



**8<sup>th</sup> Business & Entrepreneurial Economics Conference**  
 International Institute of Entrepreneurship & Students  
 Business Incubator at the University of Zagreb  
 A: Trg J.F. Kennedyja 6, HR-10000 Zagreb  
 T: +385-1-2383-245  
 W: [www.bee-conference.eu](http://www.bee-conference.eu)  
 E: [info@bee-conference.eu](mailto:info@bee-conference.eu)

## 8<sup>th</sup> Business & Entrepreneurial Economics (BEE) Conference Program

Online/Brijuni Thursday, June 1 <sup>st</sup> , 2023	
<b>5:00 p.m. to 7:00 p.m.</b>	<b>CONFERENCE REGISTRATION</b> Hotel Neptun & Istria Brijuni NP in front of Hall Verige
<p style="text-align: center;"><b>Online/Hall Verige</b></p> <p style="text-align: center;"><b>Session O</b>  <b>5:00 p.m. to 7:00 p.m.</b></p> <p style="text-align: center;"><b>Session chair:</b></p> <p style="text-align: center;"><b>Prof. Lia Martha Maria Hewitt,</b>  <b>Ph.D.</b></p> <p style="text-align: center;"><b>Google Meet link:</b>  <a href="http://meet.google.com/uij-ijpo-bmq">http://meet.google.com/uij-ijpo-bmq</a></p>	<ol style="list-style-type: none"> <li>1. Corporate social responsibility as a driver for circular economy and global sustainability  <b>Malek Ghazo</b></li> <li>2. Social ventures in South Africa: Organisational Outcomes and Social Impact  <b>Adelaide Margaret Sheik</b></li> <li>3. Talent management after the great resignation – a strategy for millennials attraction retention  <b>Sidita Dibra, Keisi Thano</b></li> <li>4. Learning amongst Generation Y entrepreneurs in the South African manufacturing sector: a grounded theory  <b>Nditsheni Raliphada, Teresa Carmichael, Nomusa Benita Mazonde</b></li> <li>5. Intangible capital investments in highly competitive markets: Evidence from Slovenian firms  <b>Eva Erjavec</b></li> <li>6. What does tax waste mean and how the term is determined?  <b>Kristina Bogdanova-Schneider</b></li> <li>7. Optimizing Drone Delivery Using Shortest Path Algorithms: A Case Study of Postbox Machines  <b>Aykhan Masimli</b></li> <li>8. Optimal fines for cartel agreements  <b>Richard Kališ, Peter Tóth</b></li> <li>9. The effect of perceived value and self-relevance emotions upon self-relevance and brand love: A moderated-mediation model</li> </ol>



	<p><b>Lili Zheng</b></p> <p>10. Entrepreneur's Perception of Success and Failure – Case of Slovenia  <b>Zineta Vilman, Marina Letonja</b></p> <p>11. Work Productivity Through the Lens of Bibliometric Analysis  <b>Fabijan Leskovec, Igor Ivašković</b></p>
<b>7:00 p.m.</b>	<p><b>WELCOME DRINK</b>          Hotel Neptun &amp; Istria Brijuni NP          in front of Hall Verige</p>
<p><b>Brijuni</b>  <b>Friday, June 2<sup>nd</sup>, 2023</b></p>	
<b>9:30 a.m. to 10:00 a.m.</b>	<b>CONFERENCE REGISTRATION</b>
<p><b>Hall Verige</b></p> <p><b>10:00 a.m. to 10:45 a.m.</b></p> <p><b>Moderator:</b>  <b>Prof. Marko Kolaković, Ph.D.</b></p> <p><b>Google Meet link:</b>  <a href="http://meet.google.com/uij-igpo-bmq">http://meet.google.com/uij-igpo-bmq</a></p>	<p><b>OPENING CEREMONY, WELCOME SPEECHES &amp; KEYNOTE SPEECH</b></p> <p>Sustainability as a new approach to corporate governance  <b>Matej Lahovnik</b></p>
<p><b>Session A</b></p> <p><b>Hall Verige</b></p> <p><b>10:45 a.m. to 11:45 a.m.</b></p> <p><b>Session chair:</b>  <b>Prof. Lodewikus Janse van Rensburg, Ph.D.</b></p> <p><b>Google Meet link:</b>  <a href="http://meet.google.com/uij-igpo-bmq">http://meet.google.com/uij-igpo-bmq</a></p>	<ol style="list-style-type: none"> <li>Productivity effects of innovation and digitalisation in EU SMEs  <b>Dragana Radicic, Saša Petković, Jelica Rastoka</b></li> <li>SMEs as key role players in corporate social responsibility: Insights from the rural South African small business sector  <b>Vangeli Wiseman Gamede, Patience Thandeka Ntinga</b></li> <li>Exploring cyber risk mitigation strategies within SMME based e-commerce stores  <b>Mahdiya Fareed, Thaakir Ally, Lodewikus Janse van Rensburg</b></li> <li>Startups' strategies to influence regulation: Empirical evidence from autonomous driving technologies  <b>Federico Munari</b></li> </ol>



<p><b>Session B</b></p> <p><b>Hall Saline</b></p> <p><b>10:45 a.m. to 11:45 a.m.</b></p> <p><b>Session chair:</b></p> <p><b>Prof. Mladen Turuk, Ph.D.</b></p>	<ol style="list-style-type: none"> <li>1. European acceleration programmes focused on sustainability and climate change in cities: a comparative analysis <b>Ana Horta-Bellido, Tomás Moreno, Javier Mazorra, Elisa Navarro-Carrillo, Cristina Armuña, Claudio Feijóo</b></li> <li>2. Reviewing strategies for NPO project sustainability: A case study of an orphanage <b>Minenhle N. Majola, Peta Thomas</b></li> <li>3. Exploring perceptions of skills transfer in a South African bank <b>Mashudu P. Ndadza, Peta Thomas</b></li> <li>4. Institutional determinants of foreign direct investment <b>Josip Visković, Tino Kusanović, Karmela Japirko</b></li> </ol>
<p><b>11:45 a.m. to 12:00 noon</b></p>	<p><b>COFFEE BREAK</b></p>
<p><b>Session C</b></p> <p><b>Hall Verige</b></p> <p><b>12:00 noon to 1:30 p.m.</b></p> <p><b>Session chair:</b></p> <p><b>Prof. Norbert Sipos, Ph.D.</b></p> <p><b>Google Meet link:</b>  <a href="http://meet.google.com/uij-igpo-bmq">http://meet.google.com/uij-igpo-bmq</a></p>	<ol style="list-style-type: none"> <li>1. The relationship between intellectual capital components and SME innovation <b>András Rideg, Norbert Sipos, Livia Lukovszki, László Szerb</b></li> <li>2. How have Spanish family-owned and non-family-owned MSMEs perceived the effects of the COVID-19 crisis? <b>Juan J. Jiménez Moreno, Gabriela Lagos</b></li> <li>3. CSR activities of food SMEs in Hungary <b>Zoltán András Dániel, Veronika Laszlo</b></li> <li>4. How environment-friendly are SMEs in Hungary? <b>Zoltán András Dániel, Tamás Molnár</b></li> <li>5. Integral risk management in the context of modern controlling <b>Dubravko Mačecević</b></li> </ol>
<p><b>Session D</b></p> <p><b>Hall Saline</b></p> <p><b>12:00 noon to 1:30 p.m.</b></p> <p><b>Session chairs:</b></p>	<ol style="list-style-type: none"> <li>1. With great leadership comes great...followership: followership styles in multigenerations workforce <b>Ana Krajnović, Marko Suhobilec, Lana Cindrić</b></li> <li>2. Analysis of leadership styles and their influence on employee motivation on selected examples <b>Ivana Šoda, Želimir Dulčić</b></li> <li>3. Employee physical activity and business performance: A</li> </ol>



<p><b>Ana Krajnović, Ph.D. &amp; Lana Cindrić, Ph.D.</b></p>	<p>systematic multi-technique bibliometric review of business and economic studies  <b>Tamara Stanković</b></p> <p>4. Forecasting tourist arrivals in Croatia with neural networks and internet search index  <b>Tea Šestanović</b></p>
<p><b>2:00 p.m. to 3:00 p.m.</b></p>	<p><b>LUNCH BREAK</b> (on your own)</p>
<p><b>4:00 p.m. to 7:00 p.m.</b></p>	<p><b>JOINT BRIJUNI NATIONAL PARK SIGHTSEEING TRAIN TOUR</b> (incl. in conference fee)</p>
<p><b>7:30 p.m.</b></p>	<p><b>OFFICIAL CONFERENCE DINNER</b> Hotel Neptun &amp; Istria Brijuni NP (incl. in conference fee)</p>
<p><b>Brijuni</b> <b>Saturday, June 3<sup>rd</sup>, 2023</b></p>	
<p><b>Session E - Special PhD student session</b></p> <p><b>Hall Verige</b></p> <p><b>9:00 a.m. to 10:30 a.m.</b></p> <p><b>Session chair:</b></p> <p><b>Prof. Saša Petković, Ph.D.</b></p> <p><b>Google Meet link:</b> <a href="http://meet.google.com/uij-igpo-bmg">http://meet.google.com/uij-igpo-bmg</a></p>	<ol style="list-style-type: none"> <li>1. Entrepreneurship Education, measurement and evaluation of universities: challenges for Spanish universities <b>Carolina Llorente</b></li> <li>2. A Comparative Analysis of National Entrepreneurial Systems: A Data Envelopment Analysis Approach <b>Ivana Marjanović, Sandra Milanović</b></li> <li>3. The importance of national human capital for innovation development <b>Kristina Detelj, Ivana Fojs</b></li> <li>4. Detecting extreme values in time series based on bar visibility <b>Maria Katsouda, Basilis Boutsinas</b></li> <li>5. Resilience in Entrepreneurial Teams The role of entrepreneurs in promoting the positive long-term development of the socio-ecological system <b>Sara Aniny</b></li> <li>6. An overview of Chinese FDI in Europe <b>Danijel Mlinarić, Andrija Blažević</b></li> <li>7. Green Entrepreneurship over the past decade (2013-2022): A Bibliometric Data Analysis</li> </ol>



	<p><b>Oraiopoulou Chrysanthi, Bitzenis Aristidis, Koutsoupias Nikos</b></p>
<p><b>Session F</b>  <b>Hall Saline</b>  <b>9:00 a.m. to 10:30 a.m.</b>  <b>Session chair:</b>  <b>Prof. Jorge Pires, Ph.D.</b></p>	<ol style="list-style-type: none"> <li>1. Purchase intentions of consumers on the meat market: Comparative study of individual types of meat  <b>Kristína Predanócyová, Diana Pindešová, Ľubica Kubicová</b></li> <li>2. Consumer perception and acceptance of plant-based meat substitutes  <b>Kristína Predanócyová, Ľubica Kubicová, Diana Pindešová</b></li> <li>3. Quantification of food waste in countries of Central Europe  <b>Jaroslava Košařová, Ján Pokrivčák</b></li> <li>4. The role of the States and the factors that influence the performance of biotechnology companies in Portugal  <b>Jorge Pires, José Jacinto Bilau</b></li> <li>5. Environmental efficiency of European economies  <b>Elena Fifeková, Eduard Nežinský</b></li> <li>6. Microcredit repayment: The moderating role of the regional environment  <b>Ricardo Gouveia, Soumodip Sarkar, José Jacinto Bilau</b></li> </ol>
<p><b>10:30 a.m. to 10:45</b></p>	<p><b>COFFEE BREAK + POSTER PRESENTATION</b></p> <ol style="list-style-type: none"> <li>1. Digital tools and digital solutions in the practice of Hungarian SMEs  <b>Ágnes Csiszárík-Kocsir, Mónika Garai-Fodor, János Varga</b></li> <li>2. Effective ways of managing change among Hungarian SMEs  <b>János Varga, Ágnes Csiszárík-Kocsir, Mónika Garai-Fodor</b></li> <li>3. The difficulties of digital switchover and the range of solutions applicable to the Hungarian SME sector  <b>Mónika Garai-Fodor, János Varga, Ágnes Csiszárík-Kocsir</b></li> <li>4. Development perspectives of glamping tourism in Croatia  <b>Dijana Vuković, Damira Keček, Maja Palaić</b></li> </ol>



<p><b>Session G</b></p> <p><b>Hall Verige</b></p> <p><b>10:45 noon to 12:00 noon</b></p> <p><b>Session chair:</b></p> <p><b>Ivana Fojs</b></p> <p><b>Google Meet link:</b>  <a href="http://meet.google.com/uij-ijpo-bmq">http://meet.google.com/uij-ijpo-bmq</a></p>	<ol style="list-style-type: none"> <li>1. How Important is Optimism for Mental Health? A Spatial-Temporal Life Course: Analysis on a Developing Country  <b>Vanessa Sha Fan, Renuka Mahadevan</b></li> <li>2. Comparison of traditional and Interactive IT applications for solving the nurse scheduling problem  <b>Mirko Gradišar</b></li> <li>3. Analysis of the death-related health care expenditures of the Hungarian elderly  <b>Melinda Koczor-Keul</b></li> <li>4. A qualitative review of the role of State Accountants in addressing mismanagement of public funds in South Africa  <b>Kgabo Masehela, Lonah Mbhalati</b></li> </ol>
<p><b>Session H</b></p> <p><b>Hall Saline</b></p> <p><b>10:45 noon to 12:00 noon</b></p> <p><b>Session chair:</b></p> <p><b>Prof. Georg Stadtmann</b></p>	<ol style="list-style-type: none"> <li>1. B Orders in Motion in the Video Game Industry: An analysis based on <i>Animal Crossing: New Horizons</i>  <b>Behailu Shiferaw Bentia, Georg Stadtmann</b></li> <li>2. Negative Equity of Central Bank - Causes, Problems, Alternatives  <b>Karl-Heinz Moritz, Georg Stadtmann</b></li> <li>3. The Migration Flows of Foreign Students in Slovakia  <b>Martina Chrančoková</b></li> <li>4. Should AI express emotions? On the use of emojis by intent based and large language model (LLM) based AI chatbots in human-computer-interaction.  <b>David Dobrowsky</b></li> </ol>
<p><b>Session I – Closing workshop</b></p> <p><b>Hall Verige</b></p> <p><b>12:00 noon to 1:30 p.m.</b></p> <p><b>Google Meet link:</b>  <a href="http://meet.google.com/uij-ijpo-bmq">http://meet.google.com/uij-ijpo-bmq</a></p>	<p><b><i>Closing workshop: LEADERSHIP IS LOVE - THE POWER OF HUMAN CONNECTION - AN EXPERIENTIAL WORKSHOP IN AUTHENTIC LEADERSHIP COMMUNICATION</i></b></p> <p><b>Mark Rittenberg, University of California, Berkeley</b></p>
<p><b>2:00 p.m. to 3:00 p.m.</b></p>	<p><b>LUNCH BREAK</b> (on your own)</p>
<p><b>4:00 p.m. to 6:00 p.m.</b></p>	<p><b>MUSEUMS SIGHTSEEING WALKING TOUR</b> (on you own)</p>



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<b>6:00 p.m. to 8:00 p.m.</b>	<b>BOAT TRIP AROUND NATIONAL PARK AND DOLPHINS WATCHING AT SUNSET</b> (incl. in conference fee)
<b>Brijuni</b> <b>Sunday, June 4<sup>th</sup>, 2023</b>	
<b>10:00 a.m.</b>	<b>FACULTATIVE POST-CONFERENCE BOAT TRIP TO PULA</b> (on your own) organized by the <i>partner travel agency</i> <a href="https://gas-boat.com/rent_a_boat_pula/panoramic-boat-tour-brijuni.html/">https://gas-boat.com/rent_a_boat_pula/panoramic-boat-tour-brijuni.html/</a>

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