

Program of the International Scientific Conference on Economic and Social Development  
" Modern technologies and innovative concepts in the function of promoting cultural  
heritage "

## ESD CONFERENCE – VARAŽDIN (Croatia)

June 1 – June 2, 2023

Venue: University North, 104. Brigade 1, 42 000 Varaždin, Croatia



**Thursday, June 1<sup>st</sup> 2023**

*Free time, Individual Arrival of delegates*

**Friday, June 2<sup>nd</sup> 2023, UNIN2-110**

*09:00 – 10:00 Registration and Coffee*

*10:00 – 10:30 Opening Ceremony*

### WELCOME ADDRESSES

*Domagoj Cingula, Organizing Committee – moderator*

*Prof. Marin Milković, PhD, Rector of University North*

*Prof. Marijan Cingula, PhD, Scientific Committee*

*Slavko Štefličar, Head of Department, Ministry of Tourism and Sport*

*Varaždin County*

*Danijela Vusić, City of Varaždin*

*10:30 Panel Discussion, Will be held in Croatian Language*

*Dr. sc. Vladimir Huzjan, Hrvatska akademija znanosti i umjetnosti,  
Zavod za znanstveni rad u Varaždinu - moderator*

*Slavko Štefličar, Ministarstvo turizma i sporta Republike Hrvatske*

*Doc. dr. sc., Matija Orešković, Sveučilište Sjever*

*Dr. sc. Dražen Arbutina, dipl. ing. arh., Sveučilište Sjever*

*Matija Kancijan, student, Sveučilište Sjever*

*Izv. prof. dr. sc. Vlasta Roška, Libertas međunarodno sveučilište*

*Izv. prof. dr. sc. Zvonko Merkaš, Libertas međunarodno sveučilište*

**12:00 – 13:00 Lunch break (UNIN2-111)**

**13:00 – 14:00 Invited Lectures**

*Prof. Abdelhamid Nechad, Abdelmalek Essaadi University, Morocco*

*Prof. Mustapha Machrafi, PhD, Mohammed V University, Morocco*

*Prof. Humberto Ribeiro, University of Aveiro, Portugal*

#### 14:00 – 15:45 Plenary Session

- **Mustapha Machrafi: UNDERSTANDING THE FACTORS AFFECTING INTENTION TO PURCHASE TERROIR PRODUCTS**
- **Humberto Nuno Rito Ribeiro, Bernardo Ribeiro Pereira, Sandra Raquel Pinto Alves: CRISES AND ECONOMIC IMBALANCES: FROM INFLATION TO EMPLOYMENT**
- **Abdelhamid Nechad: THE SCARCITY OF WATER IN MOROCCO AND ITS ECONOMIC AND SPIRITUAL DIMENSION**
- **Isaree Karnreungsiri: THE ROLE OF DIGITAL COMPETENCE AND ENTREPRENEURSHIP EDUCATION IN RELATION TO ENTREPRENEURIAL INTENTION**
- **Iva Gregurec, Miroslav Mandic, Ana Krce-Ivancic: SATISFACTION OF USING QR CODES BY CUSTOMERS ON THE CROATIAN MARKET**
- **Abdelhamid Nechad, Khawla Zahir, Mohammed Rhalma: THE CHALLENGES OF THE MINING INDUSTRY'S TRANSITION TO SUSTAINABLE DEVELOPMENT**
- **Abdelhamid Nechad, Khawla Zahir, Mohammed Rhalma: ORTHODOX AND HETERODOX VIEWS OF SUSTAINABLE DEVELOPMENT**
- **Salma Housni, Ihssane Nechouani, Mustapha Machrafi: UNDERSTANDING THE FACTORS AFFECTING UNIVERSITY STUDENTS' INTENTION TO PURCHASE TERROIR PRODUCTS: AN S-O-R MODEL APPROACH**
- **Kristina Marsic: SWOT ANALYSIS AND DEFINITION OF POSSIBLE STRATEGIES FOR ACCEPTANCE OF THE NEW MODEL OF INSPECTION OF UNREGISTERED BUSINESS ACTIVITIES IN THE CUSTOMS ADMINISTRATION**
- **Zrinka Lackovic Vincek: STRUCTURAL CHARACTERISTICS OF HIGH VALUE ADDED SERVICE SECTOR OF THE REPUBLIC OF CROATIA**

#### 15:45 - 16:00 Coffee break

#### 16:00 - 18:00 Plenary Session

- **Humberto Nuno Rito Ribeiro, Bernardo Ribeiro Pereira, Sandra Raquel Pinto Alves: CRISES AND ECONOMIC IMBALANCES: FROM INFLATION TO EMPLOYMENT**
- **Irena Bilic, Dinko Primorac, Zeljka Marcinko Trkulja: ECONOMICS CAREER OF AN INDIVIDUAL - ANALYSIS OF PERSONALITY CHARACTERISTICS IN CHOOSING A CAREER**
- **Josip Hrgovic: THE ROLE OF PHILOSOPHY IN BOOSTING IMAGINATION AND CREATIVITY IN STE(A)M CURRICULUM**
- **Mirjana Radman-Funaric, Barbara Pisker, Katarina Potnik Galic: DISABLED PERSONS INCLUSION PATTERNS IN THE CROATIAN EMPLOYMENT SECTOR**
- **Boris Juric, Dijana Vukovic, Anica Hunjet: THE IMPORTANCE OF ORIGINALITY AND AUTOCHTONY IN THE EXPERIENCE ECONOMY**
- **Marija Jakovljevic, Klara Macolic Kuparic: ABOUT THE MUSEUM AS AN EDUCATIONAL INSTITUTION IN THE SERVICE OF PRESERVING CULTURAL HERITAGE: THE CASE THE OF VARAŽDIN CITY MUSEUM**
- **Mahmoud El Hassouni, Mustapha Machrafi: NATIONAL CULTURE AND POLITICAL DECISION:**

**LEGITIMACY OF GOVERNMENT RESPONSES DURING THE COVID-19 CRISIS IN EUROPE**

- **Josko Lozic: DIGITAL TRANSFORMATION IN DATING INDUSTRY: ONLYFANS PLATFORM**
- **Stipe Milicevic, Ante Roncevic: PRIVATE ENTREPRENEURSHIP FINANCING**
- **Neven Marđetko, Fani Kerum, Dijana Vuković: THE ROLE OF GASTRONOMY IN CREATING AND IMPROVING THE EXPERIENCE ECONOMY IN TOURISM**

**18:00**

**Closing Ceremony**