# GAME 2023 Conference Agenda

**Zadar, Croatia**

**16-17 June, 2023**

**Friday, June 16, 2023**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00 am to 10:00 am</td>
<td>Registration and reception</td>
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<td>Opening ceremony</td>
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<tr>
<td>10:00 am to 11:00 am</td>
<td><strong>Keynote:</strong> Goran Karanović, PhD</td>
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<td>“Financing Higher Education and the Effect of Moral Hazard”</td>
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<tr>
<td>11:00 am to 12:30 pm</td>
<td><strong>Session 1</strong></td>
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<td><strong>Session chair:</strong> Tomislav Klarin, PhD</td>
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| 1.              | Person-organization fit and togetherness at work in (post)pandemic times. A comparative study in the service sector under the aspect of digitization and alienation
|                 | Daniela Ludin, Markus Holler, Erika Mueller & Wanja Wellbrock |
| 2.              | The usage of eye tracking technology of consumers in applied microeconomics
|                 | Anita Peša, Marko Valčić, Ana Maria Smokrović & Izabela Laura |
| 3.              | Corporate social responsibility and forward default risk under firm and industry heterogeneity
|                 | Muhammad Mushafiq                             |
| 4.              | Sustainable tourism management: Challenges in the context of bathing sites water quality dependence on energy consumption and agricultural research & development
|                 | Sonja Brlečić Valčić, Dijana Ćičin-Šain & Josipa Perkov |
5. Mutual perception and cooperation of journalists and public relations professionals working in Croatian public and state institutions

Matea Cvjetković, Željka Perić & Kristina Čirjak

12:30 pm to 1:00 pm

Coffee break

Session 2

Session chair:
Gabrijela Vidić, PhD

1. The dimensions of storytelling and their influence on the effectiveness of destination brand communication: a theoretical overview

Lidija Bagarić

2. Analysis of viticulture and winemaking in the Republic of Croatia through economic aspect and the influence of climate changes

Domagoj Karačić, Natko Klanac & Ivana Olivari Provči

1:00 pm to 3:30 pm

3. The European Union integration process of the Republic of Croatia in the context of political culture

Maja Bolanča Fumić & Mihael Plećaš

4. Conceptualisation of the Sharing Economy as a Sustainable Form of Business Future: a literature review

Franko Majdak

4:00 pm to 6:00 pm

Optional sightseeing of the city with a tourist guide

6:00 pm to 8:00 pm

Official conference dinner – open table

Restaurant Barbakan

(Location: Rudera Boskovica 5, Zadar)
Saturday, June 17, 2023

Session 3

**Session chair:**

*Jurica Bosna, PhD*

1. How important are nutritional strategies for rural tourism?
   *Silvije Jerčinović, Kristina Svržnjak & Sandra Kantar*

2. Professional chambers and their influence on facilitating access to the labor market for regulated professions through the implementation of regulations
   *Silvija Zec, Ana Markuz & Radmila Pavličić*

3. Challenges of digital diplomacy
   *Radmila Pavličić, Olja Vori & Anita Bukovec*

4. Challenges of Croatian economic diplomacy in the international environment
   *Anita Bukovec, Ana Markuz & Silvija Zec*

9:00 am to 10:30 am

Coffee break

10:30 am to 11:00 am

Session 4

**Session chair:**

*Bojan Morić Milovanović, PhD*

1. Impact of EU funds on the development of entrepreneurship on the example of Zadar County
   *Gordana Jurić Veselinović, Jurica Bosna & Ariana Ergović*

2. ESG scores-based assessment of the impact of macroeconomic factors on stock prices: a cross-sectoral approach
   *Greta Keliuotytė-Staniulénienė & Joana Mačénaitė*

3. Using ANFIS to analyze the effects of joining the EUROZONE on economic growth
   *Sonja Brlečić Valčić, Jurica Bosna & Berislav Bolfek*

11:00 am to 12:30 am
4. Transfermarkt estimates of player values in top-division Croatian football  
   Denis Alajbeg

5. An expository analysis of the consequential loss (business interruption) policy in light of COVID-19 and the UK and SA litigation [online]  
   Penelope Spentzouris

**Conference Venue:**
University of Zadar  
Street: Obala Kralja Petra Kresimira IV. No. 2  
City: HR-23000 Zadar, Croatia  
*Main Hall*

**Online:**
Via Google Meet.  
*Link will be sent to the registered participants via e-mail prior to the session.*

**Organized Sightseeing Tour:**
In front of the conference venue

**Official Dinner – Restaurant Location:**
Street: Rudera Boskovica 5  
City: HR-23000 Zadar, Croatia

**Organizers:**

**Under the auspices of:**

[Image of Republic of Croatia Ministry of Regional Development and EU Funds]