



**13th ANNUAL GLOBAL BUSINESS CONFERENCE
SEPTEMBER 21st – 24th, 2022
DUBROVNIK (CROATIA)**

CONFERENCE PROGRAM

GBC GLOBAL
BUSINESS
CONFERENCE

**Venue:
AKADEMIS ACADEMIA HOTEL**

Organized by:

 **Institut za inovacije**
Innovation Institute

ORGANIZER



Institut za inovacije
Innovation Institute

GENERAL PARTNER



školska knjiga

WEDNESDAY, SEPTEMBER 21st, 2022

Time: 18:00-19:00

Conference registration and Welcome drink

Venue: *Akademis Academia Hotel*

THURSDAY, SEPTEMBER 22nd, 2022

Time: 08.30-09.00

Room: DUBROVNIK 1

Conference registration

* * * * *

Session: 1_1

Room: DUBROVNIK 1

Track: Marketing

Time: 09.00-10.40

Session Chair: Vivian Iara Strehlau

1. **Jussara da Silva Teixeira Cucato, Flavio Santino Bizarrias, Vivian Iara Strehlau, Marlette Cassia Oliveira Ferreira and Jussara Goulart da Silva:** *Environmental Awareness and Social Ethics of Consumption: Influence on Environmental Behavior Conditioned to Consumer Political Positioning*
2. **Inga Träger:** *The Impact of Brand Experience on the Cognitive Dissonance and the Mediating Role of the Perceived Brand Authenticity in the Purchase of Eco-Friendly Products*
3. **Victoria Hochreiter, Cynthia Benedetto and Marc Loesch:** *The Stimulus-Organism-Response (S-O-R) Paradigm as a Guiding Principle in Environmental Psychology: Comparison of Its Usage in Consumer Behavior and Organizational Culture and Leadership Theory*
4. **Cristina Helena Pinto de Mello and Kaue Augusto Fernandes:** *Determining Factors That Influence Brazilian Consumer Using Fintechs*
5. **Alexandra Martins Francisco and Carlos Manuel Súcia Burcio:** *The Gap Between Purchase Intention and Purchase Behavior in the Sustainable Fashion Industry*

* * * * *

Time: 10.40-11.10 / Coffee break

* * * * *

Session: 1_2
Track: Economics

Room: DUBROVNIK 1
Time: 11.10-12.30

Session Chair: Anton van Wyk

1. **Jesus Lopez-Rodriguez, Brais Pociña-Sanchez and Laura Varela-Candamio:** *Taxable Agglomeration Rents Across the Spanish Local Labor Markets*
2. **Anton van Wyk, Anmar Pretorius and Derick Blaauw:** *Public Interest Conditions Reshaped: A Critical Analysis of Merger Cases in South Africa*
3. **Helena Majdúchová and Mária Kmety Barteková:** *Formal and Informal Tools for the Protection of Intellectual Property Rights in Creative Industries in Central European Countries*
4. **Supanee Harnphattananusorn:** *Asymmetric Relationship between Financial Development, Total Factor Productivity, and Economic Growth*

* * * * *

Session: 1_3
Track: Management

Room: DUBROVNIK 2
Time: 11.10-12.30

Session Chair: Jürgen Moormann

1. **Friedrich Holotiuk and Jürgen Moormann:** *Organizational Learning to Push Forward the Digital Transformation: The Case of Digital Innovation Labs*
2. **Iwona Otolá and Marlena Grabowska:** *The response of high-growth enterprises to the crises caused by the Covid-19 pandemic*
3. **Sergey Myasoedov, Emil Martirosyan, Teimuraz Vashakmadze and Anastasia Sergeeva:** *Strategies for Communication with Stakeholders in Mergers and Acquisitions*
4. **Diana Puhovichova and Nadežda Jankelova:** *The Impact of the Fourth Industrial Revolution on Planning and Control Processes in Industrial Enterprises in Slovakia*

* * * * *

Time: 12.30-14.00 / Lunch

* * * * *

Session: 1_4

Track: Finance & Accounting

Room: DUBROVNIK 1

Time: 14.00-15.30

Session Chair: Iwona Otola

1. **Samuel Anokye Nyarko, Leif Atle Beisland and Roy Mersland:** *Lending to Women and Lending Risk in Micro-Banks: The Moderating Effects of Patriarchy and Female Leadership*
2. **Andreas Stoller:** *The Assessment of Data Analytics Skills and Business Knowledge for Finance Professionals in Context of Business Analytics*
3. **Marlena Grabowska and Iwona Otola:** *Financial Condition of Polish Listed Companies After the Pandemic. Crisis Resilience Study*
4. **Mohammed M. Yassin and Osama S. Sha'aban:** *Earnings Management and Going Concern During COVID-19: Evidence from IFRS Context*

* * * * *

Session: 1_5

Track: Management

Room: DUBROVNIK 2

Time: 14.00-15.30

Session Chair: Goran Vlašić

1. **Hanan AlMazrouei:** *Facilitating Employee Creativity: A Mediating Cross-Level Transformational Leadership Process*
2. **Emad Nasserian and Tatjana Seibt:** *Identifying Successful Leaders' Opportunities and Limitations*
3. **Doris Danzig-Jones:** *Leadership Development: A Strength-Based Assessment Model as an Option for the Coaching Intervention?*

* * * * *

Time: 18.00-20.00

Dubrovnik city tour

Meeting point: tourist office at PILE

FRIDAY, SEPTEMBER 23rd, 2022

Time: 09.00-09.30
Conference registration

Room: DUBROVNIK 1

* * * * *

Session: 2_1
Track: Tourism

Room: DUBROVNIK 1
Time: 09.30-10.30

Session Chair: Mario Situm

1. **Mario Situm and Alexandra Brunner-Sperdin:** *What Factors Influence the Profitability of Tourism Firms? An Analysis for Austrian Hotels and Restaurants*
2. **Maja Šerić and Maria Vernuccio:** *Communication Strategies for Mitigating the Pandemic in Tourism. The Integrated Marketing Communications Approach*
3. **Alexandra Brunner-Sperdin and Mario Situm:** *Employer Attractiveness in Alpine Destinations. The Influence of Destination-Related Factors*

* * * * *

Global Education, Teaching & Learning Conference 2022

Session: 2_2
www.getlconference.com

Room: DUBROVNIK 2
Time: 09.30-10.30

* * * * *

Time: 10.30-11.00 / **Coffee break**

* * * * *

Session: 2_3
Track: Marketing

Room: DUBROVNIK 1
Time: 11.00-12.30

Session Chair: František Pollák

1. **Thomas Rainer Fuss:** *Linking Environmental Volatility and Complexity to the Relationship Between Key Account Management Practices and Performance Outcomes*
2. **Peter Schneckenleitner:** *Student User-Generated Content as a Communicative Success Factor for Universities – Final Results*
3. **Peter Štetka, Nora Grisáková and Iveta Kufelová:** *European Market's Cultural Zones of Homogeneity: Hierarchical Clustering Analysis*
4. **František Pollák, Peter Markovič and Róbert Világi:** *Digital Vs. Traditional: Selected Views on Creating an Optimal Marketing Communication Mix*

Session: 2_4
Track: Economics

Room: DUBROVNIK 2
Time: 11.00-12.30

Session Chair: Mária Kmety Barteková

1. **Nora Grisáková, Iveta Kufelová and Peter Štetka:** *Two Stage Stackelberg Duopoly Game with New Technology Investment*
2. **Iveta Kufelová, Nora Grisáková and Peter Štetka:** *Effectiveness of eco-innovations in selected countries*
3. **Csilla Tóth, András Háy and Beáta Fehérvölgyi:** *ZalaZONE: is that a complex innovation ecosystem?*
4. **Mária Kmety Barteková and Daniela Rybárová:** *Sustainable Production of e-Fuels and Its Social and Economic Impact*

* * * * *

Time: 12.30-14.00 / Lunch

* * * * *

Time: 19:00

Official Conference Dinner

Meeting point: Akademis Academia Hotel lobby

SATURDAY, SEPTEMBER 24th, 2022

Time: 10:00

Conference trip

Meeting point: tourist office at PILE

