



**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 Mačečević</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-bmq">http://meet.google.com/uij-igpo-bmq</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>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>Consumer perception and acceptance of plant-based meat substitutes <b>Kristína Predanócyová, Ľubica Kubicová, Diana Pindešová</b></li> <li>Quantification of food waste in countries of Central Europe <b>Jaroslava Košařová, Ján Pokrivčák</b></li> <li>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>Environmental efficiency of European economies <b>Elena Fifeková, Eduard Nežinský</b></li> <li>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>Digital tools and digital solutions in the practice of Hungarian SMEs <b>Ágnes Csiszárík-Kocsir, Mónika Garai-Fodor, János Varga</b></li> <li>Effective ways of managing change among Hungarian SMEs <b>János Varga, Ágnes Csiszárík-Kocsir, Mónika Garai-Fodor</b></li> <li>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>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>



**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)

<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>

Under the auspices of the



VLADA REPUBLIKE HRVATSKE  
 Government of the Republic of Croatia

General partner



International Institute of Entrepreneurship  
 MEĐUNARODNI INSTITUT PODUZETNIŠTVA

Golden sponsor



Silver sponsors



Bronze sponsors



Organiser



STUDENTS' BUSINESS  
 INCUBATOR AT THE  
 UNIVERSITY OF ZAGREB