



# RED 2026

15<sup>th</sup> INTERNATIONAL SCIENTIFIC CONFERENCE

## REGION ENTREPRENEURSHIP DEVELOPMENT

Osijek, Croatia  
April 23-24, 2026

### 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, April 23<sup>rd</sup>, 2026

11:15 – 12:00 Registration  
(coffee with snacks)

12:00 – 12:10 **Opening ceremony (Council Room)**

**Anamarija Delić**, Ph.D., Full Professor, Chair of Organizing Committee

**Sunčica Oberman Peterka**, Ph.D., Full Professor, Dean, Faculty of Economics and Business in Osijek, Josip Juraj Strossmayer University of Osijek

**Representative of Josip Juraj Strossmayer University of Osijek**

12:10 – 12:40 **Key-note speaker:**

**Metka Tekavčič**, Ph.D., Full Professor: *From Tradition to Innovation: How Universities Drive Regional Growth Through Change*

12:40 – 13:40 **Panel discussion: Educating for impact: Perspectives from regional faculty leaders**

*In this roundtable, leaders of regional faculties of economics and business will share their experiences and strategic insights on managing contemporary higher education institutions in a rapidly changing environment.*

*The discussion will focus on key challenges of institutional leadership, building meaningful partnerships with the business community, and advancing responsible, practice-oriented education that serves students, employers, and society. By exchanging perspectives and good practices, participants will explore how regional faculties can remain relevant, innovative, and impactful in their ecosystems.*

12:40 – 13:40	<b>Panelists:</b> Prof. Marina Klačmer Čalopa, Ph. D. (University of Zagreb Faculty of Organization and Informatics); Prof. Jernej Belak, Ph. D. (University of Maribor, Faculty of Economics and Business); Prof. Selma Smajlović, Ph. D. (University of Tuzla, Faculty of Economics); Prof. András Takács, Ph. D. (University of Pécs, Faculty of Business and Economics); Prof. Valentin Toader, Ph. D. (Babeş-Bolyai University in Cluj, Faculty of Business) and Prof. Marina Trpeska, Ph. D. (The University “Ss. Cyril and Methodius” in Skopje – the Faculty of Economics Skopje).
13:40 – 14:30	Lunch (Room 7)
14:30 – 16:00	<b>Parallel Sessions: presentations of conference papers (Off-line in Room 5 and On-line)</b>
18:30 –	Cultural & networking program with dinner at ZOO Hotel (starting point in front of the City and University Library on address Europska avenija 24)

## Friday, April 24th, 2026

9:00 – 9:30	Registration with snacks
9:30 – 11:00	<b>HEInnovate workshop</b> held by <b>Flávia Colus &amp; Debora del Cogliano (Room 5)</b>
11:00 – 11:30	Coffee break
11:30 – 13:00	<b>Parallel Sessions: presentations of conference papers (Off-line in Rooms 5 and 10 and On-line)</b>
13:00	Farewell lunch & Closing conference (Room 7)

## Thursday, April 23<sup>rd</sup>, 2026

Off-line participation, 14:30 – 16:00

Session chair: Tihana Koprivnjak Popović, Ph. D.

Room 5

**Almir Alihodžić, Jasmina Džafić, Selma Aličković:**

DYNAMIC INTERACTION OF INTERNATIONAL CAPITAL MARKETS: A CASE STUDY OF THE CAPITAL MARKET IN BOSNIA AND HERZEGOVINA

**Radmila Pavličić, Sonja Brlečić Valčić:**

INNOVATIVE AND SUSTAINABLE HEALTHCARE SYSTEM OF THE REPUBLIC OF CROATIA WITHIN THE EUROPEAN CONTEXT

**Damir Piplica:**

CORRUPTION AND ACCESS TO ENTREPRENEURIAL FINANCE IN CROATIA

**Boris Sruk:**

EFFECTUATION IN MODERN ENTREPRENEURSHIP: A REVIEW OF THEORETICAL AND EMPIRICAL EVIDENCE

**Thursday, April 23<sup>rd</sup>, 2026**

**On-line participation, 14:30 – 16:00**

**Session chair: Ana Štefanec, Ph. D.**

**<https://us06web.zoom.us/j/84921918371>**

**Meeting ID: 849 2191 8371**



**Goran Ćorluka, Ante Bradarić, Senka Borovac Zekan:**

OVERTOURISM IN HISTORICAL CITIES – A LOCAL RESIDENT'S PERSPECTIVE

**Jasmina Džafić, Emir Hečimović:**

SMALL MARKETS, LONG MEMORIES: VOLATILITY, LIQUIDITY, AND PRICE DISCOVERY IN SOUTHEAST EUROPE

**Amra Hamzić, Senija Musić:**

LOCAL GOVERNMENT UNITS IN THE FUNCTION OF ABSORBING PRE-ACCESSION FUNDS IN BOSNIA AND HERZEGOVINA

**Ivona Huđek Kanižaj:**

PRIMARY SCHOOL POPULATION AS EARLY STRUCTURAL SIGNAL OF REGIONAL DIVERGENCE IN CROATIA

**Lidija Pranjić, Ksenija Milošević, Hrvoje Volarević:**

THE EU LEGISLATIVE AND ACADEMIC FRAMEWORK FOR THE RESOLUTION OF CREDIT INSTITUTIONS AND INSURANCE UNDERTAKINGS

**Thursday, April 23<sup>rd</sup>, 2026**

**On-line participation, 14:30 – 16:00**

**Session chair: Prof. Dražen Ćučić, Ph. D.**

**<https://us02web.zoom.us/j/85723946425?pwd=yy2p4xNluaaMgKjvelo6lyet9FTVzw.1>**

**Meeting ID: 857 2394 6425, Passcode: 945781**



**Ana Sousa, Olga Pereira:**

FROM MEMORY TO METAHUMANS: RETHINKING CULTURAL HERITAGE FOR SUSTAINABLE REGIONAL DEVELOPMENT

**Mirko Cobovič, Nikolina Butumović, Maja Vretenar Cobovič:**

DIGITAL TRANSFORMATION, PERCEIVED BENEFITS, AND INVESTMENT INTENTIONS IN MICRO AND SMALL ENTERPRISES IN EASTERN CROATIA

**Rita Brás, Carina Silva, Telma Mendes:**

EXPLORING THE RELATIONSHIP BETWEEN QUALITY OF LIFE AND THE DEGREE OF INTERNATIONALISATION OF THE ECONOMY: EVIDENCE FROM PORTUGAL (2005-2022)

**Marijana Cesarec, Ivan Vujčić:**

APPLICATION OF ARTIFICIAL INTELLIGENCE IN SOCIAL CARE: OPPORTUNITIES, CHALLENGES AND FUTURE DIRECTIONS

**Amina Chainane:**

SOCIAL NORMS AND WOMEN'S FINANCIAL INCLUSION: A SYSTEMATIC AND BIBLIOMETRIC ANALYSIS OF EMERGING TRENDS AND RESEARCH GAPS

**Thursday, April 23<sup>rd</sup>, 2026**

**On-line participation, 14:30 – 16:00**

**Session chair: Ivana Unukić, Ph. D.**

**<https://us06web.zoom.us/j/88296456070?pwd=4a3T1M4cq6OpJV0vdkCgIDhg249Dm1.1>**

**Meeting ID: 882 9645 6070, Passcode: 445961**



**Teresa Dieguez, Paula Loureiro:**

RETHINKING AGE FOR A LONG-LIVED SOCIETY

**Anita Dremel, Narcisa Vrbešić-Ravlić:**

BEYOND COMPLIANCE: CO-CREATING GENDER-INCLUSIVE UNIVERSITIES IN EUROPE

**Marija Faullend Heferer, Zdravka Biočina:**

STORYTELLING OF SUCCESSFUL CROATIAN FOOD BRANDS

**Jasmina Gržinić:**

SUSTAINABLE TOURISM LEARNING AND REFLECTIVE PRACTICE AT A CROATIAN UNIVERSITY

**Ana Ježovita, Marija Gregurec:**

AUDITORS' PERCEPTION OF ARTIFICIAL INTELLIGENCE ADOPTION IN FINANCIAL STATEMENT AUDITS – CASE FROM CROATIA

**Friday, April 24<sup>th</sup>, 2026**

**Off-line participation, 11:30 – 13:00**

**Session chair: Petra Mezulić Juric, Ph. D.**

**Room 5**

**Katarina Bačić, Nikolina Pomenić, Irena Đokić:**

INNOVATION ECOSYSTEMS IN THE ADRIATIC MARITIME SECTOR: ENABLING DIGITAL AND GREEN TRANSITIONS

**Viktória Gerdesics, Petra Putzer:**

FROM INTERNATIONALISATION TO RAISING AWARENESS – UPFBE’S APPROACH OF BEING GLOBAL AND ACTING LOCAL

**Tóth Csenge:**

CAN ENTREPRENEURIAL ATTITUDES BE BOOSTED THROUGH HACKATHONS? EVIDENCE FROM A UNIVERSITY-BASED EXPERIMENTAL STUDY

**Ewelina Florczak:**

SOCIAL ENTERPRISES AND INCLUSIVE ECONOMIC GROWTH AT THE LOCAL LEVEL

**Ivona Mikulandra Volić, Marija Opačak Eror, Alica Kolarić:**

I HAVE NO TIME TO WASTE: OVERCOMING A LACK IN CAPABILITIES DURING PERCEIVED OPPORTUNITY EXPLOITATION AMONG CROATIAN SUCCESSFUL DROPOUT ENTREPRENEURS

## Friday, April 24<sup>th</sup>, 2026

Off-line participation, 11:30 – 13:00

Session chair: Prof. Mirna Leko Šimić, Ph. D.

Room 10

Romina Alkier Tomić, Jasmina Okičić, Vedran Milojica:

PERCEPTIONS, PREFERENCES, AND TRAVEL INTENTIONS OF FOREIGN TOURISTS TOWARD COSMETIC SURGERY SERVICES IN KVARNER

**Valerija Botrić:**

YOUTH OVEREDUCATION IN CROATIA

**Tomislav Jakopec, Milan Puvača:**

CYBERSECURITY AS A KEY STAKEHOLDER IN THE FISCALIZATION PROCESS

**Selma Smajlović, Slađana Filipović:**

MACHINE LEARNING APPLICATIONS IN VEHICLE INSURANCE: A BIBLIOMETRIC REVIEW OF RESEARCH TRENDS

**Filip Vuković, Ozren Pilipović, Nenad Rančić:**

FINANCING AND SOCIAL BENEFITS OF „MINOR SPORTS “ - CASE STUDY OF ZAGREB FENCING FEDERATION

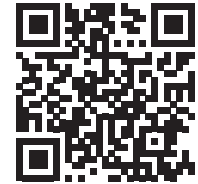
**Friday, April 24<sup>th</sup>, 2026**

**On-line participation, 11:30 – 13:00**

**Session chair: Adela Has, Ph. D.**

**<https://us06web.zoom.us/j/88372127916>**

**Meeting ID: 883 7212 7916**



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**Sara Melkić, Tomislav Hernaus:**

UNIT AMBIDEXTERITY AND PERFORMANCE: THE MEDIATING ROLE OF CROSS-TRAINING

**Alexandra Posza, Vivien Csapi:**

REAL OPTIONS AND ESG: A BIBLIOMETRIC ANALYSIS OF AN EMERGING RESEARCH FIELD

**Luka Samaržija:**

ANALYSIS OF THE IMPACT OF SUPPLY CHAIN MANAGEMENT FACTORS ON THE COMPETITIVE ADVANTAGE OF LODGING UNITS UTILIZING THE AIRBNB PLATFORM

**Helena Silva, Olga Pereira:**

INTERNATIONALISATION AND SOCIAL LICENCE TO OPERATE IN THE LITHIUM INDUSTRY: STAKEHOLDERS' PERSPECTIVES FROM THE PORTUGUESE CONTEXT

**Miljana Simić, Marina Gregorić, Philipp Schorn:**

CROSS-CULTURAL CHALLENGES IN AI-DRIVEN MARKETING CAMPAIGNS: STRATEGIES FOR EFFECTIVE LOCALIZATION AND CONSUMER ENGAGEMENT

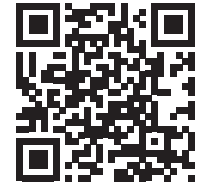
**Friday, April 24<sup>th</sup>, 2026**

**On-line participation, 11:30 – 13:00**

**Session chair: Prof. Ivo Mijoč, Ph. D.**

**<https://us06web.zoom.us/j/89856652683>**

**Meeting ID: 898 5665 2683**



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**Roman Šubić, Ingrid Pejković, Ivana Načinović Braje:**

EDUCATIONAL AND SOCIODEMOGRAPHIC BACKGROUND AS A PREDICTOR OF STUDENTS' SOCIAL CAPITAL

**Toni Šušak, Luka Mladineo:**

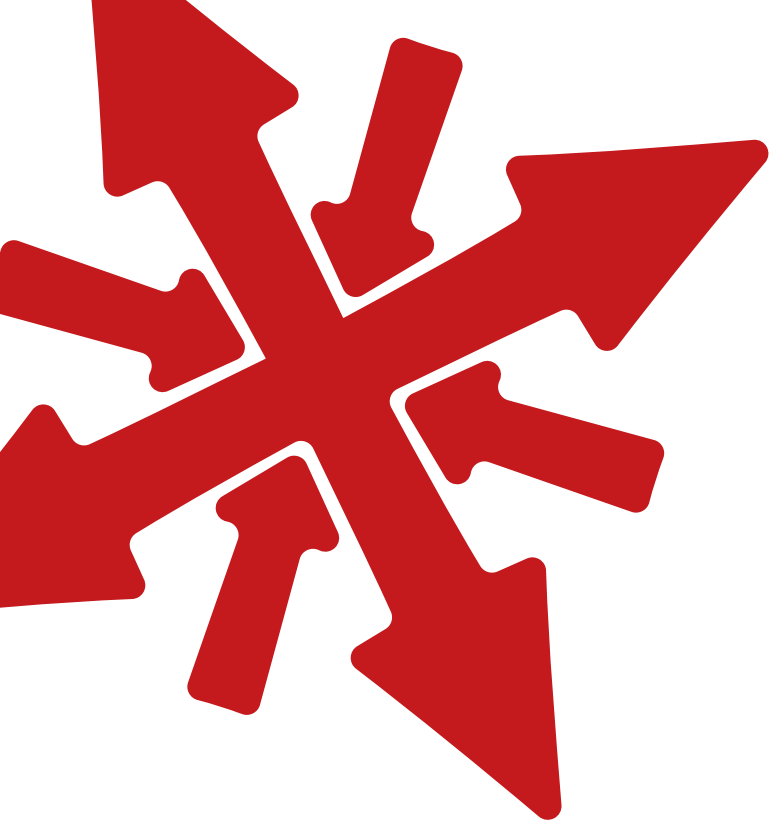
DO COMPANIES MANIPULATE EARNINGS TO AVOID EXTERNAL AUDIT OBLIGATION? EVIDENCE FROM CROATIA

**Jelena Tomić, Tomislav Klarin:**

DEVELOPING MOTIVATIONAL LEADERSHIP IN PRESCHOOL EDUCATION INSTITUTIONS: CHALLENGES AND OPPORTUNITIES

**Anamarija Zron, Nika Stipetić-Kalinić:**

ARTIFICIAL INTELLIGENCE FOR FOOD WASTE PREDICTION - A BIBLIOMETRIC ANALYSIS



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