

83rd International Scientific Conference on  
Economic and Social Development –  
"Green Marketing and Digital Intelligence"

Varazdin, Croatia, 2-3 June 2022

# CONFERENCE PROGRAM

Supported by: City of Varazdin



In cooperation with:

Faculty of Management University of Warsaw

Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat



Venue: University North, University Center Varazdin - 104. Brigade 1, Varazdin, Croatia

02 June, 2022

09:30 – 10:00

Registration / Welcome Drink

10:00 – 10:30

OPENING CEREMONY (UNIN2-110)

Moderator: Domagoj Cingula

Marijan Cingula, Scientific Committee President

Irena Zavrl, University of Applied Sciences Burgenland

City of Varazdin Representative

Varazdin County Representative

Agency for Science and Higher Education Representative

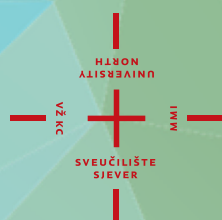
Anica Hunjet, University North Vice-rector for Scientific and  
Artistic Work and International Cooperation

10:30 – 12:00

PLENARY SESSION I (UNIN2-110)

Moderator:  
Domagoj Cingula

1. Senad Becirovic, International University of Sarajevo, Bosnia and Herzegovina ■  
DIGITAL TRANSFORMATION OF HIGHER EDUCATION
2. Ayuba A. Aminu, University of Maiduguri, Nigeria ■ ECONOMY AND  
MANAGEMENT IN AFRICA: POST COVID 19 EXPERIENCE (*video link*)
3. Miroslav Sipikal ■ ENTREPRENEURIAL ACTIVITIES OF UNIVERSITIES – CASE OF  
SLOVAKIA



02 June, 2022

12:00 – 13:00

LUNCH BREAK (UNIN2-111)

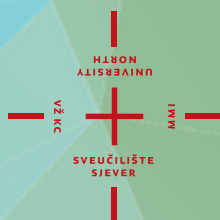
13:00 – 15:00

PLENARY SESSION II (UNIN2-103)

Moderators:

Vesna Sesar and Ivana Martincevic

4. Dijana Vukovic, Irena Zavrl, Anica Hunjet ■ INTERDEPENDENCE OF STAKEHOLDERS IN A TOURIST DESTINATION ACCORDING TO "ZERO" ENVIRONMENTAL IMPACT
5. Vlatka Kordos, Valentina Golubovic, Ana Globocnik Zunac ■ GREEN PUBLIC PROCUREMENT
6. Josko Lozic, Katerina Fotova Cikovic, Damira Kecek ■ IMPACT OF COVID 19 ON RAKUTEN BUSINESS RESULT
7. Dalibor Pudic, Eraldo Banovac ■ HYDROGEN UTILISATION AS A KEY FACTOR FOR ACHIEVING ENERGY SYSTEM DECARBONISATION
8. Anica Hunjet, Petra Ostojic, Sanja Mihelic ■ INTERPERSONAL RELATIONS AND THE IMPORTANCE OF INTELLECTUAL CAPITAL AS A COMPETITIVE ADVANTAGE OF THE ORGANIZATION
9. Hrvoje Ajman, Josip Cvenic, Mateo Paulovic ■ INFLUENCE OF FANS ON RESULT EFFICIENCY IN FOOTBALL
10. Neva Babic, Ljerka Luic, Ante Roncevic ■ IMPACT ASSESMENT OF DIGITAL SKILLS ON R&D INVESTMENT
11. Blanka Simundic ■ EVIDENCE ON PRE-PANDEMIC OUTBOUND TOURISM DEMAND DETERMINANTS IN OECD COUNTRIES





03 June, 2022

09:00 – 09:30

COFFEE BREAK

09:30 – 11:30

PLENARY SESSION III - DIGITAL INTELLIGENCE  
(UNIN2-101)

Moderator:  
Ljerka Luic

12. Ljerka Luic, Maja Popovic ■ A STEP CLOSER TO UNDERSTANDING RESEARCH TRENDS IN THE FIELD OF DIGITAL INCLUSION OF PERSONS WITH DISABILITIES IN HIGHER EDUCATION: A SYSTEMATIC LITERATURE REVIEW

13. Manuela Pantaler ■ DIFFERENTIATION OF DIGITAL PUBLIC RELATION TOOLS ANALYSED FROM A DIGITAL LITERACY PERSPECTIVE

14. Jurica Mustac ■ SYNERGISTIC EFFECT OF BUSINESS SYNTHESIS AND INFORMAL EDUCATION ON THE DEVELOPMENT OF REGIONAL DIGITAL ECONOMY

15. Kristina Milaj, Tea Stepan ■ THE IMPORTANCE OF HARMONIZATION OF EDUCATIONAL PROGRAMS IN DIGITAL TRANSFORMATION

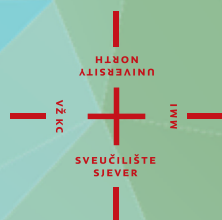
16. Domagoj Topic, Marko Antic, Josipa Brkic ■ EDUCATION LEVEL EFFECT OF URBAN DIGITAL IMMIGRANTS TOWARDS THE LEVEL OF THEIR DIGITAL LITERACY

17. Mia Haramija, Zeljka Fruk ■ IMPLICATIONS OF DIGITAL WORK ON EMPLOYEE PRODUCTIVITY AND THEIR DIGITAL EMPATHY

18. Mateja Fraus Venus ■ DIGITAL COMMUNICATION AND DIGITAL COMPETENCIES - PREREQUISITES FOR BUILDING THE ORGANIZATION'S DIGITAL IDENTITY

11:30 – 12:00

COFFEE BREAK (UNIN2-103)





03 June, 2022

12:00 – 14:00

PLENARY SESSION IV – DIGITAL INTELLIGENCE  
(UNIN2-101)

Moderator:  
Ljerka Luic

19. Lovro Lukavecki, Maja Hresc ■ THE INFLUENCE OF CITY ADMINISTRATION'S RESPONSIVENESS TO CITIZENS ATTITUDES TOWARDS CITY DIGITAL COMMUNICATION
20. Marta Novak ■ NETIQUETTE AND DIGITAL EMPATHY IN THE CONTEXT OF APPLYING CROSS-CURRICULAR TOPICS IN THE CONTEMPORARY EDUCATION
21. Darijo Klaric, Josip Mandic ■ THE ROLE OF PERSONAL DIGITAL COMPETITIVENESS IN THE DIGITAL ECONOMY: ATTITUDES AND VALUES OF DOCTORAL (PhD) STUDENTS
22. Manuela Koseto Nadinic, Sandra Maletic ■ RESEARCH AND CRITICAL EVALUATION IN THE DIGITAL EDUCATIONAL ENVIRONMENT
23. Eva Bach ■ THE IMPACT OF DIGITAL LITERACY ON THE CYBER SECURITY OF DIGITAL CITIZENS
24. Marija Dusevic ■ CAUSAL RELATIONSHIP BETWEEN DIGITAL INTELLIGENCE QUOTIENT AND THE DIGITAL ECONOMY AND SOCIETY INDEKS
25. Drazenka Svelec – Juricic ■ PERSONAL CYBER SECURITY MANAGEMENT: BASED ON THE EXAMPLE OF MASTERS OF EDUCATION

14:00

CLOSING CEREMONY & LUNCH (UNIN2-103)

