

Program of the International Scientific Conference on Economic and Social Development

"Harnessing Networks to Drive Innovation and Achieve Sustainable Development Goals (SDGs)"

126th esd Conference – UNIN, Varaždin 2025

ESD CONFERENCE – VARAŽDIN (Croatia)

6 – 7 May, 2025, Venue: University North, 104. Brigade 1, 42 000 Varaždin, Croatia



Tuesday, May 6th 2025

14:30 Registration of Delegates

15:00 Opening Ceremony

WELCOME SPEECH

Prof. Anica Hunjet, Vice-Rector at University North, Croatia

15:15 – 18:00 Plenary Session I

Moderator: Neva Babic

1. STRATEGIC THINKING – WHAT HAVE WE LEARNED SO FAR?

Lara Jelenc

2. CORPORATE ACCOUNTABILITY REIMAGINED: THE EU'S LEGAL TURN TOWARDS SUSTAINABILITY

Buga Mihalic

3. DOES SIZE MATTER?

UNDERSTANDING THE EFFICIENCY DYNAMICS OF CROATIAN BANKS

Andrea Arbula Blecich, Nikolina Dukić Samaržija, Iva Car

4. THE STRATEGIC SIGNIFICANCE OF PLACE BRAND ARCHITECTURE IN THE ALIGNMENT OF COMMUNICATION AND BRAND MANAGEMENT

Ana Mulovic Trgovac

5. CREATIVE LEARNING IN THE DIGITAL AGE: THE ROLE OF ONLINE ENCYCLOPEDIAS IN UNIVERSITY EDUCATION

Zlatko Vidackovic, Iva Rosanda Zigo, Mateja Bublic

6. THE INFLUENCE OF WOMM ON CONSUMER BEHAVIOUR IN TOURISM

Arneta Nanic, Davorin Turkalj, Ramic Ajla

7. THE ROLE OF WASTE SEPARATION IN THE SUSTAINABLE DEVELOPMENT OF TOURIST DESTINATIONS

Andrijana Kos Kavran, Milijanka C. Ratkovic, Martina Ferencic

8. COMPUTER HUMAN INTERACTION (CHI) IN EDUCATION PROSECES: THE EVOLUTION OF HUMAN-COMPUTER INTERACTION

Marija Valcic, Igor Klopotan, Jadranka Herceg

9. DEVELOPING THE TOURIST DESTINATION BRAND: IDENTIFYING THE IMPORTANCE OF INVESTING IN THE SUSTAINABLE DEVELOPMENT OF A TOURIST DESTINATION

Marijana Jurisic Mustapic, Jasmina Dlacic, Bruno Grbac

10. THE INTERACTION OF SUSTAINABLE BUSINESS MODEL AND CYBER SECURITY

Petra Popek Biskupec, Vlatka Ruzic, Branislav Sutic

11. CYBERSECURITY AS THE BASIS FOR THE ORGANIZATION'S OPERATIONS SECURITY IN THE DIGITAL AGE

Vlatka Ruzic, Petra Popek Biskupec, Branislav Sutic

18:30

Conference Dinner

Wednesday, May 7th 2025 - Free Time for Delegates

