

RED 2024

13th International Scientific Symposium

**REGION
ENTREPRENEURSHIP
DEVELOPMENT**

Osijek, Croatia

June 6th - 7th, 2024

PROGRAM

Thursday, June 6th, 2024

9:00 – 10:00	Registration <i>(with snacks)</i>
10:00 – 11:00	Opening ceremony (<i>Aula glagoljice</i>) Anamarija Delić, Ph.D., Full Professor , Chair of Organizing Committee Boris Crnković, Ph.D., Full Professor , Dean, Faculty of Economics and Business in Osijek, Josip Juraj Strossmayer University of Osijek
	Key-note speaker: Prof. Dr. Leo-Paul Dana: <i>Entrepreneurship and regional development: almost a controlled experiment</i>
11:00 – 11:30	Coffee break
11:30 – 13:00	AACSB workshop <i>From Accreditation to Action: Transforming Universities with AACSB</i> led by Ron Tuninga, Vice President and Managing Director for the Europe, Middle East and Africa Region, AACSB International (Room 10)
13:00 – 14:00	Lunch break
14:00 – 16:00	4 Parallel Sessions: presentations of conference papers (Online 1 & 2, Room 12 and 14)
18:00 – 19:00	City walk - guided tour (starting point at the main entrance of the faculty building)
19:00 – 22:30	Dinner, restaurant „Kompa“

Friday, June 7th, 2024

9:30 – 9:45	Erasmus+ project presentation: <i>Business Analytics Skills for the Future-proof Supply Chains</i> (Jelena, Franjković, Ph. D.)
9:45 – 11:15	<i>HEInnovate for Modern Higher Education workshop</i> led by HEInnovate experts: <ul style="list-style-type: none">— Zsuzsa Jávorka, Managing Consultant, Thematic Lead for Higher Education, Technopolis Group,— Adina Fodor, HEInnovate expert, Head of the Office for Inter-university Agreements at Babeş-Bolyai University <i>(for all participants, Room 10)</i>
11:15 – 11:30	Coffee break
11:30 – 13:00	<i>HEInnovate workshop 2</i> led by HEInnovate experts: <ul style="list-style-type: none">— Zsuzsa Jávorka, Managing Consultant, Thematic Lead for Higher Education, Technopolis Group,— Adina Fodor, HEInnovate expert, Head of the Office for Inter-university Agreements at Babeş-Bolyai University <i>(for those who would like to learn more about HEInnovate tool and how to use it in process of making HEI more innovative and entrepreneurial, Room 10)</i>
11:30 – 13:30	3 Parallel sessions (Online & Room 12 & 13)
13:00 – 14:00	Closing conference & Networking & Farewell lunch

Thursday, June 6th, 2024, 14:00 – 16:00

Parallel session 1 (online)

<https://us02web.zoom.us/j/88168793770?pwd=VzJ9IfbckXI4M2MdLTbPyaruZeTMu9.1>



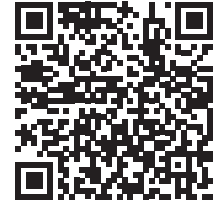
Session chair: Aleksandar Erceg, Ph. D.

- 1. Jadranka Ivanković:**
PERCEPTION OF BENEFITS AND RISKS OF ARTIFICIAL INTELLIGENCE AMONG THE YOUNG POPULATION
- 2. Dora Dulemba, Damir Tomić, Vjekoslav Galzina:**
EDUCATION IN THE 21ST CENTURY: TRANSFORMATION OF LITERACY THROUGH THE DIMENSION OF ARTIFICIAL INTELLIGENCE
- 3. Carina Silva, Telma Mendes, Marisa Ferreira, Tatiana Faria:**
THE “EXTRA” SPARKLE IN HIGHER EDUCATION INSTITUTIONS: EXPLORING STAFF PERCEPTIONS TOWARDS CORPORATE VOLUNTEERING
- 4. Marina Gregorić, Danijela Magdalenić, Anita Lazar:**
IMPLICATIONS OF COUNTRY-OF-ORIGIN FOR INTERNATIONAL BUSINESS IN WARTIME CONDITIONS
- 5. Slavko Bezeredi, Vjekoslav Bratić, Leonarda Srdelić:**
THE CHARACTERISTICS OF THE TOP DECILE WAGE EARNERS IN CROATIA

Thursday, June 6th, 2024, 14:00 – 16:00

Parallel session 2 (online)

<https://us02web.zoom.us/j/87854219266?pwd=GmJYfkypyCiSbGdPIKR3ji917lqHf6.1>



Session chair: Ljerka Sedlan König, Ph. D.

1. **Andreja Rudančić, Martina Ostojić, Nikola Butković:**
IMPACT OF QUALITY SUPPLY ON CAMPING TOURISM BUSINESS PERFORMANCE
2. **Almir Peštek, Hatidža Jahić:**
THE FULBRIGHT EFFECT: A GLOBAL EXPLORATION OF TRANSFORMATIVE EXPERIENCES
3. **Monika Hordov, Marino Stanković, Ana Pušić:**
THE VOICE SEARCH OPTIMIZATION AS A NEW STRATEGY OF DIGITAL MARKETING IN RETAIL
4. **Marija Pičuljan, Ana Težak Damijanić:**
THE IMPACT OF PLACE ATTACHMENT AND PERSONALITY TRAITS ON THE PRO-ENVIRONMENTAL BEHAVIORAL INTENTIONS OF NATIONAL PARK VISITORS
5. **Anna Nancy Richter, Anna Hansch, Martin Wrobel:**
FROM LOCAL BEGINNINGS TO GLOBAL REACH: THE IMPORTANCE OF MICROMARKET STRATEGIES FOR PLATFORM STARTUPS – AN EMPIRICAL STUDY

Thursday, June 6th, 2024, 14:00 – 16:00

Parallel session 3 (Room 12):

Session chair: Adela Has, Ph. D.

- 1. Ada Domańska, Olga Martyniuk:**
A TYPOLOGY OF FAMILY FIRMS IN CENTRAL AND EASTERN EUROPE: AN INVESTIGATION OF OWNERSHIP AND PERFORMANCE
- 2. Agnieszka Gryglicka:**
SUSTAINABLE DEVELOPMENT OF POLISH FAMILY BUSINESSES - ANALYSIS OF QUALITATIVE RESEARCH
- 3. Adela Has, Tihana Koprivnjak Popović, Petra Mezulić Juric:**
CLASSIFYING ENVIRONMENTAL CONSCIOUSNESS IN COMPANIES: A CART MODEL APPROACH
- 4. Boris Tušek, Ivana Barišić, Petra Halar:**
INTERNAL AUDIT EFFECTIVENESS IN THE PUBLIC SECTOR: ANALYSIS OF FACTORS AND MEASURES IN A DIGITAL ERA
- 5. Andrea Arbula Blečić, Ana Babić:**
ASSESSING THE EFFICIENCY OF CROATIAN ICT COMPANIES– WINDOW DATA ENVELOPMENT ANALYSIS APPROACH (online/on-site)

Thursday, June 6th, 2024, 14:00 – 16:00

Parallel session 4 (Room 14):

Session chair: Sandrine Labory, Ph. D.

- 1. Tihana Škojo, Snježana Dubovicki, Renata Jukić:**
STUDENT ENTREPRENEURIAL COMPETENCIES OF EDUCATION MAJOR STUDIES IN SOCIAL SCIENCES, HUMANITIES AND ART
- 2. Sinisha Pekevski, Monika Markovska, Renata Čupić:**
IS INNOVATION KEY FACTOR FOR SUCCESS OF START UPS IN CROATIA?
- 3. Mladen Rajko, Ivica Zdrilić, Nenad Vretenar:**
MONETIZATION OF NEW APPLICATIONS
- 4. Bojan Morić Milovanović, Marija Opačak Erer, Matea Cvjetković:**
EXPLORING THE IMPACT OF DEMOGRAPHIC DIFFERENCES ON STRATEGIC NETWORKING ANTECEDENTS AMONG SLOVENIAN SMEs
- 5. Honorata Howaniec:**
PRIVATE EQUITY AS A FORM OF FINANCING THE DEVELOPMENT OF ENTERPRISES AND KNOWLEDGE ABOUT IT AMONG STUDENTS

Friday, June 7th, 2024, 11:30 – 13:30

Parallel session 5 (online)

<https://us02web.zoom.us/j/83104213271?pwd=KqXFP3kjAvmD5xcTDTGyfubX3lxsZZ.1>



Session chair: Tihana Koprivnjak Popović, Ph. D.

- 1. Teresa Dieguez, Mário Basto, Paula Loureiro, Isabel Ferreira:**
UNVEILING STUDENT INNOVATION: EXPLORING FUNDAMENTAL BEHAVIORS
- 2. Sonja Sophia Wilhelm, Sebastian Planck:**
SYSTEMS THINKING IN ENTREPRENEURSHIP EDUCATION: AN EXAMINATION OF COMPETENCIES AND PEDAGOGICAL APPROACHES FOR SUSTAINABLE TRANSFORMATION
- 3. Silviya Georgieva:**
YOUTH ETHNIC ENTREPRENEURSHIP: SUCCESS FACTORS IN BUSINESS
- 4. Anita Kulaš Miroslavljević:**
TIPS FOR EFFECTIVE BUSINESS MEETINGS
- 5. Valentina Vučković, Vlatka Škokić, Ružica Šimić Banović:**
ASSESSING THE INFORMAL ENTREPRENEURSHIP IN EUROPE
- 6. Marta Parente, Olga Pereira, António Azevedo:**
SUSTAINABLE URBAN ENVIRONMENTS: EXPLORING THE INFLUENCE OF BUSINESS PRACTICES ON WORK-FAMILY BALANCE AND THEIR ROLE IN PROMOTING SUSTAINABLE ECOSYSTEMS

Friday, June 7th, 2024, 11:30 – 13:30

Parallel session 6 (online & Room 12)

<https://us02web.zoom.us/j/86535746814?pwd=ugVbL7iv9hdDYgmwAvV8NHQSZDghpi.1>



Session chair: Petra Mezulić Juric, Ph. D.

1. **Anita Dremel, Narcisa Vrbešić-Ravlić:**
EQUALITY, DIVERSITY, AND INCLUSION: UNIVERSITY SUPPORT FOR STUDENTS WITH DISABILITIES AND ITS POTENTIAL IMPACT ON REGIONAL DEVELOPMENT
2. **Katerina Fotova Čiković, Antonija Mandić, Tanja Šipek:**
HOW EFFICIENT ARE UNIVERSITY LIBRARIES IN EASTERN CROATIA? A DATA ENVELOPMENT ANALYSIS APPROACH
3. **Mila Gadžić, Žana Mrkonjić, Marina Jerinić:**
THE CHALLENGES OF THE ACCESSION OF THE WESTERN BALKAN COUNTRIES (WB6) TO THE EUROPEAN UNION (EU) IN NEW GEOPOLITICAL RELATIONS
4. **Marina Gregorić, Nela Bogadi, Ante Rončević:**
THE FUTURE OF BUSINESS TOURISM IN NORTHWESTERN CROATIA AFTER THE COVID-19 PANDEMIC FROM THE PERSPECTIVE OF HOTELS WITH CONGRESS FACILITIES
5. **Rino Medić, Dan R. Ebener, Julia Perić:**
RECONCILING THE COLLECTIVISTIC AND INDIVIDUALISTIC CULTURE IN REMOTE AREAS
6. **Darija Kuharić, Ines Hocenski:**
ENRICHING THE CONTENT OF THE MUSEUM OF SLAVONIA TO STRENGTHEN THE TOURIST OFFER (on-site presentation)

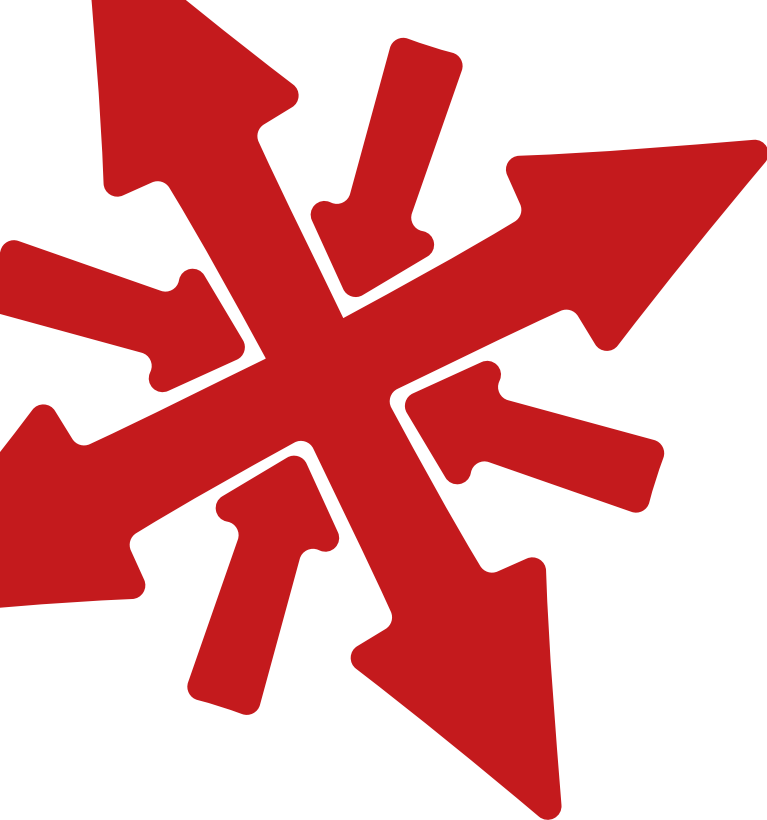
Friday, June 7th, 2024, 11:30 – 13:30

Parallel session 7 (Room 13)

Session chair: Julia Perić, Ph. D.

- 1. Ljubica Milanović Glavan, Vesna Bosilj Vukšić, Iva Stipetić:**
ANALYSIS OF THE RESPONDENTS' ATTITUDES TOWARDS USING SOCIAL NETWORKS FOR EMPLOYMENT AND LABOUR MARKET IN CROATIA
- 2. Sanela Škorić, Jurica Barać, Ivan Zrinušić:**
DIFFERENCES IN SATISFACTION AND FUTURE BEHAVIOUR BETWEEN FIRST-TIME AND REPEAT HIKING EVENT VISITORS
- 3. Robert Svetlačić, Dinko Primorac, Luka Milanović:**
IMPACT OF CROATIA'S SPORTS SUCCESSES ON DOMESTIC TOURISM AND ITS SUSTAINABILITY
- 4. Tonči Svilokos, Perica Vojinić, Marija Bečić:**
DIGITAL TRANSFORMATION AND E-GOVERNMENT SERVICES
- 5. Andrijana Kos Kavran:**
THE ROLE OF AUGMENTED REALITY IN IMPROVING EXPERIENTIAL MARKETING IN TOURISM DESTINATION
- 6. Ana-Marija Alfirević, Marina Stanić, Ivan Radević:**
THE ROLE OF ORGANIZATIONAL CULTURE IN BUILDING THE ENTREPRENEURIAL ORIENTATION OF HIGHER EDUCATION INSTITUTIONS IN MONTENEGRO





JOSIP JURAJ
STROSSMAYER
UNIVERSITY OF OSIJEK



FACULTY OF ECONOMICS
AND BUSINESS
IN OSIJEK



UNIVERSITY IN MARIBOR
Faculty of Economics
and Business



UNIVERSITY IN TUZLA
Faculty of
Economics in Tuzla



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