sport organisations will suffer the least in these new circumstances, as they have the most balanced structure of revenues, a stable trend of revenues and a structure of expenses that enables the easiest adjustments (Bednarik, et al., 2013). In this group, a severe decline of all revenues, with exception of membership fees can be expected, as these organisations are mostly fulfilling interests of small number of members, who will continue to pay the fees at the same level. A gradual slightly negative trend of revenues of these organisations has already been observed in recent years; therefore, an additional decrease will not represent major disruptions for these organisations. Supporting this statement are the facts that these organisations generally do not have problems with liquidity and solvency, and they can very quickly adjust their expenditure with the revenues, as their budgets include only a small proportion of fixed costs, such as the salaries of employees (Bednarik, et al., 2013).

Semi-professional sport NGOs will experience larger financial difficulties. They are mostly dependant on the revenues from households (membership fees, training fees and entrance tickets), as their programmes are particularly aimed at these groups. Smaller purchasing power, more difficult business conditions and austerity measures in public finances will result in decreases of all revenues of these organisations. As these sport NGOs have more fixed costs (employees) in their budgets than the grassroots sport organisations do, they will also have more difficulties in adjusting their expenditure to the decrease in revenues.

The largest problems can be expected in professional sport NGOs. These organisations depend on sales revenues the most and are thus greatly influenced by the economic situation; at the same time, they experienced a considerably unstable positive trend in revenues from the public funds at the start of recession. Due to limitations in data collection, a more thorough analysis of sales revenues regarding the different types of these revenues (sponsorship, media rights, ticket sales, players' trade etc.) is impossible. Some information about changes of the structure of these revenues from business reports of certain professional sport NGOs indicates a rapid fall of sponsorship revenues in 2011 and 2012. Excessive emphasis on sponsorship revenues can therefore represent a threat for these organisations.

Significantly increased public financing of professional sport NGOs in 2009-2012 has caused so-called financial doping. In these years, the programmes of national sport governing bodies have experienced particularly large financing from the government funds, which resulted in increased expenditure. It can be assumed that (with a few exceptions) these sport NGOs did not adjust their business models to changed circumstances in the economic market due to experiencing total positive trend of business income. As a result, in coming years these sport NGOs will be ill-prepared for changes, as the public financing of their programmes will sharply decline. This decline will also correspond with a decline in sponsorship revenues, which represents an important part of their sales revenues. If these organisations wish to balance their expenditures with revenues, they will quickly have to enact considerable cuts in salary expenses and/or dismiss their staff. Nevertheless, it is more likely that they will merely postpone the payments and prolong the agony. This will be particularly true for sport clubs in professional competitive sport, where the costs of professional teams represent more than half of all the budget expenses. Even larger problems will be experienced by the NGOs, which are highly leveraged and have intense liquidity and solvency problems. According to findings of Bednarik et al. (2013), 35% of professional sport NGOs are operating under net losses from previous years.

The opinion of the authors of this paper is that the sport NGO sector in Slovenia will be faced with de-professionalisation, which had already been predicted prior to the beginning of the crisis (Jurak, 2006). This process will strongly affect many semi-professional and professional sport NGOs. At the moment, these two groups employ significant numbers of university-educated coaching staff, supported through the system of public financing and enabling them stable running. Austerity measures will also affect such financing, and without suitable business solutions these sport NGOs will not be able to finance the employees from other sources. Consequently, unpaid bills, dismissals and staff resignations will follow, resulting in destabilisation of functioning of the sport NGOs.

In professional sport NGOs, the consequences will be even greater, because they employ more professional staff. A demise of some professional teams and their return to amateur status can be expected. Our analysis has shown that three professional sport NGOs (representing 4% of sport NGOs in these group) already closed their business in year 2011. Only professional sport NGOs with proper business strategies regarding their resources (sport facilities, media attention, people involved, etc.) can survive the recession with the same model as before crisis. Generally speaking, their business models better resemble the functioning of business companies rather than that of NGOs. Some sport NGOs have already set up such models; however, time will tell how successful they are. For example, the Slovenian skiing association has transferred the majority of the financial burden of the national teams onto the competitors and their families. Maribor Football Club has changed its income structure, with a significant increase of revenues from the transfers of players.

The next important question is when it can be expected that the status of operational revenues in semi-professional and professional sport NGOs will again reach the level prior to the economic crisis? It seems such a recovery will take some time and will happen only if these sport NGOs will change their business models. To be clear: the current models are obsolete. This will be most apparent with regard to one of the larger sources of revenue in these organisations, i.e. sponsorship, as the sponsorship market in Slovenia will never be return to the state it was before the economic crisis. The model of sponsorship in Slovenian sport has been based on social-political connections with mainly state-owned companies; recently passed legislation on the Slovenian Sovereign Holding will result in a sale of state shares in a large number of these companies. As a result, the withdrawal of the state from the economy will presumably result in more deliberate decisions of companies for sponsoring of all types of activities, including sport. Marketing interest in particular sports will become particularly important, which will enable companies to fulfil their marketing goals. If Slovenian and perhaps even foreign companies will recognise Slovenian sport as a tool for fulfilling their marketing goals, then the Slovenian sport could, as a result of global trends (IEG, 2013), increase sponsorship revenues; otherwise, the money will be directed elsewhere.

A considerable threat to the stability of the future functioning of semi-professional and professional sport NGOs will also be the dependency on public finances, particularly in national governing bodies. Specifically, the majority of them are already excessively dependent on state resources (Jurak, et al., 2010).

Measures for Sport NGOs to Address the Prolonged Recession

The similarity of economic trends and finances of sport NGOs with some delay pattern suggests that Slovenian sport is not recession-resistant. According to the economic forecast and socio-political circumstances in Slovenia, we believe the true measure of economic turmoil will be seen over next few years. It is vital for Slovenian sport NGOs to survive recession, not merely for this sector itself, but also because of its impact on public health and economic growth. We believe that grassroots sport will survive the financial crisis almost unchanged in its way of business. However, it is very important for the sustainability of Slovenian sport as whole to keep different types of sport NGOs well-functioning, because of their synergistic effects on Slovenian sport success. Therefore, it is crucial for semi-professional and professional sport NGOs to be better equipped to deal with recession. Each sport NGO must to find each own combination of measures regarding to their resources and opportunities.

One possible course is to enhance domestic expenditure for sport by raising the revenues generated from households, combined with the more efficient exploration of given resources within Slovenian sport. Raising the household expenditure for sport services implies many measures (see Waelbroeck-Rocha, et al., 2011), which require the development of sport NGOs' services for existing and new target groups of consumers. However, for high level and professional sport organisations, identification with the sport organisation seems to be the ultimate key. When it comes to the internal market of sport, strategic partnerships between sport organisations must be mentioned. Instead of focusing on yields alone, professional and high level sport organisations could be based on a special combination of competition interest and sport responsibility, which is grounded in utilising the synergies that exist between sport clubs within the same sport discipline. Only few sport clubs in Slovenia complete in high-level commercial sport competitions, have a brand that attracts major sponsors and modern sport facilities. These organisations could make a network of partnerships with domestic sport clubs to help them organise youth teams (with professional support, management, sport facilities and premises), train talents and then fairly trade for them. This could share limited finances with all partners.

Regardless, semi-professional and professional sport NGOs should also perform cost-saving measures, requiring these NGOs to prepare a specific action plan in order to best exploit the opportunities available. The highest expenditures of these sport NGOs are for costs of services (Bednarik, et al., 2013), among which are contract personnel payments, leasing sport facilities and various charges for competitions. Reductions of personnel payments should be achieved mostly through the reviewing of player salaries, and less by lay-offs of permanent professional staff, who are capable of providing sport services of high quality. New, more economically realistic and sustainable bases of payments should be set. Regarding charges for sport premises, new contract terms with local communities (which are mainly their owners) should be made. Cost reductions in the competition system should be designed together with sport federation and other sport clubs, with possible measures as fewer games/competitions performed, rules adaptations in minor leagues to avoid some costs (e.g. few referees, shortening of competition time) and reduction of work and cost of competition bureaucracy. National sport federations could reduce the costs of national teams by carrying out all of the sport training programmes in suitable sport facilities in Slovenia.

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INDEX OF AUTHORS

Abazović Ensar 688 Adamkova Radks 107 Akpinar Selçuk 477 Aleksandrović Marko 598 Ali Gujar Tariq 684 Andreff Wladimir 440 Andrijašević Mirna 369, 703 Antala Branislav 246 Antekolović Ljubomir 120, 196 Auersperger Irena 571 Babič Jan 218 Babić Janko 552 Baca Arnold 229 Bačić Petar 379 Badau Dana 131 Badrić Marko 247 Baić Mario 425, 602 Baković Marijo 120 Balaban Vlado 327 Balaz Jozef 192 Balciunas Mindaugas 615 Balent Boris 490, 537 Ban Đivo 734 Barbaros Tudor Petar 426 Barić Renata 427, 698 Barkiđija Marina 348 Bartoluci Mato 479 Bartoluci Sunčica 495 Bašić Kes Vanja 67 Bazanov Boris 428, 434 Bednarik Jakob 440 Bednjarević Nemanja 137 Berčič Herman 334 Bernaciková Martina 77 Bešlija Tea 579 Bilak - Moconja Gorica 327 Bilić Katja 739 Bilinauskaite Milda 72 Biolo Gianni 683, 685 Bizovska Lucia 201 Bjelica Duško 477

Blanco Vega Humberto 370, 576 Blanco Ornelas José R. 370, 576 Blazkova Michaela 187 Bobić Goran 67 Bok Daniel 755 Bokor Igor 260 Boranić Živoder Snježana 451 Bosnar Ksenija 490, 537 Botter Alberto 686 Breda Joao 746 Brekalo Mate 582 Bučkova Kristina 227, 233 Bugala Martin 318 Bund Andreas 228 Cabell Lee 155, 181 Cancellara Lina 682 Caput-Jogunica Romana 692, 703 Casals Cristina 375 Casolo Francesco 575 Ceraj Saša 499 Cerar Katja 696 Cereda Ferdinando 575 Cesnaitiene Vida 328 Charvat Michal 363 Chen Haitao 114 Chovanová Erika 295 Cigrovski Vjekoslav 329 Ciliga Dubravka 27 Cizauskas Ginas 72 Cokorilo Nebojsa 355 Crnjak Matea 31 Csányi Tamas 330 Cvenić Josip 698 Cvijetić Maja S. 547 Čale-Mratović Matija 734 Čavala Marijana 642 Čeklić Urška 253 Čihounková Jitka 503, 544 Čišić Tea 71 Čoh Milan 379 Čorak Sanda 451

Čuić Tanković Ana 291 Čustonja Zrinko 483, 574 Ćurković Sanja 692, 703 Dadeliene Ruta 383, 615 Dadelo Stanislav 707 Dadić Lorena 456 Dadić Marin 588 Danelon Furio 575 Delaš Kalinski Sunčica 430 Di Prampero Pietro 686 Dinold Maria 22 Djordjevic-Šaranović Slavica 123 Do Kim Gun 607 Dolenc Petra 507 Dolibašić Josipa 298 Dopsaj Milivoj 150 Doupona Topič Mojca 572 Dovrtělová Lenka 107 Drapšin Miodrag 375 Drid Patrik 375 Drušković Petra 592 Duysens Jacques 130, 234 **Đerek Ana 339** Đukić Branko 520 **Đurković Tomislav 429** Elfmark Milan 155 Emeljanovas Arunas 331 Erceg Marko 630 Erceg Tina 257, 430 Filipović Branimir 27, 67 Finn Kevin 330 Floreani Mirco 686 Forko Ana 620 Franc Renata 573 Francesconi Daniela 760 Fučkar Reichel Ksenija 712 Fudurić Morana 478 Furjan Mandić Gordana 343, 731 Gaba Ales 201 Gajević Aco 137, 150 Gajewski Jan 237

Gallo Jiri 174, 575 Geršić Tajana 662 Gerževič Mitja 142, 511 Gerževič Tjaša 511 Ghorbani Saeed 228 Filippo Giorgio Di Girolamo 683, 685 Glavurtić Zlatka 561 Gnezdilova Tatjana 232 Gošnik Jelka 712 Gračan Daniela 348 Grajauskas Lauras 595 Grčić-Zubčević Nada 128 Grčić Vedrana 386 Greblo Zrinka 369 Gregov Cvita 620, 658 Grgantov Zoran 630 Grozdek Čovčić Gordana 366 Gurbuz Bulent 367 Hadžić Rašid 477 Harasin Dražen 352 Hardon Marek 209 Hartmann Herbert 750 Hassmann Michaela 229 Heimer Stjepan 742, 757 Heller Mario 229 Hirjakova Zuzana 227, 230 Hlavacka Frantisek 227, 230 Hoe Wee Eng 307 Hofmann Annette R. 482 Hökelmann Anita 684 Horvat Marina 366 Horvat Vatroslav 260 Horvatin-Fučkar Maja 731 Hošková Blanka 74 Hraski Marijana 260 Hraski Željko 146, 177 Hřebíčková Sylva 252 Hrgetić Marko 389 Hrnčiříková Iva 638 Hrouzek Michal 107 Hrusa Petr 516 Hrusova Dagmar 36 Hupka Dušan 672 Hussein Talib 235

Idrizović Kemal 598 Ihász Ferenc 330 Issurin Vladimir B. 374 Ivanković Zdravko B. 547 Ivanović Jelena 137, 150 Ivaschenko Sergii N. 368 Ivković Gordana 82, 98 Jadrić Ivana 461 Jakovljević Saša 150 Jakšić Damjan 440, 477 Jakuš Lukrecija 366 Janik Zdenek 431 Janíková Andrea 107 Janura Miroslav 155, 174 Janjić Saša 165 Jarani Juel 236, 264 Jascaniniene Nijoje 661 Jašić Dajana 660 Jelaska Igor 170, 274 Jenko Miholić Srna 269 Jenko Pražnikar Zala 86 Jerin Aleš 571 Jerkunica Alen 461 Jukić Gordana 650 Jukić Igor 650 Junevicius Gytis 480 Juodvirse Virginija 661 Juodzbaliene Vilma 72 Jurak Gregor 440 Jurak Ivan 196 Jurakić Danijel 339, 369, 755 Jurdana Mihaela 86 Jurgelaitiene Giedre 72 Jurikova Jana 90 Kairyte Justina 328 Kaj Mónika 330 Kajtna Tanja 571 Kalentiž Živko 520 Kaminek Petr 174 Kapounková Kateřina 107 Karalejić Milivoje 150 Karninčić Hrvoje 425, 602 Karsai István 330 Kasa Agron 236

Katić Ratko 642 Kazazović Elvir 94 Kemeryte-Riaubiene Egle 661 Kezić Ana 257, 579 Kilani Hashem 121 Klaričić Ivana 566 Knap Bojan 571 Knežević Hrvoje 532 Knjaz Damir 120 Kohout Jan 107 Kokinda Marek 611 Kolar Edvard 440, 473 Kolarova Katerina 221 Kõll Ervin 432 Kondrič Miran 229, 696 Koren Katja 231, 682 Korovljev Darinka 355 Korvas Pavel 214 Kovacikova Zuzana 201 Kovačević Erol 94, 688 Kovačić Katija 465 Krakan Ivan 247, 389 Kreivyte Rasa 393 Krespi Marino 274, 436 Krikstaponyte Ingrida 480 Krističević Tomislav 159 Krstulović Saša 386 Kršak Valerija 31 Kumstát Michal 77, 638 Kunitson Vladimir 232 Kunješić Mateja 717 Kurková Petra 40 Kutilek Patrik 201 Lainščak Mitja 571 Lanc Dan 322 Lanza Martina 683, 685 Laskowski Jacek 237 Laurson Kelly 330 Lazzer Stefano 231, 686 Leko Goran 396 Lenard Ana 339 Leskošek Bojan 571 Lešnik Blaž 218 Li Dongjian 414

Lobotková Jana 230, 233 Lorger Marija 717 Mach Jan 252 Macura Dušan 572 Mahnić Maja 165 Mala Alexandra 107 Malacko Julijan 278, 286 Mandić Jelaska Petra 170, 274 Mandić Miroslav 478 Marelić Nenad 429 Martinaskova Eliska 174 Martinec Petar 352 Marton Orsolya 330 Marušič Uroš 668, 676 Marušić Eli 465 Marušić Zrinka 451 Mašina Tonći 722 Matković Andro 122 Matkovic Branka R. 122 Matković Bojan 329, 426 Mavra Nevia 98 Mayorga-Vega Daniel 370, 576 Mazić Sanja 123 Mazurkiewicz Michał 529 Mazzucco Sara 683, 685 McCormick Bryan 103 Medved Vladimir 165 Mendez-Gimenez Antonio 240 Mieziene Brigita 331 Mijić Marko 427 Mikalacki Milena 355 Mikalauskas Dovydas 331 Mikuletič Veronika 142 Milanović Dragan 400, 582 Milanović Luka 436, 588 Milanović Marko 389 Milanović Zoran 247, 436 Milasius Kazys 383 Milčić Lucija 322 Miletić Alen 386 Miletić Đurđica 170, 688 Milić Mirjana 430 Miljković Zvonko 247 Ming-Kai Chin 331

Misjuk Mikola 432 Mišigoj-Duraković Marjeta 303 Mitić Dušan 131 Mo Ching Mok Magdalena 331 Mohab Hamid 57 Mohamed Aboamaed Mabrouk 486 Mohar Sebastian 124 Mohorko Nina 683, 685 Morieri Mario Luca 760 Moro Tatiana 682 Moroscak Jozef 634 Mousa Sarmad Ahmed 57, 486 Možnik Marijo 177 Mraković Snježana 282 Mudronja Lucija 159 Musić Milanović Sanja 748 Mustapić Marko 573 Muvrin Helena 286 Napolitano Salvatore 433 Nedić Antonela 122 Nemčić Tihana 726 Nemec Bojan 218 Nemecek Petr 181 Nikolić Ivana 282 Nova Jana 447 Novak Dario 291 Ochiana Gabriela 43 Ochiana Nicolae 43 Ohnjec Katarina 371 Omrčen Darija 532 Oncu Erman 367 Oreb Goran 561 Ornelas Contreras Martha 370, 576 Ostojić Sergej 375 Ožegović Petra 122 Pacholík Viktor 525 Pantelić Saša 247 Paoli Antonio 682 Passero Angela 760 Paulauskas Rutenis 383, 615 Paušić Jelena 592 Pavlik Jindrich 314 Pavlović Davor 722 Peharec Stanislav 379

Pejčić Aleksandra 278, 286 Perasović Benjamin 573 Perić Marko 469 Petelin Ana 86 Petkus Einius 383 Petrak Slavenka 165 Petričević Duje 465 Petrić Vilko 291 Petrinović Lidija 50 Pieter Willy 607 Pietrzak Piotr 237 Pijnappels Mirjam 234 Pišot Rado 231, 683, 685, 686 Pišot Saša 473, 668 Plavšić Jadranka 132 Plevnik Matej 54 Podnar Hrvoje 329 Poma Sonia 760 Popović Stevo 440, 477 Pori Maja 334 Port Kristjan 232, 434 Poteliuniene Sniegina 661 Potocanac Zrinka 234 Prebeg Goran 131 Prebila Marina 269 Prochazkova Marketa 187 Prot Franjo 537 Prskalo Ivan 247, 269 Psalman Vladimir 192 Pudia Denis 620 Puškarić Radun Nensi 469 Radaš Josipa 343, 731 Radman Ivan 124, 329 Rađa Ante 630 Rađenović Ozren 196 Rafolt Leo 540 Rajua Ahmed 57 Rannama Indrek 432, 434 Raslanas Algirdas 383 Rastovski Dražen 282 Reggiani Carlo 682 Reguli Zdenko 77, 544 Rejc Enrico 231, 686 Rešetar Tomica 429

Retar Iztok 54, 473 Rogozea Liliana 131 Roy Irina 73 Rupčić Tomislav 120, 122 Rusanov Andrey 73 Rusanova Olga 73 Ruzbarsky Pavel 634 Ružbarská Ingrid 295 Ružić Lana 124 Saint-Maurice Pedro 330 Salah Wisam 235 Sanz Juana Maria 760 Savičević Dejan S. 547 Sebera Martin 544, 680 Sedar Mladen 726 Segedi Ivan 404, 435 Sekot Aleš 359 Selmanović Aleksandar 400, 734 Seman Pavel 107 Sertić Hrvoje 404, 435 Singh Gurmeet 329 Siriški Damjan 525 Situlin Roberta 683, 685 Slačanac Kristijan 602 Smerecka Viera 634 Smolka Ondřej 638 Soavi Cecilia 760 Spahi Andi 236, 264 Sporiš Goran 247, 436, 757 Stančić Sabina 31 Stara Jana 363 Stasiulis Arvydas 127 Stejskal Pavel 107 Steven J. Fleck 578 Stibilj Batinić Tanja 552 Stojanović Marko 375 Strajnić B. 520 Stretch Richard 437 Strikinac Mirna 343 Stupuris Tomas 556 Sturza Milić Nataša 332 Sudarov Nenad 520 Sukreški Marko 662 Supej Matej 218 Svilar Luka 588

Svoboda Zdenek 187, 201 Svobodova Zora 107 Swalgin Kenneth 409 Szczepanowska Ewa 125 Šafarić Zlatko 247 Šalaj Sanja 658 Šarabon Nejc 63 Šenkýř Jan 318 Šerbetar Ivan 205 Šiljeg Klara 396 Šimunič Boštjan 231, 664 Škegro Dario 400, 574 Škof Branko 571 Škorić Sanela 479 Špehar Natalija 712 Šprem Dražen 425 Švaić Vjeran 552 Tafuri Domenico 433 Tepla Lucie 187 Tilindiene Ilona 556 Todd Jeremy 592 Tomac Zvonimir 298 Tomašić Marijan 642 Tomljanović Mario 579 Tomljenović Braco 278 Toni M. 572 Toniolo Luana 682 Trajkovski Biljana 298, 303 Trošt Bobić Tatjana 27 Tumynaite Laura 331 Tursi Daniela 433 Udvardy Michal 237 Ujaković Filip 165 Ushtelenca Keida 264 Vacenovský Pavel 646 Vago Paola 575 Valantine Irena 480 Van Dieën Jaap 234 Vaváček Martin 209 Vencúrik Tomáš 646 Verschueren Sabine 234 Vespalec Tomaš 314 Vetkasov Artem 74 Viciana Jesus 370, 576

Vít Michal 318, 503 Vlašić Jadranka 561 Vodička Tamas 107 Vodička Tomáš 680 Voglar Matej 63 Vorlickova Lucie 214 Vrbek Biserka 692 Vrcić Mensur 94 Vučetić Vlatko 436, 650 Vujanović Snežana 520 Vujkov Nebojša 520 Vujkov Sandra 355 Vuk Saša 417 Vuleta jr. Dinko 566 Waly Mostafa 121 Welk Gregory 330 Wertheimer Vlatka 654 Wessner Barbara 76 Wit Andrzej 237 Witte Kerstin 229 Wychowanski Michal 237 Xu Jianfang 126 Yamada Eiko 422 Zaicenkoviene Kristina 127 Zaletel Petra 582 Zavoreo Iris 67 Zec Josip 461 Zečić Miroslav 426, 722 Zekić Josip 662 Zerbo Šporin Dorjana 111 Zhou Weiai 114 Zhu Weimo 330 Zoretić Dajana 128 Zorko Martin 218 Zubčić Katarina 128 Zubčić David 650 Zuliani Giovanni 760 Zupan Anton 54 Zvonar Martin 221, 680 Žaja Marko 404 Žderić Ivan 98 Živčić Marković Kamenka 159, 322 Žnidarec Čučković Ana 371 Žvan Milan 379