

Program of the 137<sup>th</sup> International Scientific Conference on Economic and Social Development  
'Sustainability and Innovation: Their impact on Higher Education and Organizational Practices'

Lisbon, Portugal, 25-26 September, 2026

Venue:

Lusofona University - Campo Grande 376, 1749-024 Lisbon, Portugal



UNIVERSIDADE  
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research unit in governance,  
competitiveness and public policies



ENCGT  
المدرسة الوطنية للتجارة والتسيير  
École Nationale de Commerce et de Gestion  
TANGER



**First day, September 25<sup>th</sup> 2026**

**09:00 – 09:30**

**09:30 – 11:30**

**Individual arrival of delegates**

**Registration & Welcome Drink**

**Opening Ceremony & Plenary Session One**

**WELCOME ADDRESS**

**Ante Vuletic**, University of Zagreb, Croatia

**Ana Lorga**, Lusofona University, Portugal / esd Conference Scientific Committee President

**Paula Vicente**, Lusofona University, Portugal / esd Conference Scientific and Organizing Committee Vice-President

**1. AI AND GENERATIVE AI: ANALYZIS OF SOME INDICATORS FROM THE EURO AREA**

**Paula C. R. Vicente, Ana Lorga (Keynote Speech I)**

**2. GREEN TRANSITION AS A DRIVER OF SUSTAINABLE ECONOMIC DEVELOPMENT IN THE REPUBLIC OF CROATIA**

**Ivana Miklosevic, Anica Vukasinovic, Zeljko Sudaric (Keynote Speech II)**

**3. DRIVERS OF IPSAS IMPLEMENTATION IN ALBANIA: EVIDENCE FROM PUBLIC SECTOR ACCOUNTING PROFESSIONALS**

**Lindita Gjika (Online Presentation)**

**4. DIGITAL TRANSFORMATION OF HUMANITARIAN LOGISTICS: FROM AID DISTRIBUTION TO ANTICIPATORY ACTION**

**Dora Naletina, Hana Horak, Ante Vuletic, Ivana Stulec**

**5. DIGITAL TECHNOLOGIES AND SUSTAINABILITY IN SPORT IN HIGHER EDUCATION: A LITERATURE REVIEW**

**Ivan Kovac, Marko Cule, Ivan Milinovic, Luka Buntic**

**6. IDENTIFYING EXPORT PROFILES IN THE EUROPEAN COUNTRIES ENVIRONMENTAL GOODS AND SERVICES SECTOR: EVIDENCE FROM MANUFACTURING INDUSTRIES**

**Paula C. R. Vicente, Isabel Soares de Moura**

**7. THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON THE DESTINATION MANAGEMENT ORGANIZATION (DMO)**

**Lidija Galic**

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| 8. GENDER BALANCE IN UNIVERSITY GOVERNANCE: A COMPOSITE INDEX AND MACHINE LEARNING ANALYSIS OF ITALIAN HIGHER EDUCATION<br><b>Tahani Rashid, Umair Yousaf, Maria Nardo</b>                                            |                                    |
| 11:30 – 12:00                                                                                                                                                                                                         | <b>Coffee Break</b>                |
| 12:00 – 13:30                                                                                                                                                                                                         | <b>Plenary Session Two</b>         |
| 9. AI VISIBILITY AS AN UPSTREAM EXTENSION OF THE HOTEL CUSTOMER JOURNEY: A MIXED-METHODS STUDY OF GENERATIVE ENGINE RECOMMENDATIONS<br><b>Michael Putter</b>                                                          |                                    |
| 10. FOREIGN DIRECT INVESTMENT AND DOMESTIC INVESTMENT: CROWDING-OUT EFFECT OR SPILLOVER EFFECT? A PANEL DATA ANALYSIS OF 73 COUNTRIES<br><b>Hajar Rachdi</b>                                                          |                                    |
| 11. FROM CONTRACT TO CHAIR: A MACHINE LEARNING TEST OF INSTITUTIONAL PREDICTORS OF GENDER PARITY IN ITALIAN ACADEMIC MEDICINE<br><b>Tahani Rashid, Umair Yousaf, Maria Nardo</b>                                      |                                    |
| 12. LEADERSHIP AND DECISION-MAKING STYLES IN FIRE CHIEFS IN PORTUGAL<br><b>Felipa Lopes dos Reis, Helena Pimentel, Marco Gomes</b>                                                                                    |                                    |
| 13. QUALITY MANAGEMENT AT WORTEN: WORTEN RIOSUL COMPARED TO WORTEN COLOMBO (PORTUGAL)<br><b>Felipa Lopes dos Reis, Bernardo Maria Louro Pedro, Afonso Antunes Saramago Monteiro, Rui Simao dos Santos Castanheira</b> |                                    |
| 14. GENERATIVE ARTIFICIAL INTELLIGENCE AND THE BUSINESS SUSTAINABILITY OF THE MUSIC INDUSTRY<br><b>Vito Tursic</b>                                                                                                    |                                    |
| 13:30                                                                                                                                                                                                                 | <b>CLOSING REMARKS &amp; LUNCH</b> |
| <b>Second day, September 26<sup>th</sup> 2026</b>                                                                                                                                                                     | <b>Free Time for Delegates</b>     |



'esd Lisbon 2026' Conference is dedicated to our closest and long-time Friend and Colleague, establisher of cooperation with Faculty of Management, University of Warsaw, Poland – prof. **Miroslaw Przygoda**, who suddenly passed away and left huge hole in our project and personal lives. May he rest in well deserved peace...

