



Navigating Change: Resilience and Innovation for a Sustainable and Digital Era

Abstracts of the 24th
Management International Conference
Organised by

- University of Primorska, Faculty of Management, Slovenia
- University of Zadar, Department of Economics, Croatia
- University of Trieste, Department of Economics, Business, Mathematics and Statistics (DEAMS), Italy

Zadar, Croatia • 4–7 June 2025

MIC 2025: Navigating Change; Resilience and Innovation for a Sustainable and Digital Era

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Mathematics and Statistics (DEAMS), Italy

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DEGLI STUDI
DI TRIESTE**

Dipartimento di

Deams

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Conference Organisers

The conference is organised by three partner institutions:

University of Primorska, Faculty of Management (Slovenia) is a higher education institution for education and research in the fields of social sciences, management, economics, and business. The Faculty offers professional and university bachelor study programmes in Management, master study programmes in Management, Economics and Finance, Law for Management, interdisciplinary master's study programme in Sustainable Development Management, and doctoral study programme in Management. Besides the study programmes leading to a degree, the Faculty also offers modules for groups or in-company training in the field of social sciences and management with interdisciplinary links to economic, business, legal, organizational, and behavioural sciences.

University of Zadar, Department of Economics (Croatia) contributes to society through higher education, learning, and research in the field of business studies, adhering to the highest standards of excellence. The Department offers undergraduate and graduate programmes in Management, aimed at developing fundamental and advanced managerial competencies. The study programmes are continuously aligned with the latest insights in management education, in accordance with the recommendations of international professional bodies and accreditation agencies. It is a respected institutional member of the Business Graduates Association (BGA), an international membership and quality assurance body for the world's leading business schools with high potential.

University of Trieste, The Department of Economics, Business, Mathematics and Statistics (DEAMS, Italy) promotes and coordinates teaching and research activities in the fields of economics and business sciences, statistical sciences and mathematics applied to economics and social sciences. DEAMS undergraduate programmes include three degrees in Economics and Financial Markets, Business Administration and Management, Statistics and Informatics for Business, Finance and Insurance. At the graduate level DEAMS offers three Master's degrees in Economy, Environment and Development, Business Strategy and Consulting, Statistical and Actuarial Sciences. It is also home to an international PhD in Circular Economy.

Pre-Conference Day Co-Organiser

In addition to the three partner universities traditionally involved in the organisation of the Pre-Conference Day for PhD Students, this year's event is co-organised by the Centre for Development and Knowledge Transfer of the University of Primorska (CRPZ) as part of the UNIK@TT project, thereby strengthening interdisciplinary collaboration and broadening the support for early-stage researchers.

The Centre for Development and Knowledge Transfer of the University of Primorska (CRPZ UP) serves as the central Technology Transfer Office (TTO) of the University, merging academic excellence, innovation, and entrepreneurial spirit. Operating under the Faculty of Management, CRPZ UP connects researchers, institutions, and organisations to promote knowledge transfer, protect intellectual property, and strengthen collaboration between the university, industry, and society.

CRPZ UP plays a vital role in the innovation ecosystem by actively promoting, connecting, and supporting the University of Primorska's involvement in local, national, and international innovation networks. Leveraging its expertise, the Centre accelerates the commercialization of research results and facilitates the establishment of strategic partnerships.

The **UNIK@TT Project** is a strategic project initiative led by Slovenia's three leading public universities-University of Ljubljana (consortium leader), University of Maribor, and University of Primorska-to enhance the transfer of scientific knowledge and innovation from academia to the economy and society. This initiative is complemented by the KTO3 consortium, coordinated by the Jožef Stefan Institute, which unites public research organizations to strengthen knowledge transfer mechanisms.

As part of the MIC 2025 Pre-Conference Day, CRPZ UP FM will host the **International Technology Transfer Office Collaboration Event** within the UNIK@TT project, fostering connections between Technology Transfer Offices (TTOs) and promoting collaboration among institutions, researchers, students and businesses in innovation, intellectual property management, and spin-off company development.

Key objectives of the event:

- Strengthening TTO competencies on an international level
- Increasing visibility and promotion of TTO activities
- Advancing cooperation in intellectual property protection and commercialization
- Supporting the establishment and growth of spin-off companies
- Formalizing partnerships through Memoranda of Understanding (MoU)

The project was launched in response to a call by the Ministry of Higher Education, Science, and Innovation and is co-funded by the EU through the European Regional Development Fund. Its goal is to ensure the sustainable develop-

ment of TTOs across Slovenian public research organizations, fostering a more dynamic innovation ecosystem, increase the number of patent applications, strengthen university-industry partnerships, and improve technology transfer efficiency.

The MIC 2025 event will be a key opportunity to share knowledge, mentor students, forge strategic partnerships, and strengthen technological and social innovation.



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**MINISTRY OF HIGHER EDUCATION,
SCIENCE AND INNOVATION**



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the European Union**



Welcome Address by the Organisers

We are pleased and honoured to welcome you to Zadar, Croatia, for the Management International Conference (MIC) 2025.

The 24th MIC Conference is organised as a joint international event by three partner institutions: the University of Primorska, Faculty of Management (Slovenia); the University of Zadar, Department of Economics (Croatia); and the University of Trieste, Department of Economics, Business, Mathematics and Statistics (DEAMS, Italy).

We sincerely thank all participants and presenters for their valuable contributions. This year, 76 papers will be presented, and the total number of participants will surpass 100.

All paper abstracts are included in the Book of Abstracts. Authors are invited to submit full papers to the MIC 2025 Conference Proceedings or to the regular and special issues of the MIC supporting journals. The list of these journals is available on the conference website.

We are truly grateful to our Keynote Speaker, Mr Lasse Michael Boehm (Economic Governance and EMU Scrutiny Unit (EGOV), European Parliament), and to all speakers participating in the Round Table Toward Sustainable Tourism: A Strategic Approach. We also thank Dr Marco Balzano, facilitator of the Pre-Conference Day workshop, the editors involved in the Editors' Panel, and the organisers of the special sessions.

Finally, we express our sincere thanks to all who contributed to the programme boards and the organisation of MIC 2025. We wish each of you a productive and inspiring conference.

Dr Anita Trnavčević
Dr Jurica Bosna
Dr Guido Bortoluzzi
Conference Chairs

Conference Aims

MIC 2025 is designed to tackle pressing geopolitical, economic, and environmental challenges of our time. This year's theme underscores the importance of fostering discussions among scientists, researchers, and policymakers on key topics such as management, economics, marketing, entrepreneurship, sustainable development, and digitalisation, with a strong emphasis on building resilience and adaptability in an ever-evolving world. With resilience as a cornerstone for navigating uncertainty and innovation as a driver of progress, the conference seeks to inspire strategies that align economic goals with sustainability and technological advancement.

Emphasising the interconnectedness of global challenges, MIC 2025 encourages participants to explore solutions that balance economic performance, societal well-being, and environmental preservation. By encouraging collaboration across disciplines and welcoming diverse perspectives, the conference seeks to help leaders and organisations prepare for future challenges and work towards a fairer and more sustainable world.

Programme Boards

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Editorial Office

Alen Ježovnik, University of Primorska Press, Slovenia

Conference Programme

Wednesday, 4 June 2025 – Pre-Conference Day for PhD Students

(Department of Economics, Splitska 1)

- 09.00–09.30 Registration with Coffee
- 09.30–09.45 Welcome Address
- 09.45–11.30 Students' Elevator Pitches
- 11.30–12.00 Coffee Break
- 12.00–14.00 Workshop | On Methodological Rigor: Conducting Systematic Literature Reviews Using AI (Dr Marco Balzano)
- 14.00–15.00 Lunch
- 15.00–17.00 Workshop | Crafting a Theoretical Contribution: AI as a Companion in Structuring Knowledge (Dr Marco Balzano)
- 17.00–17.30 Closing Words
- 18.30–20.00 Zadar Guided Tour for PhD Students
- 20.00–22.00 Social Event for PhD Students

Thursday, 5 June 2025 (University of Zadar, Obala kralja Petra Krešimira IV. 2)

- 08.30–15.00 Registration
- 09.00–10.15 Parallel Sessions
- 10.15–11.30 Parallel Sessions
- 11.30–12.00 Coffee Break
- 12.00–12.15 Conference Opening
- 12.15–13.30 Keynote Speech | Mr Lasse Michael Boehm, The Economic Challenges of Europe in Uncertain Times
- 13.30–15.00 Lunch
- 15.00–16.30 Round Table | Toward Sustainable Tourism: A Strategic Approach
- 16.30–16.45 Coffee Break
- 17.15–19.30 Departure for Conference Dinner and Nin Guided Tour
- 19.30–24.00 Conference Dinner (Konoba Kraljevski vinogradi)

Friday, 6 June 2025 (Department of Economics, Splitska 1)

- 08.30–13.00 Registration
- 09.00–10.30 Parallel Sessions
- 10.30–11.30 Poster Session with Coffee Break
- 11.30–13.00 Meet the Editors (Dr Guido Bortoluzzi)
- 13.00–14.00 Lunch
- 14.00–15.30 Parallel Sessions
- 15.30 Conference Closing and Farewell

Saturday, 7 June 2025

- 08.00–18.00 Trip (optional)

On Methodological Rigor: Conducting Systematic Literature Reviews Using AI

Wednesday, 4 June 2025 • 12.00–14.00

Hall 5 (Department of Economics)

Workshop Facilitator: Dr Marco Balzano

During the first part of the seminar, we will focus on methodological rigor in conducting systematic literature reviews, emphasizing the principles and processes that ensure transparency, replicability, and meaningful contribution to academic discourse. We will reflect on how a well-structured review begins with the clear definition of research questions and theoretical boundaries, guiding the inclusion and exclusion criteria that frame the study. Together, we will examine how the development of an effective search string is central to retrieving a relevant body of literature, requiring careful selection of keywords and Boolean operators to balance breadth and specificity. As part of our discussion, we will explore best practices for querying and selecting appropriate academic databases, particularly Scopus and Web of Science, to refine the scope of investigation and ensure access to high-quality, peer-reviewed sources. Through practical examples, we will see how systematic screening and extraction allow researchers to filter out irrelevant or redundant materials while maintaining methodological consistency. We will also analyze common pitfalls in literature reviews—such as selection bias, lack of coherence in synthesis, and misalignment between research questions and findings—and discuss strategies to mitigate these challenges through a structured and iterative approach. A key theme of the seminar will be the role of AI in supporting literature reviews. We will examine how AI-driven tools can facilitate various phases of the review process, from text mining and thematic clustering to the automated organization of articles. Through interactive demonstrations, we will see how AI can enhance efficiency and accuracy in structuring and analyzing vast bodies of literature, helping researchers identify patterns, categorize insights, and generate structured narratives. However, throughout the discussion, we will critically assess the extent to which AI should be integrated into academic workflows, emphasizing the researcher's judgment in ensuring conceptual clarity and methodological soundness.

Dr Marco Balzano is a Research Fellow in Management at the University of Trieste, Italy. He holds a Double PhD in Management from Ca' Foscari University of Venice and SKEMA Business School. His primary research interests focus on business strategy and innovation management. His research has been published in several international journals, including *California Management Review*, *International Journal of Management Reviews*, and *Technovation*, among others. He also serves as Associate Editor for *Journal of Small Business Management*.

Crafting a Theoretical Contribution: AI as a Companion in Structuring Knowledge

Wednesday, 4 June 2025 • 15.00–17.00

Hall 5 (Department of Economics)

Workshop Facilitator: Dr Marco Balzano

Building on the foundation of a rigorous literature review, we will examine how the transition to theorization requires systematic coding and structured interpretation of the extracted knowledge. During the seminar, we will explore how identifying gaps in the literature is not merely about recognizing missing pieces but about understanding the conditions under which a meaningful theoretical contribution can emerge. We will reflect on how theorizing involves moving beyond summary toward conceptual synthesis, developing insights that refine or extend existing frameworks. Throughout our discussion, we will consider the miner-pro prospector continuum as a guiding framework for literature reviews and theory development. We will see how the miner approach emphasizes a meticulous excavation of existing research, systematically organizing and synthesizing knowledge to uncover patterns and refine established perspectives. In contrast, the prospector takes a more exploratory stance, searching for new theoretical directions, bridging disconnected conversations, and introducing novel conceptual frameworks. Together, we will analyze when and how each of these orientations can be effectively applied to different research contexts. We will also engage with the role of qualitative coding in structuring data, categorizing themes, and revealing patterns that inform theoretical development. During the session, we will explore both manual and AI-assisted approaches to coding, examining how generative AI tools and AI-driven content analysis systems can provide structured ways to explore thematic networks and construct conceptual maps. Through interactive examples, we will discuss how AI can be used as a complementary tool to assist in pattern recognition and conceptual organization while ensuring that interpretative control remains in the hands of the researcher. Also here a key focus will be how AI can inspire rather than dictate the theorization process. We will reflect on how AI-generated insights can support scholars in crafting and refining core theoretical constructs, enhancing the coherence of conceptual models, and exploring novel linkages that might otherwise remain overlooked. The seminar will conclude with a broader discussion on the evolving role of AI in academic research, acknowledging that while theorization remains an inherently human-driven endeavor, AI can serve as a valuable companion in refining arguments, structuring knowledge, and revealing new pathways for conceptual development.

The Economic Challenges of Europe in Uncertain Times

Thursday, 5 June 2025 • 12.15–13.30

Main Hall (University of Zadar)

Keynote Speaker: Mr Lasse Michael Boehm

**Head, Economic Governance and EMU Scrutiny Unit (EGOV),
European Parliament**



Lasse Boehm is leading a team of economists providing expertise and analysis for the European Parliament's Committee on Economic and Monetary Affairs (ECON) on macro-economic, monetary and fiscal policy developments. The EGOV unit monitors the European Semester for economic policy coordination as well as euro area monetary policy, preparing the ECON committee's monetary dialogues with the European Central Bank and regular dialogues with the European Commission and EU member states on the implementation and impact of the EU's Recovery and Resilience Facility.

In addition, the unit provides analyses on the state-of-play of the EU Banking Union, and assists the committee in scrutinising relevant EU-level institutions such as the Single Supervisory Mechanism. Lasse joined the European Parliament in 2004. He holds an MPhil degree from St Antony's College Oxford and a BA in Political Science from the University of Durham.

Abstract. Faced with global uncertainty and new economic, political and security challenges, the European Union's economic model is under strain. Externally, a protectionist wave threatens the EU's export-driven economy which is based on free trade and tightly-interwoven supply chains. Internally, the EU faces the need to adjust its operating modus from a long-term, regulatory, model built around the single market to a system able to react quickly and with adequate means to unexpected challenges. As part of the answer, the European Commission has proposed a renewed focus on competitiveness. Starting from what the EU has already done to react to the new challenges, the talk will ask the question what competitiveness means, what kind of governance questions the new challenges throw up for the European Union, and what their financial implications are. Ultimately, addressing the economic challenges Europe is facing lead to fundamental institutional questions far beyond the realm of economic policy-making. Addressing these requires a broad economic, political and institutional reflection – including on the role and contribution of academia.

Toward Sustainable Tourism: A Strategic Approach

Thursday, 5 June 2025 • 15.00–16.30

Main Hall (University of Zadar)

Moderator: Dr Tomislav Klarin

How can we manage tourism to achieve sustainable, responsible, and balanced outcomes? The goal is to capitalize on business opportunities and offer high value-added products and services, while reducing the sector's reliance on a seasonal model, minimizing environmental impacts, and accounting for the effects of a changing climate.

Diversification and innovation in tourism products and services could be key drivers in this transition. Such strategies have the potential to extend the tourism season, support 'year-round tourism,' and stimulate the creation of high-quality employment. In doing so, they contribute to a more resilient and inclusive regional economy. Experts from academia, government, and tourism industry will contribute their insights on the matters discussed above.

This round table will bring together experts from academia, government, and the tourism industry, who will share their perspectives and experiences related to these pressing challenges and opportunities. Their diverse backgrounds promise a dynamic and thought-provoking exchange.

Panelists:

- Iva Bencun, Zadar Tourist Board
- Tomislav Fain, Terra Travel Agency
- Vlatka Košta, Kukljica Tourist Board
- Rebeka V. Pevec, Zadar Cruise Port
- Gabrijela Vidić, University of Zadar

Social Innovation

Thursday, 5 June 2025 • 9.00–10.15

Hall 121 (University of Zadar)

Session Chair: Dr Jana Hojnik

The Social Innovation session is dedicated to discussing various types, practices and characteristics of social innovation for maximizing the impact of scientific knowledge transfer, fostering collaboration between researchers, businesses, policymakers, broader public and relevant networks (e.g. T4EU).

The main topics of the session include presentations and research findings related to various definitions, types, practices and characteristics of social innovation, including measuring impact of social innovation.

The session is covered under the framework of UNIK@TT.



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Knowledge Valorisation

Thursday, 5 June 2025 • 10.15–11.30

Hall 121 (University of Zadar)

Session Chair: Dr Simona Kustec

The Knowledge Valorisation session is dedicated to discussing (self)evaluation of TTOs structures and processes in fostering collaboration between universities, researchers, businesses, and policymakers.

The main topics of the session include recommendations and indicators for monitoring and further evaluation (the so-called valorisation metrics) of research organisations in their activities to support the development and strengthening of knowledge transfer into practice.

The session is covered under the framework of ISERO – Indicators for Self-Evaluation of Research Organisations in the Field of Knowledge Transfer.



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Javna agencija za znanstvenoraziskovalno
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Meet the Editors

Friday, 6 June 2025 • 11.30–13.00

Hall 5 (Department of Economics)

Panel Chair: Dr Guido Bortoluzzi

The Meet the Editors Panel offers a unique opportunity for all conference participants to engage in an open dialogue with editors of journals supporting MIC. This session aims to provide valuable insights into the publishing process, journal expectations, and current developments in academic publishing. Editors will briefly introduce their journals and share perspectives on broader trends and challenges that shape the publishing landscape today. The discussion will touch on key considerations for authors and provide guidance that can benefit researchers across different disciplines and career stages. The session will conclude with an open Q&A, allowing participants to raise questions and exchange views in an informal setting.

Pre-Conference Day Presentations

Wednesday, 4 June 2025 • Hall 5 (Department of Economics)

Case Study: Is Bucharest a Smart Tourist Destination?

Luciana Maria Popa (Anghel), Academy of Economic Studies, Romania

Keywords: smart tourism, smart destinations, smart cities, agile and resilient destinations

[Abstract](#)

Entrepreneurial Risk Management and ESG: Reframing Sustainability as Strategic Resilience

Tommaso Cortivo, University of Trieste, Italy

Keywords: entrepreneurship, ESG integration, strategic risk, sustainability, governance, SME resilience

[Abstract](#)

The Impact of Managerial Education on Organizational Performance: A Systematic Literature Review across Individual, Team, and Organizational Levels

Arkhyt Pavliuk and Guido Bortoluzzi, University of Trieste, Italy

Keywords: management, sustainable growth, managerial education, organizational performance, systematic literature review, productivity, efficiency, innovation, leadership, management practices

[Abstract](#)

Resilience and Innovation in Tourism: The Impact of Direct-to-Consumer Sales on Trust, Service Quality, and Sustainability

Zorica Bocić and Gregor Jagodič, Doba Business School, Slovenia

Keywords: Direct-to-Consumer (DTC), tourism industry, intermediaries, customer trust, service quality

[Abstract](#)

Blockchain Potential in Regenerative Rural Tourism Development in Montenegro

Milica Mitrović and Tatjana Stanovičić, University of Montenegro, Montenegro

Keywords: blockchain, regenerative tourism, rural tourism

[Abstract](#)

Resilient Older Employees in the Disruptive Artificial Intelligence Era

Tinkara Kodolja, University of Primorska, Slovenia

Keywords: older employees, artificial intelligence era, ICT competencies, resilience, skills, literature review

[Abstract](#)

Navigating Methodological Choices in Management Research

Klara Čalušić and Nina Krmac, University of Primorska, Slovenia

Keywords: research methodology, methodological choice, management research

[Abstract](#)

**Exploring Resilience through Blockchain and Circular Economy:
A Review from a Cross-Sectoral Perspective**

Tatiana Toluoso, IULM University, Italy

Keywords: blockchain, circular economy, resilience, cooperation, glocal, eco-efficiency

[Abstract](#)

Social Innovation

Thursday, June 5 • 9.00–10.15 • Hall 121

Session Chair: Jana Hojnik

Navigating Innovation: A Comparative Analysis of National Intellectual Property Ecosystems in Croatia and Slovenia

Ana Hafner, Rudolfovo – Science and Technology Centre Novo mesto and Faculty of Information Studies, Slovenia

Marijana Ribičič, DOBA Business School, Slovenia

Keywords: intellectual property, national ecosystems, support institutions, Croatia, Slovenia

[Abstract](#)

Tracing the Trajectory of Social Innovation: Insights from Literature Review

Jana Hojnik, Simona Kustec, and Uroš Godnov, University of Primorska, Slovenia

Keywords: social innovation, literature review, scientific papers

[Abstract](#)

The Role of Universities for Social Innovation in Circular Economy: Evidence from Bulgaria

Desislava Yordanova, Sofia University 'St. Kliment Ohridski,' Bulgaria

Keywords: social innovation, circular economy, university

[Abstract](#)

Social Innovations that Spread Circular Economy: Practices at the University of Trieste

Rubina Romanello, Salvatore Dore, and Donata Vianelli, University of Trieste, Italy

Keywords: university, social innovation, circular economy

[Abstract](#)

Circular Economy and Business Strategy

Thursday, June 5 • 9.00–10.15 • Hall 124

Session Chair: Verena Fink

An Integrated Green Inventory Decision Model Linking Renewable Energy Penetration and Economic Order Quantity

Tien-Yu Lin, Fujian Polytechnic Normal University, China

Keywords: renewable energy penetration, economic order quantity, green supply chain, stochastic optimization, parameter sensitivity

[Abstract](#)

Bibliometric Analysis of ESG Reporting and Greenwashing Research

Adela Mrackova, Czech University of Life Science, Czechia

Keywords: ESG reporting, greenwashing, sustainability, transparency, bibliometric analysis

[Abstract](#)

Paradoxes in the Strategic Renewal Process toward a Circular Economy: A Multiple Case Study of Established Manufacturing Companies

Verena Fink, University of Trieste, Italy,
and Carinthia University of Applied Sciences, Austria

Guido Bortoluzzi, University of Trieste, Italy

Dietmar Sternad, Carinthia University of Applied Sciences, Austria

Keywords: circular economy, paradox theory, tensions, case study

[Abstract](#)

Economic Return of the Circular Economy Principles Implementation in the Lithuanian Maritime Industry

Henrika Ruginė, LCC International University, Lithuania

Keywords: circular economy, economic return, circular business model

[Abstract](#)

Application of AI Tools

Thursday • June 5, 9.00–10.15 • Hall 213

Session Chair: Barbara Švagan

Explainable Recommender System Based on BERTopic

Ante Panjkota, Stjepan Buljat, and Niko Vrdoljak,
University of Zadar, Croatia

Keywords: explainable recommender system, BERTopic, topic modeling,
Amazon Review Dataset, user trust

[Abstract](#)

Generational Patterns in the Adoption and Use of Neobanking Services

Barbara Švagan, Suzana Laporšek, and Igor Stubelj,
University of Primorska, Slovenia

Keywords: neobanking, generational differences, digital financial inclusion

[Abstract](#)

Shaping Leaders through Reflection: Comparison of a Free-Form and AI-Guided Reflection in Leadership Development Programmes

Anja Gorše and Anja Svetina Nabergoj,
University of Ljubljana, Slovenia

Keywords: reflective practice, AI-guided reflection, leadership development,
professional growth, AI in education

[Abstract](#)

Knowledge Valorisation

Thursday, June 5 • 10.15-11.30 • Hall 121

Session Chair: Simona Kustec

Conceptual Model for Determining Societal Impact of Innovation

Klaus Zaerens, University of Helsinki, Finland

Virpi Tuukkanen, Lappeenranta University of Technology, Finland

Keywords: management, innovation, societal impact, sustainability, resilience, strategy

[Abstract](#)

How to Measure and Valorise Social Innovation in Science

Simona Kustec, Jana Hojnik, and Ana Zalokar,

University of Primorska, Slovenia

Keywords: social innovation, model, measurement, valorisation, indicator, science

[Abstract](#)

University-Industry Collaboration: Determinants and Indicators of Technology Transfer

Jana Hojnik, Štefan Bojnec, and Simona Kustec,

University of Primorska, Slovenia

Vaida Zemlickienė and Zenonas Turskis,

Vilnius Gediminas Technical University, Lithuania

Keywords: technology transfer, indicators, determinants, universities, industry, collaboration

[Abstract](#)

Technology Transfer in Practice under the EIT Raw Materials Mechanisms

Mateja Košir, Urška Kropf, and Klemen Klemenčič,

Slovenian National Building and Civil Engineering Institute, Slovenia

Keywords: technology transfer, EIT, licensing agreement, research-industry collaboration

[Abstract](#)

Transitions and Challenges in Contemporary Labour Markets

Thursday, June 5 • 10.15–11.30 • Hall 124

Session Chair: Christine Ebner

The Agricultural Labour Markets in Slovenia, Slovakia, and the Czech Republic

Štefan Bojnec, University of Primorska, Slovenia

Artan Qineti, Slovak University of Agriculture in Nitra, Slovakia

Kushtrim Braha, University 'Ukshin Hoti' Prizren, Kosovo

Patrik Cíba, Slovak University of Agriculture in Nitra, Slovakia

Keywords: agricultural labour markets, family labour, hired labour, Central and Eastern Europe

[Abstract](#)

The Hidden Workforce: Employment and Health Impacts of Informal Caregiving in Slovenia

Nina Ponikvar, Sara Ražman, Tjaša Redek, Mojca Bavdaž,

and Petra Došenović Bonča,

University of Ljubljana, Slovenia

Keywords: informal care, employment, health status, societal costs, Slovenia

[Abstract](#)

The Impact of Ecological Sustainability on Job Selection Preferences among Young Employees

Christine Ebner, Peter Brandstaetter, Sarah Ann Grafinger, and Florian Sperrer, University of Applied Sciences Upper Austria, Austria

Keywords: sustainability, job selection, young employees, employer attractiveness, ecological responsibility

[Abstract](#)

The Wage-Productivity Nexus: The Case of Croatia

Dražen Koški, Josip Juraj Strossmayer University of Osijek, Croatia

Keywords: the wage-productivity gap, labor productivity, cointegration, Granger causality

[Abstract](#)

Digitalisation and the Transformation of Work: Drivers, Dynamics, and Labour Market Implications

Suzana Laporšek, Ajda Fošner, Ana Grdović Gnip, Suzana Sedmak, Igor Stubelj,

Klemen Širok, Barbara Švagan, and Elizabeta Zirnstein,

University of Primorska, Slovenia

Keywords: digitalisation, future of work, automation, skills transformation, labour market implications

[Abstract](#)

Digital Innovation in Work and Organisation

Thursday, June 5 • 10.15–11.30 • Hall 213

Session Chair: Ana Arzenšek

The Role of Digital Innovations in Optimizing Sustainable Supply Chain Management in Renewable Energy

Oskar Juszczuk, Academy of Piotrkow Trybunalski, Poland
 Tomasz Rokicki, Warsaw University of Life Sciences, Poland
 Jerzy Witold Pietrewicz, Warsaw School of Economics, Poland
 Sławomir Juszczuk, Institute of Agricultural and Food Economics – National Research Institute, Poland

Keywords: renewable energy, digital innovation, innovation management, blockchain, internet of things (IoT), artificial intelligence (AI), data analytics, sustainable supply chain management

[Abstract](#)

Making Sense of the Algorithm: Perceptions of Algorithmic Management in Location-Based Platform Work

Barbara Švagan, Suzana Laporšek, Ajda Fošner, Suzana Sedmak, Elizabeta Zirnstein, Ana Grdović Gnip, Klemen Širok, and Igor Stubelj, University of Primorska, Slovenia

Keywords: platform work, algorithmic management, job quality

[Abstract](#)

Phygital Knowledge Management: Leveraging AI and Immersive Technologies for Organizational Resilience and Innovation

Simonetta Pattuglia, University of Rome 'Tor Vergata,' Italy
 Patrizia De Luca, University of Trieste, Italy
 Marco Bellotto, University of Trieste, Italy
 Nicola Leone, University of Rome 'Tor Vergata,' Italy
 Nona Kokoladze, University of Rome 'Tor Vergata,' Italy

Keywords: knowledge management, SECI model, digital transformation

[Abstract](#)

Ethical Aspects of Using AI among Occupational Psychologists: A Pilot Study

Špela Bizjan and Ana Arzenšek, University of Primorska, Slovenia

Keywords: artificial intelligence, AI integration in HRM, Code of Professional Ethics for Psychologists, ethics in HR Processes, occupational psychologists, Slovenia

[Abstract](#)

Strategic Management and Organisational Performance

Friday, June 6 • 9.00–10.30 • Hall 5

Session Chair: Joanna Rakowska

Supply Management of Critical Raw Materials

Dirk Sackmann and Lea Babajan,
University of Applied Sciences Merseburg, Germany

Keywords: literature review, critical raw materials, supply chain management

[Abstract](#)

The Journey of Success in Finnish Defence Projects: A Longitudinal Study

Ilkka Ikonen, The Finnish Defence Research Agency, Finland
Henrik Juhola, National Defence University, Finland

Keywords: management, defence project, success factors, critical success factors

[Abstract](#)

What Does Corporate Social Responsibility Mean to Young People?

Joanna Rakowska, Marcin Ratajczak, Jakub Karaś, and Weronika Biały,
Warsaw University of Life Sciences, Poland

Keywords: corporate social responsibility, young people, Poland

[Abstract](#)

Integration of Lean and Six Sigma Methodology for Process Improvement

Dušan Gošnik, University of Primorska, Slovenia

Keywords: management, Six Sigma (SS), Lean (L), LSS, method, process, integration, study

[Abstract](#)

Financial Performance and Capital Resilience

Friday, June 6 • 9.00–10.30 • Hall 6

Session Chair: Fabrizio Rossi

From Pitch to Profit: Exploring the Relationship between Sports Performance and Financial Success in Italian Football

Samantha Barresi and Michele Bertoni, University of Trieste, Italy

Keywords: sports performance, financial performance, football clubs, Serie A, sport economics

[Abstract](#)

Asset Recognition and Forecast Accuracy: A Focus on Exploration and Evaluation Activities in the Extractive Industry

Paola Rossi, University of Trieste, Italy

Michele Bertoni, University of Trieste, Italy

Paolo Candio, University of Trento, Italy

Keywords: forecast accuracy, asset recognition, extractive industry, exploration and evaluation activities

[Abstract](#)

A Quantitative Model of Green Transition Resilience Bonds

Marcello Galeotti, University of Florence, Italy

Giovanni Rabitti, Heriot-Watt University, UK

Emanuele Vannucci, University of Pisa, Italy

Keywords: CAT risk insurance, green transition, resilience bonds

[Abstract](#)

The Presence of Business Professors in the Governance of Italian Companies and the Effects on Capital Structure and Performance

Fabrizio Rossi, Giorgio Valentinuz, and Alessandro Sicali,

University of Trieste, Italy

Keywords: academics, finance and management background, board members, Italian companies, capital structure

[Abstract](#)

Financial Resilience under Pressure: SMEs Facing Disruptions in a Volatile Economy

Nataša Šarlija, University of Osijek, Croatia

Keywords: financial resilience, economic crises, adaptive capacity, risk assessment

[Abstract](#)

Digitalisation and Sustainability Issues in Marketing

Friday, June 6 • 9.00–10.30 • Hall 7

Session Chair: Armand Faganel

Consumers and Sustainable Fashion: A Systematic Literature Review

Chiara Marinelli, University of Trieste, Italy

Keywords: sustainable fashion, consumer attitudes, fast fashion, circular economy

[Abstract](#)

Empowering Solopreneurs: Leveraging AI Tools to Drive Sales and Marketing without External Support

Nataša Kobal, IB4SME, Poland

Maciej Czaplewski, University of Szczecin, Poland

Keywords: artificial intelligence, solopreneurs, micro businesses, AI tools for sales and marketing, marketing

[Abstract](#)

Digital Self-Advertising

Chih-Ping Chen, Yuan Ze University, Taiwan

Keywords: aesthetic symbol theory, digital identity, digital self-advertising, personal branding, self-advertising

[Abstract](#)

Towards a Standardized Scale for Measuring Consumer Sustainability Fatigue

Armand Faganel, University of Primorska, Slovenia

Neringa Vilkaite-Vaitone, Vilnius Gediminas Technical University, Lithuania

Maica Amador-Marrero, Vilnius Gediminas Technical University, Lithuania, and University of Las Palmas de Gran Canaria, Spain

Polona Dakič, University of Primorska, Slovenia

Keywords: sustainability fatigue, measurement tool, consumers, sustainable marketing

[Abstract](#)

Driving Performance through AI and Sustainability

Friday, June 6 • 9.00–10.30 • Hall 8

Session Chair: Ana Grdović Gnip

AI Adoption in European Enterprises

Maja Ćukušić, University of Split, Croatia

Keywords: AI adoption, digital transformation, fsQCA, ICT security, data analytics, cloud computing, ICT skills training, European enterprises

[Abstract](#)

Investigating the Drivers of FDI Location Decisions in the Context of Sustainability and Digital Transformation

Sebastian Tocar, Alexandru Ioan Cuza University of Iași, Romania

Keywords: FDI, location decision, methodology, sustainability, digital transformation

[Abstract](#)

Digitalisation and Sustainability: Drivers of Firm Export Performance? Comparative Analysis of Companies from Croatia vs. Bosnia and Herzegovina

Magda Górská Grginović and Anna Napiórkowska,
SGH Warsaw School of Economics, Poland

Keywords: digitalisation, sustainability, export intensity, firm internationalization

[Abstract](#)

Exploring the Digital Circularity Nexus: A Bibliometric, Systematic Literature Review

Andrea Isabel Pavon and Rubina Romanello,
University of Trieste, Italy

Keywords: digital technologies, circularity, bibliometric analysis

[Abstract](#)

AI Automation and Technologies within Industries across Europe: Current Size and Expected Growth

Ana Grdović Gnip, University of Primorska, Slovenia

Keywords: automation, AI technologies, productivity, Europe

[Abstract](#)

Poster Session

Friday, June 6, 10.30–11.30, Hallway

Developing Resilient and Innovative Sustainable Strategy: A Framework for Long-Term Success

Matej Lahovnik, University of Ljubljana, Slovenia

Keywords: strategy, sustainability, resilience, innovation

[Abstract](#)

The Impact of Educational Variables on Employment Rates in Romania: A Quantitative Analysis

Alexandru Marian Petrișor Tănase and Iliana Caragea,
Bucharest University of Economic Studies, Romania

Keywords: employment, tertiary education, quantitative analysis, graduate employability, labor market

[Abstract](#)

Gender Pay Gap in Education and Estimation of the Discrimination Effect: The Case of the Czech Republic

Veronika Hedija, Masaryk University, Czechia

Keywords: gender, gender pay gap, remuneration, education, Oaxaca-Blinder decomposition

[Abstract](#)

The Effects of Fiscal Policy on Economic Growth and Unemployment: Evidence from the Republic of North Macedonia

Abdulgafur Sinani, Comenius University Bratislava, Slovakia

Keywords: fiscal policy, economic growth, developing countries, co-integration, VECM

[Abstract](#)

Exploring Cruise Tourists' Characteristics and Perception: The Case of Zadar

Marija Opačak Eror, Antonija Ivanov, and Jurica Bosna,
University of Zadar, Croatia

Keywords: cruising tourism, sustainability, WTP, infrastructure projects, Zadar

[Abstract](#)

The Relationship between ESG Performance and Corporate Capital Structure: A Systematic Literature Review

Nikolina Jukić, University of Zadar, Croatia

Keywords: ESG, capital structure, corporate finance, sustainability

[Abstract](#)

Artificial Intelligence and the Jazz Economy: A Symphony of Resilience and Innovation in the Digital Age

Sonja Brlečić Valčić, Dijana Čičin-Šain, and Anita Peša,
University of Zadar, Croatia

Keywords: Jazz Economy, artificial intelligence, economic resilience, adaptive systems, innovation

[Abstract](#)

Tourism Destination Management: The Role of Tourist Excursion Boats in Zadar County (Croatia)

Tomislav Klarin and Valentina Jakić,
University of Zadar, Croatia

Keywords: tourism, tourists' motivation, excursion boats, tourism destination management, Zadar County

[Abstract](#)

Perspectives of the Local Community on the Market Positioning of a Tourist Destination: The Case of the Municipality of Piran

Gorazd Sedmak, University of Primorska, Slovenia

Keywords: marketing positioning, tourism destination, stakeholders, local community, Piran

[Abstract](#)

Adaptation and Sustainability in Agriculture

Friday, June 6 • 14.00–15.30 • Hall 5

Session Chair: Štefan Bojnec

Agri-Environmental Schemes and Input Costs

Štefan Bojnec, University of Primorska, Slovenia

Imre Fertő, HUN-REN Centre for Economic and Regional Studies, Hungary

Corvinus University of Budapest, Hungary,

and Czech University of Life Sciences, Czechia

Keywords: agri-environmental schemes, costs, energy, fertilizer, crop protection, Slovenia

[Abstract](#)

Assessing the Economic Effects of Agri-Environmental Schemes on Farm Input Use

Imre Fertő, HUN-REN Centre for Economic and Regional Studies, Hungary,

Corvinus University of Budapest, Hungary,

and Czech University of Life Sciences, Czechia

Štefan Bojnec, University of Primorska, Slovenia

Keywords: agri-environmental schemes, input expenditures, synthetic difference-in-differences, policy evaluation

[Abstract](#)

Adaptation Strategies of Small Farms in Short Food Supply Chains during the Pandemic and Post-Pandemic Crisis:

A Case Study from the Czech Republic

Eliška Svobodová, Kristina Somerlíková, Ivo Zdráhal, Libor Grega,

and Francois Stephanus Lategan, Mendel University, Czechia

Sebastian Stępień, Poznań University of Economics and Business, Poland

Keywords: agriculture, pandemic and post-pandemic crisis, short food supply chain, Czech Republic

[Abstract](#)

Mapping the Perceived Usefulness and Intentions of Small Farmers in the Czech Republic to Engage in Short Food Supply Chains

Libor Grega, Kristina Somerlíková, Eliška Svobodová, Ivo Zdráhal,

and Francois Stephanus Lategan, Mendel University, Czechia

Keywords: short food supply chains, agriculture, economic resilience, Technology Acceptance Model

[Abstract](#)

Innovating for Resilience and Social Impact

Friday, June 6 • 14.00–15.30 • Hall 6

Session Chair: Judita Peterlin

Resilience and Innovation in Problem-Solving: Addressing Financial Strain and Enhancing Life Satisfaction in a Changing World

Albana Berisha Qehaja, University of Prishtina, Kosovo

Keywords: problem-solving, life satisfaction, financial strain, economic hope, education, resilience, moderated mediation, global economic contexts

[Abstract](#)

Effects of Entrepreneurial Bricolage on Innovation Orientation in Micro Enterprises: The Mediating Role of Resilience

Mirjana Grčić Fabić, Antonija Petrlić, and Zoran Sušanj,
University of Rijeka, Croatia

Keywords: entrepreneurship, micro businesses, bricolage, resilience, innovation

[Abstract](#)

Workplace Innovation and Workplace Democracy in Slovenia

Elizabeta Zirnstein, University of Primorska, Slovenia

Keywords: workplace democracy, worker participation, workplace innovation, organizational governance, participatory practices

[Abstract](#)

Navigating Attitude Change towards the Elderly and Youth: Bibliometric Analysis

Judita Peterlin and Vlado Dimovski,
University of Ljubljana, Slovenia

Keywords: management, sustainable growth, ageism, bibliometric analysis

[Abstract](#)

Education and Digital Technologies

Friday, June 6 • 14.00–15.30 • Hall 7

Session Chair: Igor Rižnar

AI Chatbots in Education: The Future of Teaching and Learning

Aleksandra Porjazoska Kujundziski, Neslihan Ademi, and Damir Rahmani,
International Balkan University, North Macedonia

Keywords: generative AI, chatbots, education, teaching, learning

[Abstract](#)

Can AI Help a Student to Pass a Math or Statistics Exam

Matevž Malej, University of Primorska, Slovenia

Keywords: generative artificial intelligence, large language models, student's exams, mathematics, statistics

[Abstract](#)

Virtual Project Management: The Case of Student Teams

Małgorzata Marchewka, Krakow University of Economics, Poland

Keywords: project management, barriers, Virtual Exchange, student teams

[Abstract](#)

Research-Based Teaching and Learning

Igor Rižnar and Armand Faganel, University of Primorska, Slovenia

Keywords: critical thinking, higher education, inquiry-based teaching, research-based learning

[Abstract](#)

Policy Instruments and Economic Effects

Friday, June 6 • 14.00–15.30 • Hall 8

Session Chair: Antonio Costantini

Innovation Meets Tax Planning: Unpacking the Effect of SIFIDE on Portuguese Companies

José Luís Martins and Cristina Sá,
Polytechnic University of Leiria, Portugal

Keywords: economic growth, tax planning, R&D, tax benefits, SIFIDE

[Abstract](#)

Measurement of Higher Education Performance of European Countries Using R&D Indicators

Mehmet Güray Ünsal and Altay Oğulcan Dalkılıç,
Başkent University, Turkey

Keywords: performance measurement, R&D indicators, European countries, higher education

[Abstract](#)

Tracking the Decay of Economic Sanctions through Financial Data

Morad Bali, Grenoble Alpes University, France

Keywords: economic sanctions, sanction index, dynamic modelling, decay rate

[Abstract](#)

Measurement of Energy Poverty: Evidence from a Romanian Survey

József Fogarasi, Óbuda University, Hungary,
and Partium Christian University, Romania
Árpád Szabó, Partium Christian University, Romania
Emőke Katalin Péter, The Sapientia Hungarian University of Transylvania,
Romania

Keywords: energy poverty, low income, household costs

[Abstract](#)

Determinants of Internal Carbon Pricing Adoption: Evidence from European Companies

Antonio Costantini, Ca' Foscari University, Italy
Anna Quaggio, eAmbiente Srl, Italy

Keywords: climate change, internal carbon pricing, determinants, logit model

[Abstract](#)