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in cooperation with
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Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
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Economic and Social Development

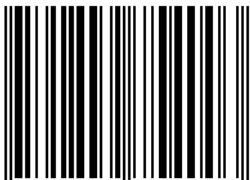
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Book of Abstracts

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Igor Pihir, Vojko Potocan, Zivanka Miladinovic - Bogavac

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ACCOUNTING HISTORY IN 18TH CENTURY PORTUGAL: THE ROLE PLAYED BY THE ENTREPRENEUR JOSÉ FRANCISCO DA CRUZ

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ABSTRACT

The paper introduces José Francisco da Cruz (1717-1768), the first general treasurer of the Portuguese Royal Treasury (1761). A businessman from Lisbon, shareholder in the three largest monopolist trade companies of the time, this accounting technocrat made a decisive contribution for the transfer and spread of double entry bookkeeping (DEB) in eighteenth century Portugal. The article is intended as a study that explores which social and political agents were involved in the emergence and development of DEB in Portugal. The main contribution of the paper has to do with the systematisation of José Francisco da Cruz's biographic features and professional traces as an attempt to place on Portuguese accounting history research agenda the study of individuals who were instrumental in initiating the process of accounting's social recognition. The paper examines José Francisco da Cruz's profile, his career and his relations with Portugal's Chief Minister. More particularly, we outline the role of José Francisco da Cruz in the development and application of DEB in the Portuguese context: on the one hand, due to his managerial positions in the Royal Treasury and in two monopolist overseas trading companies concerning Colonial Brazil, Company of Grão-Pará and Maranhão and Company of Pernambuco and Paraíba, organizations where DEB was compulsory by means of their statutes; and, on the other hand, due to his political contribution for the establishment of the Portuguese School of Commerce (1759) as Provedor [President] of the Board of Trade.

Keywords: *Portugal, Eighteenth Century, Double Entry Bookkeeping, José Francisco da Cruz, Portuguese Royal Treasury*

SUSTAINABLE DEVELOPMENT AND LOGISTIC PERFORMANCE IN AFRICA: A PANEL ANALYSIS OF 40 COUNTRIES

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ABSTRACT

Green logistics represents a crucial approach to achieve sustainable development goals, particularly in Africa. The current context of Africa is marked by significant sustainable development challenges, encompassing economic, social, and environmental aspects. Therefore, optimizing logistical performance can be considered a crucial lever to attain these sustainable development objectives. In this regard, the present study investigates the link between logistical performance and sustainable development across 40 African countries over a 12-year period, spanning from 2007 to 2018. Panel data was utilized to estimate an econometric model using the E-views software, while considering control variables encompassing economic and environmental factors. The findings demonstrate that the Logistics Performance Index (LPI) has a positive and significant impact on the Sustainable Development Index (SDI). This study suggests that by investing in green logistics practices, African states could enhance their logistical performance while simultaneously contributing to sustainable development, aiming to ensure a sustainable future for current and future generations.

Keywords: *Africa, Analysis, Development, Logistic, Performance*

GREEN ORIENTATION IN ASSOCIATIONS REGISTERED FOR SOCIAL ENTREPRENEURSHIP ACTIVITY

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ABSTRACT

Social entrepreneurship is a type of entrepreneurship that has as its primary goal the realization of a social mission, whereby the surplus of income over expenses is sought to be realized for the sake of sustainability. In Croatia, the civil sector is the most responsible for the development of social entrepreneurship. The goals of the research were to determine how many

associations in Croatia have listed social entrepreneurship as one of their areas of activity; to what extent do they intend to engage in social entrepreneurship; and whether associations that intend to engage in social entrepreneurship have a stronger green orientation. For the purposes of the research, primary data were collected using a questionnaire. The research showed that the Croatian associations registered for social entrepreneurship activity which have a social entrepreneurial intention have a stronger green orientation, both in terms of protection of the natural environment and the application of the 3R principle.

Keywords: *social entrepreneurship, associations, civil sector, social entrepreneurial intention, green orientation, 3R*

UNVEILING THE FACADE: A CRITICAL EXAMINATION OF GREENWASHING AND CORPORATE RESPONSIBILITY IN THE EUROPEAN CONTEXT

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ABSTRACT

This paper explores the dynamic interplay between the growing trend of sustainable consumerism and the pervasive risk of greenwashing in European modern market. It underscores the transition of sustainable products from niche offerings to mainstream consumer choices, reflecting a significant shift in consumer preferences towards environmentally conscious purchasing. While the shift towards sustainable products marks a significant evolution in consumer behavior, it is juxtaposed with a growing skepticism about the authenticity of corporate sustainability claims. This dichotomy sets the stage for a deeper exploration into the prevalence of greenwashing, which is examined in the subsequent sections. Through case studies, the paper demonstrates how greenwashing undermines genuine sustainability efforts and discusses strategies for authentic ESG compliance. It also addresses the European Union's 'Green Claims' directive, a strategic measure against greenwashing, aiming to enforce stringent regulations on environmental claims. It underscores the dual challenge in today's market: the opportunity for businesses to engage in real sustainable practices and the risk of falling into deceptive sustainability tactics.

Keywords: *Greenwashing, Corporate responsibility, Stakeholder management, Reputation, Consumerism, ESG*

SUSTAINABLE SELF-EMPLOYMENT: REGIONAL SPECIFICITIES AND THEIR IMPACT IN LESS DEVELOPED DISTRICTS OF SLOVAKIA

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ABSTRACT

In less developed districts with higher unemployment rates and a lack of heterogeneity of work, self-employment can have an impact on reducing unemployment and developing entrepreneurship. In countries such as Slovakia, there are not many studies looking at regional specificities and their impact on self-employment. For this reason, the research focuses on the sustainability of self-employment among self-employed workers who started self-employment from 2012 to 2016. In the research, we follow three years since the start of self-employment in twelve less developed districts of Slovakia. We analyse the sustainability of self-employment overall and in selected sectors. The research aims to find out whether the specifications at the district and regional level at the time of starting self-employment and in the sectors of the national economy have an impact on the sustainability of starting self-employment of persons based in less developed districts of Slovakia. We used linear regression for the research. Research results indicate that the sustainability of self-employment in the secondary sector is higher than in the primary sector. Self-employers located in municipalities below 2,000 inhabitants have a sustainability of self-employment higher by about 2 months than self-employers located in municipalities above 2,000 inhabitants. In monitoring the sustainability of self-employment in the primary sector, the variables size of the municipality where the self-employer is located, the registered unemployment rate and the population at the district level are statistically significant. In the secondary and tertiary sectors, only the size of the municipality where the self-employer is located has an impact on the sustainability of self-employment. The results show an association between the sustainability of self-employment in the short term (up to three years after the start of self-employment) and the size of the municipality where the self-employer is located.

Keywords: *less developed districts, sustainability, self-employment*

WHAT MAKES HUMAN RESOURCE PROFESSIONALS USE ARTIFICIAL INTELLIGENCE FOR REDESIGNING JOBS: A UTAUT2 STUDY

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ABSTRACT

As artificial intelligence (AI) found new applications in human resource (HR) practices in recent years due to its increasing accessibility, HR professionals question to which extent and where can this technology help them become more efficient and productive. Even though AI is not something new to HR functions like recruitment and selection, performance management, or training and development, not much is known about the use of this technology for efficiently redesigning jobs for the modern age. As a result, this study's objective is to assess the factors that shape the behavioural intentions of employees in HR departments to utilize AI explicitly for job redesign. The authors employ a multiple linear regression method, based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) theoretical model and data from a sample of 107 HR professionals. The findings from the study can potentially have practical implications for policymakers, who are still focused on developing suitable AI regulation, as well as HR managers and business leaders in the organizational context. In this sense, the findings can help them craft strategies for using AI to redesign existing jobs effectively and ethically as well as point out the main facilitating conditions and factors that can ultimately change behaviours. After a thorough query of the Scopus database, it was concluded that this would be one of the first studies that delve into the application of AI for job redesign, which represents an additional motivation for the authors to conduct the research.

Keywords: *Artificial intelligence, Human resource management, Job redesign, UTAUT2*

THE ROLE OF EXAMINATIONS OF TOURIST SATISFACTION IN PLANNING THE DEVELOPMENT OF A TOURIST DESTINATION: AN EMPIRICAL STUDY OF DESTINATION NOVIGRAD

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ABSTRACT

In coastal areas, tourism plays a crucial role in the economy. Croatia's tourism industry recorded its highest number of tourist arrivals and overnight stays in 2019. However, the pressure of tourism on destinations emphasizes the need for sustainable management.

Novigrad, a popular tourist destination in Istria County, was the subject of a research study aimed at assessing tourist satisfaction and providing valuable insights to managers for maintaining quality and planning development. The study surveyed beach users on Karpinjan beach from June to August 2019. A study was conducted as part of the Interreg Mediterranean MITOMED+ project, where surveys were distributed to respondents in six different languages. The study collected 304 questionnaires, where the respondents were asked to evaluate their satisfaction with ten different aspects of the destination and their general satisfaction with the destination and its tourist offerings. The survey results indicate that tourists are generally satisfied with the destination Novigrad and its offerings as well as almost all aspects of the destination. The assessment of tourist satisfaction provides valuable information that can aid in planning the future development of the destination and determining the type of tourism product that will be created in the future. Gathering data through tourist satisfaction surveys can be beneficial for improving destination management planning.

Keywords: *destination management, destination offer, tourists' satisfaction, tourism, destination Novigrad*

IMPACT OF ELECTRIC VEHICLE MARKET GROWTH ON AUTOMOTIVE INDUSTRY TRANSFORMATION: TRENDS, POTENTIALS, AND CHALLENGES ANALYSIS

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ABSTRACT

This paper aims to explore the impact of the growth of the electric vehicle market on the transformation of the automotive industry. The study will analyze key trends, potentials, and challenges arising from the expansion of the electric vehicle market in a global context. Through the collection and analysis of pertinent statistical data, the study will investigate the dynamics of increased electric vehicle sales and their impact on traditional automotive manufacturers. Additionally, it will examine automotive companies' investments in electric technology and the infrastructure changes required to support this burgeoning sector. Emphasis will be placed on identifying the significant potentials offered by the growth of the electric vehicle market, such as emissions reduction, technological advancement, and shifts in consumer behavior. Challenges encompass issues related to charging infrastructure, economic sustainability, and adaptation for traditional manufacturers to meet evolving market demands. The study will conclude with an analysis of the current trends in the car market across different segments of the vehicle industry. It will also provide insights into future market projections. The linear regression model forecasts that the current trends are likely to continue into the future. SUV sales are expected to remain strong, while traditional segments like medium and small cars may continue to face challenges. This paper will explore the multifaceted changes driven by the growth of the electric vehicle market and its influence on the automotive industry. The study will highlight potential benefits like emissions reduction and technological advancements, while also addressing challenges such as charging infrastructure, economic sustainability, and adaptation for traditional manufacturers.

The study will conclude with an analysis of the current trends in the car market across different segments and provide insights into future market projections.

Keywords: *automotive industry, challenges, electric vehicles, potentials, trends*

ACCESSIBLE TOURISM OPPORTUNITIES FOR PEOPLE WITH DISABILITIES FROM THE AREA OF THE REPUBLIC OF CROATIA

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ABSTRACT

When developing tourism offer, there is a particular focus on catering to individuals with disabilities, as they represent a potential market for tourism services. While implementing tourism services, this particular tourist segment faces constraints. Persons with disabilities have the potential to contribute to the growth of the tourism market for destinations and businesses. However, it is crucial to ensure that the tourism product is accessible and adapted to their needs. The significance of this market segment is evident in the variety of tourism options available and the level of competitiveness among destinations and accommodation establishments in the global tourism industry. Destination accessibility ensures equal opportunities for individuals with disabilities to engage in tourism, fostering dignity and promoting awareness and education regarding accessibility concerns. From the standpoint of individuals with disabilities as tourists, they foresee potential barriers and requirements that may arise while traveling. Specific obstacles can either result in the decision to give up on traveling or enhance the drive and contentment associated with the trip. This study aims to investigate the perspectives of individuals with disabilities regarding limitations encountered while traveling. The participants in the study are individuals with disabilities residing in the Republic of Croatia. The benefits of this study reside in offering valuable insights to tourism creators in addressing constraints and comprehending requirements, thereby ensuring equitable tourism opportunities for individuals with disabilities. Integrating individuals with disabilities into the tourism sector yields favorable social consequences and plays a crucial role in fostering economic expansion and advancing the tourism industry.

Keywords: *individuals with disabilities, inclusive tourism, opportunities for travel, tourism offer*

STATE OWNERSHIP AND FIRM PERFORMANCE – EVIDENCE FROM LARGE CROATIAN ENTERPRISES

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ABSTRACT

Despite numerous privatization programs and efforts to reduce state ownership in enterprises, state-owned enterprises continue to play a significant role in various economies and contribute substantially to their gross national products. In different countries and at different times throughout history, the role and significance of state-owned enterprises have often changed influenced by four broad groups of reasons: historical, economic, political, and ideological. Consequently, various reasons justify state ownership in enterprises. However, they are most commonly found in the achievement of specific economic and social objectives, as well as in addressing market failures and information asymmetry. A key disadvantage of state-owned enterprises is their lower efficiency, theoretically grounded primarily through agency, property rights, and public choice theories. Each of the theories mentioned above focuses on the behaviour of politicians and managers of state-owned enterprises and the incentives that guide them in achieving the goals of state-owned enterprises and their personal goals. The inefficiency of state-owned enterprises has also been confirmed in numerous empirical studies, which have used varied methodologies and different efficiency measures. Despite significant efforts in privatization, state-owned enterprises continue to play an essential role in Croatian economy. This can be substantiated by data showing that in 2021, state-owned enterprises generated 51 billion HRK in revenue, managed assets worth 232 billion HRK (which represents 53% of the GDP), realized more than 7 billion HRK in investments (accounting for 23% of total investments) and employed over 47 thousand workers (comprising 5% of the total workforce). This paper evaluates the efficiency of state-owned enterprises compared to private ones using a sample of large Croatian companies from 2018 to 2022. It analyzes return on assets and return on equity, confirming the hypothesis of the lower efficiency of state-owned enterprises.

Keywords: *Firm performance, Efficiency, Return on Assets, Return on Equity, State Owned Enterprises*

THE ROLE OF CULTURAL ROUTES IN THE DEVELOPMENT OF OUTDOOR TOURISM

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ABSTRACT

In today's tourism market, there is a growing interest for outdoor activities among tourists. Outdoor activities have become an integral part of daily life, and consequently the tourism market shows its orientation towards these activities. This paper examines the role of cultural routes as a key factor in the development of various outdoor activities and thus outdoor tourism. Cultural routes, whose itineraries may include cultural heritage, art, religion, gastronomy, and other cultural aspects, are proving to be a significant segment in the development of various forms of cultural tourism. Their potential, which goes beyond the aforementioned interpretation, is underutilized as a tourism product and remains insufficiently explored in academic articles. This paper examines how cultural itineraries can be integrated into the growing trend of outdoor activities in order to contribute to the development of their visibility. To this end, a survey was conducted among visitors to cultural route in the Primorje - Gorski Kotar County to investigate the influence of outdoor activities on the development of cultural routes. The study provides results on the competitiveness of cultural routes based on outdoor activities such as walking, hiking, and running. This study contributes to the identification of elements for the development of cultural route offers in the context of outdoor tourism. The study contributes to the development of small and medium-sized enterprises along existing routes and to the improvement of the tourism offer in order to create a better competitive advantage.

Keywords: *cultural routes, outdoor activities, tourism*

THE INTERCONNECTION BETWEEN THE ECONOMIC LAW OF INTELLECTUAL PROPERTY AND THE FASHION INDUSTRY IN BRAZIL

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ABSTRACT

Interdisciplinary studies in fashion have expanded to encompass various academic domains. Political economy is a critical dimension in understanding fashion as a social and economic phenomenon, especially in the interplay between the pursuit of wealth and power. Economic Law, dealing with the instrumentalization of economic policy, centers on market organization and the competition for economic surplus. From this viewpoint, legal protection of creativity within the fashion industry becomes pivotal. Analyzing this market dynamic can unveil drivers of innovation, critical points in the production chain, and where the protection of intellectual assets should be applied. This perspective goes beyond the individual creator, reaching into the structure of the market itself. Thus, it is an exercise in the Economic Law of Intellectual Property applied to fashion. This work explores fashion's political economy, intellectual property's economic significance in the fashion industry, and the application of fashion law in Brazil. It aims to evaluate whether Brazilian law adequately regulates the fashion industry, providing the necessary legal protection for its dynamism.

Keywords: *Copyright, Economic Power, Fashion Law, Imitation, Intellectual property*

THE ROLE OF TOURISM AS A FACTOR OF RURAL DEVELOPMENT IN THE STRATEGIC AND FIELD CONTEXT OF CROATIA: EXPERTS' PERSPECTIVES

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ABSTRACT

Rural development has been a nominally present issue in the political sphere in Croatia for decades. During the transition to a democratic and market society, its endogenous model began to be promoted, according to which the village should preserve its authenticity as a reservoir of biodiversity and a slower pace of life. Such a vision is seen as significant in the face of the ecological crisis and the dynamic and blasé lifestyle of urban population, which is becoming increasingly dominant on a global scale. Local resources have become a potential when considering activities such as organic agriculture, energy production from renewable sources, traditional gastronomy and enology, and rural tourism. Rural tourism is widely recognised as a platform for networking numerous activities, attracting the urban population and promoting holistic local sustainability in economic, environmental and socio-cultural terms. Despite the strategic documents at the national level, which to a certain extent favour endogenous principles, Croatia's rural areas are burdened by long-term neglect and structural inequalities compared to urban areas. This paper analyses the results of semi-structured interviews conducted with rural experts in 2022. The aim of the study is to investigate the relationship between the positioning of rural tourism in strategic rural development documents and its potential at the local level. The analysed results will be compared with previous studies. According to experts, rural tourism is not sufficiently represented in the aforementioned documents, which primarily promote agricultural development. The promotion of agriculture still lacks clear spatial guidelines and diversification by supporting a broader base of family farms. Although there are undoubtedly natural and cultural resources to strengthen rural tourism in most parts of Croatia, its condition at the local level is consequently characterised by underdevelopment, individual initiatives and insufficient networking of the offer. The existing strategic guidelines and their implementation do not allow for a significant change in the trends of de-ruralization and centralised spatial development in Croatia.

Keywords: Croatia, development, experts, tourism, rural areas

SUSTAINABLE TOURISM INDICATORS AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF RURAL AREAS – A LITERATURE REVIEW

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ABSTRACT

The tourism sector has become a great potential for growth with its economic and social advantages. Given the global tourism changes, the new tourism industry is facing a major turning point. The solution to mass tourism in the tourism sector is reflected in the development of sustainable tourism in rural areas. Those who need this potential of the tourist offer are waiting for the development with new tourism policies, which act as a motivation for tourism seekers. Tourism in rural areas has great potential, which is reflected through history, health, culture, ecology as a potential for long-term sustainable development of the economy. The presence of certain changes and their strength is measured by indicators of sustainable tourism development. Indicators are also a measure of the presence of a phenomenon, its current impact on rural areas, as well as a measure of risk and occurrence of future problems. Of great importance is the measurability, relevance, availability, clarity and comparability of indicators of sustainable tourism in rural areas, which significantly contribute to economic progress. The aim of this paper is a theoretical presentation of sustainable tourism and the importance of measuring indicators of sustainable tourism in rural areas as a measure of long-term sustainable development of the economy through the tourism sector.

Keywords: *indicators of sustainable tourism, sustainable development, rural areas, rural tourism*

