

# 103rd International Scientific Conference on Economic and Social Development - "Digital entrepreneurship in the context of the UN Sustainable Development Goals"

Varazdin, Croatia, 21-22 November 2023

## CONFERENCE PROGRAM



REPUBLIC of CROATIA  
Ministry of Economy and  
Sustainable Development

Supported by: City of Varazdin, Institute for Scientific Work in Varaždin



In cooperation with:

Faculty of Management University of Warsaw

Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat

ENCGT - Ecole Nationale de Commerce et de Gestion de Tanger/ Abdelmalek Essaadi University



Venue: University North, University Center Varazdin - 104. Brigade 1, Varazdin, Croatia

21 November, 2023

15:00 – 15:30 Registration / Welcome Drink

15:30 – 16:00 OPENING CEREMONY (UNIN2-110)

Moderator: Domagoj Cingula

- Prof. Marijan Cingula, PhD, Scientific Committee President
- Univ.-Prof.in Dr.in Dr.in h. c. Irena Zavrl, Ph.D., Programme Director of the Centre for Doctorate Programmes, Head of Consortia of Doctoral Studies, Head of Academic and Scientific Committees Joint PhD
- Vladimir Huzjan, PhD, director of Institute for Scientific Work in Varazdin
- Prof. Marin Milković, PhD, rector of University North

16:00 – 18:00 Interdisciplinary panel discussion on UN Sustainable Development Goals

GLOBAL GOALS TALKS



Moderator: Assistant Professor Tomislav Meštrović, PhD, University North, Department of Nursing

1. Associate Professor Tatiana Castro Abreu Pinto, PhD, Federal University of Rio de Janeiro (UFRJ)
2. Professor Margaret Handley, PhD, MPH, Center for Vulnerable Populations at the University of California San Francisco (UCSF)
3. Associate Professor Suraj Kumar Singh, PhD, Head, Centre for Sustainable Development, Suresh Gyan Vihar University, Jaipur
4. Dr. Wilfred Angie Abia, PhD, IGFS, SBS, Queens University Belfast, UK; Integrated Health for All Foundation (IHAF) & Depa't of Biochem, FS, University of Yaounde 1, Cameroon
5. Dr. Binoy Kampmark, former Commonwealth Scholar at Selwyn College, Cambridge, currently lecturer at RMIT University in the School of Global, Urban and Social Studies, Australia, contributing editor for CounterPunch and a columnist for The Mandarin
6. Associate Professor Bojan Šarkanj, PhD, Head of the Department of Food Technology, University North
7. Professor Petar Kurečić, PhD, Departments of Economics, Department of Communicology, Media and Journalism, Subdepartment of Media and Communication at University North
8. Associate Professor Bojan Đurin, PhD, Department of Civil Engineering
9. Assistant Professor Dumić-Čule Ivo, PhD, Department of Nursing

*For more information about panel and panelists check separate document*

22 November, 2023

10:00 – 12:00

PLENARY SESSION I (UNIN2-103)

Moderator:

1. Miro Kovac ■ THE IMPORTANCE OF ENERGY: A HISTORICAL AND GEOPOLITICAL OUTLOOK
2. Doroteja Mandaric, Ivana Benjak, Anica Hunjet ■ FACTORS INFLUENCING ATTITUDES ON SUSTAINABLE FASHION
3. Gabor Gubicza, Sandor Remsei ■ JOB ROTATION IN THE MANAGEMENT OF AUTOMOTIVE COMPANIES: SYSTEMATIC LITERATURE REVIEW
4. Sanja Mihalic ■ IMPLEMENTATION OF THE FAIRNESS PRINCIPLE IN THE ENFORCEMENT PROCEEDINGS
5. Ivana Lesac, Masa Trinajstic ■ EXAMINING RESIDENTS' PERCEPTION OF SUSTAINABLE SMART DEVELOPMENT OF URBAN DESTINATIONS
6. Irena Vuglovecki, Neven Gladovic, Marina Vuglovecki ■ GLOBALIZATION AND THE ROLE OF FOREIGN DIRECT INVESTMENT: PANEL ANALYSIS APPROACH
7. Salma Housni, Mustapha Machrafi ■ A BIBLIOMETRIC ANALYSIS ON TERROIR PRODUCT AND CONSUMER STUDIES
8. Dijana Vukovic, Anica Hunjet, Damira Kecek ■ THE ROLE OF DIGITAL MARKETING IN CREATING CONSUMER BEHAVIOR
9. Dijana Grdan, Josko Lozic ■ APPLICATION OF BLOCKCHAIN TECHNOLOGY IN ACCOUNTING INFORMATION SYSTEMS: THE CASE STUDY OF CROATIA
10. Neven Gladovic ■ IMPROVING QUALITY OF LIFE IN INDIVIDUALS THROUGH PHYSIOTHERAPY
11. Vesna Sesar, Ana Marija Loncar, Ana Globocnik Zunac ■ METHODS FOR MEASURING SUPPLY CHAIN'S SUCCESS AND PERFORMANCE
12. Gordan Klincic, Biljana Markovic, Ante Roncevic ■ METHODS FOR MEASURING SUPPLY CHAIN'S SUCCESS AND PERFORMANCE

12:00 – 12:30

COFFEE BREAK





22 November, 2023

12:30 – 14:30

**PLENARY SESSION II (UNIN2-103)**

Moderator:

13. **Ivana Martincevic, Petra Kokot, Goran Kozina ■ MANAGEMENT IN HEALTHCARE ORGANIZATIONS**
14. **Sasa Stjepanovic ■ NEUROECONOMICS – A TOOL FOR THE FUTURE OF COGNITIVE SCIENCES**
15. **Sabina Lacmanovic ■ THE ANALYSIS OF BIASES AND ITS EFFECTS IN AI-SUPPORTED HUMAN RESOURCES DECISION MAKING**
16. **Vladimir Kavsca ■ ALIGNMENT OF VALUE BASED MANAGEMENT CONCEPT AND SYSTEM DYNAMICS**
17. **Darko Androcec, Domagoj Lunder ■ APPLICATION OF MACHINE LEARNING METHODS TO DETECT SYSTEM INTRUSION**
18. **Petar Kurecic, Merinela Curcic ■ THE ISRAELI-PALESTINIAN CONFLICT AS A TOPIC IN SELECTED INTERNET PORTALS IN THE YEAR 2021**
19. **Abdelhamid Nechad, Dinko Primorac, Abdelghani Lebbar ■ MODELLING THE PARAMETERS OF STRATEGIC DECISION-MAKING: THE CASE OF THE INTERNATIONALISATION OF MOROCCAN COMPANIES IN SUB-SAHARAN AFRICA**
20. **Abdelhamid Nechad, Anica Hunjet, Mohammed Rhalma ■ SITUATED POVERTY, UTILITARISM AND CAPABILITIES APPROACH: THE SHORTCOMINGS OF 'MARGIN CALCULATION' IN THE FIGHT AGAINST DEPRIVATION**
21. **Moustafa Hamil ■ SEMICONDUCTORS COMPETITION BETWEEN CHINA AND TAIWAN**
22. **Marija Valcic, Jadranka Herceg ■ PROCESSES OF GLOBALISATION - NEGATION OF IDENTITY**
23. **Marina Kvestek, Ante Roncevic, Dino Giergia ■ ACQUISITION AND FRANCHISE AS STRATEGIES FOR EXTERNAL GROWTH OF THE COMPANY**

14:30 – 15:30

**CLOSING CEREMONY and LUNCH**

