

DETAILED SESSION PROGRAM

FRIDAY – 1st April 2022 SESSION A

12:00-13:30

SESSION A – room Salocha

Co-chairs: Inés Herrero Chacón & Matija Marić

FEMALE SOCIAL ENTREPRENEURSHIP: CONSTRAINTS AND CHALLENGES

Amina Asli & Nada Baki

THE IMPACT OF BOARD CHARACTERISTICS ON ESG DISCLOSURE: AN EMPIRICAL ANALYSIS ON US COMPANIES

Angela Rella & Vitiana L'Abate

AUTHENTIC LEADERSHIP AND EMPLOYEES' AFFECTIVE COMMITMENT IN FAMILY FIRMS

Inés Herrero Chacón & Dolores de la Rosa

NECESSARY LEADERSHIP COMPETENCIES IN CHANGING HEALTHCARE SYSTEMS

Mariken Ross & Eneken Titov

ROLE OF PERSONAL BRANDING IN CONTEMPORARY LEADERSHIP AND MANAGEMENT

Ivona Čulo, Gordana Tkalec & Nikolina Borčić

MARKETING 4.0 - CRITICAL ANALYSIS OF EVOLVING MARKETING PARADIGMS

Marek Prymon

FRIDAY – 1st April 2022 SESSION B

12:00-13:30

SESSION B – room Old Town

Co-chairs: Ana Pérez-Luño & Ivana Načinović Braje

NEGATIVE CONSUMER EXPERIENCES IN THE ONLINE SHOPPING

Katja Rakušić Cvrtak, Ivana Plazibat & Lucija Bilić

EMPATHY IN LEADERSHIP: HOW IT ENHANCES EFFECTIVENESS

Sanja Živković

DOES PSYCHOLOGICAL WELL-BEING PROTECT ENTREPRENEURS' CREATIVITY IN TIMES OF CRISES?

Ana Pérez-Luño, Ute Stephan & Przemyslaw Zbierowski

MULTINATIONAL COMPANIES FOCUSING ON THE SEGMENT OF HEALTHY FOOD

Fran Galetić & Ines Marković

HOW TO MEASURE THE MARKET VALUE OF A BRAND ON THE EXAMPLE OF LUXURY FASHION PRODUCTS?

Danijela Perkušić Malkoč, Mario Dadić & Katarina Carmen Janjić

SUSTAINABLE CONSTRUCTION AS A NEW NORMALCY IN THE EU

Lana Lovrenčić Butković, Mislav Ante Omazić & Nikolina Markota Vukić

PROGRESSION OF WOMEN'S INTERNATIONAL CAREER: A VOICE PERSPECTIVE ANALYSIS

Claudia Maria Huber

FRIDAY – 1st April 2022 SESSION C

14:15-15:45

SESSION C – room Salocha

Co-chairs: Chiara Colamartino & Lana Cindrić

VOLUNTARY DISCLOSURE OF CROATIAN HOTEL COMPANIES BEFORE AND DURING THE COVID CRISIS

Mario Bilić

CAN GREEN TRUST BE STRENGTHENED BY ACHIEVING B CORP CERTIFICATION? AN ANALYSIS OF EUROPEAN B CORPORATIONS

Chiara Colamartino

APPLIED TRIPLE HELIX CONCEPT AS INNOVATIVE DEVELOPMENT STRATEGY FOR LOCAL COMMUNITY

Zlatko Barilović, Ernest Vlačić & Marko Šimac

TOWARDS DIGITAL TRANSFORMATION AND SUSTAINABILITY OF SMES

Magdalena Marczewska & Marzenna Anna Weresa

MENTORSHIP SUPPORT AND COMPETENCIES FROM HOTELS' AND RESTAURANTS' MANAGERS VIEWPOINT- THE ADULT EDUCATION PROGRAMS

Marija Dragičević Ćurković, Ivana Luetić Hotko & Nikša Grabovac

MANAGER'S COMPETENCIES IN THE CONTEXT OF DIVERSITY MANAGEMENT IN THE ERA OF GLOBALIZATION

Viera Šukalová

FRIDAY – 1st April 2022 SESSION D

14:15-15:45

SESSION D – room Old Town

Co-chairs: Anna Rita Dipierro & Radoslav Barišić

DETERMINING THE RIGHT VALUE OF A STOCK – A NEW PERSPECTIVE ON VALUATING OF COMMON STOCKS

Ivo Šperanda

IMPROVING CORPORATE GOVERNANCE IN THE COMPANY BY REGULATING REMUNERATION POLICY

Dušan Jovanović & Borut Bratina

EXAMINING ENVIRONMENTAL FACTORS OF NEGOTIATION FAILURE

Marija Martinović, Katija Vojvodić & Marko Brajević

ANALYSIS OF COMPANY DEVELOPMENT STRATEGIES WITHIN THE COFFEE INDUSTRY IN CROATIA

Antonio Martinović

FINANCIAL EFFECTS OF FINTECH MERGE IN THE FINANCIAL SECTOR: EVIDENCE FROM AN INTERNATIONAL SAMPLE

Candida Bussoli, Danilo Conte & Marco Barone

THE (UN)POWER OF PLACE: THE DETERMINANTS OF CITIZENS' PERCEPTIONS ON QUALITY OF GOVERNMENT IN EU REGIONS

Anna Rita Dipierro

USAGE OF MANAGEMENT TOOLS IN PRODUCTION AND SERVICE ORGANIZATIONS IN SLOVENIA

Zlatko Nedelko, Anja Belić, Vojko Potocan

FRIDAY – 1st April 2022 SESSION E

14:15-15:45

SESSION E – room Stradun

Co-chairs: Marijan Cingula & Jelena Kovač

UTJECAJ RAZVOJNIH STRATEGIJA NA KONKURENTSKU PREDNOST PODUZEĆA U OKVIRU INDUSTRIJE KAVE POD UTJECAJEM PANDEMIJE COVID-19

Antonio Martinović

UTJECAJ RIZIKA PROIZVODA I FINANCIJSKOG RIZIKA NA ONLINE NAMJERU KUPNJE ODJEVNIH PREDMETA U BOSNI I HERCEGOVINI

Nikolina Čule Karačić

UTJECAJ RAZVOJNIH STRATEGIJA NA KONKURENTSKU PREDNOST PODUZEĆA U OKVIRU INDUSTRIJE KAVE POD UTJECAJEM PANDEMIJE COVID-19

Andrej Butorac

UTJECAJ ORGANIZACIJSKE KULTURE NA DINAMIČKU SPOSOBNOST

Katerina Malić Bandur

OFEL
INTERNATIONAL CONFERENCE