

DETAILED SESSION PROGRAM

SESSION A - room Salocha

April 5, 11:15-12:00

chairs: Antonija Buljan & Peter Zamborsky

SUSTAINABILITY TRANSPARENCY AS A LONG-TERM BUSINESS STRATEGY FOR HOTELIERS

Anita Knezović & Igor Todorović

**NATURE AS A STAKEHOLDER - INCLUDING NATURE IN CORPORATE GOVERNANCE
PRACTICES TO MEET THE EU CORPORATE SUSTAINABILITY REPORTING DIRECTIVE**

Tineke Lambooy, Alexandra Pimor, Jacobien Vietz, Ebba Hooft Toomey & Daan van Apeldoorn

**WHICH MODALITIES PUSH OIL & GAS COMPANIES TO REALISING EFFECTIVE CORPORATE
CLIMATE CHANGE MITIGATION, WHICH CAN LEAD THE SECTOR TOWARDS SUSTAINABLE
MARKET TRANSFORMATION?**

Rebecca Scholten, Tineke Lambooy, André Nijhof & Anaïs Stekelenburg

**KNOWLEDGE AND INNOVATION STRATEGIES IN GLOBAL COMPETITION: INSIGHTS FROM
NEW ZEALAND MULTINATIONALS IN EUROPE**

Peter Záborský & Igor Ingršt

**STAKEHOLDER THEORY AND CORPORATE SUSTAINABILITY: THE SILENT STAKEHOLDER
PROBLEM**

Zlatko Žuro

ORGANIZATIONAL CHANGE IN CULTURAL CONTEXT: EMPLOYEE PARTICIPATION,

Marija Martinović & Ardian Zenelaj

**THE ATTITUDE OF THE POPULATION OF ECONOMIC SUSTAINABLE TOURISM
DEVELOPMENT TOWARDS DESTINATION BRAND LOYALTY**

Marijana Jurišić Mustapić & Petra Laušić

ESG'S INFLUENCE ON BOARD MEMBERS AND THEIR EVOLVING DUTIES

Hana Horak & Lucia Ana Tomić

SESSION B - room Old Town

April 5, 11:15-12:00

chairs: Lana Cindrić & Ilenia Fraccalvieri

SDGs IN SUSTAINABILITY REPORTS OF TOURISM COMPANIES IN CROATIA

Adriana Galant, Iva Slivar & Roberta Kontošić Pamić

GENERATION Z: IMPACTS OF CONSUMER ETHNOCENTRISM AND PLACE ATTACHMENT ON PURCHASE INTENTION

Ivana Pavlić, Matea Matić Šošić & Stefani Ivanec

UNLOCKING LONG-TERM VALUE: EXPLORING THE DYNAMICS OF ESG PRACTICES IN CORPORATE SUSTAINABILITY

Marko Mamić & Ivana Ana Tomić

INTERDEPENDENCE OF ESG STANDARDS AND REMUNERATION POLICY

Dušan Jovanović & Borut Bratina

THE MAGNITUDE AND PERSISTENCE OF POVERTY AMONG CHILDREN AND FAMILIES WITH CHILDREN IN ROMANIA

Cristina Stroe

STAYING AHEAD OF THE CURVE: MARKETING STRATEGIES OF FOOD BUSINESS OWNERS

Rhea Pagaduan & Marielle Jarata

EXPLORING THE IMPACT OF TEAM CHARACTERISTICS AND TWITTER ACTIVITIES ON THE SUCCESS OF INITIAL COIN OFFERINGS (ICOs): AN EMPIRICAL ANALYSIS

Ilenia Fraccalvieri & Vitiana L'Abate

EFFECTIVE LEADERSHIP TRAITS AND STRATEGIES

Lynann Butler

SESSION C - room Salocha

April 5, 12:00- 12:45

chairs: Radoslav Barišić & Ruzica Simic Banovic

BEYOND STEREOTYPES: THE CASE OF NEW IMMIGRANT ENTREPRENEURS IN CROATIA

Ružica Šimić Banović, Valentina Vučković & Ivana Kovač

THE IMPACT OF ARTIFICIAL INTELLIGENCE AND OF THE #DEINFLUENCING TREND ON INFLUENCER MARKETING

Ivana Plazibat & Stipe Marunica

ARTIFICIAL INTELLIGENCE'S POTENTIAL IN ENHANCING HOSPITAL PERFORMANCE

Biljana Marković & Ante Rončević

IGNORING DIVERSITY IN CRISIS COMMUNICATION ON SOCIAL NETWORKS: THE CASE STUDY OF ORLJAVA D.O.O.

Senka Borovac Zekan, Antonija Roje & Lucija Pupić Bakrač

EXPLORING THE INTERMEDIARY ROLE OF TOUR GUIDES IN THE DEVELOPMENT OF SUSTAINABLE CULTURAL TOURISM

Martina Gašpar

LIMITATIONS TO THE ASEAN INTERGOVERNMENTAL COMMISSION ON HUMAN RIGHTS: INTERNAL DYNAMICS OF WHY AICHR PERFORMS AS IT DOES

William Jones

HUMAN OVERSIGHT OF DATA PROTECTION COMPLIANCE IN FINANCIAL ORGANIZATIONS: POSITION, COMPETENCES AND RESOURCES OF DPOS IN THE CROATIAN FINANCIAL SECTOR ORGANIZATIONS

Tihomir Katulić

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ORGANIZATIONAL STRUCTURE TRENDS ANALYSIS AND IMPLICATIONS

Gordana Martinović, Katerina Malić Bandur & Biljana Tuševski

SESSION D - room Old Town

April 5, 12:00- 12:45

chairs: Lana Lovrencic Butkovic & Ardian Zenelaj

BUSINESS STRATEGY RISK MANAGEMENT OF MARINAS, CASE OF COVID-19

Juraj Bukša, Uwe Lebefromm & Tihomir Luković

BEYOND THE BALANCE SHEET: UNCOVERING ESG CONCEPTS IN CONSTRUCTION COMPANIES THROUGH ANALYSIS AND EVALUATION OF NON-FINANCIAL REPORTS

Lana Lovrenčić Butković

DO TOURISTS PERCEIVE EWOM IN THE SAME WAY WHEN CHOOSING A TOURIST DESTINATION?

Marko Šantić, Mirela Mabić & Mia Galić Glamuzina

FACTORS INFLUENCING THE USE OF INTERNET BANKING SERVICES AMONG THE ELDERLY POPULATION

Sandra Jelčić, Nikolina Čule Karačić & Mirela Mabić

MARINA AND DESTINATION IN CONDITIONS OF SOCIALLY RESPONSIBLE BUSINESS ACTIVITIES

Eli Marušić, Robert Svetlačić & Tihomir Luković

CENTRAL BANK DIGITAL CURRENCY (CBDC) AND DIGITAL EURO

Nenad Rančić, Josef Doleček & Ozren Pilipović

ORGANIZATIONAL CHANGE IN CULTURAL CONTEXT: EMPLOYEE PARTICIPATION

Marija Martinović & Ardian Zenelaj

THE IMPORTANCE OF SOFT SKILLS DEVELOPMENT IN BUSINESS ORGANISATION

Marija Bečić, Perica Vojinić & Nebojša Stojčić

ORGANIZATIONAL CULTURE IN PRIVATE EDUCATION

Buble Mario, Langauer Ada, Lujić Tabain Ana