

Varazdin, 22-23 October, 2020

Venue: Sveučilište Sjever, Sveučilišni centar Varaždin - 104. Brigade 1, Varazdin, Croatia

In cooperation with: University North, Croatian Academy Of Sciences And Arts, Faculty of Management University of Warsaw and Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat



Supported by: City of Varazdin



Prvi dan / First day, 22.10.2020. Dolazak delegata / Arrival of delegates	
15:00 – 15:30	Registracija / Registration
15:30 – 16:30	Otvorenje / Opening (UNIN2-110)
GOVORI DOBRODOŠLICE / WELCOME ADDRESSES Domagoj Cingula, Organizing Committee - moderator Prof. Marin Milković, Ph.D., Rector of University North Prof. Marijan Cingula, Ph.D., Scientific Committee Vladimir Huzjan, Ph.D., Manager of the Institute for Scientific Work in Varaždin Ivan Čehok, Ph.D., Mayor of the City of Varaždin Radimir Čačić, Prefect of Varaždin County Prof. Jasmina Havranek, Ph.D., Director of the Agency for Science and Higher Education Prof. Irena Zavrl, PhD, Programme Director of the Centre for Doctorate Programmes Head of Consortia of Doctoral Studies Head of Academic and Scientific Committees Joint PhD, Austria – on line Prof. Radovan Fuchs, Ph. D., Minister of Science and Education – on line	
16:30 – 17:00	Pauza za kavu / Coffee Break
17:00 – 19:00	Sesija I. / Session I. (UNIN2-111)
Ivan Akrap, Mara Cota ■ ADVANTAGES AND DISADVANTAGES OF TOURISM CRAFT BUSINESS IN THE REPUBLIC OF CROATIA Andrej Grguric, Ernest Vlacic, Natasa Drvenkar ■ ASSESSING FIRMS' COMPETITIVENESS AND TECHNOLOGICAL ADVANCEMENT BY APPLYING ARTIFICIAL INTELLIGENCE AS A DIFFERENTIATION STRATEGY - A PROPOSED CONCEPTUAL MODEL Iva Klepic, Zdenko Klepic ■ INTENTIONS AND PERCEPTIONS OF THE ENTREPRENEURIAL CAREER AMONG STUDENTS	

4. Predrag Brlek, Ivan Cvitkovic, Ivana Martincevic, Goran Kos ■ ECONOMIC ASPECTS OF THE COVID 19 PANDEMIC ON EXTERNAL TRANSPORT COSTS 5. Maja Niksic Radic, Alba Lukez, Ana Grenko ■ SECURITY AS A DETERMINANT OF MIGRATION 6. Ivana Martincevic, Lea Ambrosic, Mirko Smoljic ■ THE IMPACT AND IMPORTANCE OF THE PROFESSIONAL ETHICS OF ACCOUNTANTS ON THE ACCOUNTING PROFESSION	
17:00 – 19:00	<i>Paralelna sesija / Parallel session – Okrugli stol na hrvatskom jeziku / Round table in Croatian (UNIN2-110)</i>
Round table – moderator Vladimir Huzjan, Ph.D., Manager of the Institute for Scientific Work in Varaždin Introductory – Prof. Marin Milković, Ph.D., Rector of University North Ivan Čehok, Ph.D., Mayor of the City of Varaždin Prof. Jasmina Havranek, Ph.D., Director of the Agency for Science and Higher Education 7. Ivica Črepinko, Dinko Primorac, Goran Kozina ■ ANALIZA POSLOVNIH PROBLEMA MALIH I NEOVISNIH TRGOVACA U VARAŽDINSKOJ ŽUPANIJI 8. Marijan Cingula, Damira Keček, Ivan Čehok ■ DRUŠTVENA ODGOVORNOST U TRGOVAČKIM DRUŠTVIMA U VLASNIŠTVU GRADA VARAŽDINA 9. Violeta Vidaček Hainš ■ DRUŠTVENO ODGOVORNO POSLOVANJE U KONTEKSTU RAZVOJA KOMPETENCIJA KOMUNICIRANJA U MEĐUNARODNOM OKRUŽENJU 10. Suzana Keglević Kozjak, Tanja Šestanji-Perić, Monika Peharda ■ ISTRAŽIVANJE O KORIŠTENJU ERP SUSTAVA U POSLOVANJU MALIH PODUZEĆA VARAŽDINSKE ŽUPANIJE 11. Gašparić Karla, Iva Gregurec, Dobričić Damir ■ PRIMJENA OPTIMIZACIJE U ONLINE TRGOVANJU - PRIMJER PODUZEĆA U SJEVERNOJ HRVATSKOJ 12. Dajana Maria Horvat ■ VAŽNOST STRANIH RADNIKA ZA RAZVOJ GOSPODARSTVA U VARAŽDINSKOJ ŽUPANIJI 13. T.Gluhak, F. Ivinić ■ PRIJENOS INTELEKTUALNOG KAPITALA I ZNANJA UNUTAR LEAN TVRTKE 14. Anica Hunjet, Goran Kozina, Dijana Vuković ■ DRUŠTVENA ODGOVORNOST U OKVIRIMA VISOKOG OBRAZOVANJA NA SVEUČILIŠTU SJEVER 15. Anica Hunjet, Kristina Maršić ■ DOPRINOS TEKSTILNE INDSTRIJE SJEVEROZAPADNE HRVATSKE NA UČINKOVITOST UKUPNE TEKSTILNE INDUSTRIJE U REPUBLICI HRVATSKOJ 16. Karlo Šamu, Anica Hunjet ■ NAJAM PALETA KAO RJEŠENJE U LANCU OPSKRBE – PRIMJER TRŽIŠTE REPUBLIKE HRVATSKE	
17:00 – 19:00	<i>Paralelna sesija / Parallel session (UNIN2-101)</i>
17. Dario Matika, Vlatka Ruzic, Branislav Sutic ■ SYNTHESIS OF BASIC INDICATORS FOR PUBLIC SAFETY IN ORDER TO PREVENT AND SUPPRESS CRIME IN THE REPUBLIC OF CROATIA 18. Tomislav Gluhak, Filip Gelo, Fabio Ivinić ■ THE INTELLECTUAL CAPITAL AND LEAN PROCESS CORRELATION 19. Karlo Samu, Anica Hunjet ■ LOGISTICS SOLUTIONS IN A FORM OF PALLET POOLING – EXAMPLE OF CROATIAN MARKET 20. Marija Boban ■ GDPR AND DATA PROTECTION IMPACT ASSESSMENT (DPIA) 21. Marina Gregoric, Ante Roncevic, Maja Bogdan ■ AROMATHERAPY AND AROMA TOURISM AS A NEW TREND OF TOURISM OFFER IN THE REPUBLIC OF CROATIA 22. Ante Roncevic ■ CONTRASTS OF CONTEMPORARY MARKETING 23. Anica Hunjet, Goran Kozina, Dijana Vukovic ■ SOCIAL RESPONSIBILITY WITHIN THE HIGHER EDUCATION FRAMEWORK 24. Kristina Marsic, Anica Hunjet ■ ANALYSIS OF THE CROATIAN TEXTILE INDUSTRY BASED ON EFFICIENCY MEASUREMENTS USING RELATIVE INDICATORS	
19:30 – 21:00	<i>Večera / Dinner</i>