



JOSIP JURAJ
STROSSMAYER
UNIVERSITY OF OSJEK



EFOS
FACULTY OF ECONOMICS
AND BUSINESS
IN OSJEK



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



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and Business



UNIVERSITY IN
TUZLA
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Economics in Tuzla



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UNIVERSITY

RED XXI 2023

12th International Scientific Symposium
**REGION
ENTREPRENEURSHIP
DEVELOPMENT**

PROGRAM

Thursday, June 15th, 2023

10:30 – 11:30 **Registration**
(with snacks)

11:30 – 12:30 **Opening ceremony (Room 2)**

Mirna Leko Šimić, Ph.D., Full Professor, Editor and Chair of Organizing Committee

Boris Crnković, Ph.D., Full Professor, Dean, Faculty of Economics in Osijek, Josip Juraj Strossmayer University of Osijek

Key-note speakers:

Prof. Dr. Thomas Cleff, PhD & Prof. Dr. Harald Strotmann: *International accreditation as a means of strengthening the competitiveness of business schools*

12:45 – 13:45 **2 Parallel Sessions: presentations of nominated best conference papers (Room 10 and 14)**

14:00 - **Excursion and organized departure to Đakovo and visits to:**

— Cathedral basilica of St. Peter in Đakovo

— The State Stud Farm Đakovo (more information: <http://ergela-djakovo.hr/en/>)

Dinner

Friday, June 16th, 2023

9:30 – 10:15

Key-note speaker (Room 2)

Prof. dr. Slavica Singer, Professor Emerita: *UN Sustainable Development Goals 2050 are a shared 'destination' – does it hold for regional ecosystems?*

10:30 – 12:00

Parallel sessions (Room 10, 12, 13 and 14)

12:00 – 12:15

Break

12:15 – 13:45

Parallel sessions (Room 12, 13 and 14)

13:45 – 15:30

Closing conference & Networking & Farewell lunch

Thursday, June 15th, 2023, 12:45 – 13:45

Parallel session 1 (Room 10):

- 1. Simona Prijaković, Velibor Mačkić, Mihaela Bronić:**
BUDGET TRANSPARENCY AND BUDGET CREDIBILITY: THE CASE OF LOCAL GOVERNMENT UNITS IN PANNONIAN CROATIA
- 2. Verica Budimir, Mario Župan, Mirjana Jeleč Raguž:**
THE INFLUENCE OF THE INTERNAL QUALITY SYSTEM ON THE EXTERNAL QUALITY ASSESSMENT OF HIGHER EDUCATION INSTITUTIONS IN CROATIA
- 3. Ljubica Milanović Glavan:**
DIGITAL TRANSFORMATION OF EDUCATIONAL SYSTEM IN CROATIA
- 4. Daniela Garbin Praničević, Ana Marija Alfirević, Darko Rendulić:**
THE HIGHER EDUCATION SOCIAL ORIENTATION CONSTRUCT: PRELIMINARY RESEARCH OF THE RELATIONSHIP WITH THE ORGANIZATIONAL CULTURE IN CROATIA
- 5. Mario Pepur, Goran Dedić, Bruno Šprlje:**
TOO MUCH OF A GOOD THING? ANALYSING SPONSORSHIP EFFECTIVENESS USING RECALL AND RECOGNITION METHOD

Thursday, June 15th, 2023, 12:45 – 13:45

Parallel session 2 (Room 14):

- 1. Šejma Aydin, Azra Bičo, Hamza Smajić, Emil Knezović:**
ENTREPRENEURIAL AND INTRAPRENEURIAL INTENTIONS IN BOSNIA AND HERZEGOVINA: A GENERATIONAL APPROACH
- 2. Maja Has, Ana Krstinovska, Mirela Alpeza:**
THE IMPACT OF COVID-19 PANDEMIC ON THE SME SECTOR AND THE POLICY RESPONSE IN CROATIA AND NORTH MACEDONIA
- 3. Zsuzsanna Győri, Anita Kolnhofer-Derecskei, Regina Reicher, Cecília Szigeti:**
IMPLEMENTATION OF SUSTAINABILITY ISSUES AT HUNGARIAN SMEs
- 4. Ivana Pavlić, Zdenka Nižić:**
MOBILE DEVICES PURCHASING BEHAVIOURAL INTENTION OF THE GENERATION Z
- 5. Petar Pepur, Jelena Hrga, Ivan Peronja:**
THE IMPACT OF THE COVID-19 PANDEMIC ON PAYMENT BEHAVIOUR
- 6. Tian Xueying:**
TIME ALLOCATION, NEW HUMAN CAPITAL AND ECONOMIC GROWTH: AN EVIDENCE FROM THE INTERNATIONAL EXPERIENCE

Friday, June 16th, 2023, 10:30 – 12:00

Parallel session 3 (Room 10):

- 1. Sanja Gutić Martinčić:**
CREATION OF POSITIVE ATTITUDES OF EMPLOYEES AS AN ESSENTIAL FACTOR IN THE EFFECTIVE IMPLEMENTATION OF ORGANIZATIONAL CHANGES
- 2. Marija Martinović, Katija Vojvodić, Marko Brajević:**
GREY AREA IN BUSINESS NEGOTIATION PRACTICES
- 3. Ivana Perica:**
THE INFLUENCE OF MANAGERIAL ACCOUNTING ON THE IMPROVEMENT OF INTERNAL PROCESSES IN NONPROFIT ORGANIZATIONS
- 4. Ivana Šandrak Nukić, Hana Begić, Mario Feketija:**
IMPLEMENTATION OF NETWORK PLANNING TECHNIQUES FOR INFORMED DECISION-MAKING AND BETTER MANAGEMENT OF CONSTRUCTION PROJECTS
- 5. Aneta Vranić, Željko Požega, Boris Crnković:**
THE EFFECT OF MATERIAL COMPENSATION ON EMPLOYEE SATISFACTION
- 6. Iris Lončar, Mario Bilić, Maruška Ižotić:**
BUSINESS PERFORMANCE OF FAMILY FARMS DURING AND AFTER THE PANDEMIC COVID-19

Friday, June 16th, 2023, 10:30 – 12:00

Parallel session 4 (Room 12):

- 1. Sabina Lacmanović, Lela Tijanić:**
THE ANALYSIS OF B CORP CERTIFICATION GROWTH IN THE EUROPEAN UNION
- 2. Ivana Rukavina:**
IMPACT OF BLUE ECONOMY ON ECONOMIC GROWTH AND UNEMPLOYMENT IN EUROPEAN UNION COUNTRIES
- 3. Romann Swietlicki, Ozren Pilipović, Nenad Rančić:**
ECONOMIC IMPACTS OF MIGRATION TRENDS WITHIN THE EUROPEAN UNION – THE CHALLENGE OF INTEGRATION
- 4. Nikola Mladenović:**
THE ECONOMIC ASPECTS OF KOSOVO – SERBIA NORMALIZATION: FROM PAST TO FUTURE
- 5. Ivan Perzel, Dajana Zoretić, Dragan Milanović:**
PARA SWIMMING: DEMOGRAPHIC, GEOGRAPHIC AND ECONOMIC FACTORS OF MEDALS WON AT THE SUMMER PARALYMPIC GAMES FROM 2000 TO 2021

Friday, June 16th, 2023, 10:30 – 12:00

Parallel session 5 (Room 13):

- 1. Marina Gregorić, Ante Rončević, Danijela Magdalenić:**
THE SPECIFICS OF THE RURAL TOURISM DEVELOPMENT IN MEĐIMURJE COUNTY
- 2. Biljana Lončarić:**
DEVELOPMENT OF THE QUALITY MARK SYSTEM (LABELING) FOR THE FAMILY ACCOMMODATION FACILITIES IN THE CITY OF SLAVONSKI BROD
- 3. Jelena Šišara, Ana Perišić:**
THE EFFECT OF COVID-19 ON THE FINANCIAL PERFORMANCE OF THE HOSPITALITY INDUSTRY: THE CASE OF CROATIA
- 4. Nataša Lucić, Ana Damjanović:**
REGIONAL CHALLENGES OF ADULT FOSTER CARE FROM THE PERSPECTIVE OF FOSTER CARERS
- 5. Maja Vretenar Cobović, Mirko Cobović, Ivana Miklošević:**
SUSTAINABILITY OF THE PENSION SYSTEM IN THE REPUBLIC OF CROATIA - THE INFLUENCE OF ECONOMIC FACTORS AND THE ATTITUDES OF THE SYSTEM USERS
- 6. Višnja Lachner:**
POLITICAL-ADMINISTRATIVE, SOCIAL AND ECONOMIC CIRCUMSTANCES IN THE AREA OF THE CITY OF OSIJEK FROM 1918 TO 1929
- 7. Frank Schätter, Florian Haas, Chiara Eckstein:**
FUTURE SUPPLY CHAIN MANAGEMENT – TRENDS AND IMPLICATIONS

Friday, June 16th, 2023, 10:30 – 12:00

Parallel session 6 (Room 14):

- 1. Irena Cajner Mraović, Robert Idlbek, Ivana Radić:**
COMMUNICATION ON SOCIAL MEDIA AS A FUNCTION OF QUALITY OF LIFE AND SUSTAINABLE DEVELOPMENT: THE COMMUNITY POLICING PERSPECTIVE
- 2. Mirko Klarić:**
ROLE OF PUBLIC INTEGRITY IN FAIR MARKET CONDITIONS
- 3. Dora Perić, Anamarija Delić:**
ONLY IDEA OR GREAT OPPORTUNITY – THE RESULT OF UN SUSTAINABLE DEVELOPMENT GOALS IMPLEMENTATION
- 4. Sascha G. Wolf:**
THE POTENTIAL OF THE SHARING ECONOMY IN HEALTHCARE
- 5. Isabel Ferreira, Paula Loureiro, Teresa Dieguez:**
SLOW CITIES, A CASE STUDY FROM PORTUGAL
- 6. Dragana Grubišić, Doris Podrug:**
SOCIODEMOGRAPHIC FACTORS OF USING SHARING ECONOMY IN TRANSPORT
- 7. Dragana Grubišić, Jasna Prester, Doris Podrug:**
UNDERSTANDING USERS' INTENTION IN SHARING ECONOMY: EVIDENCE FROM CROATIA

Friday, June 16th, 2023, 12:15 – 13:45

Parallel session 7 (Room 12):

- 1. Jura Jurčević, Silvija Vlah Jerić, Davor Zoričić:**
ELECTRICITY PRICES FORECASTING ON THE DAY-AHEAD MARKET – PERFORMANCE COMPARISON OF SELECTED MACHINE LEARNING MODELS
- 2. Biljana Marković:**
THE ROLE OF ICT IN MAINTAINING THE OPERATION OF HOSPITALS DURING THE COVID-19 PANDEMIC
- 3. Lidija Maurović Koščak, Tihana Sudarić, Snježana Tolić:**
THE BENEFITS OF SHORT FOOD SUPPLY CHAINS / LOCAL FOOD SYSTEMS TO SUSTAINABILITY AND LOCAL DEVELOPMENT – LITERATURE REVIEW
- 4. Nenad Vretenar, Ivan Prudky, Sandra Kruljac Stanojević:**
PURCHASE PREFERENCES IN CROATIAN STORES FRAMED BY SHOPPERS' DEMOGRAPHIC CHARACTERISTICS

Friday, June 16th, 2023, 12:15 – 13:45

Parallel session 8 (Room 13):

- 1. Nikolina Dečman, Mateja Brozović, Ivana Pavić:**
MOTIVATION DURING E-LEARNING – CASE OF STUDENTS FROM THE FIELD OF ECONOMICS AND BUSINESS IN CROATIA
- 2. Sendi Deželić, Jasmina Dlačić, Ljerka Sedlan Kónig:**
COMMUNITIES OF PRACTICE AS A WAY TO IMPROVE SERVICE QUALITY IN HIGHER EDUCATION INSTITUTIONS
- 3. Anita Dremel, Emma Kovačević, Ljiljana Pintarić:**
GENDER MAINSTREAMING AT THE UNIVERSITY AS A DEVELOPMENT POLICY: DOCUMENT ANALYSIS
- 4. Ivana Đurđević Babić, Natalija Bošnjaković:**
THE RELATIONSHIP BETWEEN SOCIOECONOMIC CHARACTERISTICS AND ATTITUDES TOWARD THE ICT USE IN CHILDREN EDUCATION
- 5. Damir Tomić, Dražen Rastovski, Mijo Ćurić:**
EXPLORING THE VARK MODEL: A REVIEW OF THE VALIDITY AND RELIABILITY OF THE QUESTIONNAIRE AND ITS RELATIONSHIP TO LEARNING OUTCOMES
- 6. Marija Čutura, Veldin Ovčina, Rafaela Rica:**
ENTREPRENEURIAL EDUCATION, MARKETING SELF-EFFICACY AND ENTREPRENEURIAL INTENTION OF BUSINESS ECONOMICS STUDENTS
- 7. Edel Marron, Annmarie McHugh:**
DEVELOPING AN ENTREPRENEURIAL MINDSET AND INTENTION IN THE CLASSROOM USING LEARNER-CENTRED PEDAGOGIES TO STIMULATE COMMUNICATION, COLLABORATION, CREATIVITY, AND CRITICAL THINKING: A CASE STUDY APPROACH
- 8. Suncica Oberman Peterka:**
ASSESSING THE ENTREPRENEURIAL CHARACTERISTICS OF UNIVERSITY

Friday, June 16th, 2023, 12:15 – 13:45

Parallel session 9 (Room 14):

- 1. Sabina Hodžić:**
EFFICIENCY OF ENVIRONMENTAL TAXES TOWARDS SUSTAINABLE DEVELOPMENT AND GREEN GROWTH: EVIDENCE FROM EU
- 2. Rainer Niemann, Silke Rüniger, Peter Schmidt:**
DOES A TAX EXEMPTION OF RETAINED PROFITS STRENGTHEN THE EQUITY BASE OF FIRMS?
- 3. Ana Ježovita:**
SPECIFICS OF FINANCIAL PERFORMANCE INDICATORS: A CASE OF LARGE CROATIAN ENTITIES
- 4. Zrinka Lovretin Golubić, Denis Dolinar, Ena Pecina:**
PRICING OF DOWNSIDE HIGHER-ORDER CO-MOMENT ON THE CROATIAN STOCK MARKET
- 5. Marko Miletić, Domagoj Latinac, Anja Kovačević:**
CORPORATE DIVIDEND POLICY OF COMPANIES LISTED ON ZAGREB STOCK EXCHANGE
- 6. Valentina Vinšalek Stipić, Ivana Arbanas:**
ANALYSIS OF LIQUIDITY RISK AS A FACTOR OF BUSINESS SUCCESS OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE REPUBLIC OF CROATIA
- 7. Marija Šimić Šarić, Sara Vranješ:**
IMPACT OF COVID-19 ON BUSINESS ANGEL INVESTMENTS
- 8. Marko Tomljanović, Gabrijela Žugaj, Igor Cvečić:**
CROWDFUNDING IN THE EU: CURRENT STATE AND PERSPECTIVES