



INTERDISCIPLINARY MANAGEMENT RESEARCH XIX CONFERENCE PROGRAM

THURSDAY, September 28, 2023

12:30 – 13:00		PARTICIPANTS REGISTRATION
13:00 – 13:10		Opening ceremony of the Interdisciplinary Management Research XIX
13:10 – 13:25	Hall 7	Kristina Brščić, Ph.D. Institute for agriculture and tourism Poreč Project presentation: Dialogue4Tourism. Institutional dialogue on Sustainable Tourism and Governance in the Euro-Med area
13:25 – 14:10	Hall 7	Keynote lecture (in Croatian) Igor Berecki, dr. med. Može li nas u upravljanju organizacijama zamijeniti AI? Lecture - "Kako spremiti svoj mozak u računalo... i zašto?"
14:10 – 14:45		Coffee Break by Dobro & BarCaffe
14:45 – 16:15	Hall 10 Hall 7	Parallel sessions – Session 1 and 2
16:15 – 18:00		Meet the city and secrets - Walk through the Osijek.
18:30 – 22:00		Dinner – Crna Svinja

FRIDAY, September 29, 2023

9:00 – 9:30		PARTICIPANTS REGISTRATION
9:30 – 11:30	Hall 1	Keynote lecture (in Croatian) "EFMD Network, Activities & Quality Services portfolio." Ivana Marinković, EFMD Global Network, Director for Central and Eastern Europe
11:30 – 12:00		Coffee Break by BarCaffe & Stanić Beverages
12:00 – 12:15	Hall 7	Adam Đanić Project presentation - Center of Competences for Advanced Engineering, Nova Gradiška
12:15 – 13:45	Hall 10 Hall 7 Hall 13	Parallel sessions – Session 3, 4 and 5
13:45 – 14:30		Lunch & Networking
14:30 – 15:30	Hall 7	Doctoral workshop – Q & A

Thursday, September 28, 2023,

Session 1

14:30-16:00 HALL 7

Sofija Turjak, Ph.D., chairs

Authors / Presenter	Paper title
Ticijan Peruško; Gorica Karlović	The efficiency of Croatian insurance companies in motor vehicle liability insurance
Nikolina Smajla	Financial soundness of Croatian insurance companies and insurance sector during pre-pandemic and pandemic period presented by Caramel model
Ivana Miklošević; Maja Vretenar Cobović; Andreja Katolik Kovačević	Analysis of the wine market in the Republic of Croatia in the process of investment decision making
Georgiana Ioana Tircovnicu; Camelia-Daniela Hațegan	The risk management presented in the financial statements of Romanian energy companies
Diana Balan; Ana-Cristina Nicolescu	ESI funds, inducement for the social and economic development of all EU regions: A literature mapping
Antonija Petrić	The effect of business intelligence on controllers' output quality and decision-making
Mladen Rajko; Aleksandra Krajnović; Ivica Zdrilić	The impact of the COVID-19 pandemic on revenues and profits in the Republic of Croatia – sectoral analysis
Dina Bičvić; Dražen Novaković; Sofija Turjak	Preparation of companies for the introduction of CSRD regulation - challenges and implications
Robert Zenzerović; Adriana Galant; Ksenija Černe	The relationship between intellectual capital and financial performance: evidence from Croatia

Thursday, September 28, 2023

Session 2

14:30-16:00 HALL 10

Davorin Turkalj, Ph.D., chair

Authors / Presenter	Paper title
Dejan Tubić; Rikard Bakan; Marko Blažević	Wine tourism: Croatia's potential
Ante Bekavac; Erik Ružić; Dragan Benazić	Impact of internal marketing communication on satisfaction of political party members
Arnela Nanić; Ines Gredelj; Davorin Turkalj	Exploring the Impact of marketing and media on global humanitarian organizations: consumer perspectives and communication challenges
Zvonko Trzun; Dijana Gracin; Tina Štengl	Analyzing the cost and necessity of the fight against disinformation from the national security perspective
Marina Guzovski; Mirko Smoljić; Sanja Birač	Socially responsible business and marketing: the initiators of positive changes in consumer behavior
Mladen Pancić; Drazen Ćučić; Dora Dujak	Artificial intelligence and blockchain technology in marketing trends: exploring the role in brand value creation
Boris Marjanović	Comparative analysis of word-of-mouth and promotion in higher education – influence on student's choice of institution
Erik Ružić	Higher education marketing: a content analysis of the best university TikTok accounts
Andreja Rudančić; Eduard Badurina; Sandra Sokčević	The use of the CRM model as a competitive advantage of Croatian hotel companies

Friday, September 29, 2023

12:15 – 13:45 Hall 7

Session 3

Ivana Šandrk Nukić, Ph.D., chair

Authors / Presenter	Paper title
Anamarija Delić; Magdalena Orlović	Bridging the gap: mapping the services of business support institutions for SMEs
Gordana Dukić; Zvonimir Jurković	Perceived usefulness of continuing education to management practice
Slobodan Čurčija; Davor Ćutić	Influence of incentive compensation on employee turnover in a military organization
Gordana Lesinger	Models of crisis communication about vaccination on the example of the Covid-19 pandemic in Croatia
Mirjana Šimunović; Ivana Šandrk Nukić; Irena Ištoka Otković	Public entrepreneurship: linking children's safety at crosswalks with traffic behavior
Bence Vereckei-Poór; Maria Toroscik	Awareness or prestige? Exploring the ecosystem of electric car users
Zrinka Malešević; Lucija Lerga	Women political representation in Republic of Croatia, media representation and opportunities for political education
Adelina Fometescu*, Camelia Danieal Hategan	Non-financial performance disclosure: evidence from Romanian listed companies
Ivana Stanić	Consequences of crisis on healthcare system employees

Friday, September 29, 2023

Session 4

12:15 – 13:45 Hall 10

Ivana Barković, Ph.D., chair

Authors / Presenter	Paper title
Danijela Rabar	Has the performance of general hospitals in Croatia improved over time - 1997-2021
Ksenija Tijanić Štrok	Estimation of maintenance cost in elementary schools of Primorje-Gorski Kotar county, Croatia
Helena Nikolić	Projects and funds of the European Union in the service of growth and development of Croatian economy
Mirjana Jeleč Raguž; Goran Bajt	Economic convergence between Central Eastern and Western European Union member states
Ana Štambuk	Is there a relationship between citizenship competence and migration?
Ivica Rubil; Marina Tkalec; Ivan Žilić	Recent developments in inflation inequalities in Croatia
Zijad Džafić; Admir Omerbašić; Mirela Kljajić-Derović; Selma Šumar	Innovation in the function of microeconomic competitiveness of small and medium-sized enterprises (SMEs) in Bosna and Herzegovina
Lejla Lazović-Pita; Jasmina Mangafić; Mario Situm; Giuseppe Sorrentino	Financing eco-friendly urban public transport: a comparative analysis between German speaking countries and Bosnia and Herzegovina
Helena Štimac*; Ivana Piperković	Business communication styles of generation Z: from university to the labor market

Friday, September 29, 2023

Session 5

12:15 – 13:45 Hall 13

Aleksandar Erceg, Ph.D., chair

Authors / Presenter	Paper title
Anita Kulaš Miroslavljević	The influence of social networks on youth before and during the COVID-19 pandemic
Ivan Prudky; Nenad Vretenar; Jelena Jardas Antonić	Online shopping determinants of Croatian consumers
Zvonko Merkaš; Zvonko; Vlasta Roška; Mihovil Plečaš	Testing the applicability of the digital transformation index using Altman's Z-score model
Dalibor Gernhardt; Tina Štengl; Davor Čutić	War-gaming and decision making process in defense
Sanja Knežević Kušljić	Impact of the Covid-19 on the online studying
Mario Pepur; Goran Dedić; Ljiljana Najev Čačija	Interrelationship of spectator-based sports team reputation, fan identification and purchase behavior: a case of fanatic fans
Majda Škrlec; Antoaneta Radočaj-Jerković	Management of organizations in the field of arts in the Republic of Croatia – state and perspectives for development
Igor Kralik	Market value of broiler meat according to the method of processing and marketing
Luka Horvat; Luka Milanović Marijan Jozić	The correlation of geographical, demographic and economic characteristics of European countries with the medals won at European and World Taekwondo championships and Olympic Games from 1992 to 2021
Škare Ožbolt, Vesna*, Marina Zagorec	The right to effective state administration through the prism of the doctrine of public management