Program of the 120<sup>th</sup> esd International Scientific Conference - "Building Resilient Society"

## Zagreb, Croatia, 13-14 December, 2024

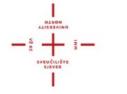
Venue: Hotel Dubrovnik, Ljudevita Gaja 1 (Gajeva 1), 10000 Zagreb, Croatia

















First day, December 13 <sup>th</sup> 2024	
09:00 – 09:30	
09:30 – 11:30	C
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Individual arrival of delegates Registration & Welcome Drink Opening Ceremony & Plenary Session One Ban Jelacic Hall

## WELCOME ADDRESS

Domagoj Cingula, esd Organizing Committee

Online Presentation: SPORTS SOCIAL ECONOMY ORGANIZATIONS AND THEIR ECONOMIC IMPACT ON THE LOCAL ECONOMY Tania Santos, Marlene Sousa, Marcio Oliveira

1. UNION-FIRM BARGAINING AGENDA WITH SEQUENTIAL CHOICES: RIGHT-TO-MANAGE OR SEQUENTIAL EFFICIENT BARGAINING?

Luciano Fanti, Domenico Buccella

2. HUNGARY AS A POTENTIAL FACTOR OF POLITICAL AND ECONOMIC CHANGES IN EUROPE AND THE WORLD

Zuzanna Przygoda, Miroslaw Przygoda

3. THE CREATIVITY-BUREAUCRACY BALANCE MODEL FOR SMALL AND MEDIUM-SIZED ENTERPRISES IN GLOBAL VALUE CHAINS Margarita Mihaylova, Galina Zaharieva, Andrey Zahariev

4. EMERGING AFRICA: BEYOND INTERNATIONAL AID Abdelhamid Nechad, Sonia Boushaba, Mohammed Rhalma

5. IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON COMPETITIVE ADVANTAGE: THE MEDIATING ROLE OF REPUTATION – A PILOT STUDY **Olegs Nikadimovs, Ilze Medne** 

6. ASSURANCE ON SUSTAINABILITY REPORTING – CURRENT STATE AND PERSPECTIVES IN EUROPEAN COUNTRIES

Daniel Stavarek, Magdalena Wojcik-Jurkiewicz, Pawel Zieniuk

7. INTERNATIONAL STUDENT RESEARCH TEAMS NETWORKING MODEL Violeta Vidacek Hains

11:30 - 12:00

Coffee Break

8. THE ROLE OF TRADE UNIONS IN SERBIA'S TRANSITION TO A LOW-CARBON ECONOMY Slobodan Milutinovic, Maia Mesko, Snezana Zivkovic, Tamara Radenovic 9. BON CURVE AND ITS APPLICABILITY TO TURKISH ECONOMY: AN EMPIRICAL VAR AND CAUSALITY **ANALYSIS** Cenap Mengu Tuncay, Emre Guneser Bozdag 10. FROM CSR TO ESG VERSUS SDG: TOWARD A NEW MANDATORY SUSTAINABILITY LANDCSCAPE IN PERSPECTIVES OF EUROPEAN COUNTRIES Blazenka Knezevic, Magdalena Wojcik-Jurkiewicz, Pawel Zieniuk 11. APPLICATION OF THE WEG CONCEPT OF CONTROL-ORIENTED MANAGEMENT IN A NON-PROFIT SPORTS ORGANIZATION - ON THE EXAMPLE OF THE GYMNASTICS CLUB MARJAN Deni Borozan 12. CIRCULAR ECONOMY AND WOMEN'S EMPLOYABILITY ON THE SOUTHERN SHORES OF THE MEDITERRANEAN Abdelhamid Nechad, Ahmed Maghni 13. THE GREEN TRANSITION AND TECHNOLOGY IN TOURISM AND HOTELS INDUSTRY - FROM INFORMATION COMUNICATION TEHNOLOGIES TO eTOURISM AND SMART TOURISM FOSTERS THE EMERGENCE OF CIRKULAR ECONOMY (Best Circular Economy practices in hotels using Technology) Marija Valcic, Igor Klopotan, Mile Peterlic 14. THE MOROCCAN RELIGIOUS POLICY: A DRIVING FORCE FOR A HEGEMONIC SOCIAL-POLITICAL LEGITIMACY Somaya Zine – Dine, Moulay Sadik Maliki 15. APPLICATION OF THE ASSESSMENT PROCEDURE FOR UNFAIR COMMERCIAL PRACTICES IN CONSUMER CONTRACTS IN THE DECISIONS OF CROATIAN MISDEMEANOUR COURTS Ivana Kanceljak 14:00 - 15:00LUNCH 15:00 - 17:30**Plenary Session Three** 16. SATISFACTION AND USABILITY OF THE INTRANET FOR KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION INSTITUTIONS: A CASE STUDY OF THE FACULTY OF HUMANITIES AND SOCIAL SCIENCES. **OSIJEK** Kristina Feldvari, Borna Petrovic, Boris Badurina 17. ECONOMIC VALUATION OF CULTURAL HERITAGE: THE IMPORTANCE OF DETERMINANTS OF DEMAND Aida Brkan-Vejzovic, Azra Bajramovic, Almir Maric, Zanin Vejzovic, Edna Voloder 18. COPYRIGHT WORKS CREATED IN THE COURSE OF EMPLOYMENT AT THE UNIVERSITIES - CROATIAN LEGISLATION DE LEGE LATA AND DE LEGE FERENDA Tea Hasic 19. THE GIG ECONOMY AND CONSUMER BEHAVIOR: A SYSTEMATIC REVIEW IN CONSUMER STUDIES Antonija Roje, Andrea Russo, Senka Borovac Zekan 20. BARRIERS TO CULTURAL ACCESS: WHAT PREVENTS DIFFERENT SENSITIVE SOCIAL GROUPS TO VISIT CULTURAL INSTITUTIONS? CASE STUDY OF VOJVODINA PROVINCE (SERBIA) Tatjana Pivac, Sanja Kovacic, Marija Cimbaljevic, Ivana Blesic 21. CULPABILITY AND MISTAKE IN THE CROATIAN CRIMINAL LEGAL SYSTEM Ivan Vukusic

Plenary Session Two

12:00 - 14:00

22. MOTIVES AND TECHNIQUES OF APPLYING CREATIVE ACCOUNTING IN THE MANIPULATION OF FINANCIAL INFORMATION

Sanja Juric, Lucija Laca Lakos, Dragana Krvavica

23. ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON ENTREPRENEURIAL DECISIONS **Ratko Brnabic** 

24. BENEISH M-SCORE AS INDICATOR OF FRAUD TRENDS – CASE OF CROATIA Marijana Bartulovic

25. INVESTIGATING THE WAGE–PRODUCTIVITY NEXUS: A PANEL DATA APPROACH Ivan Kristek

26. THE IMPACT OF EUROPEAN UNION FUNDS ON BUSINESS ACTIVITY AND COMPANY DEVELOPMENT IN MEÐIMURJE COUNTY Besilika Oletia, Ivana Bujan Katanas

Bosiljka Oletic, Ivana Bujan Katanec

27. EXPERIENCES AND PERSPECTIVES ON PURSUING POSTGRADUATE (PHD) STUDIES: A SURVEY OF STUDENTS AT THE FACULTY OF HUMANITIES AND SOCIAL SCIENCES, SPLIT **Toni Popovic, Renata Relja, Doris Zec** 

28. EXAMINING GENERATIONAL DIFFERENCES IN IMPULSE BUYING: A STUDY OF GEN X, GEN Y AND GEN Z

## Helena Stimac, Valentina Helajz

29. CONSUMERS RIGHTS AND SUSTAINABLE CONSUMPTION – CREATING THE GREEN TRANSITION AND CIRCULAR BUSINESS ENVIRONMENT IN EU Maja Proso

30. THE SOCIAL COMPONENT OF AUDIO DESIGN: EMOTIONAL, COGNITIVE AND BEHAVIORAL IMPACTS ON PLAYERS

Matija Cic, Andrija Bernik, Katarina Penzar

31. SOCIAL EFFECTS OF AUGMENTED REALITY AND POKÉMON GO ON PLAYER'S HEALTH AND WELL-BEING IN CROATIA

Nera Bazina, Andrija Bernik, Igor Tomicic

32. A SOCIAL APPROACH TO GAME DEVELOPMENT: NEW LUDONARRATIVE MODEL PROPOSAL Enio Vesligaj, Andrija Bernik, Danijel Radosevic

## **CLOSING REMARKS**



Second day, December 14<sup>th</sup> 2024

Free Time for Delegates















