12th ANNUAL GLOBAL BUSINESS CONFERENCE
SEPTEMBER 22nd – 25th, 2021
ZAGREB (CROATIA)

CONFERENCE PROGRAM

Venue:
SHERATON ZAGREB HOTEL

Organized by:
**WEDNESDAY, SEPTEMBER 22\textsuperscript{nd}, 2021**

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

Conference registration and Welcome drink

**Venue:** Sheraton Zagreb Hotel

**THURSDAY, SEPTEMBER 23\textsuperscript{rd}, 2021**

**Time:** 08.30-09.00

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*
4. Csilla Tóth, András Háry and Letícia 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*
**Session 1_3**

**Track:** Management

**Room:** ZAGREB 1

**Time:** 10.50-12.10

*_Session Chair: Andreas Zehetner_

1. **Daniela Zehetner, Tetyana Lepeyk**o 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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**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
Room: ZAGREB 2
Track: Marketing
Time: 13.30-14.50

Session Chair: Carlos Manuel Súcia Burcio

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
Room: ZAGREB 1
Track: Economics / Finance
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 24th, 2021

Time: 08.30-09.00                   Room: Conference center

Conference registration

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Global Education, Teaching & Learning Conference 2021
Room: ZAGREB 1
Time: 09.00-10.00
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 Otola

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 Otola: Resources Valuation in a Business Model of High-Growth Enterprises
4. Marlena Grabowska: The Structure of Business Models of High-Growth Enterprises - Case Study

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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
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 25th, 2021

Time: 9:00-18:00  
Conference trip  
Meeting point: Sheraton Zagreb Hotel lobby