

**Program of 36th International Scientific Conference on Economic and Social Development - "Building Resilient Society"; 14-15 December, 2018 (minor changes are possible, according to authors' requirements)**  
**Venue: Hotel Dubrovnik - Ljudevita Gaja 1, 10000 Zagreb, Croatia**

**Supported by: President of Croatia, Kolinda Grabar - Kitarovic**



First day, December 14 <sup>th</sup> 2018		Individual arrival of delegates
08:00 – 08:45		Welcome Drink and Registration
08:45 – 10:00		Plenary Session I. – Opening Ceremony “Ban Jelacic hall”
WELCOME ADDRESS		
Marijan Cingula, Scientific Committee President		
1. <b>Abdelhamid Nechad, Mohammed Ezznati, Taoufik Daghri:</b> GEO-ECONOMICS TO FIGHT AGAINST HUNGER IN AFRICA: WHAT ROLE FOR EMERGING COUNTRIES?		
2. <b>Aleksandr N. Litvinenko, Liudmila A. Guzikova:</b> ECONOMIC ASPECT OF COUNTERING THE FINANCING OF TERRORISM		
3. <b>Miroslaw Przygoda:</b> THE POLITICAL AND ECONOMIC INTEGRATION OF LATIN AMERICA		
4. <b>Laura Juznik Rotar:</b> FACTORS OF COMPETITIVENESS OF THE EUROPEAN MARKETS TO SUPPORT BUSINESS DECISION MAKING		
5. <b>Ana Aleksic, Ivana Nacinovic Braje, Sanda Rasic Jelavic, Lovorka Galetic:</b> CAN ORGANIZATIONAL CULTURE PREDICT DEVIANCE AT WORK: EXPLORING THE CAUSE EFFECT RELATION		
6. <b>Humberto Ribeiro, Sandra Raquel Alves, Vlasta Roska, Carla Lousas:</b> OLIVE OIL FOR HEALTHY CONSUMERS AND WEALTHY ECONOMIES: THE CASE OF SELECTED EUROPEAN UNION COUNTRIES SINCE ACCESSION		
10:00 – 10:30		Coffee Break
10:30 – 12:00		Parallel Session II. “Ban Jelacic hall”
7. <b>Houda Jorio, Samira Kasmi, Mustapha Machrafi:</b> EFFECTIVE WAYS TO COMMUNICATE ENTREPRENEURSHIP CONCEPTS TO MOROCCAN MILLENIALS		
8. <b>Solange Maslowski:</b> EU INTRA-MOBILITY CAPACITY OF RESILIENCE		
9. <b>Ante Samodol, Sonja Brlecic Valcic:</b> THE IMPACT OF SHAREHOLDER PERCEPTION OF CAPITAL ON OWNERSHIP STRUCTURE IN THE CONTEXT OF SHAREHOLDER DEMOCRACY - CASE OF THE CROATIAN CAPITAL MARKET		
10. <b>Jadranka Ivankovic, Diana Plantic Tadic, Matea Fiser:</b> POTENTIAL OF CROWDFUNDING AS A FINANCIAL AND MARKETING INSTRUMENT IN THE REPUBLIC OF CROATIA		
11. <b>Martin Hodula, Ales Melecky:</b> BANKS’ STABLE FUNDING AND CURRENCY MISMATCHES: A TALE OF TWO COUNTRIES		
12. <b>Martin Hodula, Ales Melecky:</b> SHADOW BANKING IN EUROPE: WHAT DRIVES THE SHADOW CAST BY THE GREATEST?		

13. <b>Fareeha Javed Qureshi, Murat Ertugrul:</b> FACTORS EFFECTING MARKET ACTIVITIES THAT LEADS TO INVESTOR'S OVERCONFIDENCE: PAKISTAN STOCK EXCHANGE CASE	
<b>10:30 – 12:00</b>	<b>Parallel Session III. "Ban Mazuranic hall"</b>
14. <b>Domenico Buccella, Michal Wojna:</b> "GREEN" MANAGERIAL DELEGATION AND ENVIRONMENTAL CORPORATE SOCIAL RESPONSIBILITY IN DIFFERENT MARKET STRUCTURES	
15. <b>Monika Hadas-Dyduch:</b> SPACE-TIME CLASSIFICATION OF THE COUNTRIES OF THE EUROPEAN CONTINENT IN THE CONTEXT OF THE DEVELOPMENT OF GLOBALIZATION	
16. <b>Ivana Martincevic, Goran Kozina:</b> THE IMPACT OF NEW TECHNOLOGY ADOPTATION IN BUSSINES	
17. <b>Josko Lozic, Marin Milkovic, Ines Lozic:</b> CORRELATION BETWEEN MOBILE GAMES MARKET AND THE DEVELOPMENT OF VIDEO GAME MARKET IN CHINA	
18. <b>Marija Boban:</b> eHEALTH SYSTEMS: TRANSFORMATION OF HEALTH AND CARE IN THE DIGITAL SINGLE MARKET	
19. <b>Evgenia V. Baturina, Aleksandr N. Litvinenko, Liudmila A. Guzikova:</b> SHADOW CASHING SCHEMES IN THE CONTEXT OF JUDICIAL EXPERTISE	
20. <b>Ana Rimac Smiljanic, Sandra Pepur:</b> FINANCIAL LITERACY OF CROATIAN STUDENTS– ARE THEY PREPARED FOR FINANCIAL INDEPENDENCE?	
<b>12:00 – 12:30</b>	<b>Coffee Break</b>
<b>12:30 – 14:00</b>	<b>Parallel Session IV. "Ban Jelacic hall"</b>
21. <b>Jurgis Kalnins, Karlis Purmalis, Janis Priede:</b> HELICOBACTER PYLORI ERADICATION EFFECTS ON BACTERIA TRANSFER AND PREVALENCE AMONG CHILDREN	
22. <b>Zlatko Tonkovic, Sasa Mitrovic, Marijana Zekic-Susac:</b> BUSINESS INTELLIGENCE SYSTEM FOR MANAGING NATURAL GAS CONSUMPTION OF PUBLIC BUILDINGS	
23. <b>Diana Plantic Tadic, Jadranka Ivankovic, Zrinka Mrkonjic:</b> INFLUENCE ON DECISION-MAKING PROCESS FOR MOBILE MODELS AND PHONE TARIFF OPTIONS: CASE OF CHILDREN POPULATION	
24. <b>Monika Smusz – Kulesza:</b> THE LEGAL ENVIRONMENT OF BUSINESS – REMEDIAL PROCEEDINGS IN CASE OF INSOLVENCY OF THE ENTERPRISE IN POLAND (SELECTED ISSUES)	
25. <b>Vanda Bozic, Zeljko Nikac:</b> FIGHT AGAINST DOMESTIC VIOLENCE IN REPUBLIC OF CROATIA AND THE REPUBLIC OF SERBIA	
26. <b>Bora Besgul, Melek Aylin Ozoflu:</b> RETHINKING THE NEOLIBERAL PRESCRIPTIONS OF STATE-BUILDING: THE CASE OF BOSNIA AND HERZEGOVINA	
27. <b>Igor Klopotan, Vesna Sesar, Ivana Martincevic:</b> WOMEN IN MANAGEMENT - RESEARCH IN REPUBLIC OF CROATIA	
<b>12:30 – 14:00</b>	<b>Parallel Session V. "Ban Mazuranic hall"</b>
28. <b>Sandra Pepur, Ana Rimac Smiljanic, Ivana Vukava:</b> FINANCIAL LITERACY OF CROATIAN HIGH SCHOOL STUDENTS – STATE AND PERSPECTIVES	
29. <b>Dora Naletina:</b> ANALYSIS OF ROAD FREIGHT MARKET IN CROATIA	
30. <b>Paula Pyplacz, Katarzyna Liczmanska – Kopcewicz, Katarzyna Mizera:</b> MARKETING INNOVATIONS IN POLISH SMALL AND MEDIUM ENTERPRISES	
31. <b>Vanda Bozic, Zeljko Nikac:</b> FIGHT AGAINST DOMESTIC VIOLENCE IN REPUBLIC OF CROATIA AND THE REPUBLIC OF SERBIA	
32. <b>Sara Khotbi:</b> THE CHARACTERISTICS OF MERGERS AND ACQUISITIONS AND THEIR IMPACT ON PERFORMANCE IN EMERGING COUNTRIES: A SAUDI ARABIAN STUDY	
33. <b>Agata Gomolka:</b> GENDER PAY GAP IN THE ICT SECTOR IN POLAND IN 2010-2016	
34. <b>Ewelina Papaj-Wlislocka:</b> NON-FINANCIAL INFORMATION DISCLOSURES AND CSR REPORTING VERSUS THE INFORMATION ASYMMETRY PROBLEM	
<b>14:00 – 15:00</b>	<b>Lunch</b>
<b>15:00 – 16:30</b>	<b>Parallel Session VI. "Ban Jelacic hall"</b>

35. <b>Mirjana Hladika, Ivana Valenta:</b> ANALYSIS OF THE EFFECTS OF APPLYING THE NEW IFRS 16 LEASES ON THE FINANCIAL STATEMENTS	
36. <b>Cezary Klimkowski:</b> THE CONVERGENCE OF AGRICULTURAL GROWTH	
37. <b>Joao Sousa, Raquel Meneses, Humberto Ribeiro, Sandra Raquel Alves:</b> THE SYMBIOTIC RELATIONSHIP BETWEEN STARTUPS AND INCUBATORS	
38. <b>Michal Wojna, Domenico Buccella:</b> PRICE COMPETITION AND ENTRY UNDER CORPORATE SOCIAL RESPONSIBILITY PRODUCT DIFFERENTIATION	
39. <b>Marina Perisic Prodan:</b> STAKEHOLDER COLLABORATION: IMPLICATIONS FOR IMPROVING TOURIST DESTINATION MARKETING ACTIVITIES	
40. <b>Veronika Linhartova, Aneta Machackova:</b> EFFECTIVENESS OF THE REVIEW OF PUBLIC PROCUREMENTS IN SELECTED COUNTRY	
41. <b>Anna Dyhdalewicz:</b> CLASSIFICATION OF R&D ACTIVITY COSTS IN FINANCIAL ACCOUNTING	
<b>15:00 – 16:30</b>	<b><i>Parallel Session VII. “Ban Mazuranic hall”</i></b>
42. <b>Daniel Halaj, Zuzana Dobsinska:</b> CONSUMER POLICY AND ITS TOOLS IN CONDITIONS OF THE SLOVAK REPUBLIC	
43. <b>Fortesa Haziri, Miloslava Chovancova:</b> GAME MECHANICS DIFFERENCES FOR KOSOVANS SOCIAL MEDIA PURCHASERS	
44. <b>Barbara Herceg Paksic:</b> SUPPRESSION OF CORRUPTION AND SPECIAL INVESTIGATION TECHNIQUES IN CROATIA WITH REFERENCE TO STANDARDS OF EUROPEAN COURT OF HUMAN RIGHTS	
45. <b>Dragos Ion Smedescu, Alexandru Fintineru, Valentina Constanta Tudor, Cosmina Carbarau, Beatris Vasile-Tudor:</b> THE DEVELOPMENT OF TRADE WITH WHEAT AT THE GLOBAL LEVEL	
46. <b>Sabina Lacmanovic, Dario Milec:</b> THE RELEVANCE AND DISTRIBUTION OF CERTIFIED B CORPORATIONS IN THE EUROPEAN UNION ECONOMY	
47. <b>Niko Komljenovic, Nenad Rancic, Ozren Pilipovic:</b> HOBBY CULTURE AS A SOURCE OF ENTREPRENEURSHIP – INNOVATION AND RISK MANAGEMENT	
48. <b>Roman Klimko, Eva Rievajova:</b> YOUTH AND THE LABOUR MARKETS IN THE EUROPEAN UNION	
<b>16:30 – 17:00</b>	<b><i>Coffee Break</i></b>
<b>17:00 – 18:30</b>	<b><i>Parallel Session VIII. “Ban Jelacic hall”</i></b>
49. <b>Dijana Peras:</b> CHATBOT EVALUATION METRICS: REVIEW PAPER	
50. <b>Paula Gargoles Saes, Lana Lovrencic Butkovic, Alica Grilec:</b> COUNTRY OF ORIGIN IN FASHION INDUSTRY – A LITERATURE REVIEW	
51. <b>Claudiu Coman, Cătălina-Ionela Rezeanu:</b> HAPPINESS AS A RESILIENCE RESOURCE: A MATERIAL CULTURE APPROACH TO THE SOCIAL REPRODUCTION OF HUMAN CAPITAL IN THE DOMESTIC SPACE	
52. <b>Andrzej Karpowicz:</b> WHY REVENUES FROM PAYROLL TAXES DO NOT FOLLOW TRENDS IN TAXATION OF INCOME OF CORPORATIONS?	
53. <b>Valeryia Chouhun, Raquel Meneses, Humberto Ribeiro:</b> CUSTOMERS’ REACTION TO UNETHICAL COMPANIES’ BEHAVIOUR – COMPARING WEST VERSUS EAST EUROPE	
54. <b>Mario Lesina, Lovorka Gotal Dmitrovic, Marko Stojic:</b> TECHNOLOGY, ORGANISATION AND STRATEGY AS THE TOOL TO OVERCOME NEGATIVE EXTERNALITIES	
<b>17:00 – 18:30</b>	<b><i>Parallel Session IX. “Ban Mazuranic hall”</i></b>
55. <b>Nina Misic Radanovic:</b> THE LIABILITY OF LEGAL ENTITIES FOR CRIMINAL ACTS IN CROATIAN COURT PRACTICE	
56. <b>Ivana Bilic, Milena Jelic Dzepina, Ana Cuic Tankovic:</b> INVESTIGATING CONSUMERS’ BRANDS CONNECTION ON FACEBOOK	
57. <b>Sara Pinto da Silva, Anabela Martins Silva, Amelia Ferreira da Silva, Humberto Ribeiro:</b> A COST ANALYSIS OF ALTERNATIVE THERAPEUTIC OPTIONS FOR CHRONIC KIDNEY DISEASE: A CASE STUDY	

58. **Stanislaw Walukiewicz:** THE VIRTUAL PRODUCTION LINE AS A MODEL FOR A CREATIVE LABOUR ANALYSIS
59. **Wieslaw Tadeusz Poplawski:** POST-FORDISM AS A SOCIO-ECONOMIC CHANGE IN “TRANSITION” SOCIETIES
60. **Gabriela Leite, Humberto Ribeiro, Carlos Machado-Santos, Amelia Ferreira da Silva, Jose Manuel Pereira:** ANALYSIS OF INVESTOR BEHAVIOR: MARKET FEELING AND HERDING BEHAVIOR IN THE PORTUGUESE STOCK MARKET
61. **Kristina Afric Rakitovac, Marija Buselic:** IMPLEMENTATION OF FLEXICURITY THROUGH CORPORATE SOCIAL RESPONSIBILITY

18:30

*Closing Ceremony “Ban Jelacic hall”  
Conference Dinner*

*Second day, December 15<sup>th</sup> 2018*

*Individual Program of Delegates*

10:00 – 12:00

*City Center Guided Tour*

