



**15<sup>th</sup> ANNUAL GLOBAL BUSINESS CONFERENCE  
SEPTEMBER 25<sup>th</sup> – 28<sup>th</sup>, 2024  
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 25<sup>th</sup>, 2024**

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

**Conference registration and Welcome drink**

**Venue:** *Akademis Academia Hotel*

**THURSDAY, SEPTEMBER 26<sup>th</sup>, 2024**

**Time:** 08.30-09.00

**Room:** DUBROVNIK

**Conference registration**

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**Session: 1-1**

**Room:** DUBROVNIK

**Track:** Marketing

**Time:** 09.00-10.20

*Session Chair: Vivian Iara Strehlau*

1. **Debora Franchim** and **Vivian Iara Strehlau**: *Around the World in 30 Loyalty Programs: Analyzing Culture in Retail Loyalty Programs*
2. **Róbert Štefko**, **Ivana Ondrijevová** and **Anna Tomková**: *Neuromarketing Research From the Consumers' Perspective*
3. **Ana Carolina de Jesus Aguiar** and **Carlos Manuel Súcía Burcio**: *The Impact of Candidate Attributes on Credibility and Voting Intention*
4. **Zuzana Dzilská**, **František Pollák** and **Peter Markovič**: *The Impact of COVID-19 pandemic on Passenger Vehicles Industry in Germany*

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

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**Session: 1-2**

**Room:** DUBROVNIK

**Track:** Management

**Time:** 10.50-12.10

*Session Chair: Branko Bucar*

1. **Branko Bucar** and **Karen Stock**: *When Two Worlds Collide: Exploring Artificial Intelligence Application in Design Thinking Education*
2. **Guido Perscheid** and **Jürgen Moormann**: *How Can Distributed Ledger Technology Be Used for Integration into the Internet of Things? An Analysis of Consensus Protocols*
3. **Otto Andersen**: *How Will Artificial Intelligence (AI) and Smart Contracts (SC) Change Transaction Costs and Governance Mode?*
4. **Szilvia Módosné Szalai**, **Arnold Tóth** and **Szonja Jenei**: *AI-based Entrepreneurial Advisory: Municipal Guidance for Business Development*

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**Time: 12.10-13.10 / Lunch**

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**Session: 1-3**

**Track: Marketing**

**Room: DUBROVNIK**

**Time: 13.10-14.30**

*Session Chair: Carlos Burcio*

1. **Camila de Souza Josino Maximiliano** and **Carlos Manuel Súcía Burcio**: *The Impact of Artificial Intelligence on the Purchasing Behavior of Baby Boomers*
2. **Olga Ławińska** and **Anna Korombel**: *Loyalty Towards the Company by Social Media Users on the Example of Generation Z – Comparison of 2021 and 2023 Survey Results*
3. **André Silva de Carvalho**, **Aimã Ibrahim Mourad** and **Maria Carolina Conejero**: *The Real Power of Digital Influencers in Shaping Consumer Decisions*
4. **Anna Korombel** and **Olga Ławińska**: *Behavioral Intentions to Use Social Media by Generation Z in Poland and Great Britain – A Comparison Analysis*

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**Time: 14.30-14.50 / Coffee break**

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**Session: 1-4**

**Track: Tourism**

**Room: DUBROVNIK**

**Time: 14.50-15.50**

*Session Chair: André Silva de Carvalho*

1. **Rasuole Andriulienė**: *Travel Motivation, Attitude and Intention to Visit Wellness Resorts*
2. **André Silva de Carvalho**, **Aimã Ibrahim Mourad** and **Maria Carolina Conejero**: *The Evolution of Female Tourism: Challenges and Opportunities for Independent Women Travelers in Brazil*
3. **Joana Matias dos Santos** and **Carlos Manuel Súcía Burcio**: *The Influence of Price Discounts on Impulse Purchases in the Online Travel Industry*

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**Time: 18.00-19.30**

**Dubrovnik city tour**

Meeting point: tourist office at PILE

**FRIDAY, SEPTEMBER 27<sup>th</sup>, 2024**

**Time:** 08.30-09.00

**Room:** DUBROVNIK

**Conference registration**

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**Session: 2-1**

**Room:** DUBROVNIK

**Track:** Economics & Finance

**Time:** 09.00-10.40

*Session Chair: Cristina Helena Pinto de Mello*

1. **Cristina Helena Pinto de Mello:** *Digital Economy, Platformization, and New Forms of Work: Impacts on the Subjective Perception of Well-being*
2. **Rasa Balvočiūtė and Ligita Šalkauskienė:** *Determinants of Poverty: An Analysis of Long-Term Changes*
3. **Marta Szczepańczyk:** *Social Prejudices and Their Impact on Limiting Women's Professional Development - An Empirical Approach*
4. **Ceren Oral and Gamze Kandemir:** *Evaluating the Financial Performance of Companies on the BIST. Beverage and Food Sector Through Entropy, TOPSIS, and VIKOR Approaches*
5. **Małgorzata Janicka and Artur Sajnóg:** *The Quality of Environmental Disclosure in European Union Public Companies: A Cross-Industry Analysis*

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

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**GETL Conference 2024**

**Session: 2-2**

**Room:** DUBROVNIK

**Track:** Education, Teaching & Learning

**Time:** 11.10-12.10

*Session Chair: Sarit Alkalay*

1. **Rui Neves:** *The Impact of Assessment Tests in Physical Education on the Work of Elementary School Teachers*
2. **Sarit Alkalay:** *Does Teacher-Student Attachment Mirror Parent-Child Attachment and Affect Adaptation Similarly?*
3. **Ivan Kunac and Mateja Kunac:** *Teaching Programming With Micro:Bit*

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**Time:** 12.10-13.10 / **Lunch**

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**Session: 2-3**

**Room: DUBROVNIK**

**Track: Management**

**Time: 13.10-14.30**

*Session Chair: Rasa Balvočiūtė*

1. **Ligita Šalkauskienė** and **Rasa Balvočiūtė**: *Application of Customer Service Improvement Methods for Implementing Quality Management in Lithuanian Organizations Providing Passenger Transport Services*
2. **Beáta Sz. G. Pató**: *The Role of Job Descriptions in Human Resource Management - A Good Practice in the Context Of Greening*
3. **Zuzana Birknerova** and **Lucia Zbihlejova**: *Assessing Metacognitive Errors and the Dunning-Kruger Effect in the Context of Managerial Competencies Evaluation*
4. **Hanan AlMazrouei**: *Changes in Organizational Creativity in the United Arab Emirates During and After COVID-19*

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**Time: 19:00**

**Official Conference Dinner**

Meeting point: Akademis Academia Hotel lobby

**SATURDAY, SEPTEMBER 28<sup>th</sup>, 2024**

**Time: 9:00**

**Conference trip**

Meeting point: Akademis Academia Hotel lobby



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