



FACULTY OF ECONOMICS IN OSIJEK  
POSTGRADUATE STUDY MANAGEMENT  
JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK  
HOCHSCHULE PFORZHEIM UNIVERSITY

**INTERDISCIPLINARY MANAGEMENT RESEARCH XII**  
**INTERDISZIPLINÄRE MANAGEMENTFORSCHUNG XII**

agenda



REGISTRATION

starts on Friday, May 20th 2016

CONFERENCE DESK WORKING HOURS

Friday, May 20th 2016: 16.00 - 17.00 h

Saturday, May 21th 2016: 08.30 - 12.00 h

Sunday, May 22th 2016: 08.00 - 09.00 h

ENTRANCE TO THE CONFERENCE EVENTS

Each participant will receive an accreditation tag at registration. The tag is the official pass for entry to all Conference sessions and events.



## „CROATIA AND THE EU: Three years of experience and adjustment“

### **Panel discussion:**

- Local and regional self-government: options and possible solutions
- What has Croatia done and what has not (yet) done in the European Semester?
- Reforms and development: How to go on?

## Friday, May 20, 2016

5.30 pm

**Opening of the scientific works of the international conference**

**Interdisciplinary Management Research XII**

**Zlatko Komadina, County president, Primorje - Gorski Kotar County**

**Željko Turkalj, Rector, J. J. Strossmayer University of Osijek**

**Ante Sanader, Vice - President of the Croatian Parliament**

5.45 – 7.00 pm

**“CROATIA AND THE EU: Three years of experience and adjustment” (Part I)**

**Invited lecture: Ms. Marija Vučković, Assistant Minister, Ministry of Regional Development and EU Funds – key speaker**

The theme should inspire a debate about the causes and consequences of the present big gap in the development of Croatian regions and, ultimately, encourage discussions about possible directions for future actions within the European region and the role of Croatian counties as centres of economic, innovative and social gatherings.

**I Panel: “Local and regional self-government: options and possible solutions”**

Marija Vučković, Assistant Minister, Ministry of Regional Development and EU Funds

Ante Sanader, Vice - President of the Croatian Parliament

Goran Pauk, County Prefect of Šibenik - Knin County and President of the Croatian County Association

Sanja Bošnjak, County Prefect of Virovitica –Podravina County and President of the Partner Council of Continental Croatia

Moderator: Mladen Vedriš, Head of the Chair of Economics at the Faculty of Law, Zagreb

**Synthesis of the scientific and expert discussions**

**Sommelier Night / Wine story: Jelena Šimić Valentić / Pinkert wines**

7.15 pm



## Saturday, May 21, 2016

<b>9.00 am</b>	<p><b>Welcome speeches</b></p> <p><b>Vladimir Cini, Dean, Faculty of Economics in Osijek</b></p> <p><b>Željko Turkalj, Rector, J. J. Strossmayer University of Osijek</b></p>
<b>9.30 – 10.00 am</b>	<p><b>“CROATIA AND THE EU: Three years of experience and adjustment” (Part II)</b></p> <p><b>Vladimir Gligorov, WIIW</b></p> <p><b>Zdravko Marić, Minister, Ministry of Finance</b></p> <p><b>Hrvoje Stojić, Director of the Department for Economic Research, Hypo-Alpe-Adria- Bank d.d.</b></p> <p>The topic should encourage discussion on financial stability and economic growth of Croatia in future periods with particular reference to the obligations arising from the realization of the objectives of the EU Semester</p>
<b>10.00 am</b>	<b>Coffee break</b>
<b>10.15 – 11.15 am</b>	<p><b>II Panel: “What has Croatia done and what has not (yet) done in the European Semester”?</b></p> <p>Hrvoje Stojić, Director of the Department for Economic Research, Hypo-Alpe-Adria- Bank d.d.</p> <p>Vedrana Jelušić Kašić, Director, EBRD CROATIA</p> <p>Dragan Kovačević, President of the Management Board, JANAF d.d.</p> <p>Josip Budimir, Member of the board, Franck d.d.</p>

	<p>Zvonimir Savić, Director of the Sector for financial institutions, business information and economic analyses of the Croatian Chamber of Commerce</p> <p>Moderator: Mladen Vedriš, Head of the Chair of Economics at the Faculty of Law, Zagreb</p>
<b>11.15 – 12.15 pm</b>	<p><b>III. Panel: “Reforms and development: How to go on?”</b></p> <p>Vladimir Gligorov, Research economist, country expert for Balkan countries, WIIW</p> <p>Željko Lovrinčević, Senior research fellow in permanent position</p> <p>Ljubo Jurčić, President of the Croatian Economic Association, Faculty of Economics, Zagreb</p> <p>Damir Novotny, Director, TMC Holding</p> <p>Ivan Miloloža, President of the management board, Munja d.d.</p> <p>Moderator: Marina Šunjerga, Večernji list.</p>
<b>12.15 am</b>	<b>Synthesis of the scientific and expert discussions</b>
<b>12.30 am</b>	<b>Coffee break</b>

## 4.15 – 6.30 pm PARALLEL SESSIONS

### **SESSION 1 / Kamelia hall**

Chairpersons: Ivana Barković Bojanić, Ph.D., Ioana Sorina MIHUȚ, Ph.D., Larisa Nicoleta Pop, Ph.D.

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Lazar Ozegovic, Marko Ivaniš, Novica Pavlović - ENTREPRENEURIAL DEVELOPMENT GOALS OF POWER BUSINESS IN SERBIA

Predrag Prtljaga, Tanja Nedimović, Ivana Đorđev - IMPROVING ORGANIZATION AND SKILLS OF PLANNING IN HIGHER EDUCATION USING NEW INFORMATIONAL - COMMUNICATIVE TECHNOLOGY

Larisa Nicoleta Pop, Mihaela Rovinaru, Flavius Rovinaru - MANAGING THE AGRICULTURAL PRICE VOLATILITY  
– A GOVERNMENTAL APPROACH FROM A GLOBAL AND EUROPEAN PERSPECTIVE

Mihuț Ioana-Sorina, Luțăș Mihaela-Mariana - THE DYNAMIC OF THE ECONOMIC GOVERNANCE ARCHITECTURE IN THE CONTEXT OF THE EUROPEAN UNION

Radovan Vladislavljević, Dragan Soleša, Marko Carić - THE IMPACT OF PROJECTS AS AN INTEGRATOR IN IMPROVING THE PERFORMANCE OF ENTERPRISES

Boris Marjanović, Tamara Žufić Košara - MOTIVATION TO PURSUE HIGHER EDUCATION OF PART-TIME STUDENTS



Anita Peša, Jurica Bosna, Marko Pribisalić - RESEARCH OF THE FACTORS WHICH AFFECT FOREIGN DIRECT INVESTMENT IN THE REPUBLIC OF CROATIA

Zdravko Šergo, Ivan Matošević, Tatiana Zanini-Gavranić - SEASONALITY IN TOURISM DEMAND: PANEL MODELS WITH CENSORED DATA

Ljiljana Dmitrović Šaponja, Goran Šijan, Saša Gravorac, Sunčica Milutinović - MEASUREMENT AND (E)VALUATION OF INTELLECTUAL CAPITAL – A COMPETITIVE ADVANTAGE INTELLECTUAL – INTENSIVE INDUSTRIES

Merima Činjurević, Lejla Turulja, Almir Peštek, Lejla Sinanović - WHAT STUDENTS REALLY EXPECT FROM ACCREDITED HIGHER EDUCATION INSTITUTIONS?

Aleksandra Gojkov Rajić, Jelena Prtljaga - DIGITAL TECHNOLOGIES AND STUDENT AUTONOMY IN FOREIGN LANGUAGE LEARNING

Nataša Drvenkar - RESHAPING REGIONAL ECONOMIC DEVELOPMENT – TIME FOR REINDUSTRIALIZATION?

Ivan Herak, Vesna Škare-Ožbolt, Martina Herak - CAN CROATIAN TOURISM REACH PROFESSIONAL MARKETING?

Nenad Rančić, Gordana Marčetić, Ozren Pilipović - THE ROLE OF INSTITUTIONS IN THE ANALYSIS OF ECONOMIC DEVELOPMENT – THE CASE OF COUNTRIES IN TRANSITION

Luka Burilović, Ivan Ambroš, Gabrijela Žalac - EMPOWERING NUTS2 REGIONAL DEVELOPMENT STRATEGY BY APPLYING S3 POLICY

Antun Biloš, Tvrtko Galić - AN EXPLORATION OF INTERNET USAGE AMONG STUDENTS: THE CASE OF JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK, CROATIA

Aleksandar Stojanović, Grozdanka Gojkov - CREATIVITY AND METACOGNITION AS INDICATORS OF HIGHER EDUCATION QUALITY

Suzana Obrovac Lipar - CONTENT MANAGEMENT ON FACEBOOK PAGES (ON THE EXAMPLE OF RESEARCH CONDUCTED BY THE CATHOLIC UNIVERSITY OF CROATIA)

Vladimír Masaryk, Jana Keketiova, Thorsten Eidenmüller, Timo Keppler - SOCIAL WORK IN HEALTHCARE FACILITIES

Renata Jukić, Snježana Dubovicki - COMMUNICATION IN TEACHING IN HIGHER EDUCATION – COMPARISON OF EXPERIENCES IN PUBLIC AND PRIVATE COLLEGES

## **SESSION 2 / Magnolia hall**

Chairpersons: Zdravko Tolušić, Ph.D., Boris Crnković, Ph.D.

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Mladena Bedeković, Željka Kadlec - PROJECT MANAGEMENT WITH REFERENCE TO THE SIMPLIFIED COSTS CALCULATING METHODS OF PROJECT ACTIVITIES

Sendi Deželić, Ana Skledar Čorluka, Helena Štimac - QUALITY FACTORS OF HIGH EDUCATIONAL SERVICES AT PRIVATE EDUCATIONAL INSTITUTIONS

Dragan Benazić, Erik Ružić, Dražen Alerić - THE IMPACT OF INTERNAL MARKETING ON THE CUSTOMER RELATIONSHIP DEVELOPMENT

Andreja Hašček, Damir Butković - MANAGEMENT OF THE OPERATIONS AND RESOURCES IN THE PROCESS OF RAISING CAPITAL BY ISSUING SHARES ON THE CAPITAL MARKET IN THE REPUBLIC OF CROATIA

Domagoj Karačić, Natko Klanac - INNOVATIVE STRATEGIES AND COMPANY DEVELOPMENT IN CONDITIONS OF CRISIS MANAGEMENT

Kristina Kobrehel, Zlatko Barilović, Igor Vrečko - COMPARATIVE ANALYSIS OF PROJECT MANAGEMENT MATURITY MODELS

Sandra Lovrić, Đuro Horvat - CHOOSING AN EFFECTIVE HUMAN RESOURCES INFORMATION SYSTEM (HRIS) IN REMOTE ENVIRONMENT

Martina Mišetić - MUSEUM ACTION "FATEFUL I DO AT THE VUKOVAR MUNICIPAL MUSEUM"

Ivan Miškulin, Željko Turkalj, Boris Crnković - CHANGE MANAGEMENT AND DEVELOPMENTAL STRATEGIES OF CROATIAN UNIVERSITIES

Željko Požega, Melita Cita - CAPITAL STRUCTURE OF CROATIAN FOOD COMPANIES

Drago Pupavac - TOLERANCE FOR CHANGE AMONG STUDENTS

Andreja Rudančić, Marko Akmačić, Edvard Badurina - THE IMPORTANCE OF MONITORING TRENDS AND CHARACTERISTICS OF DEMAND IN BUSINESS TOURISM SEGMENT: EMPIRICAL EVIDENCE FROM OPATIJA, CROATIA

Ivan Ružić, Irena Bosnić, Ivan Kelić - RIVER CRUISE AS TOURISM PRODUCT: MARKETING APPROACH

Drago Ružić, Mario Banožić, Zrinka Tolušić - HUNTING TOURISM IN CROATIA – POSSIBILITIES AND RESTRICTIONS– CASE STUDY VUKOVAR – SRIJEM COUNTY

Milan Stanić, Berislav Bolfek, Zoran Tršinski - PRACTICE-ORIENTED EDUCATION AS AN ADVANTAGE FOR UNIVERSITIES OF APPLIED SCIENCES

Željko Turkalj, Ante Orlović, Ivica Milković - MOTIVATION FOR WORK – PERCEIVED SOURCES OF WORK MOTIVATION OF POLICE OFFICERS (PROFESSION, ORGANISATION, MANAGEMENT)

Zlatko Rešetar, Marija Zdunić Borota, Zdravko Tolušić - DEVELOPMENT OF NEW PRODUCTS WITH THE IMPLEMENTATION OF GUTENBERG'S PRODUCTION FUNCTION

Romina Sinosich - ROLE OF LEADER PROGRAMME IN CROATIAN RURAL DEVELOPMENT

Mirko Smoljić, Branka Stipanović, Hrvoje Smoljić - INTELLECTUAL CAPITAL MANAGEMENT IMPLEMENTATION MODEL IN TOURISM ORGANIZATION

Martina Harc, Martina Basarac Sertić - THE INFLUENCE OF THE BUSINESS ENVIRONMENT ON THE SMES EMPLOYMENT IN THE EU 28

Helena Miloloža, Marina Šunjerga - EXTERNAL BARRIERS THAT DISEMPOWER THE INTERNATIONALIZATION OF CROATIAN COMPANIES ON MARKETS IN EASTERN EUROPE

Davor Bošnjaković, Marija Tolušić, Marta Borić - THE ROLE AND THE IMPORTANCE OF PROMOTION IN THE DEVELOPMENT OF OENOTOURISM IN BARANJA

Davorin Turkalj, Slavica Singer, Sunčica Oberman Peterka - M-LEARNING APP DESIGN BASED ON STUDENT PREFERENCES: CASE OF MASTERS PROJECT

## **SESSION 3 / Mimoza hall**

Chairpersons: Maja Lamza – Maronić, Ph.D., Branko Matić, Ph.D.

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Valentina Čizmar, Radovan Dragić, Lazar Mosurović - FUNCTIONAL DIMENSION OF KNOWLEDGE IN THE INFORMATION AGE WITH REFERENCE TO ANCIENT PARADIGM OF KNOWLEDGE



Agneza Aleksijević, Mane Medić, Marko Aleksijević - OVERVIEW OF THE QUALITY OF SECONDARY HEALTH CARE SERVQUAL MEASURING INSTRUMENTS

Danijel Čorak, Vice Mihanović - MODERN MARKETING TOOLS IN THE FUNCTION OF TOURISM DEVELOPMENT IN THE REPUBLIC OF CROATIA

Sandra Herman - MANAGEMENT OF CULTURAL RESOURCES IN MEĐIMURJE COUNTY

Zorislav Kalazić, Jasna Horvat, Josipa Mijoč - DIGITAL STOCK PHOTOGRAPHY AS A PROMOTER OF SOCIALLY RESPONSIBLE CREATIVITY

Robert Obraz, Miro Hegedić - RESULTS OF KAIZEN METHODOLOGY IMPLEMENTATION IN MANUFACTURING

Mirko Pešić, Teufik Čočić, Velimir Lovrić - LEADERSHIP THROUGH PRIVATE INITIATIVES IN MUSEUM AND GALLERY ACTIVITIES

Ivana Šandrk Nukić, Josipa Matotek - PRELIMINARY RESEARCH OF THE ORGANIZATIONAL CULTURE OF CONSTRUCTION COMPANIES IN CROATIA

Ivana Varičak, Branko Wasserbauer, Andreja Brajdić - SOCIAL RESPONSIBILITY OF HIGHER EDUCATION INSTITUTIONS IN CROATIA

Ticijan Peruško - ACCOUNTING INFORMATION FOR PLANNING OF BUSINESS GOALS IN SOLICITORS' PRIMARY PROFESSIONAL INDEMNITY INSURANCE

Nikolina Smajla - FINANCIAL INVOLVEMENT OF STUDENT POPULATION AT KARLOVAC UNIVERSITY OF APPLIED SCIENCES

Sofija Adžić, Jelena Kovačević - INSTITUTIONAL FRAMEWORK FOR SUSTAINABLE LOCAL DEVELOPMENT (REVIEW OF LOCAL GOVERNMENT UNITS IN THE REPUBLIC OF SERBIA)

Siniša Bilić, Safet Subašić, Muamer Muminović - THE ISSUE OF BUDGET MANAGEMENT IN THE CONTEXT OF KNOWLEDGE AND SKILLS FOR PUBLIC REVENUE USERS

Branimir Marković, Slobodan Stojanović - FISCAL POSITION OF COUNTIES AS REGIONAL SELF-GOVERNMENTAL UNITS IN REPUBLIC OF CROATIA

Dražen Vitez, Hrvoje Mataković - FINANCING OF POLITICAL PARTIES FROM PUBLIC SOURCES: CAUSES, FORMS AND CONSEQUENCES

Ivana Ivančić, Nada Bosanac - TOWARDS CREATING A QUALITY CULTURE WITHIN VOCATIONAL EDUCATION AND TRAINING: CROATIAN EXPERIENCE

Josip Britvić, Vladimir Grebenar, Erina Stančin - APPLICATION OF INTEGRATED MANAGEMENT SYSTEMS WITH HIGH LEVEL STRUCTURE IN ENTREPRENEURSHIP

Rikard Bakan, Dejan Tubić, Božidar Jaković - INTEGRATED APPROACH TO TOURIST EXPERIENCES– AN IMPERATIVE FOR BRANDING AND COMPETITIVE ADVANTAGES FOR DESTINATIONS IN CONTINENTAL CROATIA

Marija Šmit, Zorislav Šmit - TRENDS, FACTS AND FIGURES OF THE GLOBAL TOYS AND GAMES MARKET AND INDUSTRY

Dejan Bodul, Dunja Škalamera-Alilović - ON MODELS OF OVERCOMING BUSINESS CRISIS: BANKRUPTCY PROCEEDINGS OR CHANGE IN STATUS

Ivana Tucak - LEGAL AND ETHICAL JUSTIFICATION OF COMPENSATION REGARDING COMPULSORY VACCINATION INJURIES

**6.30 – 7.15 pm**

## PARALLEL SESSIONS

**DOCTORAL SESSION** / Magnolia hall

**POSTDOCTORAL SESSION** / Mimoza hall

**8.00 pm GALA DINNER (Hotel Ambassador)**

**Sunday, May 22, 2016**

**09.00 – 11.00 am**

## PARALLEL SESSIONS

### **SESSION 4 / Kamelia hall**

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Chairpersons: Izabela Pruchnicka-Grabias, Ph.D., Thomas Cleff, Ph.D.

Besim Aliti, Marko Markić, Boris Štulina - IMPLEMENTATION OF PROJECT MANAGEMENT IN ORGANIZING MAJOR-MULTI SPORT EVENTS

Mirko Cobović, Andreja Katolik Kovačević, Ivona Blažević - POSSIBILITIES OF BUSINESS INFORMATION SYSTEM BASED  
ON A UNIFIED ACCOUNTING PLAN

Blaženka Hadrović Zekić, Dominika Crnjac Milić - ICT SECURITY RISK ASSESSMENT IN HIGHER EDUCATION INSTITUTIONS

Thomas Cleff, Marie-Ange Huijnen, Nadine Walter - DO YOU TRUST YOUR BRAND OR NOT? A COMPARATIVE ANALYSIS OF THE ADOPTION OF BRAND EXTENSIONS OF GENERATION X VERSUS Y IN THE FMCG INDUSTRY

Jerko Glavaš, Josip Jukić, Neđeljko Knežević - THE IMPACT OF MANAGEMENT ON THE DEVELOPMENT OF THE CONCEPT OF PLANNING AND MANAGEMENT OF REPAIR PROCESS

Bodo Runzheimer - CORPORATE SOCIAL RESPONSIBILITY (CSR) – NEUERE RECHTLICHE ENTWICKLUNG IN DER EUROPÄISCHEN UNION (EU) WESENTLICHE ECKPUNKTE UND EINIGE POTENTIELLE AUSWIRKUNGEN AUF UNTERNEHMEN

Heidi R. Krauss - NO RISK, NO INCOME? IBN KHALDŪN AND THE FACTOR RISK

Sanja Knežević - MIGRATION INTENTION AMONG YOUTH IN BROD POSAVINA COUNTY

Višnja Bartolović - CORPORATE SOCIAL RESPONSIBILITY AND COMMUNITY DEVELOPMENT WITHIN THE FRAMEWORK OF THE GLOBAL ECONOMY

Lena Duspara - HUMAN RESOURCES IMPACT ON THE FINANCIAL SUCCESS IN MANUFACTURING INDUSTRY IN REPUBLIC OF CROATIA

Anita Kulaš - ANALYSIS OF LABOUR MARKET BY LEVEL OF EDUCATION IN THE SELECTED MEMBER STATES OF EUROPEAN UNION

Izabela Pruchnicka-Grabias - ZERO-COST COLLARS IN CURRENCY RISK MANAGEMENT. EMPIRICAL RESEARCH FROM THE POLISH FINANCIAL MARKET

Urban Bacher, Alexander Eck - DIE TEUERSTE AKTIE DER WELT IM KURZPROFIL FUNDAMENTALANALYSE VON ALPHABET INC. (EHEMALS GOOGLE) SAAMT EINER ERSTEN SWOT- ANALYSE



## SESSION 5 / Magnolia hall

Chairpersons: Dražen Barković, Ph.D., Mladen Vedriš, Ph.D.

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Martina Briš Alić, Danijela Amidžić Solar - THE EFFECT OF PROCUREMENT PROCESS OPTIMISATION ON COMPANY PERFORMANCE

Ghodbane Adel, Affes Habib - ACCESS TO STRATEGIC RESOURCES THROUGH THE RELATIONAL NETWORK OF THE CONTRACTOR AND INNOVATION OF TUNISIAN SMES

Maja Lamza-Maronić, Verica Jovanovski, Ivana Stanić - EDUCATIONAL MANAGEMENT AND MODELS OF SCHOOL MANAGEMENT WITH REGARD TO GLOBAL TRENDS AND THE ROLE OF COMPETENCES IN SCHOOL PRINCIPALS

Mladen Vedriš - A POLICY FOR AN ECONOMIC TURNAROUND OF THE REPUBLIC OF CROATIA THE BASIS OF SUSTAINABLE DEVELOPMENT

Ivana Barković Bojanić, Nefreteta Zekić Eberhard - THE CONSEQUENCES OF THE FAILURE TO RECOGNIZE THE VALUE OF HUMAN CAPITAL IN THE MEDIA: THE CASE OF LOCAL MEDIA HOUSE

Damir Šebo, Tonči Lazibat, Aleksandar Včev - THE IMPACT OF AMENDMENTS TO THE PUBLIC PROCUREMENT ACT ON THE INCREASE IN TOTAL VALUE OF PROCUREMENT

Rodica Diana Apan - THE SYSTEM OF INTERCONNECTION OF TRADE REGISTRIES IN THE EU MEMBER STATES AS INSTRUMENT FACILITATING FOREIGN DIRECT INVESTMENTS (FDI)

Igor Kralik, Hava Mahmutović, Sanja Scitovski - MODELS OF POULTRY GROWTH AND ECONOMICAL BREEDING ON AGRICULTURAL FARMS IN RURAL AREA

Dražen Barković - PAVING THE WAY TO THE KNOWLEDGE-BASED ECONOMY IN CROATIA: DOCTORAL STUDY AT THE FACULTY OF ECONOMICS IN OSIJEK

Ulrich Föhl, Tim Schneegans - THE SOUND OF BRANDS – DO ASSOCIATIONS OF BRANDS WITH MUSIC STYLES AFFECT BRAND PERSONALITY?

Wolfgang Gohout, Katja Specht - STOPPREGELN UND PRAKTISCHE ANWENDUNG

Ivan Miloloza - EDUCATION ON EXPORT-RELATED TOPICS OF CROATIAN ECONOMY STUDENTS: CURRENT STATE EVALUATION

Branko Matić, Hrvoje Serdarušić, Maja Vretenar Cobović - CROATIAN STUDENT WORKFORCE: FINANCIAL IMPACT AND EXPERIENCE

Željko Turkalj, Ivana Miklošević, Luka Stanić - BUSINESS INTELLIGENCE AS SUPPORT TO MANAGEMENT AND MANAGEMENT SYSTEM

Zvonimir Savić, Tadija Vrdoljak - SIMULATION OF POPULATION GROWTH AND EFFECTS ON CONSUMPTION POTENTIAL IN FOOD AND BEVERAGES SEGMENT IN TOURIST SEASON (AUGUST) IN THE COASTAL COUNTIES IN CROATIA

Igor Bojanić - JUSTIFICATION OF LEGAL ENTITY PUNISHMENT FOR CRIMINAL OFFENSES



**Organizers:**

Josip Juraj Strossmayer University in Osijek, Faculty of Economics in Osijek - Postgraduate Studies of Management  
University of Pforzheim



Under the auspices of the President of the  
Republic of Croatia



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