



**10<sup>th</sup> ANNUAL GLOBAL BUSINESS CONFERENCE  
SEPTEMBER 25<sup>th</sup> – 28<sup>th</sup>, 2019  
SIBENIK, CROATIA**

**CONFERENCE PROGRAM**

**GBC** GLOBAL  
BUSINESS  
CONFERENCE

**Venue:  
AMADRIA PARK (Convention Centre)**

**Organized by:**

 Institut za inovacije  
Innovation Institute

**ORGANIZER**



**Institut za inovacije**  
Innovation Institute

**GENERAL PARTNER**



**školska knjiga**

**WEDNESDAY, SEPTEMBER 25<sup>th</sup>, 2019**

**Time:** 18:00-19:00

**Conference registration and Welcome drink**

**Venue:** *Hotel Ivan*

**THURSDAY, SEPTEMBER 26<sup>th</sup>, 2019**

**Time:** 09.00-09.30

**Room:** Convention center

**Conference registration**

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**Session:** 1\_1

**Room:** SIBENIK 5

**Track:** Marketing

**Time:** 09.30-11.00

*Session Chair: Cristina Helena Pinto de Mello*

1. **Christo Boshoff:** *The Case for Using Neuro-Physiological Measures to Better Understand Sub-Conscious Emotional Responses to Marketing Stimuli*
2. **Thomas Dobbstein, Roger B. Mason and Karen M. Corbishley:** *Shopping Malls in South Africa and Germany – Changing Use and Customer Concerns*
3. **Marcos Iazzetti and Vivian Iara Strehlau:** *Pet Consumer Values: Values Between Consumers and Companion Animals*
4. **Fernando Nahat Jardim and Cristina Helena Pinto de Mello:** *Smart Destinations as Method to Rethink Tourism Marketing: A Simplified Method That Any Business or Destination Can Implement It!*

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**Time:** 11.00-11.30 / **Coffee break**

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**Session: 1-2**

**Room: SIBENIK 5**

**Track: Management**

**Time: 11.30-12.40**

*Session Chair: Mario Situm*

1. **Alexandra Brunner-Sperdin** and **Mario Situm**: *The Influence of Private Social Media Usage by Employees on the Reputation Risk of Companies*
2. **Kariena Strydom** and **Zimkhitha Katywa**: *Leadership as a Core Competence to Productive Service Delivery in a South African Municipality*
3. **Frances Scholtz** and **Suzaan Hughes**: *Navigating Institutional Voids: A Managerial Perspective on the Competitiveness of Selected African Countries*

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**Time: 12.40-14.00 / Lunch break**

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**Session: 1-3**

**Room: SIBENIK 5**

**Track: Management**

**Time: 14.00-15.30**

*Session Chair: Emil Martirosyan*

1. **Louis Jacobus Van Staden** and **Jan J. H. Myburgh**: *Common Challenges Faced by SMEs Within a South African District*
2. **Mario Situm** and **Stefan Märk**: *The Use of Controlling for Corporate Management in Western Austrian Companies: An Empirical Analysis*
3. **Bernardo Muñoz Angosto**, **Rosario García Cruz** and **Jesús García de Madariaga**: *Evolution of the Challenges of Internationalization of Emerging Market SMEs in a Digitized Global Economy: A Bibliometric Analysis*
4. **Christiane Ksienzyk**: *HRM in SMEs – A Literature Review and Suggestions for Future Studies*

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**Time: 15.30-16.00 / Coffee break**

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**Session: 1-4**

**Room: SIBENIK 5**

**Track: Economics**

**Time: 16.00-17.00**

*Session Chair: Tomáš Heryán*

1. **Andres Faiña, Jesus Lopez-Rodriguez and Paulino Montes-Solla:** *EU Regional Policy and Development in Spain: Capital Widening and Productivity Stagnation Over 1989-2010*
2. **Tomáš Heryán:** *Tourism as an Important Factor for Creating Nominal Effective Exchange Rates: How Does it Impact on Exports and Imports of Services in the Czech Republic?*
3. **Jesus Lopez-Rodriguez and Jorge Guido Sotomayor-Pereira:** *Income Disparities in Ecuador Over 2007-2014: A Geographical Economics Approach*

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**Time: 18.15-20.00**

**Sibenik city tour**

Meeting point: Hotel Ivan lobby

**FRIDAY, SEPTEMBER 27<sup>th</sup>, 2019**

**Time:** 09.00-09.30  
**Conference registration**

**Room:** Convention center

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**Session: 2\_1**  
**Track:** Finance & Accounting

**Room:** SIBENIK 5  
**Time:** 09.30-11.00

*Session Chair: Iveta Palečková*

1. **Lenka Přečková:** *Evaluation of Expense Ratio of Selected Insurance Companies Operating on the Czech Insurance Market in 2004-2017*
2. **Surya Widyaningsih and Doddy Setiawan:** *Operational Risk Disclosure and Ownership Structure: A Study on Banking Industries*
3. **Artur Sajnog:** *Usefulness of Comprehensive Income Reporting in Selected Polish Companies*
4. **Iveta Palečková:** *Determinants of Dynamic Banking Efficiency in Central and Eastern Europe Countries*

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**Time:** 11.00-11.30 / **Coffee break**

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**Session: 2-2**  
**Track:** Management

**Room:** SIBENIK 5  
**Time:** 11.30-13.00

*Session Chair: Kamal Fatehi*

1. **Tshepo Malumane and Suzaan Hughes:** *Innovation and Culture as Dynamic Capabilities: The Case of a Vertically Integrated Sawmilling Company*
2. **Ryann McLeod Glushek and Robert L. Engle:** *National Culture, Corruption, and Contract Enforcement: A Mediated model*
3. **Sergey Myasoedov, Emil Martirosyan, Anastasia Sergeeva and Yulia Bronnikova:** *Mechanisms of Corporate Culture Transformation in Companies and State Corporations in the BRICs Countries*
4. **Kamal Fatehi and Reza Vaezi:** *A Simpler View of Cultural Attributes and its Application to International Management*

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**Time: 13.00-14.00 / Lunch break**

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**Session: 2-3**

**Room: SIBENIK 5**

**Track: Marketing**

**Time: 14.00-15.00**

*Session Chair: František Pollák*

1. **František Pollák, Nella Svetozarovová and Jozef Simko:** *Selected Approaches to Sustainable Development of Corporate Reputation – The Reputation of Family Owned Businesses in the Face of Turbulent Environment*
2. **Mia Bothma and Estelle van Tonder:** *Exploring the Structure of Citizenship Behaviors Within an Online Community on Facebook*
3. **Santidhorn Pooripakdee:** *The Influence of Online Marketing Communication Tools to Consumers' Perception and Purchase Decision via Online Stores*

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**Time: 20:00**

**Official Conference Dinner**

Meeting point: Hotel Ivan lobby

**SATURDAY, SEPTEMBER 28<sup>th</sup>, 2019**

**Time: 9:00-18:00**

**Conference trip**

Meeting point: Hotel Ivan lobby

**AMADRIA PARK MAP**

