

88th International Scientific Conference on Economics and Social Development

Roadmap to NetZero Economies and Businesses

Dubai ESD 2022

October 19 - 20 2022 | Heriot-Watt University Dubai



Introduction

To protect human health and economic growth, both economies and businesses are urged to limit global warming to no more than 1.5°C. If emissions continue to grow with the existing rate, it is expected that by 2030, the world will reach threshold of dangerous climate change. Avoiding it will require rapid and radical transformation of every sector of the global economy - reducing global emissions by 2030 and reaching "net zero" carbon emissions by 2050.

There is an imperative on all organizations to make achieving net zero a primary goal to all short-, medium- and long-term strategy and decision making. A rising number of top organizations, governments, and investors are committing to net zero, seeing it as a way to spur innovation, boost competitiveness, and stimulate long-term growth.

Topics presented in the conference will focus on, but not limited to, recent challenges in modern national economies and business enterprises to achieve net zero economies and stimulate long-term growth.

In cooperation with: Ministry of Energy & Infrastructure, UAE, Varazdin Development and Entrepreneurship Agency & University North

Heriot-Watt University, Dubai Campus

Heriot-Watt University Dubai was established in Dubai in 2005 offering an extensive range of undergraduate and postgraduate programmes. In 2021, HWU moved to a brand-new campus at Dubai Knowledge Park to keep its commitment to deliver high quality and research in Dubai which will serve nearly 4,000 students representing 105 nationalities from around the world. The new campus is designed to enhance student experience and provide a digital learning environment supporting the HWU programmes. Ranked consistently at a high level across several key university league tables, Heriot-Watt University's Dubai campus was awarded a five-star rating by the Knowledge and Human Development Authority (KHDA) for the third consecutive year.

Edinburgh Business School

Edinburgh Business School offers premium business management education at both, undergraduate and postgraduate level. With programs in Accountancy, Business Management, Marketing, Enterprise, Finance, Logistics and Strategy, the school is committed to offering world class university experience that will equip students with the skills to succeed in their chosen industry.

For more information, please visit [Heriot-Watt Dubai](#)

Our past Books of Proceedings are indexed in CPCI (WoS), EconLit, ABI Inform (by ProQuest), EBSCO and EconBIZ!

Keynote speakers

Professor Paul J. Hopkinson

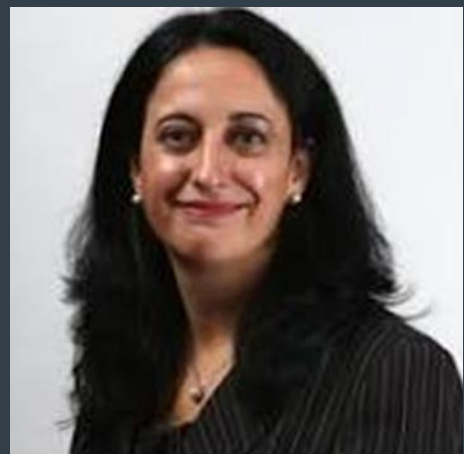
Prof. Hopkinson is Head of the School of Social Sciences in Dubai. He is also the Academic Director for Heriot Watt Online. Prof. Paul Hopkinson is an experienced academic and marketing professional with over 25 years' work experience. He is an experienced doctoral supervisor and examiner, with students based in the UK, Germany, France, Switzerland and Dubai working in areas of social media and customer engagement, buyer-seller and salesperson-customer relationships, artificial intelligence and marketing.



He holds a PhD in Marketing from the University of Gloucestershire, is a member of the Chartered Institute of Marketing (MCIM), a fellow of Higher Education Academy (FHEA) and a fellow of the Academy of Marketing Science (FAMS).

Professor Mercedes Maroto-Valer

Professor Mercedes Maroto-Valer (FRSE, FICHEM, FRSC, FRSA, FEI) is Champion and Director of the UK Industrial Decarbonisation Research and Innovation Centre (IDRIC) focused on accelerating the transition to net zero of the UK industrial clusters and establishing the first world net-zero industrial cluster. She is Deputy Principal (Global Sustainability) and Director of the Research Centre for Carbon Solutions (RCCS) at Heriot-Watt University. Her internationally recognised track record covers energy systems, CCUS, integration of hydrogen technologies and low-carbon fuels. She has over 550 publications, holds leading positions in professional societies and editorial boards and has received numerous international prizes and awards



Karim Megherbi

Karim is the Founder and Executive Director of Orisun Invest, a project origination platform in renewable energy he launched in 2020, which has closed so far 247MW in 5 different countries and with more than 1GW under mandate with leading IPP and investors. He has over 17 years of experience in the energy sector, and he is also acting as Director Transaction Advisor in Dii Desert Energy, a leading Think Tank in the MENA region advocating for an acceleration of the energy transition, which he also represents at the IRENA Coalition for Action, an international institutional network supporting the global energy transition.



Professor Marylyn Carrigan

Professor Marylyn Carrigan is a Professor of Marketing and Sustainability in Edinburgh, and she has worked in ethical and sustainable consumption for a number of years. She published extensively in academic journals, but also worked with various external partners over the years, most recently exhibiting an installation at COP26 in Glasgow focused on fashion waste, and as a researcher in residence with the GRAB Trust in the Scottish Highlands, trying to encourage reusable coffee cup consumption.



She is particularly known for work around attitude behaviour gaps in consumers – investigating why they say they want to be sustainable and ethical, but do not always behave that way when shopping

Dr Tomislav Galovic

Dr Tomislav Galovic is Associate Professor (PhD) in the Department of International Economics, Faculty of Economics and Business in Rijeka, and Head of lifelong learning Program International Business Workshops, as well as Faculty of Economics in Rijeka.



He is experienced in guest lecturing and trainings on domestic and international level (Finland, Germany, Cyprus, Portugal, Crete, Netherlands), and he has published over 50 scientific papers, scientific book chapters, domestic and international Conferences and journals. He is the author of a scientific book and course book and has participated in making business studies. He is also an active leader and member of various domestic and international (EU) scientific and professional projects and a reviewer of more than 30 scientific papers

Dr Nika Salvetti

Dr Nika Salvetti, Fellow Researcher, Senior Lecturer & practitioner with wide-ranging experience in the field of sustainability, CSR and leadership. She is currently active in academia as visiting Professor at Heriot-Watt Dubai, teaching Circular Economy and Economics of Renewable Energy, senior lecturer and research fellow in Europe (Nyenrode University), Costa Rica (UN Mandated University for Peace), Vietnam (University of Economics of Ho Chi Minh/UEH-ISB) and UAE (Heriot-Watt University). In the last few years, she focussed her professional attention on the circular economy with specific reference to plastics and lately on the Economics of Renewable Energy. Besides Academia, she is an advisor to several organizations on Sustainability/CSR and Leadership. She is the co-founder of Rethink Plastic Foundation and the Advanced Leadership Programme for Sustainability.



Itinerary

Day 1 of the conference - Wednesday, October 19th, 2022

The first day of the conference will include presentations of dynamic short papers, panel discussions, and unique local and international expert keynote speakers.

Registration of participants will be from 8:00AM to 8:45AM at the reception desk

The conference will be officially launched by:

Professor Heather McGregor, Provost and Vice Principal, HWU Dubai

Professor Paul J. Hopkinson, Head of School of Social Sciences, HWU Dubai

Professor Marijan Cingula, President of the Conference Scientific Committee

H.E. Mr. Jasmin Devlic, Consul general of the Republic of Croatia, Dubai, UAE

AGENDA

Location, Heriot Watt University, Classroom 2.09 (2nd floor)

October 19th 2022	Speaker /Session
9:00 am – 9:30 am	<p>Dr Jelena Janjusevic, moderator</p> <p>Welcome notes: Professor Heather McGregor, Provost and Vice-Principal, HWUD Professor Paul J. Hopkinson, Head of School of Social Sciences, HWU Dubai H.E. Mr. Jasmin Devlic, Consul General of the Republic of Croatia, Dubai, UAE Professor Marijan Cingula, President of the Conference Scientific Committee</p>
9:30 am – 9:45 am	<p>Keynote 1: Professor Paul J. Hopkinson, Head of School of Social Sciences, HWU Dubai</p>
9:45 am – 10:00 am	<p>Keynote 2: Karim Megherbi, Orisun Invest, Executive Director - "The energy transition and our decarbonation strategies: what do our NZE scenarios say?"</p>

10:00 am – 10:15 am	<p>Keynote 3: Professor Mercedes Maroto Valer, Deputy Principal (Global Sustainability), Heriot Watt University - Accelerating The Transition To Net Zero Of Industrial Clusters</p>
10:15 am - 11:00 am	<p>Panel Discussion 1: Towards Net Zero Economies Moderator: Dr Zakiya Abdula Samad, Assistant Professor, Heriot Watt University Panellists:</p> <ol style="list-style-type: none"> Dr Alicja Dettlaf, University of Gdansk, Poland <i>Alicja Dettlaf, "The Impact of the Gig Economy on the Professional Activation of Women on the Labor Market"</i> Dr Gowrie Vinayan, Associate Professor, Heriot Watt University, Malaysia <i>Gowrie Vinayan, "Harmonizing the TVET landscape in Malaysia via Industry-driven Collaborations: an Industrial perspective"</i> Nancy Diana Panta, Lucian Blaga University of Sibiu, Romania <i>Nancy Diana Panta, The Road Towards Sustainability. Facing the Paradox of Progress"</i> Prof Ines Kersan-Skabic, Faculty of Economics and Tourism, Cratia Tomić, D and I. Kersan-Skabic, "What Drives Levels of Co2 Emissions – International Comparison Based on Broaden Kaya Identity" Dr Ahmed Shoukry Rashad, Anwar Gargash Diplomatic Academy- Abu Dhabi <i>Mona M. El-Sholkamy, "The Pass-Through of Global Oil Prices to Consumer Price Index: a Panel Data Analysis"</i> Prof Marina Tisma, Josip Juraj Strossmayer University of Osijek, Faculty of Food Technology Osijek, Croatia <i>M. Tisma, G. Selo, A. Bucić-Kojic, M. Planinic, Z. Loncaric, "Industrial Biotechnology as an Enabler of Circular and Sustainable Bioeconomy"</i>
11:00 am – 11:15 am	<p>Coffee break</p>
11:15 am - 12:00 pm	<p>Panel Discussions 2: Towards Net Zero Businesses Moderator: Dr Nasiha Osmanovic, Assistant Professor, Heriot Watt University, Dubai Panellists:</p> <ol style="list-style-type: none"> Prof Malgorzata Rozkwitalska, WSB University in Gdansk, Poland <i>Malgorzata Rozkwitalska ,Anna M. Lis, Adrian Lis, "Sustainability Objectives and Collaboration Lifecycle in Cluster Organizations"</i> Dr Tamara Radjenovic, Faculty of Occupational Safety in Nis, Serbia <i>T. Radjenovic, B. Krstic, V. Radivojevic; "Managing Organizations Toward Net-Zero Performance"</i> Prof Mariusz Próchniak, SGH Warsaw School of Economics, Poland <i>Mariusz Próchniak, Aneta Waszkiewicz, Sławomir Miklaszewicz; "Development Perspectives of SMEs in Poland During the Period of Negative Supply-Side Shocks"</i> Prof Melita Draganić, University of Zagreb, Croatia

	<p><i>Melita Draganić, Manal Ait Daoud, "Business Contribution of Key Digital Technologies to the Goals of Digital Business Transformation"</i></p> <p>5. Dr Tarek Kandil, Visiting Assistant professor. Heriot Watt University, Dubai <i>Tarek Kandil, Shereen Nassar "The Impact of Gender Diversity on an Organization's Environmental, Social, and Governance performance: GCC Board Monitoring Attributes as a Moderating Factor"</i></p> <p>6. Dr Praveen Balakrishnan Nair, Associate Professor, Heriot-Watt University, Malaysia <i>Praveen Balakrishnan Nair, Daryl Loh Wei Meng; "Social Enterprises as a Means of Urban Poverty Mitigation: an Exploration"</i></p>
12:00 pm - 12:45 pm	<p>Panel Discussion 3: Sustainable Finance and Investing Moderator: Dr Jelena Janjusevic, Head of AEF, Heriot Watt University, Dubai</p> <p>Panelists:</p> <ol style="list-style-type: none"> Prof Mustafa Göktuğ KAYA, Karatay University, Turkey <i>Mustafa Göktuğ KAYA, Perihan Hazel KAYA; "Financial Instrument Proposal for Turkey to Fight Climate Change: Carbon Tax Or Carbon Trading?"</i> Radu-Alexandru Șerban, „Lucian Blaga” University of Sibiu, Romania <i>Radu-Alexandru Șerban, Diana, Mihaela; "The Link Between Financial Performance and Sustainability. A Sectoral-Based Approach to Listed Companies"</i> Dr Ivana Djundjek Kokotec, Faculty of Organization and Informatics, Croatia <i>Ivona Damis, Ivana Djundjek Kokotec, Marina Klacmer Calopa; "Performance Analyzes Of Croatian Open-Ended Investment Funds With Public Offering (UCITS Funds)"</i> Prof Zeljana Aljinovic Barac, Economic Faculty, University of Split, Croatia <i>Zeljana Aljinovic Barac, Slavko Sodan, Tina Vuko; "A Report on the Insights on Audit Quality Topic"</i> Prof Zdenko Loncaric and Prof Vladimir Ivezic, Faculty of Agrobiotechnical Sciences, Osijek, Croatia <i>R. Lončarić, I. Nikolin, B. Ravnjak, F. Nemet, V. Ivezić, S. Jelić Milković, R. Vuković, A. Rebekić, Z. Lončarić "Model for Cost Calculation in Manure Application"</i> Prof (emeritus) Nahum Biger, Graduate School of Business, University of Haifa, Haifa, Israel <i>Mahmoud Qadan Hason, Nahum Biger ; "Size Premium – Can Irrational Effects Provide Additional Explanation"</i>
12:45 pm - 1:45 pm	<p>Lunch break and poster exhibition of students research works and Watt Inc start-ups</p>

<p>1:45 pm – 2:15 pm</p>	<p>Keynote 4: Professor Marylyn Carrigan, Edinburgh Business School, Heriot Watt University - Empowering Consumers on the Journey to NetZero</p> <p>Keynote 5: Dr Nika Salvetti, Visiting professor at UN Mandated University for Peace - Circular economy, “The Opportunity to Address Climate Change”</p> <p>Keynote 6: Dr Tomislav Galovic, Associate professor, University of Rijeka, Faculty of Economics and Business - R&D and Innovation: The case of EU</p>
<p>2:15 pm – 3:00 pm</p>	<p>Panel Discussion 4: Sustainability across different industries – opportunities and challenges</p> <p>Moderator: Ljubomir Janjusevic, Visiting Assistant Professor, Heriot Watt University, Dubai</p> <p>Ljubomir Janusevic, “Sustainable Tourism Development - Evidence Across the Globe</p> <p>Panellist:</p> <ol style="list-style-type: none"> Dr Petar Kurecic, Associate professor, University of North Croatia <i>Petar Kurecic, Ema Svec, “The Perspectives Of Wellness Tourism Development in The Republic of Croatia”</i> Dr Lela Tijanic, University of Pula, Croatia <i>Lela Tijanić, “Regions With Geographical Specificities and Territorial Cohesion in the European Union”</i> Dr Alica Grilec, Higher College of Technology, Fujairah, UAE <i>Alica Grilec, Marko Sredojevic, Irena Pandza Bajs “Netnography as a Research Tool in The Sports Industry – a Literature Review”</i> Ivona Čulo, University of North, Croatia <i>Ivona Culo, Gordana Tkalec, Mario Tomisa, “Present and Future of Lifestyle Media in Modern Sustainable Society”</i> Prof Gordana Dukic, Prof Darko Dukic, University of Osijek, Croatia <i>Gordana Dukic, DarkoDukic, Goran Kozina; “Exploring the Impact of Online Advertising on Students’ Consumer Behavior”</i> Dr Anica Hunjet, University of North, Croatia <i>A. Hunjet, P.Furdi Safaric, M. Milkovic, B. Rassameethes, “Social Media as a Communication Trend of Bloggers in the World of Fashion</i>
<p>3:00 pm – 3:45 pm</p>	<p>Panel Discussion 5 Environmental Protection and Preservation of Nature</p> <p>Moderator: Dr. Sunita Mathur, Assistant professor, Heriot Watt University, Dubai</p> <ol style="list-style-type: none"> Dr Dejan Vasovic, Faculty of Occupational Safety in Nis, Serbia <i>D. Vasovic, S.Zivkovic, T. Radjenovic; “Analysis of the Scope and use of Various System Standards”</i>

	<p>2. Dr Slobodan Milutinovic, Faculty of Occupational Safety in Nis, Serbia <i>S. Milutinovic, S. Zivkovic, T. Radjenovic, "Situation and Possible Improvements of Environmental Protection in Extremely Under-Developed Municipalities in Serbia"</i></p> <p>3. Dr Tatjana Golubovic, Faculty of Occupational Safety in Nis, Serbia <i>Tatjana Golubovic, "The Potential of Soil Carbon in Reaching the Net-Zero Goal"</i></p> <p>4. Prof Ruzica Loncaric and Sanja Jelic Milkovic, Faculty of Agrobiotechnical Sciences, Osijek, Croatia <i>R. Lončarić, S. Jelić Milković, T. Sudarić, T. Florijančić and Z. Lončarić "Model of Agricultural Waste Management by the Public Utility Companies"</i></p> <p>5. Prof Zdenko Loncaric, Katarina Peric, Faculty of Agrobiotechnical Sciences, Osijek, Croatia <i>Z. Loncaric, B. Ravnjak, I. Nikolin, K. Peric, V. Zebec, J. Jovic, I. Stolfa Camagajevac, A. Vukovic, R. Loncaric "The Nutrient Content in Manure as a Variable of Profitability of Organic Fertilization" In Manure as a Variable of Profitability of Organic Fertilization"</i></p> <p>6. Dr Maia Diakonidze, Akaki Tsereteli State University, Georgia <i>Maia Diakonidze, "The Impacts of Political Instability on Tourism Development: The Case Study"</i></p>
3:45 pm- 4:00pm	<p>CLOSING REMARKS</p> <p>Dr Jelena Janjusevic, Dr Sime Vucetic- ESD Conference Organizing Committee</p>
4pm – 5pm	Coffee and networking

Day 2 of the conference – Thursday, October 20th, 2022

Conference Research Workshop

9 am – 5pm, Classroom 5.29 (fifth floor, HWU Campus)

Dr Ullas Rao, Assistant Professor, Heriot Watt University, Dubai

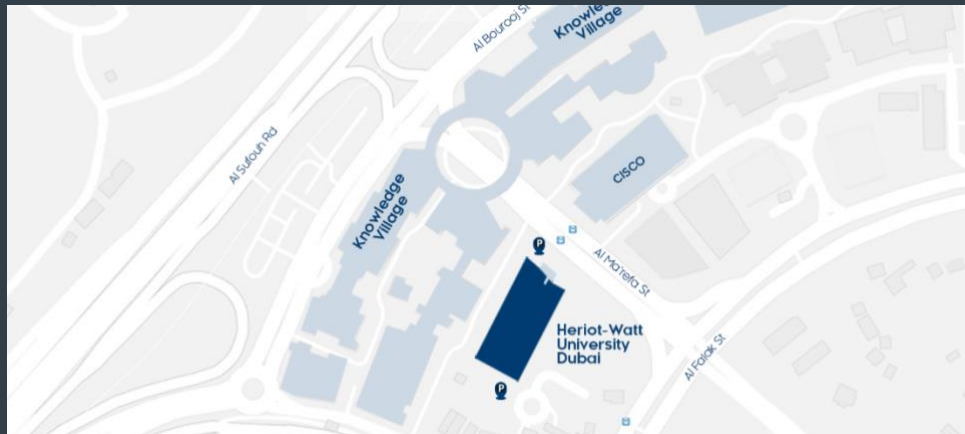
The second day of the conference will be dedicated to a research workshop covering some of the most popular research practices within the qualitative and quantitative studies of management, accounting, and finance. The workshop aims to provide a demonstration of some of the most popular software tools to run and interpret data using case studies. It is available for participants of the conference

to register and benefit from it, and tickets are limited to enable interactive discussions and value-added engagement.

To register, please visit: <https://www.hw.ac.uk/dubai/events/edinburgh-business-school-conference.htm>

Venue and Accommodation

Heriot-Watt University - Al Sufouh - Knowledge Park - Dubai - United Arab Emirates



Accommodation partners:

- **Grand Plaza Movenpick Media City:**
Room Rates starting from 575 AED.
[Learn More](#)
- Zabeel House by Jumeirah:
Room Rates at 995 AED
[Learn More](#)
- **Media One Hotel:**
Room Rates at 550 AED
[Learn More](#)

When speaking to any of the above hotels, please notify them that you are a guest at Heriot-Watt University, to avail them at these special rates

For any queries related to the conference, please write to **Dr Jelena Janjusevic**, Head of Accountancy, Economic and Finance, and Executive Education, Edinburgh Business School, Heriot-Watt University Dubai at j.janjusevic@hw.ac.uk.

