

Program of the International Scientific 'esd' Conference –  
 “Building Society on the Foundations of Heritage and Culture”

**Cakovec, Croatia, 4-5 April 2025**

**Venue:**

Medimurje University of Applied Sciences in Cakovec - Ul. bana Josipa Jelacica 22a, 40000, Cakovec, Croatia



**First day, April 4<sup>th</sup> 2025**

**Individual arrival of delegates**

**09:30 – 10:00**

**Registration & Welcome Drink**

**10:00 – 12:00**

**Opening Ceremony & Plenary Session One**

**WELCOME ADDRESS**

**Domagoj Cingula**, esd Conference Organizing Committee  
**Igor Klopota**n, Dean (MEV)

1. INFORMED USE OF PBL IN FOSTERING SOFT SKILLS IN MOROCCO: CHALLENGES AND OPPORTUNITIES  
**Adil Benlabchir, Moulay Sadik Maliki**

2. ENTREPRENEURSHIP IN EU PORT REGIONS: BUSINESS STRUCTURE ANALYSIS, ECONOMIC INDICATORS, AND INNOVATION POTENTIAL  
**Gorana Mudronja**

3. THE IMPACT OF ECONOMIC DISASTERS ON MULTIDIMENSIONAL SUSTAINABILITY: EVIDENCE FROM CROSS-COUNTRY DATA  
**Lena Malesevic Perovic, Bruno Coric**

4. MANAGEMENT OF MINERAL RESOURCES IN VARAŽDIN COUNTY: ADAPTING TO GLOBAL CHALLENGES OF THE ENERGY TRANSITION IN A DYNAMIC ECONOMIC ENVIRONMENT  
**Melita Srpak, Darko Pavlovic, Igor Klopota**n

5. LINGUISTIC CHALLENGES IN CONTENT CREATION AND TRANSCREATION IN TOURISM OF MEĐIMURJE COUNTY  
**Tina Smolkovic**

6. SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA  
**Morana Bolfek, Zdenko Bolfek, Ivan Hegedus**

7. THE IMMERSIVE TRUTH EFFECT: HOW VIRTUAL REALITY ENHANCES PERCEPTIONS OF ADVERTISEMENT TRUTHFULNESS  
**Filip Zivaljic**

8. AN INNOVATIVE AND SUSTAINABLE APPROACH TO MEĐIMURJE TOURISM  
**Nevenka Breslauer, Nenad Breslauer, Ivana Bujan Katanec, Ivan Hegedus, Rudi Grula**

9. THE NECESSITY OF CHANGES IN VALUE ADDED TAX POLICY IN THE REPUBLIC OF CROATIA  
**Zdenko Bolfek**

10. TYPES OF MUSIC LISTENED TO BY YOUNG PEOPLE AGED BETWEEN 14 AND 30

**Fran Murk, Vito Felak, Marcel Branda, Irena Popovic**

11. TYPE OF TRANSPORTATION THAT MEV COMPUTER SCIENCE STUDENTS USE TO GET TO LECTURES

**Matej Ranogajec, Stjepan Babok, Silvio Bukovec, Irena Popovic**

12. ANALYSIS OF ICT CONTENT IN THE NEWSPAPERS "MEĐIMURJE" AND "MEĐIMURSKÉ NOVINE"

**Novak Emilija, Stojko Borna, Tisljar Zrinko, Irena Popovic**

**12:00**

***LUNCH***

**CLOSING REMARKS**



***Second day, April 5<sup>th</sup> 2025***

***Free Time for Delegates***