



9th Business & Entrepreneurial Economics Conference
International Institute of Entrepreneurship & Students
Business Incubator at the University of Zagreb
A: Trg J.F. Kennedyya 6, HR-10000 Zagreb
T: +385-1-2383-245
W: www.bee-conference.eu
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9th Business & Entrepreneurial Economics (BEE) Conference Program

Online/Opatija Thursday, May 23 rd , 2024	
<p>ONLINE</p> <p>Session O1 10:00 a.m. to noon</p> <p>Session chair: Lia Martha Maria Hewitt, Ph.D.</p> <p>Google Meet link: https://meet.google.com/cjw-epnp-kpw</p>	<ol style="list-style-type: none">1. The Impact of financial performance of firms on the proportion of women in management. Example of WSE Krzysztof Kompa, University of Johannesburg, South Africa Dorota Witkowska, University of Johannesburg, South Africa2. Socio-economic development of the Western Balkans. Context of integration with the EU Krzysztof Kompa, University of Johannesburg, South Africa Dorota Witkowska, University of Johannesburg, South Africa3. Customer Relationship Management processes and practices in a Higher Education Institution's CRM implementation Samuel Lakkala, University of Oulu, Finland Joonas Suutari, University of Oulu, Finland Pekka Tervonen, University of Oulu, Finland Harri Haapasalo, University of Oulu, Finland4. Utilizing data centre's waste heat in a business ecosystem Juuso Kivijakola, University of Oulu, Finland Silja Heikkinen, University of Oulu, Finland Pekka Tervonen, University of Oulu, Finland Harri Haapasalo, University of Oulu, Finland5. Analysing service quality as a catalyst for customer satisfaction at TVET colleges in South Africa Hein Prinsloo, North West University, South Africa Botle Bosiu, North West University, South Africa6. Bibliometric Analysis of Sustainable Competitiveness Mateusz Passek, Poznań University of Economics and Business Poland7. Examining the role of burial stokvels in the funeral insurance industry



	<p>Tsepo Chabana, Milpark Business School, South Africa Peta Thomas, University of Johannesburg, South Africa</p> <p>8. Strategies available to a South African sand and brick manufacturer to manage local air quality Cate Ntimbane, University of Johannesburg, South Africa Peta Thomas, University of Johannesburg, South Africa</p> <p>9. The relationship between Human Resource Management practices and the implementation of innovative teaching methods in Arab schools in Israel Yumna Natour, West University Timisoara, Romania</p> <p>10. An analysis of municipalities audit performance in South Africa: Lesson from the top 10 performing municipalities Kgabo Masehela, University of Johannesburg, South Africa Lonah Mbhalati, University of Johannesburg, South Africa</p>
<p style="text-align: center;">ONLINE</p> <p style="text-align: center;">Session O2 10:00 a.m. to noon</p> <p style="text-align: center;">Session chair:</p> <p style="text-align: center;">Adelaide Margaret Sheik</p> <p style="text-align: center;">Google Meet link: http://meet.google.com/uij-ijpo-bmg</p>	<p>1. Stakeholder expectations or the social mission: influencing factors of social outcomes in a social enterprise Adelaide Margaret Sheik, University of Johannesburg, South Africa</p> <p>2. Successful social enterprises: drawing insights from a panel of experts Adelaide Margaret Sheik, University of Johannesburg, South Africa</p> <p>3. Differences in the digitalisation of Spanish Micro, Small and Medium Family Business and Non-Family-Business Juan J. Jiménez, University of Castilla-La Mancha, Spain Gabriela Lagos, University of Castilla-La Mancha, Spain</p> <p>4. Do Equity Crowdfunding Platforms List High-Quality Ventures? A Longitudinal Study Sara Khosravi, Ghent University, Belgium Virginie Mataire, Ghent University, Belgium Tom Vanacker, Ghent University, Belgium</p> <p>5. The legislation challenges for Romanian blockchain entrepreneurs - a qualitative analysis Ioana Cimpan Babes-Bolyai University, Romania Emil Lucian Crisan, Babes-Bolyai University, Romania</p> <p>6. Board attributes and ESG disclosure. The moderating effect of board cultural diversity</p>



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	<p>Giovanna Gavana, Università degli Studi dell'Insubria, Italy Pietro Gottardo, Università degli Studi di Pavia, Italy Anna Maria Moisello, Università degli Studi di Pavia, Italy</p> <p>7. Integration of technology in strategic planning processes for SMEs in emerging economies - Systematic review Gibson Muridzi, University of Johannesburg, South Africa Shepherd Dhlwayo, University of Johannesburg, South Africa</p> <p>8. The Crisis of the Non-Bank Microfinance Sector in Uzbekistan: What are the Key Causal Factors? Nargiza Alimukhamedov, Westminster International University in Tashkent, Uzbekistan Marie-France Waxin, American University of Sharjah, UAE Shahzaib Ahmed Khan, Westminster International University in Tashkent, Uzbekistan</p> <p>9. Entrepreneurial education and learning Ksenija Vanjorek Stojaković, University of Applied Sciences Baltazar Zaprešić, Croatia Matea Klarić, University of Applied Sciences Baltazar Zaprešić, Croatia Maja Resner, Virovitica University of Applied Sciences, Croatia</p> <p>10. Factors impacting the intention to click on brand advertisement post: perceived intrusiveness of Instagram users Michael Jonathan, University of Ljubljana, Slovenia Marina Trkman, University of Ljubljana, Slovenia</p>
<p>4:00 p.m. to 5:00 p.m.</p>	<p>CONFERENCE REGISTRATION at the Conference desk in the Hotel Ambassador</p>
<p>5:00 p.m. to 7:00 p.m.</p>	<p>JOINT OPATIJA SIGHTSEEING WALKING TOUR incl. in conference fee -meeting point at Hotel Ambassador reception desk</p>
<p>7:00 p.m.</p>	<p>WELCOME DRINK Hotel Imperial terrace</p>
<p>Opatija Friday, May 24th, 2024</p>	
<p>9:30 a.m. to 10:00 a.m.</p>	<p>CONFERENCE REGISTRATION</p>



<p>Hall Magnolia</p> <p>10:00 a.m. to 10:45 a.m.</p> <p>Moderator:</p> <p>Prof. Marko Kolaković, Ph.D.</p> <p>Google Meet link: http://meet.google.com/uij-igpo-bmq</p>	<p>OPENING CEREMONY, WELCOME SPEECHES & KEYNOTE SPEECHES</p> <p><i>Special guests</i></p> <p><i>Keynote speakers:</i></p> <ol style="list-style-type: none"> Mitigating crisis in international entrepreneurial ventures: Consequences and strategies during the COVID-19 pandemic Calin Gurau, Montpellier Business School, France SME innovation from an RBV perspective based on Global Competitiveness Project Norbert Sipos, University of Pécs, Hungary (keynote speaker) Livia Lukovszki, University of Pécs, Hungary (co-author) András Rideg, University of Pécs, Hungary (co-author) <p><i>Greetings from the conference sponsors</i></p>
<p>10:40 a.m. to 11:00 a.m.</p>	<p>COFFEE BREAK</p>
<p>Session A</p> <p>Hall Magnolia</p> <p>11:00 a.m. to 1:30 p.m.</p> <p>Session chair:</p> <p>Prof. Norbert Sipos, Ph.D.</p> <p>Google Meet link: http://meet.google.com/uij-igpo-bmq</p>	<ol style="list-style-type: none"> Fostering Social Competence and Networking in International Student Entrepreneurial Leadership Education: A Pathway to Sustainable Success Lia Martha Maria Hewitt, University of Johannesburg, South Africa Sustainable Investing Through Exchange-Traded Notes: Insights and Applications Adam Marszk, Gdansk University of Technology, Poland The impact of the price factor on the farmer's incomes in EU Peter Bielik, Slovak University of Agriculture in Nitra, Slovakia Izabela Adamičková, Slovak University of Agriculture in Nitra, Slovakia Natália Turčeková, Slovak University of Agriculture in Nitra, Slovakia Stefaniia Belinska, Slovak University of Agriculture in Nitra, Slovakia Insightful Gaze – An eye tracking study on entrepreneurs'



	<p>perception of business prospects Sabine Bergner, University of Graz, Austria Alexander Seidenberger, University of Graz, Austria Dominik Palezcek, University of Graz, Austria</p> <p>5. Social factors which have an impact on SMEs operation – analyses of firms in Győr, Hungary Adrienn Reisinger, Széchenyi István University, Hungary</p> <p>6. Cultivating Entrepreneurial Mindsets in Graduates: Exploring the Intersection of Design Thinking and Growth Mindset Development Tiyani Baadjie, University of Johannesburg, South Africa MR Khosa, University of South Africa, South Africa</p> <p>7. SME innovation and intellectual capital in Hungarian firms András Rideg, University of Pécs, Hungary Norbert Sipos, University of Pécs, Hungary Livia Lukovszki, University of Pécs, Hungary László Szerb, University of Pécs, Hungary</p> <p>8. Crisis management in Romanian Family Business during and After the COVID-19 Pandemic Razvan Cristian Musca, West University Timisoara, Romania Nicolae Aurelian Bibu, West University Timisoara, Romania</p>
<p>Session B</p> <p>Hall Kamelia</p> <p>11:00 a.m. to 1:30 p.m.</p> <p>Session chair:</p> <p>Prof. Rose Luke, Ph.D.</p>	<p>1. Internal migration in terms of work/home space relationships Mária Murray Svidroňová, Matej Bel University, Slovakia David Cole, Matej Bel University, Slovakia Jolana Gubalová, Matej Bel University, Slovakia</p> <p>2. The impact of last-mile logistics service quality on online customer satisfaction and repurchase intentions Peter John Kilbourn, University of Johannesburg, South Africa</p> <p>3. Corporate restructuring strategy in the post-pandemic global economy Matej Lahovnik, University of Ljubljana, Slovenia</p> <p>4. Social and economic performance in terms of alternative indicators on the example of the Slovak Republic Andrea Valachová, University of Economics in Bratislava, Slovakia</p>



	<p>5. The state of smart logistics scholarship in Africa: a bibliometric analysis and research agenda Rose Luke, University of Johannesburg, South Africa Joash Mageto, University of Johannesburg, South Africa</p> <p>6. Crisis modernization - investments of Hungarian enterprises in space and time, based on the connection between economic crises and governmental support programs Melinda Koczor-Keul, University of Pannonia, Hungary Tamás Molnár, University of Pannonia, Hungary Zoltán András Dániel, University of Pannonia, Hungary</p>
2:00 p.m. to 3:00 p.m.	LUNCH BREAK (on your own)
4:00 p.m. to 7:00 p.m.	JOINT BUS SIGHTSEEING OPATIJA SURROUNDING TOUR (incl. in conference fee)
7:30 p.m.	OFFICIAL CONFERENCE DINNER Hotel AMBASADOR (incl. in conference fee)
Opatija Saturday, May 25th, 2024	
<p>Session C</p> <p>Hall Magnolia</p> <p>10:00 a.m. to 11:30 a.m.</p> <p>Session chair:</p> <p>Zvonimir Filipović</p> <p>Google Meet link: http://meet.google.com/uij-ijpo-bmq</p>	<p>1. Artificial intelligence in the function of protecting EU consumers Zvonimir Filipović, University of Applied Sciences "Lavoslav Ružička" in Vukovar, Croatia Željko Sudarić, University of Applied Sciences "Lavoslav Ružička" in Vukovar, Croatia Slobodan Stojanović, University of Applied Sciences "Lavoslav Ružička" in Vukovar, Croatia</p> <p>2. Environmental protection in the reports of medium-sized manufacturing enterprises in Hungary - a regional perspective Zoltán András Dániel, University of Pannonia, Hungary Patricia Fanni Porkoláb, University of Pannonia, Hungary</p> <p>3. The relationship between the regional characteristics of the digital society and the sustainability of the SME sector Tamás Molnár, University of Pannonia, Hungary Gábor Molnár, University of Pannonia, Hungary</p> <p>4. Knowledge-based capabilities in a knowledge loss context</p>



	<p>in UAE organizations Omar Belkhouja, American University of Sharjah, UAE</p> <p>5. Navigating Uncertainty: How HRM Practices Propel Start-Ups Through Lifecycle Phases Emma Globovnik, University of Ljubljana, Slovenia Anja Svetina Nabergoj, University of Ljubljana, Slovenia</p> <p>6. Modern Technology and Human Resource Management Systems: Practical Perspectives Nella Svetozarovova, Prešovská univerzita v Prešove, Slovakia Jana Cocolova, Prešovská univerzita v Prešove, Slovakia</p>
<p>Session D</p> <p>Hall Kamelia</p> <p>10:00 a.m. to 11:30 a.m.</p> <p>Session chair:</p> <p>Sorana Vătavu, Ph.D.</p>	<p>1. Analysing a selection of emerging economies' export diversification and sustainability Carli Bezuidenhout, North-West University, South Africa D Vorster, North-West University, South Africa EF Idsardi, North-West University, South Africa</p> <p>2. Fostering Sustainable Food Solutions: Exploring Farmer Perspectives in the Hessen Region Dorottya Edina Kozma, University of Pannonia, Hungary Veronika Laszlo, University of Pannonia, Hungary</p> <p>3. Deciphering Slovakia's savings decline: Exploring causes, consequences, and policy implications Martin Hudcovsky, Institute of Economic Research, Slovak Academy of Sciences, Slovakia Karol Morvay, Institute of Economic Research, Slovak Academy of Sciences, Slovakia</p> <p>4. Assessing governance capacity to address climate change disaster challenges Sorana Vătavu, West University of Timișoara, Romania Oana Ramona Lobont, West University of Timișoara, Romania Florin Costea, West University of Timișoara, Romania Octavian Jude, West University of Timișoara, Romania</p> <p>5. Institutional performance of New Member States Elena Fifeková, Institute for Forecasting CSPA SAS, Slovakia Eduard Nežinský, Institute for Forecasting CSPA SAS & University of Economics in Bratislava, Slovakia</p> <p>6. How not to Back test the performance of Deep</p>



	<p>Reinforcement Learning for trading Thorben Spanka, Universidad Autonoma de Madrid, Spain</p>
11:30 a.m. to 11:45 p.m.	COFFEE BREAK
<p>Session E</p> <p>Hall Magnolia</p> <p>11:45 a.m. to 1:30 p.m.</p> <p>Session chair:</p> <p>Mladen Turuk, Ph.D.</p> <p>Google Meet link: http://meet.google.com/uij-ijpo-bmq</p>	<ol style="list-style-type: none"> Marketing innovation influencing elements among SMEs Norbert Sipos, University of Pécs, Hungary Livia Lukovszki, University of Pécs, Hungary András Rideg, University of Pécs, Hungary Strategy Praxis in the 5th Industrial Revolution Brian Kagondo, University of the Witwatersrand, South Africa Teresa Carmichael, University of the Witwatersrand, South Africa Chris van der Hoven, University of Stellenbosch, South Africa Material master data management implementation: The moderating role of external service providers Elmarie van der Merwe, University of South Africa, South Africa Noleen Pisa, University of South Africa, South Africa Enock Musau, University of South Africa, South Africa Adapting to Hybrid Work: Cultivating In-Person Collaboration Through Thoughtful Office Design Tia Uršič, University of Ljubljana, Slovenia Anja Svetina Nabergoj, University of Ljubljana, Slovenia Environmental performance and circular economy in selected European Union countries Zuzana Hajduova, University of Economics in Bratislava, Slovakia Martin Novysedlák, University of Economics in Bratislava, Slovakia Roman Lacko, University of Economics in Bratislava, Slovakia Internationalization matters for financial performance in public limited companies Justyna Bogolebska, University of Łódź, Poland
<p>Session F</p> <p>Hall Kamelia</p>	<ol style="list-style-type: none"> PaTeNt© - JD5T 3D job description as a tool for understanding Green HR Beáta Sz. G. Pató, Eötvös Loránd University (ELTE), Faculty of Social Sciences, Institute of Economics, Hungary



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<p>11:45 a.m. to 1:30 p.m.</p> <p>Session chair:</p> <p>Ivana Fojs</p>	<ol style="list-style-type: none"> 2. Is the Artificial Intelligence an Opportunity or a Threat for Entrepreneurs – review of recent research Ivana Fojs, University of Zagreb, Croatia Kristina Detelj, University of Zagreb, Croatia 3. A Python Module for Implementing Cointegration Tests with Multiple Endogenous Structural Breaks Abdulnasser Hatemi-J, UAE University, UAE Alan Mustafa, IEEE, Iraqi Kurdistan 4. The link between health and Labour market outcomes in South Africa Josue Mbonigaba, University of KwaZulu-Natal, South Africa 5. NFTs, Cryptocurrencies, and Social Media: The Triad of Success for Web3 Platforms Tatiana Zalan, American University in Dubai, Dubai, UAE Efstathios Polyzos, Zayed University, UAE Elissar Toufaily, Léonard de Vinci Pôle Universitaire, France 6. A marketing researcher’s critical insights into the business anthropology’s Consumer Culture Theory Petra Platz, University of Győr, Hungary 7. City of Bjelovar as an example of investment in green transition and sustainable development Adela Zobundžija, Croatia 8. Games for Serious Learning in Hospitality Management Higher Education Evangelia Baralou, Open University, United Kingdom Isidora Kourti, Open University, United Kingdom
<p>1:30 p.m.</p>	<p>CONFERENCE CLOSING CEREMONY AND BOARD MEETING</p>
<p>2:00 p.m. to 3:00 p.m.</p>	<p>LUNCH BREAK (on your own)</p>
<p>4:00 p.m. to 6:00 p.m.</p>	<p>JOINT OPATIJA SIGHTSEEING WALKING (incl. in conference fee-visiting <i>Croatian Museum of Tourism</i>)</p>



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Under the auspices of the



VLADA REPUBLIKE HRVATSKE
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