

The Influence of Religions on Business of Multinational Companies – The Case of Podravka

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Abstract. The paper was created to show the influence of religions on multinational companies' business with particular emphasis on the company Podravka d.d. with its registered office in the Republic of Croatia. The work itself has several goals. The main goal is to determine the importance of religion in multinational companies' business in general, and then the company Podravka on which the whole paper focuses. The second goal is to determine which areas of religion's business have the most significant impact and how it is visible. The third goal is sociological, and that is, through research and interviews with representatives of religions, but also consumers, to find new ways to overcome intolerance and promote the acceptance of positive differences.

In addition to theoretical starting points in the field of international economics and religions, the paper also analyzes the company's operations, certification procedures, and consumer attitudes in the domestic market concerning business decisions related to the influence of religions, which the company has made in the last decade. These attitudes were analyzed using the method of descriptive statistics. We used the survey questionnaire, which consists of two parts. The first part contains questions about the respondents' demographic characteristics (gender, age, education, location, religion). The second part of the questionnaire refers to the respondents' opinions and attitudes related to religion, Podravka itself, its business, and products. It includes 15 questions that respondents will answer using a Likert rating scale from 1 to 5, where one will be an extremely negative attitude, while five will be an extremely positive attitude. The population in which we conducted the research are all persons over the age of 18 who will have access to the survey questionnaire. The population is vast because as diverse profiles of respondents (consumers) are needed in order for the results to be representative. The planned number of respondents is at least 100.

The main conclusions are: religion has a significant impact on production processes, but also other parts of Podravka's business, consumer attitude towards adaptation to religious requirements is mostly positive, but also very pronounced neutrality of respondents and lack of information on topics such as halal and kosher certification. The results indicate the need to conduct a consumer information campaign and be used as a starting point for campaign preparation. It is suggested that after carrying out certain activities, the research be repeated in order to determine the success of the campaign.

Keywords: business operations of the company, influence of religion, multinational company, multiculturalism, market requirements.