



**14th ANNUAL GLOBAL BUSINESS CONFERENCE
SEPTEMBER 27th – 30th, 2023
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 27th, 2023

Time: 18:00-19:00

Conference registration and Welcome drink

Venue: *Sheraton Zagreb Hotel*

THURSDAY, SEPTEMBER 28th, 2023

Time: 08.30-09.00

Room: GBC 1

Conference registration

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Session: 1_1

Room: GBC 1

Track: Marketing

Time: 09.00-10.40

Session Chair: František Pollák

1. **František Pollák, Peter Markovič and Zuzana Dzilská:** *Brand Management Through the Coronavirus Crisis - Empirical Analysis of Changes in the Online Reputation of the Best Hospitals in the USA in the Period Before and During the Global Pandemic*
2. **Estelle van Tonder, Danie J. Petzer, S. Fullerton, J. Lee and Christo Bischoff:** *Developing and Validating a Measurement Scale for Green Customer Citizenship Behaviors Across Contexts*
3. **Frances Mer Lim and Jae-Yun Ho:** *Exploring Blockchain and CRM Integration in Businesses - A Qualitative Analysis of the Technological, Organizational and Environmental Considerations for Blockchain and CRM Integration*
4. **Ana Carolina Nogueira Caria and Carlos Manuel Súcia Burcio:** *The Impact of Digital Influencers on Intent to Purchase Cruelty-Free Cosmetics*
5. **Olga Ławińska and Anna Korombel:** *Engagement of Generation Z in Company-Customer Relationships on Social Media - Comparative Analysis of Poland and Great Britain*

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Time: 10.40-11.10 / **Coffee break**

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Session: 1_2

Track: Finance & Economics

Room: GBC 1

Time: 11.10-12.10

Session Chair: Cristina Helena Pinto de Mello

1. **Mario Situm, Lukas Hartleif and Dominika Galkiewicz:** *Knowledge of Capital Market Products and Risk Aversion: An Empirical Analysis for Generation X and Z Students on Financial Literacy*
2. **Ali Necmettin Can, Fatih Güzel and Melek Acar:** *The Relationship Between Central Bank Reserves and Credit Default Swap Premiums: An Empirical Analysis on Turkey*
3. **Caio Henrique Decicco de Carvalho, Cristina Helena Pinto de Mello and Jussara da Silva Teixeira Cucato:** *Debt, Responsible Behavior in Relation to Credit, and Cadastro Positivo*

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Time: 12.10-13.30 / **Lunch**

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Session: 1_3

Track: Tourism & Marketing

Room: GBC 1

Time: 13.30-14.50

Session Chair: Vivian Iara Strehlau

1. **Rafael Sadocco, Thayna Graciano, Wagner Oliveira Cerqueira, Vivian Iara Strehlau and Antonio Pedro Alves:** *Tourism in Conflict Zones: An Issue of a Travelers' Cosmopolitanism*
2. **Kazuki Hiraga:** *Intensive and Extensive Margins of Domestic Tourism Consumption Under Consumption Tax Rate Changes*
3. **Alexandra Brunner-Sperdin and Mario Situm:** *Corporate Crises and Resilience in Small and Medium-Sized Enterprises in the Hospitality Industry: A Qualitative Analysis of Tyrol And Salzburg*
4. **Paula Brito Costa:** *The Importance of Franchising in the Equity of Access to Pediatric Rehabilitation*

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

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Session: 1_4

Track: Education

Room: GBC 1

Time: 15.20-16.00

Session Chair: Zoran Krupka

1. **Ni Chen:** *Immersive Education: The Relationship Between XR-Based System and Students' Engagement and Learning Performance*
2. **Ana Rep, Kosjenka Dumančić and Ivana Načinović Braje:** *Enhancing European Citizenship Education: Exploring Integration of EU Topics in Secondary Schools Curriculum*

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Time: 18.00-20.00

Zagreb city tour

Meeting point: Sheraton Zagreb Hotel lobby

FRIDAY, SEPTEMBER 29th, 2023

Time: 08.30-09.00

Room: GBC 1

Conference registration

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Session: 2_1

Room: GBC 1

Track: Management

Time: 09.00-11.00

Session Chair: Goran Vlašić

1. **Christian Kern, Sandra Klute-Wenig and Robert Refflinghaus:** *Using Agile Techniques to Implement Quality Management in Microenterprises*
2. **Asmae El Bouzidi, Saadia Marouane and Abdallah Rhihil:** *Contribution of the Information System to the Success of the Covid-19 Vaccination Campaign in Morocco*
3. **Soumia El Ardi, Abdallah Rhihil and Saadia Marouane:** *The Impact of Teleworking on the Quality of Knowledge Sharing During and After Covid-19*
4. **Anna Korombel and Olga Ławińska:** *Motives for Engagement of Generation Z in Crowdsourcing Used by Enterprises in Poland and Great Britain*
5. **Marta Szczepańczyk:** *Digital Transformation on the Background of Cities Development of the European Union*
6. **Hanan AlMazrouei:** *Covid-19: Challenges and opportunities for eLeadership in the United Arab Emirates*

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

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Session: 2_2

Room: GBC 1

Track: Economics

Time: 11.30-13.10

Session Chair: Mária Kmety Barteková

1. **Mária Kmety Barteková, Katarína Remeňová and Helena Majdúchová:** *Mapping Human Capital Index and Cultural and Creative Industries Performance: A Comparative Analysis Across European Regions*
2. **M. Bergamini, Leo Sleuwaegen and B. Van Looy:** *The Innovation Performance of EU Regions. Does the Presence of Artists Matter?*
3. **Tsotne Zhghenti:** *Archetypes of Sharing Economy Business Models (SEBMs): Global Examples and Observations on Local Industries in Georgia*
4. **Zulal Denaux:** *The Effect of Water Influences on Coastal Property Values*
5. **Tinatini Loladze:** *Important Aspects of the Impact of Innovation on Unemployment*

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Time: 13.10-14.00 / Lunch

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Time: 19:30

Official Conference Dinner

Meeting point: Sheraton Zagreb Hotel lobby

SATURDAY, SEPTEMBER 30th, 2023

Time: 09:00

Conference trip

Meeting point: Sheraton Zagreb Hotel lobby

www.gbcsummer.com
www.gbcwinter.com