



RED 2025

14th INTERNATIONAL SCIENTIFIC CONFERENCE

REGION ENTREPRENEURSHIP DEVELOPMENT

Osijek, Croatia
June 5th, 2025

PROGRAM



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



PFORZHEIM
UNIVERSITY

Thursday, June 5th, 2025

11:45 – 12:30	Registration (with snacks)
12:30 – 12:45	Opening ceremony (Council room) 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
12:45 – 13:30	Key-note speaker: Marina Dabić , Ph.D., Full Professor: <i>Redefining Regional Prosperity: Digital Transformation and the New Business Models</i>
13:30 – 14:30	Panel discussion: <i>The future of scientific conferences: Challenges, Problems, Opportunities</i> Panelists: Bahrija Umihanić , Ph.D., Full Professor, Faculty of Economics in Tuzla, Bosnia and Herzegovina Nikša Alfrević , Ph.D., Full Professor, Faculty of Economics, Business and Tourism in Split, Croatia Davor Dujak , Ph.D., Full Professor, Faculty of Economics and Business in Osijek, Croatia Anamarija Delić , Ph.D., Full Professor, Faculty of Economics and Business in Osijek, Croatia Moderator of panel discussion: Sunčica Oberman Peterka , Ph.D., Full Professor, Faculty of Economics and Business in Osijek, Croatia
14:30 – 14:45	Coffee break
14:45 – 16:15	5 Parallel Sessions: presentations of conference papers (Online 1 & 2 & 3, Room 10 & 5)
18:00 – 19:30	City walk - guided tour (starting point from GISKO - <i>Gradska i sveučilišna knjižnica Osijek</i> , Europska avenija 24)
19:30 – 00:00	Dinner, restaurant <i>Gastro pub Bulart 1887</i> , Franjo Kuhač 4 Street



Opening ceremony

Key-note speaker

Panel discussion

<https://us02web.zoom.us/j/83157690594?pwd=bG7cdpJl4dK10rynWao9bA40UmMSa4.1>

Thursday, June 5th, 2025, 14:45 – 16:15

Parallel session 1 (online)

<https://us02web.zoom.us/j/88396424286?pwd=DyibG3hFgqfyZfDFAFDOMUmYh3USyM.1>



Session chair: Ana Štefanec, Ph. D.

- 1. Nikolina Dukić Samaržija:**
EVALUATING THE EFFICIENCY OF CROATIAN GENERAL HOSPITALS AMIDST HEALTHCARE REFORM: A DATA ENVELOPMENT ANALYSIS APPROACH
- 2. Ante Džidić, Josipa Grbavac, Branimir Skoko:**
QUALITY AND PERSISTENCE OF EARNINGS: THE CASE OF SARAJEVO STOCK EXCHANGE
- 3. Dorotea Markasović, Marija Bečić:**
THE IMPACT OF SELECTED MACROECONOMIC VARIABLES ON THE HAPPINESS INDEX IN EU MEMBER STATES
- 4. Leandro Martins, Marisa Roriz Ferreira, Miguel González-Loureiro, Telma Mendes:**
REGIONAL DISPARITIES IN DIGITALIZATION: A RURAL-URBAN PERSPECTIVE
- 5. Tomislav Sekur:**
GEOGRAPHIC CONCENTRATION, SPECIALIZATION AND REGIONAL DISPARITIES IN CROATIA
- 6. Branko Stanić:**
LOCAL GOVERNMENT EFFICIENCY IN SLAVONIA: A DEA-BASED ASSESSMENT OF COMMUNITY DEVELOPMENT

Thursday, June 5th, 2025, 14:45 – 16:15

Parallel session 2 (online)

<https://us02web.zoom.us/j/81608948970>



Session chair: Professor Dražen Ćučić, Ph. D.

- 1. Nedeljko Štefanić, Ivan Ambroš, Ana Bošković, Petra Banić, Jela Jelić:**
BRIDGING THE GAP TO I4.0: READINESS OF THE DANUBE REGION WOOD INDUSTRY
- 2. Ivana Hardi, Maja Brust Nemet, Ivan Miškulin:**
EXTRACURRICULAR AND OUT OF-SCHOOL ACTIVITIES AS A FACTOR IN THE DEVELOPMENT OF LEADERSHIP SKILLS IN STUDENTS
- 3. Slavomir Vukmirović, Mirjana Grčić Fabić, Zvonko Čapko:**
THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE AND PERFORMANCE IN DIGITAL STARTUPS
- 4. Katarina Bačić:**
MERCHANDISE EXPORTS AND PRODUCTIVITY IN MANUFACTURING THROUGH THE LENS OF TECHNOLOGICAL STRUCTURE: THE CASE OF CROATIA
- 5. Berna Doğan Başar, İbrahim Halil Ekşi, Almir Alihodžić:**
A BIBLIOMETRIC ANALYSIS OF SHORT SELLING: CURRENT, DEVELOPMENT AND FUTURE DIMENSIONS
- 6. Isabel Ferreira, Paula Loureiro, Teresa Dieguez:**
PROMOTING RESPONSIBLE BUSINESS PRACTICES: THE PORTUGUESE HOSPITALITY SECTOR AS AN INNOVATION ECOSYSTEM
- 7. Adriana Gonçalves, Olga Pereira:**
FROM THEORY TO PRACTICE: A BIBLIOMETRIC AND SYSTEMATIC REVIEW OF STAKEHOLDER MANAGEMENT IN SOCIAL ECONOMY PROJECTS

Thursday, June 5th, 2025, 14:45 – 16:15

Parallel session 3 (online)

<https://us02web.zoom.us/j/81039303377?pwd=FLbeVYpHLp8X87TltzRRft4HTm9IEb.1>



Session chair: Ivana Unukić, Ph. D.

- 1. Almir Klico, Almir Peštek:**
EMBRACING IMMERSIVE EXPERIENCES: EXPLORING USER ACCEPTANCE OF AUGMENTED REALITY AND VIRTUAL REALITY TECHNOLOGIES IN BOSNIA AND HERZEGOVINA
- 2. Telma Mendes, Carina Silva, Marisa Ferreira:**
BEST PRACTICES AND GOOD NEIGHBOURS: HOW INSTITUTIONAL ISOMORPHISM INFLUENCES CIRCULAR ECONOMY PRACTICES THROUGH PERCEIVED CORPORATE SOCIAL RESPONSIBILITY
- 3. Zvonko Merkaš, Vlasta Roška, Domagoj Aračić:**
SUSTAINABLE PROJECT ECONOMY IN THE DEVELOPMENT OF SMART CITIES
- 4. Lucija Rogić Dumančić:**
THE POST-TRANSITION TRAP: HOW WEAK INSTITUTIONS IMPACT EXPORT COMPETITIVENESS IN THE EU
- 5. Snježana Stanarević Katavić, Borna Petrović, Darko Lacović:**
SUSTAINABLE CONSUMPTION AMONG UNIVERSITY STUDENTS: KNOWLEDGE, ATTITUDES AND BARRIERS
- 6. Marin Strmota, Marta Nimac, Krešimir Ivanda:**
WORK-FAMILY BALANCE, CHILDCARE SUPPORT, AND EMPLOYMENT STATUS: A HOUSEHOLD PERSPECTIVE
- 7. Vatroslav Zovko, Marija Bačić, Damjan Zovko:**
FINANCIAL AND ORGANIZATIONAL CONSEQUENCES OF MERGERS IN PUBLIC SECTOR – MERGER POTENTIALS OF THE KINDERGARTENS IN THE CITY OF ZAGREB

Thursday, June 5th, 2025, 14:45 – 16:15

Parallel session 4 (Room 10):

Session chair: Tihana Koprivnjak Popović, Ph. D. & Petra Mezulić Juric, Ph. D.

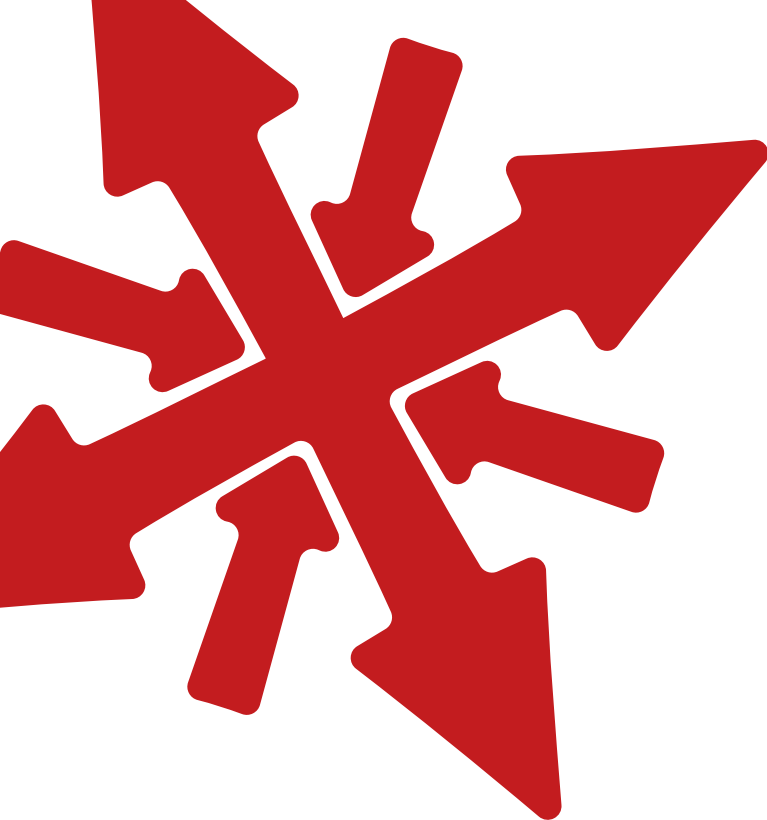
- 1. Borna Buljan, Krešimir Žnidar:**
ECONOMIC ACTIVITY IN CROATIA: INSIGHTS FROM REGIONAL LEVELS
- 2. Mislav Bonacin, Ivana Bilić, Luka Zovko:**
CULTURAL BACKGROUND AS A PREDICTOR OF ENTREPRENEURIAL INTENTION
- 3. Ivana Brkljača, Etienne Šajn:**
THE IMPACT OF THE HYBRID WORK MODEL ON BUSINESS COMMUNICATION
- 4. Patrick Gregori, Erich J. Schwarz, Georg M. Eichler:**
AN ENTREPRENEURIAL ECOSYSTEM PERSPECTIVE ON BARRIERS OF SUSTAINABLE BUSINESS MODEL INNOVATION
- 5. Tihana Koprivnjak Popović, Petra Mezulić Juric, Ana Haramina:**
GENDER DISPARITIES IN ENTREPRENEURSHIP: A CROATIAN PERSPECTIVE
- 6. Darija Kuharić, Ines Hocenski:**
HISTORICAL ROOTS OF SUSTAINABLE ENTREPRENEURSHIP: AN ANALYSIS OF ADVERTISING STRATEGIES IN GERMAN-LANGUAGE NEWSPAPERS PRINTED IN OSIJEK AT THE END OF THE 19TH AND THE BEGINNING OF THE 20TH CENTURY
- 7. Ružica Kandić, Sunčica Oberman Peterka:**
TO BRIDGE THE GAP BETWEEN THEORY AND PRACTICE, YOU HAVE TO BUILD A BRIDGE -
DISCREPANCY BETWEEN THE CURRICULUM AND APPLICATION OF THE CROSS-CURRICULAR THEME
ENTREPRENEURSHIP IN CROATIA

Thursday, June 5th, 2025, 14:45 – 16:15

Parallel session 5 (Room 5)

Session chair: Ana Pap Vorkapić, Ph. D.

1. **Rita-Krin Boduljak, Katja Crnogaj:**
ASSESSING THE EFFICIENCY OF R&D TRANSFER: A COMPARATIVE ANALYSIS OF CROATIA AND SLOVENIA
2. **Ines Hocenski, Mario Barišić:**
TECHNICAL INNOVATION AND SUSTAINABILITY IN PUBLISHING PRODUCTION: RESPONDING TO TRENDS
3. **Jelena Jardas Antonić, Jana Katunar, Vivien Brezović**
ANALYSING THE PREFERENCES OF WINE CONSUMERS USING MULTI-CRITERIA ANALYSIS
4. **Nenad Vretenar, Ivan Prudky, Iva-Marija Matulec:**
BETWEEN REASON AND IMPULSE: PRICING STRATEGIES AND CROATIAN CONSUMERS
5. **Dušica Žunić, Jelena Borocki, Vladimir Đaković, Aleksandar Vekić:**
THE ROLE OF INNOVATION METRICS IN REGIONAL ECONOMIC DEVELOPMENT: INSIGHTS FROM SOUTHEAST EUROPE



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