

**7th International M-Sphere Conference - For Multidisciplinarity in Business and Science  
12th - 14th December 2018 - Zagreb, Croatia - Faculty of Economics and Business**

**Program - Detailed (Full)**

**WEDNESDAY 12TH DECEMBER 2018 11.30 – 12.45**

1MS1

ROOM PDS 1

SUSTAINABLE DEVELOPMENT ON THE LOCAL COMMUNITY LEVEL  
MERICA PLETIKOSIĆ - MAJDA TAFRA-VLAHOVIĆ

WHAT ARE THE POTENTIAL ADVANTAGES OF FIRM'S ETHICAL LEADERSHIP?  
TERJE SLÅTTEN - KJELL OVE ERNES

THE OF ROLE OF PSYCHOLOGICAL CAPITAL FOR STUDENT RELATED OUTCOMES- A  
STUDY FROM HIGHER EDUCATION IN NORWAY  
TERJE SLÅTTEN - GUDBRAND LIEN - TERJE ONSHUS - SOLVEIG BEYZA NARLI  
EVENSTAD

WHAT ARE THE DRIVERS TO BRAND RELATIONSHIP QUALITY OF SPORT EVENTS? A  
STUDY OF PARTICIPANTS IN THE NORWEGIAN BIRKEBEINER RACE 2018  
TERJE SLÅTTEN - GUDBRAND LIEN - ANNE JØRGENSEN NORDLI - HALVOR KORBØL  
THONER

MARKETING MODELS OF KRISHNA CONSCIOUSNESS IN EUROPE  
KRISZTINA BENCE-KISS - ORSOLYA SZIGETI

1MS2

ROOM PDS 2

SOCIAL PERCOLATION FOR MODELING INNOVATION DIFFUSION: THE CASE STUDY OF  
SOCIAL ASSISTIVE ROBOTS  
CARLOTTA BELVISO - RAINER HASENAUER

HERITAGE BETWEEN CULTURE AND ECONOMY: THE PROTECTION AND  
PRESERVATION OF TRADITIONAL CRAFTS IN CROATIA  
OLIVERA JURKOVIC MAJIC - ZORAN BUBAS - HELENA MAJIC

DISABLE(D) - INCLUSION IN CULTURAL LIFE IN CROATIA  
LIDIJA IVANDA - SANJA ROCCO

THE STRUCTURAL LOCATION OF COMPONENTS FOR MACRO RISK IN OECD AND THE  
STRUCTURAL TO SUDDEN FINANCIAL ALTERATIONS FOR PROBABLE CRISIS PROCESS  
A. NIYAZI ÖZKER

APPLICATION OF ARTIFICIAL INTELLIGENCE IN MARKETING  
MIRKO PALIĆ, PH.D.

**WEDNESDAY 12TH DECEMBER 2018 14.00 – 15.30**

2MS1

ROOM PDS 1

REAL TIME PERFORMANCE IMPROVEMENT THROUGH MEASUREMENT OF STRESS  
BLANCA SCHROLL CASARES

ANALYZING SUSTAINABILITY EFFORTS AND UNIVERSAL FACILITIES REPORTING  
JAKOV CRNKOVIC - MARKO CRNKOVIC - DAVOR CORIC

HOW NOVELTY SEEKING SHAPES THE RELATION BETWEEN PERCEIVED USEFULNESS  
AND ATTITUDES TOWARDS THE MOBILE BANKING  
VESNA BABIĆ-HODOVIĆ - MAJA ARSLANAGIĆ-KALAJDŽIĆ

PHILOSOPHY OF EDUCATION: EXPECTATIONS AND ACCOMPLISHMENTS  
SLAVICA MANIĆ

USING THE E-MARKETING TOOLS IN A POLITICAL CAMPAIGN  
ŽARKO STILIN - JERKO ŽUNIĆ - IVAN RUŽIĆ

2MS2

ROOM PDS 2

DIFFERENCE BETWEEN EMPLOYEE'S PERCEPTION OF CRM ACCORDING TO LEVEL OF  
MANAGEMENT IN CROATIAN TELECOMMUNICATION INDUSTRY  
EMA GALOVIĆ - MIROSLAV MANDIĆ

CRUISE INDUSTRY OVERVIEW: NEW TRENDS, CHALLENGES AND OPPORTUNITIES  
DORIS PERUČIĆ

THE INFLUENCE OF BRAND AND CONSUMER ECOLOGICAL AWARENESS ON  
PURCHASING ELECTRIC CARS  
MIRNA PEHAR - IRENA PANDŽA BAJŠ

CUSTOMERS REACTIONS ON SALES PROMOTION ACTIVITIES IN RETAIL CHANNEL IN  
CROATIA  
DALIBOR RAJIĆ

ECONOMIC FACTORS OF RESEARCH IMPACT ASSESSMENT FRAMEWORKS  
OLJA ULIČNI NIKŠIĆ - MISLAV ANTE OMAZIĆ - SREĆKO GAJOVIĆ

**THURSDAY 13TH DECEMBER 2018**

**11.30 – 12.45**

3MS1

ROOM PDS 1

THE CASE OF THE PDO AND PGI LABELS IN THE CROATIAN MARKET  
RUŽICA BREČIĆ - MARINA TOMIĆ MAKSAN - JELENA ĐUGUM

TOWARDS SUSTAINABLE HOSTING AT BNB ACCOMMODATIONS  
ANETTE OXENSWÄRDH

INDUSTRY 4.0: FACTORS OF ATTRACTIVENESS AND CHALLENGES – THE CASE OF  
COMPANIES IN THE CENTRAL REGION OF PORTUGAL  
PEDRO PINTO - PEDRO REIS - JOAQUIM ANTUNES - CARLA HENRIQUES

MODELLING PHENOLOGY OF GRAPEVINE CULTIVARS IN THE DÃO REGION  
PEDRO RODRIGUES - CARLA HENRIQUES - ANA CRISTINA MATOS - CRISTINA AMARO  
DA COSTA - VANDA PEDROSO

CONSUMER PROTECTION WITH AN EMPHASIS ON GASTRO TOURISM  
IVAN KELIĆ - VINKO SAMARDŽIĆ - MARIJA BABAN BULAT

3MS2

ROOM PDS 2

BUSINESS INCUBATION ANALYSIS WITH THE HELP OF REAL OPTION THEORY  
POSZA ALEXANDRA

ATTRIBUTES ASSOCIATED WITH ATHLETE TYPES IN HUNGARY  
LÁSZLÓ CSÓKA - MÁRIA TÖRŐCSIK - PÉTER NÉMETH

HOLISTIC MARKETING APPROACH IN ARTS AND CULTURE  
RADMILA JANIČIĆ

RECENT AGE-PERCEPTIONS IN HUNGARY  
RÉKA HEGEDŰS - MÁRIA TÖRŐCSIK - PÉTER NÉMETH

CONVERGENCE AND DIVERGENCE IN HUMAN RESOURCES MANAGEMENT IN  
SELECTED COMPANIES IN THE SLOVAK REPUBLIC  
LUKÁŠ SMEREK - MÁRIA SEKOVÁ - MILOTA VETRÁKOVÁ

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4MS1

ROOM PDS 1

PROPOSAL FOR STORAGE APPLICATION IN THE MANUFACTURE USING RFID  
JURAJ VACULIK - SIMONA MOKRISOVA

SOCIAL ENTREPRENEUR AS POSSIBLE FUTURE OF CSR AND MEASURING SOCIAL  
ENTREPRENEURIAL ATTITUDE AMONG STUDENTS  
PETRA PUTZER

GIVE KIDS A CHANCE – HOW FAR WE GOT, WHO WE ABANDONED  
VIKTÓRIA BORDA - ZSUZSANNA BRETTNER - ÉVA VOJTEK

DANCE AS TOURIST ATTRACTION BASE IN SPECIAL INTEREST TOURISM  
ROMANA LEKIĆ - KARLO KOLESAR - DIJANA ZAJEC

REAL OPTIONS APPLICATION IN PRACTICE: A TEXT MINING BASED ANALYSIS  
VIVIEN CSAPI

4MS2

ROOM PDS 2

EVOLUTION OF PRIVATE LABEL DEVELOPMENT: A JAPANESE CASE  
TAKAHIRO OHNO - MASA AKI TAKEMURA

ROBOTIZATION FROM A BOTTOM-VIEW - THE HUNGARIAN EMPLOYEES' AND  
SOCIETY'S PERCEPTION ON THE IMPACT OF ROBOTIZATION  
ÁKOS KOZÁK - LÁSZLÓ CSONKA

HOW DISRUPTIVE TECHNOLOGIES INFLUENCE THE RETAIL BUSINESS MODELS  
TAMÁS KOZÁK

THE EFFECT OF CENTRAL COUNTERPARTIES' PRESENCE ON THE ENERGY MARKET  
PARTICIPANTS  
NIKOLETT OLASZ - MELINDA SZODORAI - KATA VÁRADI

MEGA EVENTS, STRATEGIC PLANNING AND LOCAL ECONOMIC DEVELOPMENT: THE  
CASE OF LISBON, PORTUGAL  
THEODORE METAXAS - CHRYSA EVANGELOU