

9th INTERNATIONAL CONFERENCE

“An Enterprise Odyssey: Managing Change to Achieve Quality Development”

PROGRAM

May 23-26, 2018

Program Overview

May 23rd

Registration 8:30 – 18:00

PhD Workshop 9:00 – 13:45

09:00 – 09:30	Plenary Workshop Session
09:30 – 11:30	Parallel Workshop Sessions I
11:30 – 11:45	Coffee break
11:45 – 13:45	Parallel Workshop Sessions II
13:45 – 15:00	Lunch

17:00 – 18:00 Program and Organizing Committee meeting

18:00 – 19:30 Welcome cocktail party

May 24th

Registration 09:30 – 18:00

10:00 – 10:30	Official Opening
10:30 – 11:15	Plenary Session I
11:15 – 11:45	Coffee break
11:45 – 12:30	Plenary Session II
12:30 – 14:00	Lunch
14:00 – 15:30	Parallel Sessions I
15:30 – 16:00	Coffee break
16:00 – 17:30	Parallel Sessions II
18:15 –	City tour

May 25th

Registration 09:00 – 14:00

09:30 – 11:00	Parallel Session III
11:00 – 11:30	Coffee break
11:30 – 13:00	Parallel Sessions IV
13:00 – 14:00	Lunch
14:00 – 15:30	Parallel Sessions V
15:30 – 16:00	Coffee break
16:00 – 16:30	Conference Closing

20:00 – Gala dinner

Program for the various sessions at the Conference

PhD Workshop Program

Wednesday, May 23rd

09:00 – 09:30	Plenary Workshop Session (Location: Lecture room 51)
09:30 – 11:30	Parallel Workshop Sessions I (Location: Lecture room 51)
11:30 – 11:45	Coffee break
11:45 – 13:45	Parallel Workshop Sessions II (Location: Lecture room 51)
13:45 – 15:00	Lunch

17:00 – 18:00 Program and Organizing Committee meeting

18:00 – 19:30 Welcome cocktail party (Location: Faculty library)

Conference Program

Thursday, May 24th

10:00 – 10:30 Official Opening

10:30 – 11:15 Plenary Session I

11:15 – 11:45 Coffee break

11:45 – 12:30 Plenary Session II

12:30 – 14:00 Lunch

14:00 – 15:30 Parallel Sessions I

Room 51 – Economics	Economic policy and markets
Room 53 – Accounting	Financial reporting and auditing I
Room 54 – Management	SMEs and quality assurance

15:30 – 16:00 Coffee break

16:00 – 17:30 Parallel Sessions II

Room 51 – Economics	Croatian economy
Room 53 – Accounting	Financial reporting and auditing II
Room 54 – IT	Digital economy and ICT

Friday, May 25th

09:30 – 11:00 Parallel Sessions III

Room 51 – Economics	Energy economics
Room 53 – Management	Leadership and management issues
Room 54 – Finance	Financial institutions and markets

11:00 – 11:30 Coffee break

11:30 – 13:00 Parallel Sessions IV

Room 51 – Economics	Firm economics and inequality
Room 53 – Management	Challenges of HRM and social entrepreneurship
Room 54 – Tourism	Special interest tourism – technology innovations – tourist motivation

13:00 – 14:00 Lunch

14:00 – 15:30 Parallel Sessions V

Room 51 – Economics	Education, gender and sport economics
Room 53 – Marketing	Marketing management
Room 54 – Finance	Banking and finance

15:30 – 16:00 Coffee break

16:00 – 16:30 Conference closing

20:00 – Gala dinner

Registration

May 23rd from 08:30 to 18:00

May 24th from 09:30 to 18:00

May 25th from 09:00 to 14:00

THURSDAY, MAY 24TH

OFFICIAL OPENING – Lecture Room 3, 10:00 – 10:30

Official Opening of the Conference

PLENARY SESSION I – Lecture Room 3, 10:30 – 11:15

Keynote speaker:

Professor Ulrich Hommel
EBS Business School, Germany

“The Disease for Which They Purport to be the Cure: The Consequences of Regulatory Oversight in Management Education”

11:15 – 11:45 Coffee break

PLENARY SESSION II – Lecture Room 3, 11:45 – 12:30

Keynote speaker:

Professor Mark C. Strazicich
Appalachian State University, USA

"Testing for Convergence and What Have We Learned?"

PARALLEL SESSIONS I**14:00 – 15:30****Room 51 – Economics**

- **Economic policy and markets**

Session Chair: Zoran Wittine

Session Co-Chair: Lucija Rogić Dumančić

Neck, R., Blueschke, D., Weyerstrass, K., Majcen, B., Srakar, A., Verbič, M.	R&D as optimal macroeconomic policies for a small Euro area economy: a case study for Slovenia
Bogdan, Ž.	Exports and exchange rate regimes in new EU countries: did economies with fixed exchange rate regimes face with higher drop in unit labor costs?
Jošić, H., Wittine, Z., Barišić, A.	Investigating the determinants of Big Mac index: a panel data analysis
Raguž Krištić, I., Rogić Dumančić, L.	Product market integration in the Euro area

Room 53 – Accounting

- **Financial reporting and auditing I**

Session Chair: Ivana Pavić

Session Co-Chair: Nikolina Dečman

Dečman, N., Rep, A.	Do Croatian companies recognize benefits of integrated reporting?
Meeh-Bunse, G., Schomaker, S.	New developments of current regulations on non- financial reporting, an analysis of selected different regulations
Tušek, B., Mamić Sačer, I., Halar, P.	The internal audit function as an effective tool for increasing business success in digital economy era
Sever Mališ, S., Brozović, M.	The effect of audit firm size on its level of profitability

Room 54 – Management

- **SMEs and quality assurance**

Session Chair: Nataša Rupčić

Session Co-Chair: Vesna Bucevska

Rupčić, N., Ivešić, S.	Implementing enterprise resource planning in small companies: a case study
Ropret, M., Aristovnik, A., Ravšelj, D.	An evaluation of the administrative barriers and their implications for SMEs' performance: evidence from Slovenia
Heikkilä, H., Hauvala, H.	SME's quality awareness and management practices and potentials
Bucevska, V.	Application of Six Sigma in higher education quality assurance

15:30 – 16:00**Coffee break****PARALLEL SESSIONS II****16:00 – 17:30**

Room 51 – Economics

- **Croatian economy**

Session Chair: Denis Dolinar

Session Co-Chair: Josip Dragičević

Dolinar, D.	Possibility of applying the Fama-French three factor model to the Croatian stock market
Dolinar, D., Zoričić, D., Lovretin Golubić, Z.	Performance analysis of fundamentally-weighted indices in the Croatian capital market
Vlah Jerić, S., Zoričić, D.	Assessing the quality of real growth rate of GDP and inflation forecasts for the Croatian economy
Rajko, M., Zdrilić, I., Dragičević, J.	Influence of the income tax rate reduction on GDP growth in the Republic of Croatia
Žmuk, B.	Characteristics of respondents in business Web surveys in Croatia: case of statistical methods use surveys

Room 53 – Accounting

- **Financial reporting and auditing II**

Session Chair: Ivana Dražić Lutitsky

Session Co-Chair: Davor Vašiček

Todorović, Z.	Quality control and supervision of audit companies
Ravšelj, D., Aristovnik, A.	The perception of administrative barriers in the field of tax compliance and financial reporting: the case of Slovenia
Dražić Lutitsky, I., Vašiček, D., Budimir, V.	Theoretical model of internal reporting for public hospitals
Cinotti, K., Čeh Časni, A.	Are performance indicators drivers of financial stability and profitability?

Room 54 – IT

- **Digital economy and ICT**

Session Chair: Božidar Jaković

Session Co-Chair: Nada Milas Bosanac

Milas Bosanac, N., Ivančić, I., Slatinac, D.	Analysis of implementation success of study programs: case study of the Faculty of Economics in Osijek
Bezdrob, M., Brkić, S., Bajramović, D., Gram, M., Burić, Dž.	“Black swans” in IT projects – myth or reality
Trenevska Blagoeva, K., Mijoska, M.	Determinants of online shopping behaviour of young people in the Republic of Macedonia
Strugar, I., Čurlin T., Jaković, B.	Smart city, smart destination and smart cruise ship and how they relate?

18:15 -

City tour (meeting point Tourist Information Centre - Trg bana Josipa Jelačića 11)

FRIDAY, May 25TH

PARALLEL SESSIONS III

09:30 – 11:00

Room 51 – Economics

- **Energy economics**

Session Chair: Jurica Šimurina

Session Co-Chair: Tomislav Gelo

Sabolić, D., Radović, M.	Capacity markets in EU's power sector
Gelo T., Šušnjar, I., Džakula, M.	A global survey of gasoline and diesel price and income elasticities
Gelo, T., Šimurina, J., Babić, G.	Specific economic regulation mechanisms of investment in new energy infrastructure

Room 53 – Management

- **Leadership and management issues**

Session Chair: Sanela Škorić

Session Co-Chair: Sabina Lacmanović

Škorić, S.	Characteristics of sport managers and challenges facing sport organisations
Walker, J. K., Kužnin, M.	Transformational leadership at work – managing change in hotel industry
Miloloža, I.	Leadership style in Croatian organizations
Ivančić, V., Jelenc, L., Mencer, I.	The strategy formulation – implementation relationship and the leaders role during the implementation process
Lacmanović, S.	The role of project management office at universities

Room 54 – Finance

- **Financial institutions and markets**

Session Chair: Tihana Škrinjarić

Session Co-Chair: Miroslav Ilić

Bukvič, V.	Corporate financial support of sports clubs estimated by cost-benefit analysis
Škrinjarić, T., Šego, B.	Exploring calendar effects in sector indices on Zagreb stock exchange
Kurov, A., Olson, E.	How much does the Fed care about stock prices?
Ilić, M.	International shadow banking system, financial markets, risk and the real economy
Vizjak, A., Vizjak, M.	The impact of investor to state dispute settlement mechanism on international business activities

11:00 – 11:30

Coffee break

PARALLEL SESSIONS IV

11:30 – 13:00

Room 51 – Economics

- **Firm economics and inequality**

Session Chair: Vladimir Arčabić

Session Co-Chair: Črt Kostevc

Arčabić, V., Tae Kim, K., You, Y., Lee, J.	A century-long dynamics and convergence of income inequality among the U.S. states
Odobáša, R., Marošević, K.	Negative consequences of global trend of income inequality growth within countries and public policies to increase social equality
Kostevc, Č., Zajc Kejžar, K.	Stability through value chains? Role of production network participation in export duration
Ponikvar, N., Tajnikar, M., Došenović Bonča, P.	The impact of firm efficiency and market conditions on types of firm growth

Room 53 – Management

- **Challenges of HRM and social entrepreneurship**

Session Chair: Nina Pološki Vokić

Session Co-Chair: Polona Tominc

Pološki Vokić, N., Mostarac, V.	Is there a need for a change in employer branding practices? – A shift in employer attractiveness attributes/dimensions during the last decade
Agušaj, B., Bazdan, V., Krivić, N.	Impact of time congruity on work engagement and job performance
Rožman, M., Tominc, P.	The role and presence of talent management in medium and large Slovenian companies
Mandić, A., Marić, I., Tuličić, Ž.	Veteran cooperatives as a successful example of social entrepreneurship

Room 54 – Tourism

- **Special Interest Tourism – Technology Innovations – Tourist Motivation**

Session Chair: William C. Gartner

Session Co-Chair: Vanja Krajinović

Perić, M.	Investigating business models for event sport tourism
Krajinović, I., Gortan Carlin, I. P.	The characteristics and specifics of music and gourmet events – the case study of Istria
Matečić, I., Barešić, P.	Tourist perception of intangible cultural heritage-based tourism products - the case of Zagreb
Ferjanić Hodak, D.	Application of technology innovation in hotel operating departments
Krce Miočić, B., Klarin, T., Vidić, G.	The impact of low-cost carriers on tourists' motivation and decision on selection of a destination

13:00 – 14:00 Lunch

PARALLEL SESSIONS V

14:00 – 15:30

Room 51 – Economics

- **Education, gender and sport economics**

Session Chair: Alka Obadić

Session Co-Chair: Maja Rosi

Obadić, A., Jahić, H.	Private education in transition countries as a promotor of economic freedom
Rosi, M., Jurše, M.	Dynamic adaptation of university business schools in transition countries to external context in response to the globalization of the emerging business education market
Karaalp-Orhan, H. S.	The impact of gender-specific human capital on economic growth: An empirical investigation for Turkey
Galetic, F.	FIFA World Cup economics

Room 53 – Marketing

- **Marketing management**

Session Chair: Sandra Horvat

Session Co-Chair: Merima Činjurević

Vajkai, É., Zsóka, Á.	Brand avoidance behaviour of generation Z towards fast fashion companies and products
Činjurević, M., Alić, A., Agić, E.	Consumer preferences for retailer brands: effects of brand attitude, image, and quality
Rocco, S., Pisnik, A.	The role of design orientation: the managers' perspective
Činjurević, M., Agić, E., Peštek, A.	When consumers are in doubt, you better watch out! The moderating role of consumer skepticism and subjective knowledge in the context of organic food consumption
Horvat, S., Marinović, J.	Exploring the motivational factors for buying luxury fashion products in developing countries

Room 54 – Finance

- **Banking and finance**

Session Chair: Alen Stojanović

Session Co-Chair: Anita Pavković

Frešer, B.	High-growth enterprises and financial resources: qualitative in-depth interviews
Miličević, V., Stojanović, A.	Foreign currency lending: the case of Croatia
Stojanović, A., Cesarec, A., Pavković, A.	Evaluation of sustainability of the Croatian banking sector business model by analysing banking profitability
Bucevska, J.	Statistical quality control as a form of organizational change: the case of Macedonian banks

15:30 – 16:00 **Coffee Break**

17:30 – 18:00 **Conference closing (room 51)**

20:00 – **Conference Gala dinner at hotel Dubrovnik**