



J. J. STROSSMAYER
UNIVERSITY
OF OSIJEK

EFOS

Ekonomski fakultet
u Osijeku



UNIVERSITY
IN MARIBOR
Faculty of
Economics
and Business



UNIVERSITY IN
TUZLA
Faculty of
Economics in Tuzla



CROATIAN
ACADEMY OF
ARTS AND SCIENCES
The Institute for
scientific and art research
work in Osijek

RED 2022

11th International Scientific Symposium
**REGION
ENTREPRENEURSHIP
DEVELOPMENT**

PROGRAM

Program Overview

| | | |
|--------------------------------|--|---|
| Thursday June 09 th | 8.30 - 9.30 | Registration at the registration desk* |
| | 9.30 - 9.40 | Conference Opening and welcome* |
| | 9.45 - 10.30 | Keynote speech & discussion Zsolt Bedő* (Aula glagoljice) |
| | 10.30 - 10.45 | The Role of Universities in Quintuple Helix context (lessons learned from entreTIME project) Slavica Singer, Klaus Sailer and Sunčica Oberman Peterka |
| | 10.45 - 11.00 | Coffee break |
| | 11.00 - 12.30 | Parallel sessions (rooms 5, 7, 10) |
| | 12.30 - 13.00 | Coffee break |
| | 13.00 - 14.45 | Parallel sessions (rooms 5, 7, 10) |
| | 16:15 | Excursion to Baranja Meeting Point: in front of the conference venue: Faculty of Economics, Trg Lj. Gaja 7, Osijek |
| 18:00 | Traditional Slavonian dinner, best paper award | |
| Friday June 10 th | 8.30 - 9.30 | Registration at the registration desk* |
| | 9.30- 11.00 | Parallel sessions and workshop How to publish in good scientific journals? (Dino Krupić) (rooms 5, 7, 10) |
| | 11.00 - 11.30 | Coffee break |
| | 11.30- 13.00 | Parallel sessions and panel discussion on CROVIZONE (EU project: Prilagodba vinogradarskih zona RH klimatskim promjenama) (rooms 5, 7, 10) |
| | 13.00 | Lunch and farewell (Aula glagoljice) |

*1st floor Hall (Aula Glagoljice)

Detailed program

Thursday June 09th, 2022 - 1st day

| Event / Session | Time | Room | Paper title | Author name |
|--|-------------|--|---|-------------|
| Registration at the registration desk | 8:30-9:30 | 1st floor Hall (Aula Glagoljice) | | |
| Opening session | 9:30-9:45 | 1st floor Hall (Aula Glagoljice) | | |
| Plenary Lecture Zsolt Bedo, PhD, Faculty of Business and Economics, University of Pécs | 9:45-10:45 | 1st floor Hall (Aula Glagoljice) | University as the platform of entrepreneurial activity | |
| Coffee break | 10:45-11:00 | 1st floor Hall (Aula Glagoljice) | | |

| Event / Session | Time | Room | Paper title | Author name |
|--|----------------------|----------------------------|---|--|
| Parallel sessions | 11:00 – 12:30 | | | |
| Session S1 | | | S1 - Application of alternative indicators in the calculation of the development index in Croatia | Marko Primorac, Jakša Puljiz and Vladimir Arčabić |
| Chair: Adela Has | 11:00-12:30 | Room 10 (1st floor) | S1 - Towards circular economy - A comparative analysis of the countries of the European union | Zvonimira Šverko Grdić, Aleksandar Racz and Renata Belas |
| Time for each presentation: 10 minutes presentation + 5 minutes for discussion | | | S1 - Sustainable development through better food waste management | Andreja Katolik Kovačević, Željko Požega and Boris Crnković |
| | | | S1 - A review of theoretical and conceptual foundations for consolidated analysis of CVM and CBA for natural and environmental resources | Marija Opačak |
| | | | S1 - The role of solar energy in decarbonization – Evidence of the European union | Barbara Fajdetić and Mejra Festić |

| Event / Session | Time | Room | Paper title | Author name |
|---|--------------------|--------------------------------|--|---|
| Session S1 | | | | |
| Chair: Adela Has Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 11:00-12:30 | Room 10 (1st floor) | S1 - Cluster analysis for profiling public sector buildings of Continental Croatia as a support for regional development | Kristina Hodak, Adela Has and Marinela Mokriš |
| Session S2 | | | | |
| Chair: Julia Perić Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 11:00-12:30 | Room 7 (1st floor) | S2 - Implementation of the sustainable development concept in the EU – progress and perspectives S2 - Sustainable development of small towns in the Republic of Croatia S2 -The sustainable tourism development of the Sava river in the city of Zagreb S2 - Relation between investments in national parks and nature parks and the number of visitors | Tomislav Franc, Marko Tomljanović and Igor Cvečić Željka Kadlec, Tony Dvoržak and Marijana Lovrenović Tihana Cegur Radović, Petra Pušić and Robert Svetlačić Željko Požega, Bianca Matković and Marijana Cesarec |

| Event / Session | Time | Room | Paper title | Author name |
|--|--------------------|-------------------------------|---|--|
| Session S2 | | | | |
| Chair: Julia Perić Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 11:00-12:30 | Room 7 (1st floor) | S2 - Family accommodation as a source of tourist development of the city of Slavonski brod | Biljana Lončarić |
| | | | S3 - Entrepreneurial life cycles and the changing role of ecosystem | Zsuzsanna Győri, Sára Csillag, Carmen Svastics, Anna Laura Hidegh and Edit Kórodi |
| Session S3 | | | | |
| Chair: Mirna Leko Šimić Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 11:00-12:30 | Room 5 (1st floor) | S3 - Entrepreneurial mindset for digital transformation | Teresa Dieguez, Paula Loureiro, Isabel Ferreira and Mário Basto |
| | | | S3 - The importance of lifelong learning for developing farmers' entrepreneurial way of thinking | Marija Mesić Škorić and Ivana Franjić |
| | | | S3 - Leadership styles of entrepreneurial support institutions | Robert Martić and Vedrana Ajanović |
| | | | S3 - The role of guarantee institutions in supporting SMEs in EU countries | Marijana Baršč Barun and Barbara Bradač Hojnik |

| Event / Session | Time | Room | Paper title | Author name |
|--|-------------|----------------------------------|--|--|
| <p>Session S3</p> <p>Chair: Mirna Leko Šimić</p> <p>Time for each presentation: 10 minutes presentation + 5 minutes for discussion</p> | 11:00-12:30 | Room 5 (1st floor) | <p>S3 - Women entrepreneurship and national culture - A case of Nigeria</p> | <p>Auwal Isah and Mirna Leko Šimić</p> |
| | | | <p>S3 - Importance of additional facilities in tourist accommodation in households: the guest perspective</p> | <p>Ines Milohnić, Ana-Marija Vrtdušić Hrgović and Ema Petaković</p> |
| Coffee break | 12:30-13:00 | 1st floor Hall (Aula Glagoljice) | | |
| Parallel sessions 13:00-14.45 | | | | |
| <p>Session S4</p> <p>Chair: Anamarija Delić</p> <p>Time for each presentation: 10 minutes presentation + 5 minutes for discussion</p> | 13:00-14:45 | Room 10 (1st floor) | <p>S4 - The analysis of activated credit guarantees in eastern Croatia</p> | <p>Goran Becker</p> |
| | | | <p>S4 - The COVID-19 pandemic effects on the housing market of the Central and Eastern Croatia</p> | <p>Tamara Slišković, Tomislav Sekur and Marija Beg</p> |
| | | | <p>S4 - Crowdfunding success determinants – Study of Croatian crowdfunding campaigns</p> | <p>Marija Šimić Šarić, Sandra Pepur and Mateo Šetka</p> |

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| <p>Session S4</p> <p>Chair: Anamarija Delić</p> <p>Time for each presentation: 10 minutes presentation + 5 minutes for discussion</p> | 13:00-14:45 | Room 10 (1st floor) | <p>S4 - Have banks recognized an increase in impairment losses and loss allowances for expected credit losses on financial instruments in the pandemic year? – Evidence from Croatian banks</p> <hr/> <p>S4 - The role of managerial accounting techniques in non-profit organizations: The impact on EU funding</p> <hr/> <p>S4 - Education of accountants in Croatia in the context of reform processes in the public sector</p> <hr/> <p>S4 - Insurance literacy and risk perception</p> | <p>Hrvoje Perčević and Marina Ercegović</p> <hr/> <p>Ivana Perica, Branka Ramljak and Ivana Dropulić</p> <hr/> <p>Vesna Vašiček, Martina Dragija Kostić and Ivana Pajković</p> <hr/> <p>Domagoja Buljan Barbača, Ivana Beljo and Gina Lugović</p> |

| Event / Session | Time | Room | Paper title | Author name |
|---|---------------------------|--------------------------------------|--|---|
| <p>Session S5</p> <p>Chair: Ivo Mijoč</p> <p>Time for each presentation: 10 minutes presentation + 5 minutes for discussion</p> | <p>13:00-14:45</p> | <p>Room 7 (1st floor)</p> | <p>S5 - Drivers of financial behaviour: are there differences between the EU countries</p> | <p>Ena Pecina, Irena Raguz Krištić and Andrija Sabol</p> |
| | | | <p>S5 - Behaviour model 'NudgEU' in the light of Croatian entry to Eurozone</p> | <p>Anita Peša, Berislav Bolfek and Martina Maté</p> |
| | | | <p>S5 - The Maastricht criteria - introduction of the Euro in the Republic of Croatia</p> | <p>Danijela Vakanjac, Monika Uher and Mladena Bedeković</p> |
| | | | <p>S5 - Signals approach to crisis prediction: The case of the United States of America</p> | <p>Vlatka Bilas and Vedran Kulić</p> |
| | | | <p>S5 - Private equity determinants – Evidence from CEE countries</p> | <p>Ante Bingula, Sandra Pepur and Marija Šimić Šarić</p> |
| | | | <p>S5 - Personal finance management - student population involvement into the financial system in eastern Croatia</p> | <p>Maja Vretenar Cobovič, Mirko Cobovič and Ivana Miklošević</p> |

| Event / Session | Time | Room | Paper title | Author name |
|--|--------------------|-------------------------------|---|---|
| Session S6 Chair: Marina Stanić Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 13:00-14:45 | Room 5 (1st floor) | S6 - Vertical separation of powers and the principle of subsidiarity as condicio sine qua non of regional development of the Republic of Croatia | Tomislav Dagen and Marijana Majnarić |
| | | | S6 - Regional inequalities and non-tax revenues in the Republic of Croatia | Domagoj Karačić, Mladena Bedeković and Marija Ileš |
| | | | S6 - Efficiency of counties in eastern Croatia: applications of data envelopment analysis | Katerina Fotova Čiković, Joško Lozić and Mirko Smoljić |
| | | | S6 - Financial and legal aspects of the organization of local and regional self-government units | Renata Perić and Emina Jerković |
| | | | S6 - Ancient roots of wine trade in Slavonia and Baranja county – The legal historians approach | Nikol Žiha and Marko Sukačić |
| | | | S6 - Legal and social position of city of Osijek at the time of 6th January Dictatorship | Višnja Lachner and Jelena Kasap |

| Event / Session | Time | Room | Paper title | Author name |
|-----------------|------|------|-------------|-------------|
|-----------------|------|------|-------------|-------------|

Session S6

Chair: Marina Stanić

13:00-14:45

**Room 5
(1st floor)**

S6 - Migration intentions of
Croatian students

**Iva Zdrilić and Danijela
Sokolić**

Time for each presentation:
10 minutes presentation
+ 5 minutes for discussion

Excursion with dinner

16:15

Meeting point: in front
of the conference venue:
Faculty of Economics, Trg Lj.
Gaja 7, Osijek

**Baranja - sightseeing, visit to traditional wine cellar
Conference dinner - Baranjska kuća, Karanac (Street of forgotten times, best
paper award)**

| Event / Session | Time | Room | Paper title | Author name |
|-----------------|------|------|-------------|-------------|
|-----------------|------|------|-------------|-------------|

Registration at the
registration desk

8:30-9:30

**1st floor
Hall (Aula
Glagoljice)**

Parallel sessions and workshop How to publish in good scientific journals?

9:30-11:00

Friday June 10th, 2022 - 2nd day

| Event / Session | Time | Room | Paper title | Author name |
|--|-------------------|--------------------------------|---|--|
| Workshop | 9:30-11:00 | Room 7 (1st floor) | How to publish in good scientific journals? | Dino Krupić |
| Session S1 | 9:30-11:00 | Room 10 (1st floor) | S1 - From reality to virtuality experience: concept and application in hotel industry | Suzana Marković, Matina Gjurašić and Vedran Zubovic |
| | | | S1 - Extended model of intention to visit cultural heritage site | Sunčana Piri Rajh, Edo Rajh and Sandra Horvat |
| | | | S1 - Interrelations between the quality of facilities and visitor satisfaction: evidence from heritage based event – Rijeka carnival | Ines Milohnić and Danijel Drpić |
| Chair: Dražen Čučić | | | S1 - Challenges and opportunities for the development of medical tourism in continental Croatia | Iva Sundji, Filip Bartoluci and Dino Bartoluci |
| Time for each presentation: 10 minutes presentation + 5 minutes for discussion | | | | |

| Event / Session | Time | Room | Paper title | Author name |
|--|-------------------|--------------------------------|--|---|
| Session S1 | | | | |
| Chair: Dražen Ćučić Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 9:30-11:00 | Room 10 (1st floor) | S1 - Application of public relations on the sustainable development of a tourist destination | Mato Bartoluci, Marija Nakić and Alen Jerkunica |
| Session S2 | | | | |
| Chair: Ana Pap Vorkapić Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 9:30-11:00 | Room 5 (1st floor) | S2 - Testing the model of the connection between perceived service quality, customer satisfaction, customer loyalty and customization | Tihomir Vranešević, Miroslav Mandić and Mijo Renić |
| | | | S2 - Sustainability of smart products and services ensured by digital-enhanced marketing activities | Larisa Hrustek, Ana Kutnjak and Lucija Tomašek |
| | | | S2 - How digital technologies influences consumer decision making process – Literature review | Ana Kutnjak, Iva Gregurec and Lucija Tomašek |

| Event / Session | Time | Room | Paper title | Author name |
|---|--------------|----------------------------------|--|--|
| Session S2 Chair: Ana Pap Vorkapić Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 9:30-11:00 | Room 5 (1st floor) | S2 - Communication commitment and stakeholder power: Case of business sector in the Federation of Bosnia and Herzegovina S2 - Challenges and sources of advertising in tsog agrotourism during the COVID-19 pandemic S2 - Political marketing as a key activity for reducing political cynicism | Marija Čutura, Anela Čolak and Ivan Kžul Marina Gregorić, Martina Kovačević and Dejan Tubić Ana Pap Vorkapić, Dario Šebalj and Ana Živković |
| Coffee break | 11:00 -11:30 | 1st floor Hall (Aula Glagoljice) | | |
| Parallel sessions and panel discussion on CROVIZONE 11:30 - 13:00 | | | | |
| Session S3 Chair: Aleksandar Erceg Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 11:30-13:00 | Room 10 (1st floor) | S3 - Managers' information literacy and their decision- making ability | Gordana Dukić |

| Event / Session | Time | Room | Paper title | Author name |
|--|---------------------------|---------------------------------------|---|---|
| <p>Session S3</p> <p>Chair: Aleksandar Erceg</p> <p>Time for each presentation: 10 minutes presentation + 5 minutes for discussion</p> | <p>11:30-13:00</p> | <p>Room 10 (1st floor)</p> | <p>S3 - Digital gender gap in the European union ICT employment</p> | <p>Mirjana Radman-Funarić and Barbara Pisker</p> |
| | | | <p>S3 - The role of computer and information literacy of nursing profession in increasing the efficiency and effectiveness of their work in general hospitals in the Republic of Croatia</p> | <p>Biljana Marković</p> |
| | | | <p>S3 - ICT use by sport managers in Croatia</p> | <p>Darko Dukić and Bojan Bodražić</p> |
| | | | <p>S3 - Cyber security awareness of Croatian students and the personal data protection</p> | <p>Anita Papić, Katarina Knol Radoja and Donata Szombathelyi</p> |
| | | | <p>S3 - Through changes to legislation to modern urban mobility</p> | <p>Aleksandra Vasilj and Biljana Činčurak Erceg</p> |

| Event / Session | Time | Room | Paper title | Author name |
|--|----------------------|-------------------------------|---|---|
| Session S4 Chair: Ljerka Sedlan Kőnig Time for each presentation: 10 minutes presentation + 5 minutes for discussion | 11:30 - 13:00 | Room 7 (1st floor) | S4 - Role of youth councils in local governance | Jelena Dujmović Bocka and Danijela Romić |
| | | | S4 - Investigation of social and emotional life and gender differences of university students in Bosnia and Herzegovina and Croatia during the COVID-19 pandemic | Hatidža Jahić and Alka Obadić |
| | | | S4 - The impact of emotional intelligence on the success of communication | Anita Kulaš Miroslavljević |
| | | | S4 - Absenteeism and stress of employees in the conditions of the COVID-19 pandemic | Sanja Gutić Martinčić |
| | | | S4 - European structural and investment funds (ESIFs) and regional development in Croatia | Martina Vukašina and Ines Kersan-Škabić |
| Lunch and farewell | 13.00 | | | |