



**11th ANNUAL GLOBAL BUSINESS CONFERENCE
SEPTEMBER 24th – 25th, 2020
CROATIA**

CONFERENCE PROGRAM

GBC GLOBAL
BUSINESS
CONFERENCE

Organized by:



THURSDAY, SEPTEMBER 24th, 2020

Session: 1-1

Track: Management

Time: 09.00-10.30

Session Chair: Chris Schachtebeck

1. **João Leite Ribeiro and Delfina Gomes:** *The Dark Side of Human Resources Management: The Perceptions of Different Organizational Actors*
2. **Sergey Myasoedov, Emil Martirosyan, Anastasia Sergeeva, A. Chemyakina and Yulia Bronnikova:** *The Aspects of Motivation in a Cross-Cultural Environment with Reference to Hofstede's Theory*
3. **Montsho Pheaha and Chris Schachtebeck:** *Entrepreneurial Intention: Does Entrepreneurship Education Play a Role?*
4. **Annett Wege:** *Succession Process within Family Owned Businesses: An Acquisition Based View of SMEs in Switzerland*

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10.50 – 12.20 GETL session

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Session: 1-2

Track: Economics

Time: 12.50-13.30

Session Chair: Goran Vlašić

1. **Ana Maria Neagu:** *Theoretical Aspects Regarding Economics of Education, Challenges of the Coronavirus Pandemics in Higher Education Institutions*
2. **Uri Zilbersheid:** *The Welfare State – Its Origins and Principles and Its Role in The Corona Crisis*

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Time: 13.30-13.45 / Break

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Session: 1-3

Track: Management

Time: 13.45-15.15

Session Chair: Emil Martirosyan

1. **Barbara Auer:** *Digital Transformation and its Impact on Company-Internal Challenges and Performance*
2. **Brigitte Auer-Karl** and **Tatjana Seibt:** *West Meets East – Cultural Diversity in the Medical Device Industry*
3. **Thomas Brugger:** *ERP Software Implementation - Key Competencies for the Process Owner*
4. **Markus Matschi:** *Structural Evaluation of the Influence of the Chief Digital Officer on the Company's Performance: A Proposed Study*

FRIDAY, SEPTEMBER 25th, 2020

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9.00 – 10.30 GETL session

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Session: 2-1

Track: Management

Time: 10.50-12.30

Session Chair: Frank Moroff

1. **Brigitte Auer-Karl:** *Attitudes Towards Gender Roles in Leadership Positions in the Medical Device Industry: A Comparison Between Austria and Sweden*
2. **Tania Melim-Lazorik, Frances Scholtz** and **Mazanai Musara:** *Workplace Cohesion among Small Businesses in South Africa: Discursive Nuances and Narratives from Employee Perspectives*
3. **Markus Filkorn:** *The Impact of IT Governance Maturity on IT Performance and Business Success relating to German Automotive Suppliers*
4. **Cornelia Moser:** *E-Business Adoption in the Context of Knowledge Management in Small and Medium-Sized Enterprises*
5. **Anita Panov** and **Frank Moroff:** *Interconnectedness of Social Capital, Corporate Social Responsibility & Sustainable/Green Supply Chain Management: Putting Supply Chain Law on the Research Agenda*

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Time: 12.30-13.00 / Break

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Session: 2-2

Track: Marketing

Time: 13.00-14.40

Session Chair: Michael A. Petrochuk

1. **Grethe Heyns, Chris D. Pentz and Ronel Du Preez:** *“I Remember...and I Feel...” Investigating the Effect of Evoked Nostalgia on Consumer Behavioral Outcomes in South Africa*
2. **Michael A. Petrochuk:** *Advancing Analytical Approaches to Measure Online Worship*
3. **Thomas Rainer Fuss:** *Impacts of Environmental VUCA and Digitalization in Sales on Key Account Management (KAM) Effectiveness*
4. **Michael A. Petrochuk:** *Revising a Conceptual Model and Scale to Assess Interest in Medical Tourism Services: The Mediating Effects of the Pandemic on Selection and Choice*
5. **Stefan Schwarzgruber:** *Consumer Attraction by Biophilic Atmosphere*