

Program of the International Scientific Conference on Economic and Social Development
 "Creating a Unified Foundation for Sustainable Development: Interdisciplinarity in Research
 and Education"

ESD CONFERENCE – VARAŽDIN (Croatia)

June 4 – June 5, 2024

Venue: University North, 104. Brigade 1, 42000 Varaždin, Croatia



Wednesday, June 5th 2024, UNIN2-102

10:45 – 11:15

Registration and Welcome Coffee

11:15 – 11:30

Opening Ceremony

11:30 – 13:30

Plenary Session 1

Moderator: Assoc. Prof. Ana Globočnik Žunac, PhD

1. Marina Guzovski: CREATING VALUE AND UTILITY FOR USERS OF DIGITAL PUBLIC SERVICES - ATTITUDES AND PERCEPTION OF CITIZENS
2. Petar Misevic, Marina Peric Kaselj, Andreja Rudancic: MARKETING STRATEGY IN TOURISM PRESENTED ON THE CROATIAN HOTEL INDUSTRY MODEL
3. Venelin Terziev, Marin Georgiev: SOCIAL DEVELOPMENT AND THE CONTRIBUTION OF SCIENCE
4. Venelin Terziev, Marin Georgiev: NEW SOCIAL TRANSFORMATIONS AND CHANGES IN SOCIETIES
5. Venelin Terziev, Silva Vasileva: CULTURAL CORRIDORS AND LITERARY TOURISM
6. Venelin Terziev, Marin Georgiev: SOCIAL TRANSFORMATIONS AND SOCIAL PROGRAMMING
7. Barbara Pisker, Mirjana Radman-Funaric, Hrvoje Kukina: ARTIFICIAL INTELLIGENCE IN TOURISM: CROATIAN CONSUMERS' PERCEPTION AND ATTITUDES
8. Dora Kolaric, Biljana Markovic, Ante Roncevic: THE IMPACT OF EMPLOYEE SATISFACTION ON ORGANIZATIONAL PRODUCTIVITY
9. Mustafa Goktug Kaya, Perihan Hazel Kaya: THE ROLE OF THE ISLAMIC DIGITAL ECONOMY IN THE DEVELOPMENT OF THE HALAL INDUSTRY
10. Khalid Lahlou: HYBRIDIZATION IN EDUCATION, OPPORTUNITIES & LIMITATIONS
11. Josko Lozic, Katerina Fotova Cikovic, Ines Lozic: BASIC STAGES OF DIGITAL TRANSFORMATION
12. Sandra Sokcevic, Hrvoje Volarevic, Romana Milenkovic: IMPLEMENTATION OF BLOCKCHAIN TECHNOLOGY IN MANAGERIAL ACCOUNTING
13. Marko Antic, Ana Globocnik Zunac, Ivana Perkusic: ASSERTIVE COMMUNICATION OF HEALTHCARE PROFESSIONALS EMPLOYED IN THE REPUBLIC OF CROATIA
14. Abdelhamid Nechad, Mohammed Rhalma: THE GEOECONOMY OF INTERNATIONAL AID IN AFRICA

13:30 – 15:00

Lunch Break

15:00 – 16:30	Plenary Session 2 Moderator: Asst. Prof. Vesna Sesar, PhD
	<ol style="list-style-type: none"> 1. Abdelhamid Nechad, Mohammed Rhalma: THE UNMENTIONABLES OF DEPRIVATION MEASUREMENT: THE CASE OF AFRICA 2. Amelia Ferreira da Silva, Maria Jose Goncalves, Joao Pedro Teixeira Duarte, Adriana Oliveira, Humberto Nuno Rito Ribeiro: DIGITAL TRANSFORMATION IN ACCOUNTING: THE PERCEPTION OF PORTUGUESE ACCOUNTANTS 3. Albertina Monteiro, Amelia Ferreira da Silva, Andreia Alves, Humberto Nuno Rito Ribeiro: FINANCIAL ANALYSIS OF E-COMMERCE COMPANIES: APPLYING HAVARD BUSINESS SCHOOL FRAMEWORK 4. Badr Machrafi, Mustapha Machrafi: ENVIRONMENT QUALITY AND ECONOMIC GROWTH IN MOROCCO 5. Dijana Vukovic, Damira Kecek, Damira Tkalec: DIGITIZATION AS A TOOL OF STRATEGIC DEVELOPMENT OF COMPANIES IN THE FUNCTION OF CREATING SOCIAL RESPONSIBILITY 6. Nikica Darabos, Anica Hunjet, Nevena Ladic: PREPAREDNESS OF THE GLOBAL HEALTH SYSTEM FOR NEW DISASTERS RELATED TO NATURAL HAZZARDS 7. Danie Schutte: A PROPOSED MODEL FOR EVALUATING THE EXPLANATORY VALUE OF BANKS' QUANTITATIVE CREDIT-RISK DISCLOSURES UNDER IFRS-9 8. Jelena Škoda, Nikolaj Lazić: ENHANCING LANGUAGE LEARNING THROUGH INSTITUTIONALIZED TRANSMEDIA STROYTELLING: INNOVATIONS IN EDUCATION AND KNOWLEDGE MANAGEMENT 9. Danie Schutte: A PROPOSED MODEL FOR EVALUATING THE EXPLANATORY VALUE OF BANKS' QUANTITATIVE CREDIT-RISK DISCLOSURES UNDER IFRS-9 10. Sanja Jurić: THE INFLUENCE OF BUSINESS INTELLIGENCE ON THE QUALITY OF BUSINESS DECISION-MAKING 11. Amélia Ferreira da Silva, Maria José Gonçalves, João Pedro Teixeira Duarte, Adriana Oliveira, Humberto Nuno Rito Ribeiro: DIGITAL TRANSFORMATION IN ACCOUNTING: THE PERCEPTION OF PORTUGUESE ACCOUNTANTS
17:15 – 18:45	Plenary Session 3 Moderator: Asst. Prof. Katerina Fotova Čiković, PhD
	<ol style="list-style-type: none"> 1. Albertina Monteiro, Amélia Ferreira da Silva, Andreia Alves, Humberto Nuno Rito Ribeiro: FINANCIAL ANALYSIS OF E-COMMERCE COMPANIES: APPLYING HARVARD BUSINESS SCHOOL FRAMEWORK 2. Célia Talma Gonçalves, Maria José Angélico Gonçalves, Juliana Rodrigues, Humberto Ribeiro: THE CONTRIBUTION OF BUSINESS INTELLIGENCE TO DIGITAL STRATEGIC COMMUNICATION: A CASE STUDY 3. Petra Modrić, Jasminka Samardžija, Vanja Vejzagić: THE ROLE OF INTERPERSONAL SKILLS IN EFFECTIVE MANAGEMENT 4. Ivana Bujan Katanec: MEASURING ENTREPRENURIAL TRAITS OF OWNERS OF SMALL FAMILY HOTELS 5. Leonela Krajač, Jasminka Samardžija: WORKPLACE MOTIVATION ACROSS X, Y, AND Z GENERATIONS: AN ORGANIZATIONAL BEHAVIOR PERSPECTIVE 6. Ivan Šabić, Dajana Maria Horvat, Matija Kikelj: KNOWLEDGE TRANSFER THROUGH DIGITAL EDUCATIONAL CONTENTS IN MODERN EDUCATION 7. Marijana Drinovac Topalović, Marija Valčić, Jadranka Herceg: DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE IN TEACHING FOREIGN LANGUAGE FOR SPECIFIC PURPOSES: A PROPOSAL OF A CULTURE TEACHING STRATEGY MODEL 8. Marija Boban: CYBERSECURITY IN THE DIGITAL AGE: REGULATORY FRAMEWORK BASED ON THE IMPLEMENTATION OF THE NIS2 DIRECTIVE 9. Goran Vojković: OFFICE MANAGEMENT OF LEGAL ENTITIES WITH PUBLIC AUTHORITY – A CROATIAN EXAMPLE 10. Doroteja Mandarić, Ivana Benjak, Anica Hunjet: THE IMPACT OF GENDER AND AGE ON PERCEIVED ETHICAL STANDARDS AND THE TRUTHFULNESS OF ONLINE INFORMATION 11. Tomislav Galovic, Petar Misevic, Davorin Balaz: INTERNATIONAL COMPETITIVENESS OF EU IN THE AGE OF THE FOURTH INDUSTRIAL REVOLUTION
18:45 – 19:15	Closing Ceremony
20:00	Social & Networking Dinner