

# Festung

Međunarodna znanstveno-stručna  
konferencija

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## PROGRAM KONFERENCIJE

Sveučilište u Slavonskom Brodu  
Slavonski Brod, 27. – 29. svibnja 2026.



# PROGRAM KONFERENCIJE

**Sveučilište u Slavonskom Brodu**  
**27.–29.5.2026**

*Organizirano kao paralelne tematske sesije uživo i online*

Dan	Glavne aktivnosti	Lokacija / Format
<b>Srijeda, 27. svibnja</b>	Sastanak organizatora i suorganizatora konferencije	Zgrada 10 Sveučilište u Slavonskom Brodu 108. brigada ZNG 36
<b>Četvrtak, 28. svibnja</b>	Registracija, svečano otvaranje, plenarni program, paneli, prezentacije postera	Zgrade 9 i 10 Sveučilište u Slavonskom Brodu 108. brigada ZNG-a 32 i 36
<b>Petak, 29. svibnja</b>	Online prezentacije i zatvaranje konferencije	Online Microsoft Teams

**Veza na Microsoft Teams za online sudjelovanje:**

Četvrtak, 28. svibnja 2026.

<https://tinyurl.com/festung2026team>

# Program

Srijeda, 27. svibnja 2026.

Vrijeme	Aktivnost	Mjesto
18:00 – 20:00	Sastanak organizatora i suorganizatora konferencije	Zgrada 10 Sveučilište u Slavonskom Brodu 108. brigada ZNG 36

Četvrtak, 28. svibnja 2026.

Vrijeme	Stavka programa	Mjesto održavanja
09:30	Registracija	Zgrada 9 Sveučilište u Slavonskom Brodu 108. brigada ZNG 32
10:00	Svečano otvaranje	Zgrada 9, Polivalentna dvorana
10:30	Plenarno izlaganje: Karlo Ressler – zastupnik u Europskom parlamentu Investicijski prioriteti Europe i Hrvatske: Novi proračun i potencijali rasta	Zgrada 9, Polivalentna dvorana
11:00	Pauza	Zgrada 9
11:10	Plenarna izlaganja	Zgrada 9, Polivalentna dvorana
12:40	Pauza	Zgrada 9
12:50	Panel rasprava: Od tradicionalne industrije do digitalne budućnosti	Zgrada 9, Polivalentna dvorana
12:50	Prezentacije postera u paralelnim tematskim sesijama	Zgrada 10
14:20	Pauza	Zgrada 9 / Zgrada 10

Plenarna izlaganja

Predavač	Naslov prezentacije
<b>Judita Cuculić Župa – viša ekonomska savjetnica, Predstavništvo Europske komisije u Hrvatskoj</b>	Prijedlog za višegodišnji financijski okvir 2028. – 2034.
<b>Draženka Andrašek – direktorica Centra za odnose s korisnicima, Hrvatska gospodarska komora</b>	Od tradicionalnog do digitalnog: Transformacija Hrvatske gospodarske komore kroz e-usluge

Predavač	Naslov prezentacije
<b>Zoran Jasak – Univerzitet FINRA, Tuzla</b>	Utjecaj digitalnih transformacija na procese donošenja odluka u suvremenom društvu
<b>Ivana Mendeš – voditeljica poslovnice, Zagrebačka banka, Slavonski Brod</b>	ZABAcI oko na prijekavare – financijske prijekavare i rizici poslovanja
<b>Mario Čelan – Konzultant u tvrtki Vandri Robotic</b>	Od ideje do primjene: humanoidna robotika i nove prilike za gospodarstvo i obrazovanje
<b>Mario Petovar – Microsoft</b>	Evolucija umjetne inteligencije: Od hypea do stvarnosti

## Panel rasprava

### Od tradicionalne industrije do digitalne budućnosti: Strategije preživljavanja i umrežavanja u regionalnom gospodarstvu

Panel	Sudionici
<b>Panel 1: Izrada okvira – Politike EU, makroekonomija i regionalno umrežavanje</b>	<p>Judita Cuculić Župa – Predstavnica Europske komisije</p> <p>Goran Šaravanja – glavni ekonomist, Hrvatska gospodarska komora</p> <p>Eva Miroslavljević – Viša analitičarka, HAMAG-BICRO</p> <p>Mirko Cobović – Sveučilište u Slavonskom Brodu</p> <p>Nikola Papac – Ekonomski fakultet Sveučilišta u Mostaru</p>
<b>Panel 2: Primjena u praksi – Transformacije u industriji</b>	<p>Anto Pivac – predsjednik Upravnog odbora, Đuro Đaković Montaža</p> <p>Tomislav Alinjak – direktor, HEP ODS Elektra Slavonski Brod</p> <p>Slavko Vidović – direktor, InfoDoma</p> <p>Antun Stoić – Sveučilište u Slavonskom Brodu</p> <p>Zoran Jasak – Sveučilište FINRA, Tuzla</p>

# Paralelno Sesije – Poster izlaganja

**Mjesto:** Zgrada 10, Sveučilište u Slavonskom Brodu, 108. brigade ZNG 36

**Vrijeme:** Četvrtak, 28. svibnja 2026., 12:50

## 1. FUTURE ECONOMIC STRATEGIES (8 papers)

No.	Paper Title	Authors
1	<b>ANALYSIS OF CHANGES IN FUEL PRICES AND THEIR TRENDS OVER TIME</b>	Ena Batur, Mia Aračić
2	<b>SUSTAINABLE DEVELOPMENT AND CIRCULAR ECONOMY AS A FUNCTION OF THE ECONOMIC RESILIENCE OF REGIONAL COMMUNITIES</b>	Zvonimir Filipović, Željko Sudarić
3	<b>THE IMPACT OF MIGRATION FLOWS ON THE DEMOGRAPHIC AND ECONOMIC DEVELOPMENT OF CROATIA</b>	Karla Jagetić, Sara Crljenković
4	<b>ASSESSMENT OF THE SUSTAINABILITY OF THE PANTHEON AI INNOVATION CENTER IN TOPUSKO</b>	Mirjana Leović, Marija Jagodar
5	<b>THE IMPACT OF INFLATION ON THE STANDARD OF LIVING OF THE POPULATION</b>	Filip Lučić, Mateo Barbarić
6	<b>CULTURE-LED DESTINATION DEVELOPMENT AND SUSTAINABLE TOURISM: A COMPARATIVE ANALYSIS OF EUROPEAN CAPITALS OF CULTURE AS FUTURE ECONOMIC STRATEGIES</b>	Igor Mavrin
7	<b>CHALLENGES OF REGIONAL POLICY AND REGIONAL DEVELOPMENT IN BIH IN THE CONTEXT OF THE EUROPEAN INTEGRATION PROCESS</b>	Branimir Skoko
8	<b>RATIONAL ACTIONS OF BANKS AND BUSINESS ENTITIES FOR THE PURPOSE OF BUSINESS STABILITY</b>	Maja Vretenar Cobović, Marina Brčelić Kovačević, Tomislav Kovačević

## 2. TECHNOLOGIES (19 papers)

No.	Paper Title	Authors
1	<b>INTRODUCTION OF ELECTRIC FORKLIFTS IN THE FUNCTION OF SUSTAINABLE AND DIGITAL TRANSFORMATION</b>	Ivana Bukvić, Matea Jukić

No.	Paper Title	Authors
2	<b>MATHEMATICAL AND INFORMATICS MODEL FOR SELECTING THE OPTIMAL ENERGY METER READING METHOD</b>	Maja Čuletić Čondrić, Silvio Vilagoš, Petar Nakić, Marijana Zarožinski
3	<b>AIR POLLUTION ANALYSIS IN SLAVONSKI BROD USING DRONES</b>	Ivona Ćuma, Iva Zmaić
4	<b>THE ROLE OF OPEN-SOURCE SOLUTIONS IN BUSINESS PROCESS OPTIMIZATION: EMPIRICAL ANALYSIS AND IMPLEMENTATION OF THE KIMAI SYSTEM</b>	Mihovil Gašić, Ivana Lovrić Senjak, Fiorella Furić
5	<b>TELECOMMUNICATION MARKET DISRUPTION: THE ECONOMIC IMPACT OF ESIM TECHNOLOGY ON ROAMING AND DIGITAL INCLUSION IN SOUTHEAST EUROPE</b>	Zijad Havić, Marinko Stojkov
6	<b>BUSINESS DEPENDENCE ON ARTIFICIAL INTELLIGENCE AND RISK MANAGEMENT</b>	Igor Ilić, Dorotea Krištija, Katarina Marušić
7	<b>IMPLEMENTATION FRAMEWORK FOR CONDUCTING RESEARCH ON THE ECONOMIC IMPACT OF ARTIFICIAL INTELLIGENCE TOOLS ON SOFTWARE DEVELOPMENT</b>	Tomislav Jakopec, Milan Puvača, Nikolina Begović
8	<b>HOW PATENTABLE ARE WE AS A NATION?</b>	Dražan Kozak
9	<b>DEVELOPMENT OF A MOBILE APPLICATION IN THE FLUTTER DEVELOPMENT FRAMEWORK FOR HOME SERVER MANAGEMENT "HOMELAB HELPER"</b>	Željko Krijan
10	<b>APPLICATION OF THE YOLOV8 MODEL FOR THE DETECTION AND ANALYSIS OF INDUSTRIAL COMPONENTS IN CAD RENDERS</b>	Marko Martinović, Ivan Danković, Lovro Sušac, Kristian Đokić
11	<b>DIGITAL TRANSFORMATION AND E-BUSINESS STRATEGIES OF APPLE INC.</b>	Eva Mrvelj, Valeria Sačić
12	<b>STRATEGIC PUBLIC PROCUREMENT AS A TOOL FOR DIGITAL TRANSFORMATION OF HIGHER EDUCATION</b>	Lea Alagić, Tomislav Negulić, Ivana Fastić-Pajk
13	<b>THE ROLE OF INTERNAL AUDIT IN THE DIGITAL TRANSFORMATION OF THE PUBLIC SECTOR IN BOSNIA AND HERZEGOVINA</b>	Zvezdana Popović, Vanja Žarković
14	<b>USE OF DIGITAL TECHNOLOGIES IN TEACHING: A REVIEW OF PEDAGOGICAL APPROACHES, APPLICATION POSSIBILITIES, AND IMPLEMENTATION CHALLENGES</b>	Marin Režić

No.	Paper Title	Authors
15	<b>INTELLIGENT OPTIMIZATION OF PLASMA CUTTING TO REDUCE POST-PROCESSING COSTS</b>	Marija Stoić, Miroslav Duspara, Antun Stoić
16	<b>USING CHATGPT TO TEACH FOREIGN LANGUAGE FOR SPECIFIC ECONOMIC PURPOSES</b>	Jasna Šego, Željka Rosandić, Filip Rosandić, Gabriel Vasilić
17	<b>IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN THE PARKING SYSTEMS</b>	Gabriel Vasilić, Luka Klobučar
18	<b>FROM STUDENTS TO DESIGNERS: DEVELOPING A DGBL APPROACH FOR LEARNING TRIGONOMETRIC RATIOS IN VET</b>	Marijana Zarožinski, Maja Čuletić Čondrić
19	<b>APPLICATION OF PYTHON AND TIME SERIES MODELS IN THE ANALYSIS AND FORECASTING OF MACROECONOMIC INDICATORS OF THE REPUBLIC OF CROATIA</b>	Anđa Zeba, Marko Martinović

### 3. UNDERSTANDING (16 papers)

No.	Paper Title	Authors
1	<b>ETHICAL ASPECTS AND EQUINE WELFARE IN THE DISCIPLINE OF EVENTING</b>	Vivana Bandov, Mirjana Baban, Tihana Ristić
2	<b>THE IMPACT OF THE INTRODUCTION OF FEES FOR SINGLE-USE PLASTIC PACKAGING ON CONSUMER HABITS AND COSTS OF LOCAL SMALL TRADERS</b>	Mihael Božić, Luka Pajić
3	<b>ANALYSIS OF TRENDS IN INSURANCE PREMIUMS USING MEASURES OF INEQUALITY IN BOSNIA AND HERZEGOVINA</b>	Anela Čolak, Marina Jerinić, Nikola Papac
4	<b>THE INFLUENCE OF SOCIAL MEDIA ON PURCHASING DECISIONS</b>	Filip Džigumović, Mihael Horvat, Leonardo Grgurević
5	<b>ANALYSIS OF DEMAND FORECASTING IN RETAIL</b>	Mia Fotović, Josipa Jakim
6	<b>THE ROLE OF SUSTAINABLE MANAGEMENT IN INCREASING CUSTOMER LOYALTY TOWARD GREEN PRACTICES</b>	Ana Gostinčar, Iva Grabarević
7	<b>THE IMPACT OF ELECTRIC SCOOTERS ON SAFETY IN URBAN TRAFFIC</b>	Valentina Jelić, Lara Gubić
8	<b>CORRELATION BETWEEN EMPLOYEE SATISFACTION AND ABSENTEEISM CAUSED BY SICK LEAVE</b>	Ivona Jezidžić, Marijan Viduka

No.	Paper Title	Authors
9	<b>ASSESSMENT OF THE IMPACT OF UNIVERSITY INNOVATIVE CULTURE ON STUDENT INNOVATIVENESS</b>	Matija Kučić, Ljerka Luić
10	<b>QUALITY MANAGEMENT SYSTEMS AND HUMAN RESOURCES</b>	Leon Maglić, Miroslav Duspara, Arijan Herceg
11	<b>CASH MONEY AND DIGITAL ECONOMY</b>	Branko Matić
12	<b>THE IMPACT OF ORGANIZATIONAL CULTURE AND THE MARKETING MIX ON ATTRACTING CUSTOMERS</b>	Marina Novak Jamnić, Ana Nol
13	<b>WOULD YOU LIKE A COOKIE? – SHAPING DIGITAL HABITS AND UNDERSTANDING PRIVACY AMONG STUDENTS</b>	Mateja Paradžik
14	<b>THE IMPACT OF WORKING CONDITIONS ON EMPLOYEE STRESS AND SATISFACTION</b>	Ivona Pavković, Antonija Potočanac, Lovel Bekafigo
15	<b>THE IMPACT OF ANTICIPATED AI-DRIVEN WORK AUTOMATION ON THE CHOICE OF FIELD OF STUDY</b>	Alen Terzić, Ana Vujić, Mirko Cobović
16	<b>ONLINE VS. TRADITIONAL SHOPPING: AN ANALYSIS OF CONSUMER BEHAVIOR</b>	Ana Vujčić, Paula Jerković

#### 4. NETWORKING (3 papers)

No.	Paper Title	Authors
1	<b>SUPPLY CHAIN AND LOGISTICS MANAGEMENT</b>	Ivona Antunović, Stella Vajzović
2	<b>RECRUITMENT CHALLENGES IN THE CONSTRUCTION SECTOR: EMPIRICAL EVIDENCE FROM BOSNIA AND HERZEGOVINA</b>	Siniša Bilić, Zvonimir Filipović, Branka Mrdović
3	<b>OWNERSHIP CONCENTRATION AND CORPORATE GOVERNANCE SYSTEM CHARACTERISTICS IN BANKS AND INSURANCE COMPANIES IN BOSNIA AND HERZEGOVINA</b>	Nikola Papac, Anela Čolak, Luka Bosnić

## 5. GROWTH (15 papers)

No.	Paper Title	Authors
1	<b>DIGITAL TRANSFORMATION OF THE BUSINESS OPERATIONS OF POŽEGA TRANS D.O.O.</b>	Lucija Čuljak, Renata Soldo
2	<b>DIGITAL TOOLS IN THE DEVELOPMENT OF SMALL SERVICE BUSINESSES: THE CASE OF THE MEN'S BARBERSHOP "A MAN'S STORY"</b>	Gabriela Gudobić, Matej Galović
3	<b>IMPACT OF LABOR COSTS ON THE PROFITABILITY OF THE COMPANY KANDIT D.O.O.</b>	Ana Ilišević, Ivana Matanović
4	<b>DIGITAL TRANSFORMATION OF THE BUSINESS OPERATIONS OF CAFÉ NAVIGATOR IN SLAVONSKI BROD</b>	Paula Jakobović, Diana Šarlija
5	<b>BUSINESS OPERATIONS OF MCDONALD'S</b>	Natalia Jovanović, Iva Radoš
6	<b>THE INFLUENCE OF PRIVATE BRANDS ON THE COMPETITIVENESS OF THE RETAIL CHAIN CONSUMER IN RETAIL</b>	Iva Krizmanić, Vedran Ključević, Berislav Kamenjaš
7	<b>DIGITAL MARKETING AND ONLINE COMMUNICATION AS FACTORS IN THE DEVELOPMENT OF SMALL BUSINESSES IN THE DELIVERY AND MOVING SECTOR</b>	Patricija Lucević, Nika Pranjić
8	<b>DIGITAL TRANSFORMATION OF THE BUSINESS OPERATIONS OF THE PINK STUDIO SALON</b>	Marina Mikulić, Gabrijela Kapetanović, Sara Kovačević
9	<b>POSSIBILITIES OF DIGITAL TRANSFORMATION IN THE BUSINESS OPERATIONS OF TM TOURS D.O.O.</b>	Paola Mataić, Dominik Barišić
10	<b>DIGITAL TRANSFORMATION STRATEGY AND E-BUSINESS DEVELOPMENT IN THE RETAIL CHAIN TOMMY D.O.O.</b>	Petra Miličević, Ivona Bajušić
11	<b>THE IMPACT OF BUSINESS DIVERSIFICATION ON THE PROFITABILITY OF THE PODRAVKA GROUP</b>	Irena Perković, Agata Dakić
12	<b>DIGITAL TOOLS IN THE FUNCTION OF DEVELOPING SMALL SERVICE ACTIVITIES: THE EXAMPLE OF COSMETIC SALON LIVIA</b>	Roberta Rašić, Magdalena Bunčić, Lea Sivonjić
13	<b>ANALYSIS OF THE BUSINESS ENTITY STUDENAC D.O.O.</b>	Paola Skender, Toni Sarajčić

No.	Paper Title	Authors
14	<b>CSR – BENEFIT OR ADDITIONAL COST FOR THE COMPANY?</b>	Vesna Vučemilović
15	<b>ANALYSIS OF THE BUSINESS ENTITY ATLANTIC GRUPA D.D</b>	Stefan Zukanović, Antun Kopic

# Paralelno Sesije – Online prezentacije

**Format:** Microsoft Teams

**Vrijeme:** Petak, 29. svibnja 2026., 10:00

## 1. FUTURE ECONOMIC STRATEGIES (8 papers)

Microsoft Teams link: <https://tinyurl.com/f2026first>

No.	Paper Title	Authors
1	<b>INTERNATIONAL TRADE AND FOREIGN INVESTMENT (FDI)</b>	Mirela Avdić
2	<b>SUPPLY CHAIN VIABILITY IN THE ERA OF DEEP UNCERTAINTY: A BIBLIOMETRIC ANALYSIS AND CONCEPTUAL SYNTHESIS (2020–2026)</b>	Višnja Bartolović
3	<b>THE IMPACT OF INFLATION ON THE PURCHASING POWER OF CONSUMERS IN THE REPUBLIC OF CROATIA</b>	Ivona Blažević Dević, Lea Okanović
4	<b>DESIGNING AN ECONOMETRIC MODEL OF THE FISCAL BURDEN OF AGEING USING BUSINESS INTELLIGENCE TOOLS</b>	Kristina Gaura, Ljerka Luić
5	<b>DETERMINING THE LINK BETWEEN REAL ESTATE OWNERSHIP STRUCTURE, ECONOMIC DEVELOPMENT, AND INNOVATION – A COMPARATIVE ANALYSIS OF THE EU AND SELECTED GLOBAL ECONOMIES</b>	Miloš Grujić, Saša Čekrlija
6	<b>GREEN ENTREPRENEURSHIP IN SMES: ECONOMIC VIABILITY OF GREEN INVESTMENTS AND GREEN MARKET ORIENTATION IN THE WESTERN BALKANS REGION</b>	Lidija Mitrašević, Renata Lučić, Bojan Međedović, Neda Tešić, Dejan Tešić
7	<b>DUE DILIGENCE IN THE CONTEXT OF SUSTAINABLE BUSINESS IN THE EU INTERNAL MARKET – A NEW LEGISLATIVE FRAMEWORK</b>	Ajla Musić
8	<b>FINANCIAL ANALYSIS OF A COMPANY'S OPERATIONS</b>	Milan Stanić, Marina Stanić Šulentić, Filip Lučić

## 2. TECHNOLOGIES (6 papers)

Microsoft Teams link: <https://tinyurl.com/f2026second>

No.	Paper Title	Authors
1	<b>DIGITAL FINANCIAL MANAGEMENT IN THE FUNCTION OF RISK MANAGEMENT AND LONG-TERM SUSTAINABLE DEVELOPMENT</b>	Ismet Kalić, Nermina Ćatić, Tarik Ćatić, Nermin Kalić, Belma Mešić
2	<b>INTEGRATION OF DIGITAL SOLUTIONS IN WINERY PRODUCTION SYSTEMS</b>	Ivana Kovačević, Tomislav Matić, Ivan Aleksi, Lukrecia Vulić
3	<b>GENERATIVE ARTIFICIAL INTELLIGENCE IN BUSINESS PROCESS MANAGEMENT</b>	Ivan Kunac
4	<b>DIGITAL TRANSFORMATION OF PHYSICS EDUCATION: A LONGITUDINAL STUDY OF THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE DEVELOPMENT OF STUDENT CREATIVITY</b>	Zlatko Matijašević
5	<b>HOTEL REVENUE MANAGEMENT BY APPLYING BI AND AI TOOLS</b>	Martin Michael Lesar, Ljerka Luić
6	<b>THE IMPACT OF TECHNICAL DEVICE SECURITY ON BUSINESS-INFORMATION SECURITY IN THE DIGITAL ENVIRONMENT</b>	Filip Špac, Ljerka Luić

## 3. UNDERSTANDING (11 papers)

Microsoft Teams link: <https://tinyurl.com/f2026third>

No.	Paper Title	Authors
1	<b>THE IMPACT OF AI RECOMMENDATIONS ON CONSUMER INTENTION TO ADOPT SUSTAINABLE FOOD PACKAGING IN MOROCCO: THE MEDIATING ROLE OF AI APP TRUST</b>	Mohamed Khalfat, Abdelhamid Nechad
2	<b>CAREER PREFERENCES OF GENERATION Z – JOB SECURITY OR ENTREPRENEURIAL CAREER ORIENTATION</b>	Katarina Kulić, Matej Galić, Marko Galić
3	<b>WORK CULTURE IN DIGITAL HYBRID ENVIRONMENTS: DUAL IMPACTS ON EMPLOYEE ENGAGEMENT</b>	Ivan Lehpamer, Danijela Sokolic

No.	Paper Title	Authors
4	<b>FROM THE MEDIA TO AI: HOW DIGITAL TRANSFORMATION IS CHANGING THE MEDIA AND SOCIETY</b>	Rafał Leśniczak
5	<b>WHY DO PEOPLE BUY IMPULSIVELY ONLINE?</b>	Josipa Matičević, Gabriela Čakmazović, Andreja Katolik Kovačević
6	<b>MANAGERIAL FUNCTIONS AND EMPLOYEE JOB SATISFACTION IN THE REPUBLIC OF CROATIA</b>	Ivana Miklošević, Matej Mikulić
7	<b>PERCEPTION OF DIGITAL RISKS AND CONSUMER BEHAVIOR IN THE ONLINE ENVIRONMENT: AN ANALYSIS OF GENERATIONAL DIFFERENCES</b>	Sanela Ravlić
8	<b>THE ROLE OF "VIBE" MARKETING IN ATTRACTING CONSUMERS</b>	Margareta Sedlarević, Andreja Katolik Kovačević
9	<b>SELF-ASSESSMENT OF COMPETENCES AND THE IMPACT OF HIGHER EDUCATION ON THE DEVELOPMENT OF STUDENTS' COMPETENCES</b>	Marina Stanić Šulentić, Milan Stanić, Anita Kulaš Miroslavljević
10	<b>THE IMPACT OF BUSINESS ETHICS ON EMPLOYEE MOTIVATION</b>	Anica Vukašinović, Tajana Vojvodić
11	<b>ECONOMIC EVALUATION OF SUSTAINABLE FOOD PACKAGING: A SYSTEMATIC REVIEW OF CBA, LCC, AND NPV APPROACHES</b>	Souha Zejli, Ahmed Maghni, Abdelhamid Nechad

#### 4. NETWORKING and 5. GROWTH (7 papers)

Microsoft Teams link: <https://tinyurl.com/f2026fourth>

No.	Paper Title	Authors
1	<b>EXPERIENTIAL COLLABORATIVE LEARNING IN INTERCULTURAL AND AI-AUGMENTED ENVIRONMENT</b>	Jasmina Dlačić, Danijela Sokolić, Aleksandra Pisnik
2	<b>ARTIFICIAL INTELLIGENCE IN PUBLIC RELATIONS IN CROATIA: CONFLICT OR COLLABORATION?</b>	Matilda Kolić Stanić, Katarina Sekol
3	<b>GASTRO-LITERARY ROUTE "SAIL INTO A FAIRY TALE" AS AN EXAMPLE OF GOOD PRACTICE</b>	Biljana Lončarić, Kristina Šokić, Danijela Brlić
4	<b>DIGITAL VALORISATION OF INDUSTRIAL HERITAGE AND PERCEIVED AUTHENTICITY IN REGIONAL BRANDING</b>	Željka Marčinko Trkulja, Ana Mulović Trgovac, Antonija

No.	Paper Title	Authors
		Mandić, Korina Kamenarić, Marija Terbuh
5	<b>DIGITAL TRANSFORMATION OF CULTURAL TOURISM: THE IMPACT OF SOCIAL PLATFORMS ON CONSUMER BEHAVIOR AND MARKET COMPETITIVENESS</b>	Adriana Radosavac, Oliver Momčilović
6	<b>APPLICATION OF BUSINESS INTELLIGENCE IN ASSESSING THE BUSINESS PERFORMANCE OF MEMBERS OF THE CROATIAN DEFENSE INDUSTRY COMPETITIVENESS CLUSTER</b>	Nero Ružić, Ljerka Luić
7	<b>WOMEN ENTREPRENEURS IN CROATIA: CHALLENGES, WORK–LIFE BALANCE AND INSTITUTIONAL SUPPORT</b>	Lena Sigurnjak, Marina Pekez Kobilšek
8	<b>ANALYSIS OF COMPETITIVE ADVANTAGE BY APPLICATION OF MARKETING STRATEGY ON THE EXAMPLE OF BRAND JANA</b>	Anita Kedačić, Tina Tušek
9	<b>STRATEGIC ASPECTS OF DIGITALIZATION AND DIGITAL TRANSFORMATION IN THE FUNCTION OF CORPORATE GROWTH AND COMPETITIVENESS</b>	Sanja Knežević Kušljjić, Zrinka Masnica

**15:00**      **Closing of the Conference**

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