



**12<sup>th</sup> ANNUAL GLOBAL BUSINESS CONFERENCE  
SEPTEMBER 22<sup>nd</sup> – 25<sup>th</sup>, 2021  
ZAGREB (CROATIA)**

**CONFERENCE PROGRAM**

**GBC** GLOBAL  
BUSINESS  
CONFERENCE

**Venue:  
SHERATON ZAGREB HOTEL**

**Organized by:**

 **Institut za inovacije**  
Innovation Institute

ORGANIZER



Institut za inovacije  
Innovation Institute

GENERAL PARTNER



**školska knjiga**

**WEDNESDAY, SEPTEMBER 22<sup>nd</sup>, 2021**

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

**Conference registration and Welcome drink**

**Venue:** *Sheraton Zagreb Hotel*

**THURSDAY, SEPTEMBER 23<sup>rd</sup>, 2021**

**Time:** 08.30-09.00

**Room:** Conference center

**Conference registration**

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**Session:** 1\_1

**Room:** ZAGREB 1

**Track:** Management

**Time:** 09.00-10.20

*Session Chair: Jens Köhler*

1. **Jens Köhler** and **Helmut Zsifkovits:** *Circular Economy – Requirements for Enterprises towards Circular Products*
2. **João Leite Ribeiro** and **Delfina Gomes:** *The Roles of Human Resources Managers: The Perceptions of Different Organizational Actors*
3. **Guido Pertscheid:** *Will the Platform Economy Become Decentralized? Analysis of Decentralized Platforms' Disruptive Potential Following Christensen's Theory of Disruptive Innovation*
4. **Csilla Tóth, András Hány** and **Leticia Pekk:** *Source of Value Creation: Technology or Human Added Value?*

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**Session:** 1\_2

**Room:** ZAGREB 2

**Track:** Marketing

**Time:** 09.00-10.20

*Session Chair: Thomas Dobbelstein*

1. **Thomas Dobbelstein, Karen M. Corbishley** and **Roger B. Mason:** *Creating enthusiasm about farmers' markets in a post pandemic world – a South African-German comparison*
2. **Lisa Harkness** and **Audrey Gilmore:** *Examining Service Design of Voluntary Community Groups as a Transformative Service: The Case of Northern Ireland and Croatia*
3. **Grethe Heyns, Chris D. Pentz** and **Ronel Du Preez:** *When Fond Memories Are Brought to Mind: The Development of a Nostalgic Brand Evaluation Instrument*
4. **Kristina Predanócyová, Ľubica Kubicová** and **Peter Šedík:** *Future of Meat and Meat Products Consumption*

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**Time: 10.20-10.50 / Coffee break**

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**Session: 1\_3**  
**Track: Management**

**Room: ZAGREB 1**  
**Time: 10.50-12.10**

*Session Chair: Andreas Zehetner*

1. **Daniela Zehetner, Tetyana Lepeyko and Andreas Zehetner:** *The "Ideal" Leadership Style in the Confluence of Generations and Cultures in the Workplace: Development of a Research Model and Pretest*
2. **Linda Hlongwane and Suzaan Hughes:** *Mobile Banking as a Means to Financial Inclusion*
3. **Adri Drotskie:** *Management Practice and Competence Required in a New 4IR World of Work Post Pandemic*
4. **Bradley Shodries and Anoosha Makka:** *The Value of Millennial Employees in the South African Banking Sector*

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### ***Global Education, Teaching & Learning Conference 2021***

**Room: ZAGREB 2**

**Time: 10.50-12.10**

[www.getlconference.com](http://www.getlconference.com)

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**Time: 12.10-13.30 / Lunch**

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**Session: 1\_4**  
**Track: Management**

**Room: ZAGREB 1**  
**Time: 13.30-14.50**

*Session Chair: Michael L. Troilo*

1. **Masato Abe, Nicholas J. Freeman and Michael L. Troilo:** *Looking Beyond the Pandemic: Building Back Better for MSME Finance in Asia and the Pacific*
2. **Sergey Myasoedov, Emil Martirosyan, Anastasia Sergeeva and Yulia Bronnikova:** *Current Strategies in Global Staff Mobility*
3. **Isabelle Rösel:** *The Impact of Cross-Cultural Dynamics on the Effectiveness of Change Management Processes*
4. **Mario Situm and Stefan Märk:** *Measuring the Degree of Internationalization Based on Entrepreneurial Value Chain Activities: An Analysis for Micro and Small Enterprises in West Austria*

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**Session: 1\_5**

**Track:** Marketing

**Room:** ZAGREB 2

**Time:** 13.30-14.50

*Session Chair: Carlos Manuel Súcia Burcio*

1. **Carlos Manuel Súcia Burcio** and **Tomás Rodrigues**: *The Benefits of a SEO Strategy in a SEA Campaign – The Strength of Search Engine Marketing*
2. **Ece İpekoğlu** and **Nilgün Gürkaynak**: *Exploring the Effect of Social Media Influencers on Buyer Decision Process in Context of Insta-Moms*
3. **Salwa Ladraa** and **Hind Berrada**: *Perception of Green Communication by Moroccan Motorists - Exploratory Study at Service Stations in the City of Marrakech*
4. **František Pollák**, **Peter Markovič** and **Michal Konečný**: *E-Commerce in the Times of Social Distancing*

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**Time:** 14.50-15.20 / **Coffee break**

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**Session: 1\_6**

**Track:** Economics / Finance

**Room:** ZAGREB 1

**Time:** 15.20-17.20

*Session Chair: Wojciech Stiller*

1. **Marwin Heinemann**, **Anna Kowal** and **Wojciech Stiller**: *E-invoicing and VAT Fraud – Italian Experience and Polish Plans*
2. **Guido Perscheid** and **Nadine Ostern**: *Building Plan A for Trusting Plan B: Digital Trust as the New Imperative for Surviving the Next Pandemic*
3. **Uri Zilbersheid**: *The Welfare State in the Corona Crisis: A Comparison between the USA and Germany*
4. **Andreas Stoller**: *Impact of Digital Technologies on Finance Profession*
5. **Elaine Fantini Salles** and **Cristina Helena Pinto de Mello**: *Perception of Financial Self-Efficacy of Brazilian Investors - A Generational Perspective*
6. **Nicole Škuláňová**: *The Influence of Selected Determinants on the Composition of the Financial Structure in Retail and Wholesale Companies from Selected Countries of Central and Eastern Europe*

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**Time:** 19.00-20.30

**Zagreb city tour**

Meeting point: Sheraton Zagreb Hotel lobby

**FRIDAY, SEPTEMBER 24<sup>th</sup>, 2021**

**Time:** 08.30-09.00  
**Conference registration**

**Room:** Conference center

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***Global Education, Teaching & Learning Conference 2021***

**Room:** ZAGREB 1

**Time:** 09.00-10.00

[www.getlconference.com](http://www.getlconference.com)

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**Time:** 10.00-10.30 / **Coffee break**

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**Session:** 2\_1  
**Track:** Management

**Room:** ZAGREB 1  
**Time:** 10.30-12.10

*Session Chair: Iwona Otolá*

1. **Susanne van der Beck** and **Tatjana Seibt**: *Ability, Motivation and Opportunity in Organizations as part of High Performing Work Systems (HPWS) - A Literature Review*
2. **Iwona Otolá**: *Resources Valuation in a Business Model of High-Growth Enterprises*
3. **Dina Alfrehat** and **Zoltán Sebestyén**: *A Comparative Analysis of Safety Orientation and Safety Performance in Organizations: A Project Management Perspective*
4. **Marlena Grabowska**: *The Structure of Business Models of High-Growth Enterprises - Case Study*
5. **Ben Moins**, **David Hernando**, **Wim Van Den Bergh** and **Amaryllis Audenaert**: *Application of a Fatigue Cracking Model to Predict Service Life in the Life Cycle Cost Analysis of Asphalt Base Layers Containing Various Rates of Reclaimed Asphalt Pavement*

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**Time:** 12.10-13.30 / **Lunch**

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**Session: 2\_2**  
**Track:** Tourism

**Room:** ZAGREB 1  
**Time:** 13.30-14.30

*Session Chair: Vivian Iara Strehlau*

1. **Alexandra Brunner-Sperdin, Mario Situm and Lukas Hartleif:** *The Tourism Industry as an Attractive Employer in a Cross-Border Context: Status Quo And Development Potentials*
2. **Carlos Manuel SÚcia Burcio:** *Measuring Country Image and Its Impact on Behavioral Intentions for Travelling*
3. **Camila Santos Melo and Vivian Iara Strehlau:** *The Women Solo Traveler: A Study About Empowerment and Self*
4. **Marina Solesvik:** *Radical Innovation Development in Norwegian Companies*

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**Time: 19:00**

**Official Conference Dinner**

Meeting point: Sheraton Zagreb Hotel lobby

**SATURDAY, SEPTEMBER 25<sup>th</sup>, 2021**

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

**Conference trip**

Meeting point: Sheraton Zagreb Hotel lobby

[www.gbcsummer.com](http://www.gbcsummer.com)  
[www.gbcwinter.com](http://www.gbcwinter.com)