



# Odyssey

## Conference

**“FEB Zagreb 17<sup>th</sup> International Odyssey Conference  
on Economics and Business”**

### PROGRAM

Venue: ***Akademis Academia, Dubrovnik, Croatia & online***

***May 20<sup>th</sup>-23<sup>rd</sup>, 2026***



University of Zagreb  
Faculty of Economics & Business



## Program Overview

### Wednesday, May 20<sup>th</sup>

Registration 13:30 – 16:30

- 14:30 – 15:30 FEB Odyssey Research Forum: Introduction and Panel Discussion with Editors – room *Salocha*
- 15:30 – 15:45 Coffee Break
- 15:45 – 16:45 FEB Odyssey Research Forum: Paper Development Workshop (Early-Stage Ideas) – room *Salocha*
- 19:00 – 20:30 Welcome Cocktail Sunset Cruise with the Karaka Ship (*meeting point: Old Port Dubrovnik; gathering: 18:30 – 18:45*)

### Thursday, May 21<sup>st</sup>

Registration 09:00 – 15:00

- 09:30 – 10:00 Conference Official Opening – room *Salocha* (in-person & online)
- 10:00 – 10:45 Plenary Session I – room *Salocha* (in-person & online)
- 10:45 – 11:05 Coffee Break
- 11:05 – 11:50 Plenary Session II – room *Salocha* (in-person & online)
- 11:50 – 12:00 Break
- 12:00 – 13:30 Parallel Sessions I – rooms 1, 2 & 3, Google Meet 1, 2 & 3 (in-person & online)
- 13:30 – 15:00 Lunch
- 15:00 – 15:45 AOM Community Accelerator Program: Student Ambassador Ren Lovegood – room *Salocha* (in-person)
- 15:45 – 16:15 Coffee Break
- 16:15 – 17:45 Parallel Sessions II – rooms 1, 2 & 3, Google Meet 1, 2 & 3 (in-person & online)
- 19:30 – Conference Gala Dinner at Academis Academia – room *Salocha*

### Friday, May 22<sup>nd</sup>

Registration 09:00 – 12:00

- 10:00 – 11:30 Parallel Sessions III – rooms 1, 2 & 3, Google Meet 1 & 2 (in-person & online)
- 11:30 – 12:00 Coffee Break
- 12:00 – 13:30 Parallel Sessions IV – rooms 1, 2 & 3 (in-person)
- 13:30 – 15:00 Lunch
- 15:00 – 16:30 Parallel Sessions V – rooms 1, 2 & 3 (in-person)
- 18:15 – City Tour (*meeting point: Tourist Information Centre (TIC) Pile; gathering: 18:00 – 18:15*)

### Saturday, May 23<sup>rd</sup>

- 6:30 – 19:00 Excursion to Montenegro (*meeting point: registration desk; gathering: 6:10 – 6:20*)

## Registration

Wednesday, May 20 <sup>th</sup>	13:30 – 16:30
Thursday, May 21 <sup>st</sup>	09:00 – 15:00
Friday, May 22 <sup>nd</sup>	09:00 – 12:00

## WEDNESDAY, MAY 20<sup>th</sup>

14:30 – 15:30	<i>FEB Odyssey Research Forum: Introduction and Panel Discussion with Editors</i> – room Salocha (in-person & online)
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### **FEB ODYSSEY RESEARCH FORUM: “Meet and Interact with Editors”**

Room Salocha

#### **Participants:**

**Wendy Loretto** (*Dean of the Adam Smith Business School, University of Glasgow, Scotland*) – Associate Editor of *Employee Relations* and Former Associate Editor of *Journal of Change Management*

**Tazeeb S. Rajwani** (*University of Surrey, United Kingdom*) – Editor in Chief of *Multinational Business Review*, Associate Editor of *Academy of Management Perspectives*, Consulting Editor of *Journal of International Management*, Editorial Board Member of the *Journal of International Business Studies*, *Global Strategy Journal*, *British Journal of Management*, *Long Range Planning* and *Journal of World Business*

**Zoran Krupka** (*Vice-Dean for Quality Management, Internationalization and Science of the Faculty of Economics and Business, University of Zagreb, Croatia*) – Associate Editor of *Market-Tržište*

*The aim of the FEB Odyssey Research Forum is to bring together eminent journal editors in a constructive discussion related to the journal selection, papers’ submission, and review processes, as well as advice to the authors on how to increase the likelihood of paper acceptance for publication and its actual publication. The Research Forum aims to provide a platform for learning, networking, and exchange among researchers and editors.*

15:30 – 15:45	Coffee Break
15:45 – 16:45	<i>FEB Odyssey Research Forum: Paper Development Workshop (Early-Stage Ideas)</i> – Room Salocha
19:00 – 20:30	Welcome Cocktail Sunset Cruise with the Karaka Ship ( <i>meeting point: <u>Old Port Dubrovnik</u>; gathering: <u>18:30 – 18:45</u></i> )

**THURSDAY, MAY 21<sup>st</sup>**

09:30 – 10:00 Conference Official Opening – room *Salocha* (in-person & online)

**OFFICIAL OPENING**

Room *Salocha* & [Google Meet](#)

10:00 – 10:45 Plenary Session I – room *Salocha* (in-person & online)

***Eric Cornuel, PhD***

Director General & CEO of European Foundation for Management Development  
(EFMD)

***“Still Fit for Purpose? Accreditation in an AI World”***

Room *Salocha* & [Google Meet](#)

10:45 – 11:05 Coffee Break

11:05 – 11:50 Plenary Session II – room *Salocha* (in-person & online)

***Oana Branzei, PhD***

Paul MacPherson Chair in Strategic Leadership and Professor of Strategy and  
Sustainability at the Ivey Business School at Western University, Canada

***“Regenerative Economies: Growing within Planetary Boundaries”***

Room *Salocha* & [Google Meet](#)

11:50 – 12:00 Break

**PARALLEL SESSIONS I**

12:00 – 13:30

<b>Venue</b>	<b>Title of the session</b>
Room 1 (in-person only)	<b><i>Sustainability, Technology and Standards: The New Triad of Financial Governance</i></b>
Room 2 (in-person only)	<b><i>Strategic Agility: Leading through Uncertainty and Innovation</i></b>
Room 3 (in-person only)	<b><i>Bridging the Divide: Strategic Approaches to Education, Technology, and Regional Development</i></b>
<a href="#">Google Meet 1</a> (online only)	<b><i>Economic Policy, Labor Markets and Societal Outcomes</i></b>
<a href="#">Google Meet 2</a> (online only)	<b><i>Innovation, AI, and Sustainability in a Transforming Economy</i></b>
<a href="#">Google Meet 3</a> (online only)	<b><i>The Reality Check: Sustainability Sentiments and Economic Constraints</i></b>

13:30 – 15:00 Lunch

15:00 – 15:45 AOM Community Accelerator Program: Student Ambassador Ren Lovegood – room Salocha (in-person)

15:45 – 16:15 Coffee Break

**PARALLEL SESSIONS II**

16:15 – 17:45

<b>Venue</b>	<b>Title of the session</b>
Room 1 (in-person only)	<b><i>The Behavior Blueprint: Deciphering the Interplay of Green Trust, Social Norms, and Digital Quality</i></b>
Room 2 (in-person only)	<b><i>Energy, Environment and Green Transition</i></b>
Room 3 (in-person only)	<b><i>Trade, Macroeconomic Policy and Economic Structures</i></b>
<a href="#">Google Meet 1</a> (online only)	<b><i>The Digital Pulse: Bridging Algorithmic Logic and Human Emotion</i></b>
<a href="#">Google Meet 2</a> (online only)	<b><i>Data-Driven Governance: Navigating Digital Transformation and Financial Accountability through International Insights</i></b>
<a href="#">Google Meet 3</a> (online only)	<b><i>Aligning Systems and Skills: Navigating Digital Governance, AI and Educational Evolution</i></b>

19:30 – Conference Gala Dinner at Academis Academia – room Salocha

**FRIDAY, MAY 22<sup>nd</sup>**

**PARALLEL SESSIONS III**

**10:00 – 11:30**

<b>Venue</b>	<b>Title of the session</b>
Room 1 (in-person only)	<b><i>Firm Dynamics, Innovation and Digital Transformation</i></b>
Room 2 (in-person only)	<b><i>Digital Transformation, Smart Governance and Emerging Technologies</i></b>
Room 3 (in-person only)	<b><i>Contemporary Challenges in Public Finance and Financial Markets</i></b>
<a href="#">Google Meet 1</a> (online only)	<b><i>Technology, Regulation and Industrial Transformation</i></b>
<a href="#">Google Meet 2</a> (online only)	<b><i>Organizations in Transition: Resilience, Strategy, and Inclusive Sustainable Development</i></b>

11:30 – 12:00      Coffee Break

**PARALLEL SESSIONS IV**

**12:00 – 13:30**

<b>Venue</b>	<b>Title of the session</b>
Room 1 (in-person only)	<b><i>Human Resource Management, Diversity and Workplace Well-Being</i></b>
Room 2 (in-person only)	<b><i>Quantitative Approaches to Financial Markets and Risk Analysis</i></b>
Room 3 (in-person only)	<b><i>Special Tracks 2 &amp; 3: AI, Innovation, and Competitiveness in a Changing Economic Landscape</i></b>

13:30 – 15:00      Lunch

**PARALLEL SESSIONS V**

**15:00 – 16:30**

<b>Venue</b>	<b>Title of the session</b>
Room 1 (in-person only)	<b><i>Society, Behavior and Economic Inequality</i></b>
Room 2 (in-person only)	<b><i>Organizational Behavior, Culture and Evolving Work Practices</i></b>
Room 3 (in-person only)	<b><i>Multidisciplinary Frontiers in Management: From Human Capital to Digital Innovation</i></b>

18:15 –              City Tour

**SATURDAY, MAY 23<sup>rd</sup>**

6:30 – 19:00      Excursion to Montenegro (meeting point: registration desk;  
gathering: 6:10 – 6:20)

## LIST OF PRESENTATIONS

THURSDAY, MAY 21<sup>st</sup>

**PARALLEL SESSIONS I**

**12:00 – 13:30**

**Room 1 (in-person only)**

- ***Sustainability, Technology and Standards: The New Triad of Financial Governance***

Session Chair: **Petra Halar**

Session Co-Chair: **Ivana Perica**

Author(s)	Title of the abstract/paper
Ivana Perica, Vid Raić	<i>BETWEEN CONCERN AND TRUST: ACCOUNTANTS' PERCEPTIONS OF ARTIFICIAL INTELLIGENCE IN CROATIA</i>
Silvia Zelinová, Jana Špírková	<i>A COMPARATIVE ANALYSIS OF COST CALCULATION UNDER SOLVENCY II AND IFRS 17</i>
Sofija Sekulić	<i>UNDERSTANDING THE NEXUS BETWEEN SUSTAINABILITY REPORTING AND CORPORATE GOVERNANCE: A SYSTEMATIC BIBLIOMETRIC REVIEW*</i>
Sanja Sever Mališ, Nikolina Dečman, Petra Halar	<i>THE NEXUS BETWEEN FINANCIAL PERFORMANCE AND SUSTAINABILITY COMMITMENT IN FAMILY FIRMS</i>
Maja Mrzljak	<i>SUSTAINABLE DEVELOPMENT AUDITS IN THE STRATEGIC AND ANNUAL PLANS OF SUPREME AUDIT INSTITUTIONS OF OECD MEMBER STATES</i>

\* **Abstract**

**Room 2 (in-person only)**

- ***Strategic Agility: Leading through Uncertainty and Innovation***

Session Chair: **Domagoj Hruška**

Session Co-Chair: **Ivana Marić**

Author(s)	Title of the abstract/paper
Nikolina Koporcic, Vesna Damnjanović, Johan Frishammar, Vinit Parida	<i>COORDINATING DUAL-GOAL TRANSACTION PLATFORMS: STRATEGIES FOR MANAGING TENSIONS*</i>
Jakov Jandrić, Wendy Loretto	<i>SUPPORTING HEALTHY AGEING AT WORK: EXPECTATIONS AND REALITIES OF EMPLOYMENT IN MID-TO-LATER LIFE*</i>
Domagoj Hruška, Ivana Marić, Marek Szarucki*	<i>ARTIFICIAL INTELLIGENCE IN CORPORATE GOVERNANCE: CATALYZING STRATEGIC AGILITY IN DYNAMIC MARKETS*</i>
Gerhard Speckbacher	<i>IDEA SELECTION IN NEW PRODUCT DEVELOPMENT: DOES FINANCIAL FOCUS KILL INNOVATION?*</i>
Karina Sachpazidu, Katarzyna Niewińska	<i>WHEN INTERFACES DECIDE: INVESTOR KNOWLEDGE AND DECISION-MAKING IN MOBILE FINANCIAL PLATFORMS*</i>

\* **Abstract**

**Room 3 (in-person only)**

- ***Bridging the Divide: Strategic Approaches to Education, Technology, and Regional Development***

Session Chair: **Radoslav Barišić**

Session Co-Chair: **Siti Norida Wahab**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Siti Norida Wahab, Norashida Othman, Azimah Daud, Mohd Fadzly Zamaludin, Ramakrishna Yanamandra	<i>A MOBILITY-CONSTRAINED MITIGATION MODEL FOR ENHANCING EDUCATIONAL ACCESS AMONG ORANG ASLI YOUTH IN MALAYSIA</i>
Aria Teimourzadeh, Samantha Kakavand	<i>EXPLORING STUDENT RESPONSES TO AGENTIC AI IN PROCESS AUTOMATION: A COPING PERSPECTIVE*</i>
Ivana Načinović Braje, Ana Aleksić Fredotović, Radoslav Barišić	<i>REORGANIZATION IN THE DIGITAL AGE: THE IMPACT OF INNOVATIVE DIGITAL TECHNOLOGIES ON ORGANIZATIONAL STRUCTURE</i>
Anamarija Kežzar, Vlado Dimovski, Simon Colnar	<i>MANAGING AGE DIVERSITY IN ORGANIZATIONS: ANALYSIS OF A SLOVENIAN MINISTRY*</i>
Darina Rojíková	<i>BEYOND TOURISM PRODUCTS: CULTURAL PILGRIMAGE TOURISM AS A PLACE-BASED STRATEGIC DEVELOPMENT INSTRUMENT IN PERIPHERAL AND RURAL REGIONS*</i>

\* **Abstract**

### **Google Meet 1** (online only)

- ***Economic Policy, Labor Markets and Societal Outcomes***

Session Chair: **Velibor Mačkić**

Session Co-Chair: **Mitja Oblak**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Alexandru Popovici	<i>THE ECONOMIC CONTRIBUTION OF THE MUSIC INDUSTRY TO GDP AND EMPLOYMENT: A COMPARATIVE INTERNATIONAL ANALYSIS*</i>
Fitor Murati, Wolfgang Frimmel	<i>OVEREDUCATION AND WAGE PENALTIES: EVIDENCE FROM KOSOVO*</i>
Velibor Mačkić, Filip Rusmir	<i>ECONOMIC VULNERABILITY AND THE CALCULUS OF VOTING: EVIDENCE FROM CROATIA*</i>
Addi Lebouef, Won Sung, Junsoo Lee	<i>COMMON CARBON CYCLES: A QUANTILE FACTOR VIEW OF GLOBAL CO<sub>2</sub> DYNAMICS*</i>
Mitja Oblak, Aleša Lotrič Dolinar, Žiga Rotar, Matija Tomšič, Petra Došenović Bonča	<i>ANALYSIS OF COSTS DUE TO INFLAMMATORY RHEUMATIC DISEASES IN SLOVENIA BETWEEN 2008-2023*</i>
Milan Deskar-Škrbić, Domagoj Šelebaj	<i>SHUTTING DOWN THE EXCHANGE RATE CHANNEL: A COUNTERFACTUAL ANALYSIS OF ERPT IN THE EURO AREA*</i>

\* **Abstract**

### [Google Meet 2](#) (online only)

- ***Innovation, AI, and Sustainability in a Transforming Economy***

Session Chair: **Branka Tuškan Sjauš**

Session Co-Chair: **Frauke Kempner**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Branka Tuškan Sjauš, Ana Ivanišević Hernaus, Gabriela Paradžik	<i>ADVANCES IN CREDIT RISK ANALYSIS: THE HIDDEN POTENTIAL OF MACHINE LEARNING*</i>
Marija Šimić Šarić, Arija Karabatić	<i>ALTERNATIVE SOURCES OF FINANCE – KNOWN OR UNKNOWN SOURCE? ANALYSIS OF STEM VS. SOCIAL SCIENCES STUDENTS</i>
Tanushree Pande	<i>THE INVISIBLE HAND OF AI: HOW GENERATIVE AI DICTATES THE FUTURE OF PRODUCT VISIBILITY*</i>
Emilia Németh-Durkó	<i>CONDITIONS FOR EFFECTIVE CLIMATE TRANSITION EXPLAINING DIFFERENCES IN DECARBONISATION ACROSS EU MEMBER STATES*</i>
Tanja Neufeld, Alexander Eisenbrand	<i>LONGEVITY LEADERSHIP: A BIOLOGICALLY GROUNDED FRAMEWORK FOR SUSTAINABLE HUMAN PERFORMANCE IN COMPLEX ORGANIZATIONAL ENVIRONMENTS*</i>
Stefan Florin Jinga, Irina Severin	<i>FROM HOBBY TO RESILIENT STARTUP: A MULTI-PERSPECTIVE TRIANGULATION OF FDM 3D PRINTING ECOSYSTEM</i>
Antonija Buljan	<i>VAT PASS-THROUGH IN THE HOSPITALITY SECTOR IN CROATIA*</i>

\* **Abstract**

### [Google Meet 3](#) (online only)

- ***The Reality Check: Sustainability Sentiments and Economic Constraints***

Session Chair: **Dubravka Sinčić**

Session Co-Chair: **Kenan Mahmutović**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Dubravka Sinčić, Mirjana Čižmešija, Andrea Lučić	<i>SUSTAINABILITY SENTIMENT ACROSS CONTEXTS: CONCEPTUAL BOUNDARIES, MEASUREMENT APPROACHES, AND ESG FRAMING*</i>
Martina Mikuličić, Antonio Vlahov, Vanja Krajinović	<i>IMPLEMENTING ENVIRONMENTALLY FRIENDLY PRACTICES IN HOTELS: EVIDENCE FROM CROATIA</i>
Kenan Mahmutović	<i>WHAT MATTERS TO WHOM? A MULTIGROUP ANALYSIS OF HOTEL GUEST SATISFACTION DRIVERS: EVIDENCE FROM CROATIA</i>
Tanja Komarac	<i>INSIGHTS INTO GENERATION Z's MUSEUM SHOPS EXPERIENCE: EXPECTATIONS AND REALITIES*</i>
Maja Bogović, Ružica Brečić, Zrinka Lukač	<i>GOVERNMENT CEILING PRICES AS AN POLICY-INDUCED EXOGENOUS PRICING SHOCK</i>
Andrea Lučić, Dubravka Sinčić	<i>THE QUALITY OF SAVING MOTIVATION MATTERS: AUTONOMOUS AND CONTROLLED REGULATION AS PREDICTORS OF YOUNG ADULTS' FINANCIAL BEHAVIOR</i>

\* **Abstract**

**Room 1 (in-person only)**

- ***The Behavior Blueprint: Deciphering the Interplay of Green Trust, Social Norms, and Digital Quality***

Session Chair: **Sandra Jelčić**

Session Co-Chair: **Ana Pap Vorkapić**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Marcin Żemigala, Agnieszka Wiśniewska, Grzegorz Karasiewicz, Hannamajja Tuovila	<i>WILLINGNESS TO PAY FOR GREEN NON-FOOD PRODUCTS: LITERATURE REVIEW AND TCCM-BASED RESEARCH AGENDA</i>
Helena Štimac, Marija Šimunić, Karla Bilandžić Tanasić	<i>THE GREEN TRUST PARADOX: WHY GREENWASHING AWARENESS MAY UNDERMINE SUSTAINABLE BEHAVIOR?</i>
Ana Pap Vorkapić	<i>WHEN NORMS MATTER: THE ROLE OF DESCRIPTIVE AND SUBJECTIVE NORMS IN SHAPING POLITICAL INVOLVEMENT AND POLITICAL PARTICIPATION</i>
Sandra Jelčić, Mirela Mabić, Nikolina Čule Karačić	<i>DETERMINANTS OF E-SERVICE QUALITY IN THE E-RETAILING OF CLOTHING, FOOTWEAR AND FASHION ACCESSORIES</i>
Eva Erjavec, Tjaša Redek	<i>ECONOMIC INDEPENDENCE AND LIFETIME INCOME SECURITY AS SOURCES OF BARGAINING POWER WITHIN THE HOUSEHOLD*</i>

\* **Abstract**

**Room 2 (in-person only)**

- ***Energy, Environment and Green Transition***

Session Chair: **Tomislav Herceg**

Session Co-Chair: **Meda Andrijauskiene**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Dubravko Sabolić, Dejan Liović	<i>ECONOMIC POLICY IMPLICATIONS OF THE ITC MECHANISM IN THE EU ELECTRICITY MARKET</i>
Dubravko Sabolić, Danijela Stipaničev, Dino Štrelov, Vladan Ljubičić	<i>IT SEPARATION REQUIREMENTS FOR INDEPENDENT TRANSMISSION OPERATORS UNDER EU ELECTRICITY LAW: ECONOMIC AND INFORMATION-SECURITY IMPLICATIONS</i>
Tomislav Herceg, Iva Vuksanović Herceg, Luka Pavelić	<i>THE ENVIRONMENTAL KUZNETS CURVE AND THE ROLE OF RENEWABLE ENERGY IN ACHIEVING ECONOMIC DECOUPLING: EVIDENCE FROM THE EU-27 AND SERBIA</i>
Meda Andrijauskiene, Timothy Peter Marcroft, Katherine Mahoney, Daiva Dumciuviene	<i>MAPPING SOCIO-TECHNICAL INTERACTIONS IN CAMPUS ENERGY TRANSITIONS*</i>
Žaklina Stojanović, Sonja Josipović, Dejan Molnar	<i>REGIONAL DISPARITIES IN THE GREEN TRANSITION: WHO AND WHY WILL BE LEFT BEHIND?*</i>

\* **Abstract**

### Room 3 (in-person only)

- **Trade, Macroeconomic Policy and Economic Structures**

Session Chair: **Zrinka Lacković Vincek**

Session Co-Chair: **Vladyslav Bato**

Author(s)	Title of the abstract/paper
Vladyslav Bato, Janka Pásztorová, Ján Hrinko, Ryan Christopher Armstrong	<i>REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP IN THE CONTEXT OF THE EU FOREIGN TRADE RELATIONS</i>
Davor Mikulić	<i>STRUCTURAL CHANGES IN THE CROATIAN ECONOMY IN THE POST-ACCESSION PERIOD</i>
Milojko Arsić, Saša Randelović, Aleksandra Nojković	<i>GOVERNMENT POLICIES AND ECONOMIC GROWTH: EVIDENCE FROM EMERGING ECONOMIES IN EUROPE AND CENTRAL ASIA*</i>
Suzana Keglević Kozjak, Vladimir Kovšca, Zrinka Lacković Vincek	<i>SECTORAL DYNAMICS AND FINANCIAL RESILIENCE OF THE CROATIAN CONSTRUCTION SECTOR</i>

\* **Abstract**

### [Google Meet 1](#) (online only)

- **Digital Consumer Behavior, Marketing Trends and Emotional Engagement**

Session Chair: **Morana Fudurić**

Session Co-Chair: **Branka Dropulić Vukić**

Author(s)	Title of the abstract/paper
Ioseb Gabelaia, Bartolomeo Rafael Bialas	<i>RELEVANCE OF AIGC AS A STRATEGIC DRIVER OF BRAND RESONANCE THROUGH EMOTIONAL ATTACHMENT, ENGAGEMENT INTENSITY, AND CONSUMER BRAND RELATIONSHIP STRENGTH IN HYBRID DIGITAL ECOSYSTEM</i>
Seisy Elvira Palit, Zoltán Szabó	<i>BRIDGING EMOTION AND CONVENIENCE: THE ROLE OF PAYLATER FEATURES IN THE RELATIONSHIP BETWEEN SENSORY MARKETING AND IMPULSIVE BUYING BEHAVIOR AMONG GENERATION Z E-COMMERCE CONSUMERS</i>
Morana Fudurić, Branka Dropulić Vukić, Sandra Horvat	<i>THE SHARENTING PARADOX: LESS COMMERCIAL CONTENT CREATES MORE VALUE*</i>
Goran Vlašić	<i>FACTORS INFLUENCING COGNITIVE AND EMOTIONAL SATISFACTION WITH A SMARTPHONE</i>
Bence Végvári, Virág Walter, Gábor Szabó-Szentgróti	<i>MOTIVATIONAL FACTORS OF SECOND-HAND CLOTHING PURCHASES AMONG HUNGARIAN GEN-Z CONSUMERS*</i>
Madhuparna Majumder	<i>CONSUMER RESOURCE SCARCITY IN MARKETING: AN ADO FRAMEWORK AND QUALITATIVE INSIGHTS*</i>

\* **Abstract**

### [Google Meet 2](#) (online only)

- **Data-Driven Governance: Financial Accountability, Auditing and Institutional Evolution**

Session Chair: **Boris Tušek**

Session Co-Chair: **Tanja Schuschnig**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Fatima Zahra El Bakili, Kaoutar Azhari, Mohamed Loulid	<i>TOWARDS DATA-DRIVEN PUBLIC ADMINISTRATION: CHALLENGES AND OPPORTUNITIES OF DIGITAL MANAGEMENT CONTROL IN MOROCCO*</i>
Ana Ježovita, Boris Tušek	<i>DATA ANALYTICS MATURITY LEVEL OF INTERNAL AUDITORS IN CROATIA – TIME TO TAKE ACTION</i>
Ivona Matišić, Ivana Dražić Lutilsky	<i>COMPARATIVE ANALYSIS OF COST STRUCTURE AND FINANCIAL MANAGEMENT IN TWO SPECIALIZED HOSPITALS IN CROATIA*</i>
Marinko Brnadic, Gudrun Fritz-Schmied, Sabine Kanduth-Kristen, Tanja Schuschnig	<i>INFORMATIONAL VALUE OF OVER-INDEBTEDNESS DISCLOSURES: EMPIRICAL EVIDENCE FROM AUSTRIA*</i>
Ineta Lakstigala	<i>IMPROVEMENT OF PROFESSIONAL COMPETENCES AND PERSONAL VALUES OF EMPLOYEES IN THE CONTEXT OF LIFELONG LEARNING*</i>
Burim Prenaj	<i>THE EDUCATIONAL EFFECTS OF COMPULSORY SCHOOLING REFORM: A REGRESSION DISCONTINUITY APPROACH FOR KOSOVO*</i>

\* **Abstract**

### [Google Meet 3](#) (online only)

- **Aligning Systems and Skills: Digital Governance, AI Quality and IT Management**

Session Chair: **Jasmina Pivar**

Session Co-Chair: **Tamara Ćurlin**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Danijela Sokolić, Aleksandra Pisnik, Jasmina Dlačić	<i>LEARNING WITHOUT BORDERS: INTERCULTURAL GROWTH AND AI-AUGMENTED COLLABORATION IN A VIRTUAL INTERNATIONAL HACKATHON*</i>
Vivien Surman, Barbara Ārki	<i>AI QUALITY IN EUROPEAN HIGHER EDUCATION CONTEXT</i>
Jasmina Pivar, Nevena Juričić, Tamara Ćurlin	<i>FROM HARMONISATION TO FRAGMENTATION? NATIONAL IMPLEMENTATION OF THE NIS 2 DIRECTIVE IN THE EUROPEAN UNION</i>
Danijela Kirsch, Mario Spremić	<i>MAPPING THE RESEARCH FIELD OF INFORMATION TECHNOLOGY GOVERNANCE AND BUSINESS – IT ALIGNMENT: A BIBLIOMETRIC ANALYSIS</i>
Petar Belko, Vesna Bosilj Vukšić, Ljubica Milanović	<i>VISUALIZING THE CAPABILITY-CONTROL GAP: A BIBLIOMETRIC ANALYSIS OF GENERATIVE AI, TRUST, AND HUMAN-IN-THE-LOOP DECISION MAKING</i>
Tomislav Baković, Ines Dužević, Mate Damić	<i>ACADEMIC SELF-CONFIDENCE AND AI LITERACY AMONG UNIVERSITY STUDENTS: A FACTOR-ANALYTIC APPROACH</i>

\* **Abstract**

## LIST OF PRESENTATIONS

**FRIDAY, MAY 22<sup>nd</sup>**

**PARALLEL SESSIONS III**

**10:00 – 11:30**

**Room 1 (in-person only)**

- ***Firm Dynamics, Innovation and Digital Transformation***

Session Chair: **Matea Šipura**

Session Co-Chair: **Péter Kerényi**

Author(s)	Title of the abstract/paper
Nikola Drašković, Nemanja Popović	<i>FIRM FACTOR PRODUCTIVITY IN ERA OF DIGITAL TRANSFORMATION: A BIBLIOMETRIC REVIEW OF THE LITERATURE</i>
Matea Šipura, Nika Stipetić-Kalinić, Saša Čegar	<i>MAPPING THE RESEARCH LANDSCAPE OF LEAN MANAGEMENT AND THE CIRCULAR ECONOMY: A BIBLIOMETRIC ANALYSIS</i>
Kamila Borseková, Samuel Korony, Hans Westlund, Michal Styk	<i>EMPOWERING REGIONS FOR THE FUTURE: MAPPING INNOVATION AND INSTITUTIONAL DYNAMICS IN REGIONAL COMPETITIVENESS THROUGH A DECISION TREE APPROACH*</i>
Gaja Mavri, Anže Burger, Miroslav Verbič	<i>THE EFFECTS OF EXPORT ENTRY ON WAGE INEQUALITY IN SLOVENIAN FIRMS*</i>
Zsolt Bihary, Péter Csóka, Péter Kerényi, Alexander Szimayer	<i>DYNAMIC CONTRACTS WITH BACKWARD-LOOKING PARTICIPATION: VOLATILITY AS A CONTROL DEVICE*</i>

\* **Abstract**

**Room 2 (in-person only)**

- ***Digital Transformation, Smart Governance and Emerging Technologies***

Session Chair: **Božidar Jaković**

Session Co-Chair: **Ivan Jajić**

Author(s)	Title of the paper
Ivan Jajić, Božidar Jaković, Tamara Čurlin	<i>UNMANNED AERIAL VEHICLES IN THE SERVICE SECTOR: A BIBLIOMETRIC AND TEXT-MINING ANALYSIS</i>
Henda Judith Thomas, Cornelia Petronella Johanna Harmse, Cecile M. Schultz	<i>A COMPARATIVE STUDY OF PERCEIVED USEFULNESS AND ADOPTION INTENTIONS FOR WORKPLACE IMPLANTABLES IN THE EVOLVING LANDSCAPE OF DIGITAL IDENTITY</i>
Katarína Vitálišová, Anna Vaňová, Darina Rojíková	<i>OPEN DATA AS A PART OF SMART GOVERNANCE OF CITIES</i>
Stevan Đurić, Nemanja Popović	<i>RELATIONSHIP BETWEEN DIGITALIZATION AND ECONOMIC GROWTH AND DEVELOPMENT: A SYSTEMATIC BIBLIOMETRIC REVIEW</i>
Györgyi Danó, Stefan Kovács, Vivien Surman	<i>PUBLIC SUPPORT FOR HEALTHCARE AI APPLICATIONS IN HUNGARY</i>
Mária Reháková	<i>OPEN DATA AS A SMART TOOL FOR STRENGTHENING STRATEGIC DEVELOPMENT PLANNING OF EUROPEAN BIOSPHERE RESERVES</i>

### Room 3 (in-person only)

- **Contemporary Challenges in Public Finance and Financial Markets**

Session Chair: **Meri Šuman Tolić**

Session Co-Chair: **Maja Mihelja Žaja**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Antonijo Dragičević, Maja Mihelja Žaja	<i>DETERMINANTS OF THE FINANCIAL ASSETS OF LOCAL GOVERNMENT UNITS IN THE REPUBLIC OF CROATIA</i>
Nika Seretin, Katarina Sičaja, Mihovil Anđelinović, Krešimir Starčević	<i>CASHLESS PAYMENTS AT MUSIC EVENTS: VISITORS' PERCEPTION AND ORGANIZERS' EXPERIENCES – AN EXPLORATORY STUDY</i>
Marija Novinc, Viktor Viljevac, Filip Novinc	<i>REFUNDABLE TAX CREDITS AND THE EQUITY OF PERSONAL INCOME TAXATION IN CROATIA</i>
Karlo Vujeva	<i>TARGET2 AND THE SLOWDOWN OF THE EURO AREA INTERBANK MARKET*</i>
Meri Šuman Tolić, Melko Dragojević, Matia Brbora	<i>HOUSEHOLD PORTFOLIO REALLOCATION: EVIDENCE FROM CROATIAN GOVERNMENT RETAIL SECURITIES MARKET*</i>

\* **Abstract**

### [Google Meet 1](#) (online only)

- **Technology, Regulation and Industrial Transformation**

Session Chair: **Davor Vlajčić**

Session Co-Chair: **Ginta Kronberga**

<b>Author(s)</b>	<b>Title of the paper</b>
Berislav Žmuk	<i>THE ROLE OF STATISTICAL METHODS IN CROATIAN ENTERPRISES IN THE POST-PANDEMIC BUSINESS ENVIRONMENT</i>
Davor Vlajčić	<i>REBALANCING TECHNOLOGICAL DEPENDENCE: THE EUROPEAN UNION BETWEEN THE UNITED STATES AND CHINA</i>
Željka Krolo Ivanov, Muhamed Hasić, Ajla Ćerimagić Hasibović	<i>ANALYSIS OF THE APPLICATION OF MICA REGULATION</i>
Ginta Kronberga, Edijs Ansons	<i>INNOVATIONS AND CHALLENGES FOR MANUFACTURERS OF INDIVIDUAL ASSISTIVE TECHNOLOGIES IN LATVIA</i>
Fran Galetić, Dora Walter	<i>THE ECONOMIC PARADOX OF AI PRODUCTIVITY: RECONCILING TECHNOLOGICAL PROGRESS WITH GROWTH</i>
Nikolay Megits, Zoran Wittine	<i>EXPLORING AI ADOPTION AND TRADE COMPETITIVENESS IN CENTRAL AND EASTERN EUROPE: DETERMINANTS, STRUCTURAL GAPS, AND POLICY PATHWAYS</i>

### [Google Meet 2](#) (online only)

- **Organizations in Transition: Resilience, Strategy, and Inclusive Sustainable Development**

Session Chair: **Andrija Sabol**

Session Co-Chair: **Mirela Alpeza**

Author(s)	Title of the abstract/paper
Enrico Schötz	<i>IS FIRM RESILIENCE ENOUGH FOR SURVIVAL? INSIGHTS ON HOW THEY ARE LINKED</i>
Mirela Alpeza	<i>ETHNIC ENTREPRENEURSHIP IN CROATIA: CULTURAL CAPITAL AMONG MINORITY COMMUNITIES AND UKRAINIAN REFUGEES</i>
Ana-Maria Torjescu, Ruxandra Maria Duta, Emanuel Ciobanu	<i>MAPPING RESEARCH ON SUSTAINABLE DIGITAL TRANSFORMATION, KNOWLEDGE MANAGEMENT, AND SUSTAINABILITY: A BIBLIOMETRIC AND MICROM ANALYSIS</i>
Andrija Sabol	<i>STRATEGY, MENTAL MODELS AND RESOURCE-BASED VIEW</i>
Caroline Mountfield, Daniel Michelis	<i>CORPORATE CLIMATE TRANSITION PLANNING IN CAPITAL-INTENSIVE FIRMS: A LITERATURE-BASED INTEGRATIVE FRAMEWORK*</i>
Ngaltier Momo Zebaze	<i>STRATEGIC LEADERSHIP AND DECISION-MAKING UNDER INSTITUTIONAL UNCERTAINTY: EVIDENCE FROM SMES IN CAMEROON, AN EMERGING ECONOMY</i>

\* **Abstract**

### PARALLEL SESSIONS IV

12:00 – 13:30

### Room 1 (in-person only)

- **Human Resource Management, Diversity and Workplace Well-Being**

Session Chair: **Catharina E. Van Hoek**

Session Co-Chair: **Ivana Načinović Braje**

Author(s)	Title of the paper
Rhulani N. Nkuna, Pieter K. Smit, Cecile M. Schultz	<i>THE RELATIONSHIP BETWEEN DIVERSITY MANAGEMENT, EMPLOYEE PERFORMANCE AND REWARD SATISFACTION: A SOUTH AFRICAN NATIONAL DEFENCE FORCE TRAINING UNIT PERSPECTIVE</i>
Cecile M. Schultz, Karel F. Lessing	<i>DEVELOPMENTAL AREAS FOR HUMAN RESOURCE PROFESSIONALS AS PREPARATION FOR THE FUTURE IN THE SOUTH AFRICAN CONTEXT</i>
Phumla T. Nkosi, Catharina E. Van Hoek, Siboniso H.P. Mncwabe	<i>CAUGHT IN THE MIDDLE: MEASURING WORKPLACE BULLYING IN A SA RETAIL ORGANIZATION</i>
Cornelia Harmse, Limpho Molobela	<i>EMOTIONAL INTELLIGENCE AMONG ADMINISTRATIVE EMPLOYEES IN A SOUTH AFRICAN PUBLIC HOSPITAL</i>
Ewa Kusideł	<i>NEW AND EMERGING SKILLS IN THE EUROPEAN UNION*</i>

\* **Abstract**

### Room 2 (in-person only)

- **Quantitative Approaches to Financial Markets and Risk Analysis**

Session Chair: **Anela Čolak**

Session Co-Chair: **Rainer Brand**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Marijan Tolušić	<i>SEMI-PARAMETRIC MARKOV CHAIN ANALYSIS OF STRATEGY PERFORMANCE REGIMES IN ALGORITHMIC FOREX TRADING</i>
Domagoj Mišević, Petar Mišević	<i>ASSESSMENT OF THE BANKRUPTCY RISK OF CONSTRUCTION COMPANIES IN CROATIA USING THE ALTMAN Z-SCORE MODEL*</i>
Domagoj Mišević	<i>THE RELATIONSHIP BETWEEN MACROECONOMIC INDICATORS AND CROBEX10 INDEX MOVEMENTS*</i>
Anela Čolak, Marina Jerinić, Nikola Papac	<i>CHANGES IN THE DISTRIBUTION OF GROSS INSURANCE PREMIUMS DESCRIBED BY CONCENTRATION MEASURES: THE CASE OF THE INSURANCE MARKET OF BOSNIA AND HERZEGOVINA*</i>
Rainer Brand	<i>BEYOND SHORT INTEREST: SHORT-SELLING INTENSITY AND EXTREME PRICE DECLINES*</i>

\* **Abstract**

### Room 3 (in-person only)

- **Special Tracks 2 & 3: AI, Innovation, and Competitiveness in a Changing Economic Landscape**

Session Chair: **Vivien Surman**

Session Co-Chair: **Wolfram Irsa**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Tamar Almor, Mark Lehrer, Sokol Celo, Daniel Tjoernelund	<i>VALUING THE FUTURE: UNDERSTANDING THE DOUBLE STANDARD IN HIGH-TECH CAPITAL MARKETS</i>
Ajtene Avdullahi, Besart Hajrizi, Vjosa Fejza-Ademi, Arif Krasniqi, Milaim Mehmeti	<i>STRATEGIC AGILITY, RESILIENCE, AND AMBIDEXTERITY IN STARTUPS WITHIN VUCA WORLD*</i>
Wolfram Irsa	<i>ARTIFICIAL INTELLIGENCE ADOPTION IN DALMATIA: A QUALITATIVE STUDY OF SECTORAL TRANSFORMATION IN A PERIPHERAL REGIONAL INNOVATION SYSTEM</i>
Ana-Marija Stjepić, Mirna Perić, Božidar Jaković	<i>DATA GENERATED BY GENERATIVE ARTIFICIAL INTELLIGENCE IN SMES WITHIN THE SERVICE SECTOR: CAN IT BE TRUSTED?</i>
Toni Gligić	<i>NETWORK ANALYSIS AND MARKET HIERARCHY DURING CRISIS EPISODES: A CRITICAL LITERATURE REVIEW AND RESEARCH AGENDA FOR SMALL CAPITAL MARKETS*</i>

\* **Abstract**

**Room 1 (in-person only)**

- ***Society, Behavior and Economic Inequality***

Session Chair: **Alena Kaščáková**Session Co-Chair: **Judit Lilla Keresztúri**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Norashida Othman, Siti Norida Wahab, Azimah Daud, Hamisu Sadi Ali, Abdul Hadi Hanid	<i>MOBILITY-CONSTRAINED ACCESS TO EDUCATION IN MALAYSIA: EVIDENCE FROM A PANEL ARDL APPROACH</i>
Alena Kaščáková, Petra Medved'ová, Andrea Seberini	<i>ECOLOGICAL AWARENESS ACROSS GENERATIONS: PERSPECTIVES ON ATTITUDES IN AN ERA OF ENVIRONMENTAL CHANGE*</i>
Julia Biloš, Velibor Mačkić, Vedran Recher, Ivan Sever	<i>FEELING GREEN OR THINKING CLEARLY? PREDICTING CLIMATE INTENTIONS AMONG UNIVERSITY STUDENTS*</i>
Adél Barasits, Ágnes Lubl'óy, Judit Lilla Keresztúri	<i>BLUE STATES, RED RHETORIC: HOW IDEOLOGY SHAPES CORPORATE ESG-WASHING PRACTICES*</i>

\* **Abstract****Room 2 (in-person only)**

- ***Organizational Behavior, Culture and Evolving Work Practices***

Session Chair: **Viven Surman**Session Co-Chair: **Ilze Swarts**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Ozren Rafajac, Dario Ogrizović, Ana Perić Hadžić	<i>ORGANIZATIONAL CULTURE OF CONTROLLED CHAOS</i>
Ilze Swarts	<i>ORGANIZATIONAL CHALLENGES ENCOUNTERED BY ACADEMICS DURING REMOTE WORKING</i>
Benjamin Kakavand, Samantha Kakavand	<i>WORKPLACE DEVIANCE THROUGH THE LENS OF SENSEMAKING THEORY*</i>
Vivien Surman	<i>ARE WOMEN LEADING SUSTAINABILITY? – EVIDENCE FROM HUNGARIAN SMES*</i>
Margareta Sironić	<i>HOW IS PROFESSIONAL NETWORKING DONE? A STUDY OF WOMEN'S NETWORKING PRACTICES*</i>

\* **Abstract**

**Room 3 (in-person only)**

- ***Multidisciplinary Frontiers in Management: From Human Capital to Digital Innovation***

Session Chair: **Jasna Prester**

Session Co-Chair: **Marek Szarucki**

<b>Author(s)</b>	<b>Title of the abstract/paper</b>
Delano K. Pieterse, Karel F. Lessing	<i>RELATIONSHIP BETWEEN EMPLOYMENT RELATIONS SATISFACTION AND WORK-LIFE BALANCE IN A SOUTH AFRICAN CULTURAL ORGANIZATION</i>
Jasna Prester, Ivana Marić, Jelena Kovač	<i>GENERATIVE ARTIFICIAL INTELLIGENCE (GAI) AND DIGITAL LEADERSHIP: A HUMAN-CENTERED COMPETENCY MODEL</i>
Lorena Piki, Nikolina Dreven, Ivan Malbašić	<i>MAPPING ORGANIZATIONAL PURPOSE IN PURPOSE-DRIVEN BUSINESSES: A BIBLIOMETRIC ANALYSIS</i>
Michał Nadolny, Gabriela Strzelec, Patrycja Klimas	<i>TECHNOLOGICAL INNOVATIONS OF VIDEO GAME DEVELOPERS: CONTEXT OF VALUE CO-CREATION*</i>
Marek Szarucki	<i>BIBLIOMETRIC SYNTHESIS IN MANAGEMENT SCIENCES: A RESEARCH METHOD FOR THEORY DEVELOPMENT*</i>

**\* Abstract**



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