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GODINA

IMR 2021

INTERDISCIPLINARY MANAGEMENT
RESEARCH **XVII**
INTERDISZIPLINÄRE
MANAGEMENTFORSCHUNG **XVII**

 **EFOS**



The **IMR 2021: 17th International Conference on Interdisciplinary Management Research** aims to bring together academic scientists, research scholars and practitioners to exchange and share their research results and (business) experiences on all aspects of Management and related fields. It is an interdisciplinary platform for academic scholars and practitioners and educators to present and discuss the most recent trends and concerns as well as practical challenges encountered and solutions adopted in the field of Management as well as in the fields such as Finance Management, Economic Development and Growth Management, Marketing Management, Law and Economics, Health, Education and Welfare Management.

The IMR 2021 particularly welcomes the Ph.D. students in order to provide them an opportunity to present and discuss their research as well as to get a reaction of the work they are doing by fellow Ph.D. students, as well as academic scholars and practitioners. The conference's environment is friendly and relaxed and offers a chance for Ph.D. students to network with academics and practitioners to develop their own professional relationships.

THURSDAY May 13, 2021

16:00		PARTICIPANTS REGISTRATION
17:00	ROOM 1A	Doctoral Workshop
19:00		NETWORKING

FRIDAY May 14, 2020

9:00		PARTICIPANTS REGISTRATION
10:00	ROOM 1A ZOOM 9	Opening ceremony of the Interdisciplinary Management Research XVII https://us02web.zoom.us/j/83630039641?pwd=SHVTR2ZtdVBLMEILRU00NjNEalpkQT09 Boris Crnković, Ph.D., Full Professor, Dean, Faculty of Economics in Osijek, Josip Juraj Strossmayer University of Osijek and Head of Doctoral Program Management Jerko Glavaš, Ph.D., Full Professor, Editor Aleksandar Erceg, Ph.D., Associate Professor, Editor
10:15	ROOM 1A / ZOOM 9	Project presentation – „CROVIZONE – PRILAGODBA VINOGRADARSKIH ZONA RH KLIMATSKIM PROMJENAMA“ Boris Crnković, Ph.D., Domagoj Karačić, Ph.D. and Marija Ileš, MA
10.30		Break

11:00-13:30		Parallel sessions
ROOM 1A		EFOS L1 – live session – Ivan Kelić, Ph.D., Chair
ROOM 1B		EFOS L2 – live session – Katarina Marošević, Ph.D., Chair / Saša Mitrović, Co-Chair
ZOOM 1		EFOS 1 – Davorin Turkalj, Ph.D., Chair https://us02web.zoom.us/j/87526057729?pwd=NnVFUTN0ZE0zMnU2dVNpUUpHTzFTUT09
ZOOM 7		EFOS 2 – Martina Briš Alić, Ph.D., Chair https://us02web.zoom.us/j/88311440662
16:00-19.00		Parallel sessions
ZOOM 10		EFOS 3 – Ivana Barković Bojanić, Ph.D., Chair https://us02web.zoom.us/j/84404581811?pwd=L2tSSTE5UIVPVjZ0aFBGQ24vMEQ0Zz09
ZOOM 5		EFOS 4 – Dina Bičvić, Ph.D, Chair https://us02web.zoom.us/j/84585070655?pwd=eVBOZmZzVW5sVHVlWXh1SHRhL0dCdZ09
17:00	ROOM 1A	Doctoral Workshop
20:00		NETWORKING

SATURDAY May 15, 2021

10:00	ROOM 1A	Closing Session
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11.00 – 13.00 – EFOS L1 Session – Ivan Kelić, Ph.D., Chair – Room 1A

Authors / Presenter	Paper title
Saša Bilić , Srećko Zajec and Ivan Ružić	Advanced analytical methods for cost optimization and prediction within cloud shared service center
Maja Karić , Andrej Starc and Josip Mesarić	Assessment of the choice of management method by introducing changes in the healthcare institution
Marko Miletić , Tomislava Pavić Kramarić and Ivica Kusić	The influence of COVID-19 pandemic on Croatian life insurance market
Ivana Martinčević, Marina Guzovski and Mirko Smoljić	Direct marketing: the use of personal data for advertising in the digital environment
Karmen Bušić, Ivan Kelić and Igor Stipić	Impact of influencers on online product purchases
Petar Pepur , Stjepan Laća and Ivica Bašić	The impact of COVID-19 on the company's liquidity
Ivana Varičak, Silvija Vitner Marković and Romana Radočaj	The importance of civic competences in the implementation of academic service learning
Branislav Peleš , Dejan Balić and Dejan Liović	Habits and preferences of customers, buying bioproducts in the Republic of Croatia
Sanja Pešić, Mirko Pešić and Ivan Zeko-Pivač	An inquiry into the socio-economic impact of COVID-19 to the free movement of workers in the EU: healthcare sector in the spotlight

11.00 – 13.00 – EFOS L1 Session – Katarina Marošević, Ph.D., Chair / Saša Mitrović, Co-Chair – Room 1B

Authors / Presenter	Paper title
Daniele Paragano, Carlo Drago and Katarina Marošević	Functional Economic Areas, Centers, Periphery and Networks: A Bibliometric Analysis
Kenan Mahmutović	The impact of digital marketing orientation on hotel marketing performance
Melita Cita and Darija Prša	Profitability of companies of special interest to the Republic of Croatia
Milan Stanić	The impact of EU membership on production and consumption of wine in the Republic of Croatia
Marina Stanić Šulentić	Analysis of the influence of five rounds tax reform on income
Sandra Bršec Rolih , Zvezdana Penava Brekalo and Ivan Bogović	Efficiency of institutional mechanisms of the Croatian health insurance fund in maintaining the prices of prescription medicines in Republic of Croatia
Mónika Pentz and Krisztián Háló	Ein Effizientes Management bei Deutschen Ferienstraßen mit Kulturellem Erbe eine Fallstudie aus Deutschland
Tibor Gonda	Gender differences in tourism consumption patterns and attitudes towards tourism
Iva Mihanović	Consumer protection in a digital environment
Dejan Tubić, Rikard Bakan and Božidar Jaković	Safety, naturally-preserved and healthy environment as a factor of rural destinations market positioning in post-pandemic period

11.00 – 13.00 EFOS 1 Session – Davorin Turkalj, Ph.D., Chair

📺 ZOOM 1 - <https://us02web.zoom.us/j/87526057729?pwd=NnVFUTN0ZE0zMnU2dVNpUUUpHTzFTUT09>

Authors / Presenter	Paper title
Erik Ružić, Dragan Benazić and Sara Maga	An analysis of the social media usage among salespeople in B2B and B2C markets
Željka Kadlec, Hrvoje Roštaš and Danijela Vakanjac	Analysis of the use of EU funds in the Virovitica–Podravina county
Helena Štimac , Anita Freimann and Krešimir Štefanović	Attitudes on the application of internet services in the wood processing industry
Ticijan Peruško	Cost modeling in Republic of Croatia life insurance market
Tomislav Mrčela, Jelena Dujmović Bocka and Tamara Zadravec	Design of a social system decision-making model in crisis
Berislav Bolfek, Martina Maté and Dario Vištica	Domestic value added in gross export for selected CEE countries
Vlasta Roška	Economic and fiscal support during the COVID-19 pandemic in Croatia
Jasmina Gržinić	Generation Y travel expectations and challenges for travel agents

Kristina Brščić, Tina Šugar and Katarina Lovrečić	Indicators for sustainable tourism – case of Istria region
Ivana Vuković , Mirela Šumanovac and Zrinka Tolušić	Corporate Social Responsibility from the perspective of employees in the Vukovar-Srijem County
Slobodan Stojanović	The importance and financial performance indicators of the strongest trading companies in the Republic of Croatia
Daglas Koraca	ICT as a cause of organizational structure changes

11:00 – 13.00 EFOS 2 – Martina Briš Alić, Ph.D., Chair

 **ZOOM 7 - <https://us02web.zoom.us/j/88311440662>**

Authors / Presenter	Paper title
Lidija Nujić and Martina Ambrušec	Influencer marketing in the tourism sector: a company's perspective
Hana Begić , Ivana Šandrk Nukić and Mario Galić	Market analysis of prefabricated buildings in Croatian agglomerations and Central Europe

Dominika Crnjac Milić, Ljiljanka Kvesić and Ante Džidić	Mitigation of adverse economic consequences to the banking system caused by the appearance of COVID-19 virus
Bruno Budimir, Katarina Kutlić and Marina Pajcur	Mobile marketing as a component in consumer's behavior
Vinko Vidučić, Maja Račić and Ljiljana Vidučić	Model of cruising tourism in Mediterranean ports
Zrinka Malešević and Lucija Lerga	Operational program for food and basic material assistance - efficiency of the financial assistance and results achieved
Dino Bruža	Personalized animation activities in tourism with the example of "animator design" startup
Matej Galić, Maja Buljat and Tomislav Horvat	The role of operational and strategic procurement management
Tomislav Jakšić	The temporary manager in the limited liability company under the Croatian companies' act
Karmen Prtenjača Mažer, Martina Briš Alić and Martina Harc	Operational risk management in banks
Gordana Martinović, Krešimir Starčević and Luka Mandić	Denationalization and return of property in Croatia and neighboring countries
Ivona Blažević, Dajana Džeba and Mirko Cobović	Higher education in correlation with the labor market needs

16:00 – 19.00 EFOS 3 – Ivana Barković Bojanić, Ph.D., Chair

📺 ZOOM 10 - <https://us02web.zoom.us/j/84404581811?pwd=L2tSSTE5UIVPVjZ0aFBGQ24vMEQ0Zz09>

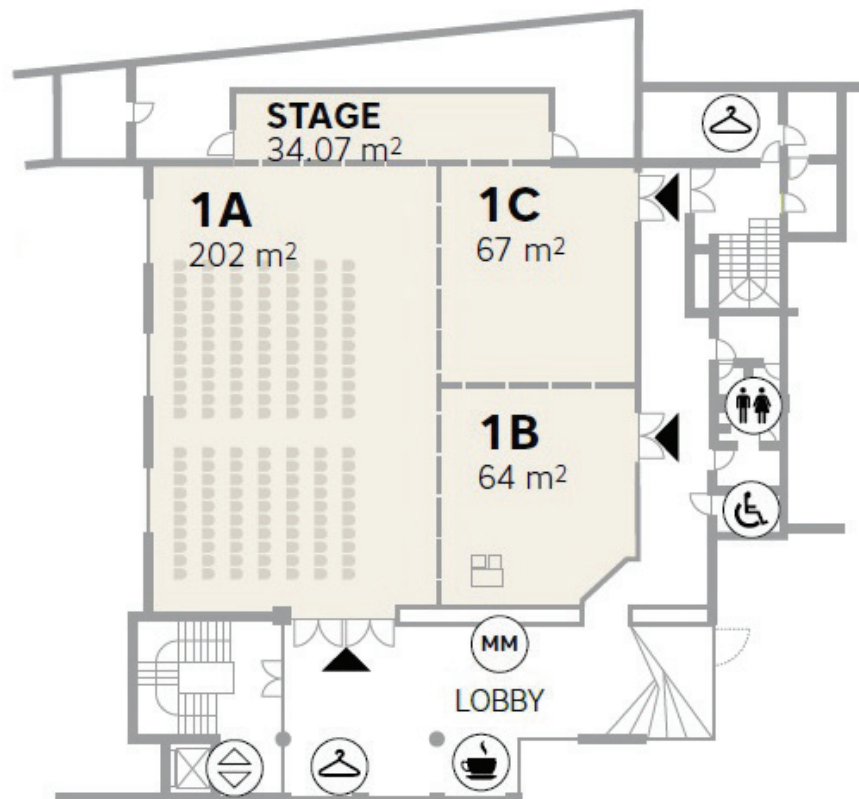
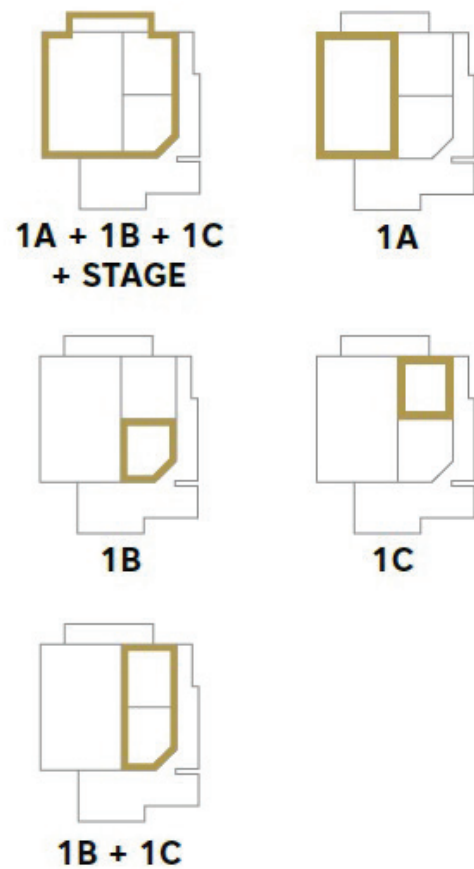
Authors / Presenter	Paper title
Ioana Sorina Mihuț and Larisa Nicoleta (Pop) Kanto	The entrepreneurial behavior in Romania: a general assessment of the impact of the COVID-19 pandemic
Krisztián Háló and Mónika Pentz	The management in international relationships over the Drava
Vlatka Hlupic	Shifting the mindset of leaders
Zsuzsa M. Császár, Károly Teperics, Klára Czimre and Kitti Köves	Internationalization processes and their characteristics in the Hungarian higher education
Aleksandar Erceg , Mirela Kljajić-Dervić and Vice Gulam	Influence of COVID-19 on business environment – example of Croatian SME Gourmet co2
Izabela Pruchnicka-Grabias	Hedge funds as retirement investments

16:00 – 19.00 EFOS 4 – Dina Bičvić, Ph.D., Chair

📺 ZOOM 5 - <https://us02web.zoom.us/j/84585070655?pwd=eVBOZmZzVW5sVHVlWXh1SHRhL0dCdz09>

Authors / Presenter	Paper title
Luka Androja , Josip Miočić and Ivica Zdrilić	Basic characteristics and significance of factor analysis in the process of digitalization of football clubs in the city of Zadar
Danijela Rabar and Andrej Grbin	Comparative efficiency analysis of Croatian cities and municipalities: A non-parametric approach from a fiscal perspective
Gordana Brcković , Josip Juračak and Nenad Brkić	Distributivni centar za voće i povrće Ltd as an example of a successful partnership in the fruit and vegetable supply chain
Nataša Rupčić and Marko Guščić	Electronic reverse auctions – a factor of efficiency and transparency even in Croatia?
Davor Žmegač, Helena Šlogar and Krešimir Jerin	Entrepreneurial orientation, learning orientation and business performance in companies
Jasminka Mihaljević , Neđeljko Knežević and Goran Jurišić	Knowledge management in the academic library: a review of theory and practice
Valetina Helajz , Davorin Turkalj and Jona Tonković	Marketing potential of digital photography on social networks

Mira Ognjan, Morana Franov and Petra Ercegovac	Media habits and behavior of Croatian high school students in the context of time management
Maja-Mihaela Salopek	Toyota as an example of achieving a competitive advantage through the use of the "Just-in-time" system
Marijana Cesarec, Bianca Matković and Franjo Trošelj	Use of mobile applications, advantages and disadvantages, impact on the world economy
Anamarija Delić	The role of business support institutions in regional development: lessons learned
Igor Kralik and Gordana Kralik	Management and economic analyses of producing table eggs
Ana-Marija Vrtodušić Hrgović, Ines Milohnić and Ema Petaković	Quality dimensions in household accommodation



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