

20
years

FACULTY OF ECONOMICS AND BUSINESS IN OSIJEK
POSTGRADUATE STUDY MANAGEMENT
JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK
HOCHSCHULE PFORZHEIM UNIVERSITY
FACULTY OF ECONOMICS, UNIVERSITY OF BIHAĆ

IMR 2024

INTERDISCIPLINARY MANAGEMENT
RESEARCH XX
INTERDISZIPLINÄRE
MANAGEMENTFORSCHUNG XX

CONFERENCE PROGRAM

 **EFOS**

Organizers:

THE JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK
FACULTY OF ECONOMICS AND BUSINESS IN OSIJEK - CROATIA
POSTGRADUATE DOCTORAL STUDY PROGRAM IN MANAGEMENT
HOCHSCHULE PFORZHEIM UNIVERSITY - GERMANY
FACULTY OF ECONOMICS, UNIVERSITY OF BIHAĆ - BOSNIA AND HERZEGOVINA



THURSDAY, October 24, 2024

10:00 – 11:00		PARTICIPANTS REGISTRATION
11:00	AULA GLAGOLJICE	OPENING CEREMONY OF THE INTERDISCIPLINARY MANAGEMENT RESEARCH XX 2024
11:15 – 12:00		<i>BUSINESS FORUM – Artificial intelligence - a new era of business</i> Robert Kopal , Ph.D., Assoc. Prof., keynote speaker President of the Management Board, Effectus
12:00 – 13:00		PANEL DISCUSSION Robert Kopal , Ph.D., Assoc. Prof., President of the Management Board, Effectus; Juraj Bilić , Assistant Director for Artificial Intelligence, CARNET.hr; Tanja Pureta , Founder & CEO, Ramiro; Feđa Ivanšić , President of the Management Board, Barrage; Marijana Šarolić Robić , Vice President, CRO Startup Association Ivan Hećimović , Director of alternative channels, Zagrebačka banka. Moderator: Bruno Budimir , teaching assistant, Faculty of Economics and Business in Osijek, Josip Juraj Strossmayer University of Osijek

13:00 – 14:00	AULA GLAGOLJICE	NETWORKING + Coffee break powered by Barcaffe Quick lunch bites by DOBRO
14:00 – 16:00	HALL no. 10	PARALLEL SESSION no.1
14:00 – 16:00	online	PARALLEL SESSION no.2
16:00 – 17:00	AULA GLAGOLJICE	NETWORKING + Coffee break powered by Barcaffe
17:00 – 19:00	TVRĐA	Osijek City tour by KULEN travel
19:00	Restaurant P9	Participants dinner

FRIDAY, October 25, 2024

9:00 – 10:00		PARTICIPANTS REGISTRATION
10:00 – 13:00	HALL no.9	PARALLEL SESSION no.3
10:00 – 13:00	HALL no.11	PARALLEL SESSION no.4
10:00 – 13:00	online	PARALLEL SESSION no.5
13:00 – 14:00	AULA GLAGOLJICE	Coffee break powered by Barcaffe and Somersby & Farewell networking by DOBRO and Manner

THURSDAY, October 24, 2024 (14:00 – 16:00)

AUTHORS	PAPER TITLE
Jerko Glavaš, Sanela Ravlić, Jasenka Crnković	THE ROLE OF INTERNAL COMMUNICATION IN PUBLIC INSTITUTIONS: A COMPARATIVE STUDY OF CROATIA, SERBIA, AND BOSNIA AND HERZEGOVINA
Branimir Felger, Vjekoslav Đaić, Gordana Lesinger	WOMEN HARASSMENT IN COMMUNICATIONS - THE TYPES AND OCCURRENCES IN CROATIAN TV NEWSROOMS
Jelena Tepavčević, Teodora Petković, Danijel Vučenović	GENERATIONAL VARIANCES IN SOCIAL MEDIA'S IMPACT ON HOTEL VISIT INTENTIONS
Mirela Kljajić-Dervić, Majda Jusić, Selma Šumar	EXPLORING THE PERCEPTION OF BOSNIA AND HERZEGOVINA'S IMAGE: COMPARATIVE ANALYSIS
Elvira Ćatić-Kajtazović, Elza Kličić, Suad Kurić	CORPORATE SOCIAL RESPONSIBILITY AND BEHAVIORAL INTENTIONS IN THE BANKING SECTOR IN TWO COUNTRIES
Ksenija Tijanić Štrok	THE PATH TO MORE EFFICIENT CONSTRUCTION: MATHEMATICAL MODEL FOR COST ESTIMATION IN HIGH-RISE CONSTRUCTION



THURSDAY, October 24, 2024 (14:00 – 16:00)

AUTHORS	PAPER TITLE
Romina Alkier, Jasmina Okičić, Vedran Milošević	DENTAL TOURISM: WHAT INFLUENCES DENTAL TRAVELERS' REVISIT INTENTION TO KVARNER?
Nedim Šuta, Almir Peštek, Amra Banda, Ademir Abdić	TRAVELING WITH TAIL: PROFILING DOG OWNERS AND THEIR TRAVEL HABITS
Maja Vujičić	VALUE FOR CUSTOMERS WITHIN FACE-TO-FACE AND ONLINE LEARNING APPROACH
Nadija Hadžijamaković, Almir Peštek, Selma Rizvić, Amra Banda, Amila Pilav-Velić, Belma Durmišević	VIRTUAL REALITY AND PROMOTION OF TOURISM DESTINATIONS: THE CASE OF FEDERATION OF BOSNIA AND HERZEGOVINA
Slobodan Čurčija	INFLUENCE OF INCENTIVE COMPENSATION ON EMPLOYEE MOTIVATION IN A MILITARY ORGANIZATION
Melita Srpak, Darko Pavlović, Igor Klopotan	CONTEMPORARY REVIEW OF REGULATIONS, PRACTICES, AND ECONOMIC PERSPECTIVES IN WASTE MANAGEMENT OF VARAŽDIN COUNTY
Valentina Mušnjak, Nikolina Smajla	THE PATH TO MORE EFFICIENT CONSTRUCTION: MATHEMATICAL MODEL FOR COST ESTIMATION IN HIGH-RISE CONSTRUCTION
Claire Thierry, Frauke Sander, Nadine Walter, Thomas Cleff	THE EFFECT OF BRAND ACTIVISM ON ADVERTISING SUCCESS AND PURCHASE INTENTION – ANALYZING FEMALE EMPOWERMENT AND ANTI-RACISM ADVERTISING

FRIDAY, October 25, 2024 (10:00 – 13:00)

AUTHORS	PAPER TITLE
Damir Piplica	CORRUPTION AS A FUNCTION OF (NON)DEVELOPMENT OF ENTREPRENEURSHIP IN CONDITIONS OF ECONOMIC TRANSITION (COMPARISON OF CROATIA, SLOVAKIA, AND LATVIA)
Ana Rimac Ciković, Matko Topić, Damir Šebo	FINANCING OF CULTURAL INSTITUTIONS BY LOCAL GOVERNMENT UNITS: A CASE STUDY OF THE CITIES OF OSIJEK AND VARAŽDIN
Josip Zelić, Jerko Glavaš, Željko Vojinović	ADAPTABILITY AND STRATEGIC MANAGEMENT IN NATIONAL OPERA AND BALLET THEATERS: NAVIGATING CHALLENGES IN THE FIELD OF MUSIC ART
Boris Crnković	DO STATE-OWNED ENTERPRISES GENERATE EXCESSIVE EMPLOYMENT? EVIDENCE FROM CROATIA
Magdalena Soldo, Petra Palić, Dražen Novaković	WORKING FROM HOME – IMPLICATIONS OF SOCIOECONOMIC CHANGES AFTER COVID-19 PANDEMIC
Ivana Šandrak Nukić	EMERGING REALITY: IS APPRECIATING GEN Z WORKERS' PERSONAL VALUES DETERMINING EFFICIENT MANAGEMENT?

FRIDAY, October 25, 2024 (10:00 – 13:00)

**PARALLEL SESSION no.4
HALL no.11
Chair: Ivana Barković Bojanić, PhD**

AUTHORS	PAPER TITLE
Majda Škrlec	THE ROLE, REPRESENTATION AND IMPLEMENTATION OF INFORMATION AND COMMUNICATION TECHNOLOGY IN THE MANAGEMENT OF ORGANIZATIONS IN THE FIELD OF ART
Igor Kralik, Danijel Dragić, Sanja Jelić Milković	APPLICATION OF PARTNERSHIP MARKETING IN THE DISTRIBUTION OF AGRIFOOD PRODUCTS
Sanja Gutić Martinčić	CAN THE IMPLEMENTATION OF EMOTIONAL INTELLIGENCE CONTRIBUTE TO MORE EFFECTIVE MANAGEMENT OF ORGANIZATIONAL CONFLICTS?
Mirko Pešić	ORGANIZATION AND MANAGEMENT OF HEALTHCARE INSTITUTIONS
Sanja Pešić	ECONOMIC EFFECTS OF TELEMEDICINE
Ante Orlović, Ivica Milković	SALARY AS A FACTOR OF WORK MOTIVATION FOR POLICE OFFICERS

FRIDAY, October 25, 2024 (10:00 – 13:00)



PARALLEL SESSION no.5
online
Chair: Davorin Turkalj, PhD

Authors / Presenter	Paper title
Anita Kulaš Miroslavljević	THE IMPORTANCE OF NON-VERBAL COMMUNICATION AND BODY LANGUAGE IN THE BUSINESS ENVIRONMENT
Igor Cvečić	FAMILY-RELATED FACTORS AND MIGRATION DECISIONS AMONG CROATIAN YOUTH: A CASE STUDY OF BUSINESS STUDENTS
Marina Guzovski	BRANDING OF SERVICES AS A DETERMINANT OF POSITIONING AND DIFFERENTIATION - ATTITUDES AND PERCEPTIONS OF USERS
Damir Tomić, Dora Dulemba	NAVIGATING AI IN EDUCATION: ENHANCING LITERACY THROUGH STRATEGIC MANAGEMENT APPROACHES
Andra Diaconescu, Monica Wolff	THE IMPACT OF PISA SCORES ON HIGHER EDUCATION IN EASTERN EUROPE: THE CASE OF ROMANIA
Amra Kožo, Almir Peštek, Jasna Kovačević	EXPLORING THE RELATIONSHIPS BETWEEN MEANING IN LIFE, ACADEMIC ENGAGEMENT AND ACADEMIC ACHIEVEMENT AMONG STUDENTS IN BOSNIA AND HERZEGOVINA
Una Čolić, Almir Peštek	CONTENT ANALYSIS: THE CASE OF TOBACCO IMAGERY IN POPULAR STREAMING SERIES
Anna Borucka, Agata Jaroń	ANALYSIS OF TRAFFIC VOLUME CHANGES ON A SELECTED SECTION IN THE CONTEXT OF ECONOMIC DEVELOPMENT AND SUSTAINABLE MANAGEMENT
Jelena Vidović	TRADING WITH STOCKS – MONTHLY SEASONALITY
Goran Pejaković, Darijo Jerković, Bojan Petrović	ASSESSMENT OF THE CURRENT DIGITALIZATION OF COMPANIES FROM BOSNIA AND HERZEGOVINA FROM THE PERSPECTIVE OF MANAGERS AND OWNERS

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