

4TH GAME 2026 CONFERENCE AGENDA
DUBROVNIK, CROATIA
14-16 MAY, 2026

Thursday, May 14, 2026 – ONLINE

Session 01 –

Entrepreneurship, Innovation Ecosystems & Startup Finance

Google Meet link:

<https://meet.google.com/rno-bmma-ivn>

Session chair:

*Marcin Majewski, Wroclaw University of Economics and Business,
Poland*

**3:00 pm to 5:00 pm
CET**

1. Early Internationalization Challenges and Strategies of Born Global Start-ups: A Systematic Literature Review
Marcin Majewski, Wroclaw University of Economics and Business, Poland
2. Key Success Factors for Women Microentrepreneurs in the Valparaíso Region: An Analysis to Strengthen Local Management and Development
Ricardo Andrés Durán Umaña, Universidad de Las Américas, Chile
Eva Soledad Orellana González, Universidad de Las Américas, Chile
José López Rodríguez, Universidade Da Coruña, Spain

3. Conceptual Approach on Motivation, Feminism and Entrepreneurship: Integrative Review and Multilevel Framework
Rebecca Off, University of Leipzig; HTWG Konstanz University of Applied Sciences, Germany
Kevin Reuther, Webster Vienna Private University, Austria
Christina Ungerer, HTWG Konstanz University of Applied Sciences, Germany
4. The Paradox of Success in Equity Crowdfunding: How Crowd Composition and Nominee Structure Affect Startup Survival
Francesca Maria Russo, Polytechnic University of Bari, Italy
Angelo Natalicchio, Polytechnic University of Bari, Italy
Messeni Petruzzelli, Polytechnic University of Bari, Italy
5. The Strategic Corporate Investment Cycle: Evidence from Slovenia
Vladimir Bukvič, GEA College Faculty of Entrepreneurship, Slovenia
6. Customer Experience Management in Hungarian SMEs
Bella Veszlovits, Budapest University of Economics and Business (BUEB), Hungary
Krisztina Pecze, Budapest University of Economics and Business (BUEB), Hungary
Viktor Nagy, Budapest University of Economics and Business (BUEB), Hungary
Szilárd Németh, Budapest University of Economics and Business (BUEB), Hungary
7. Startup Ecosystem Enablers in Emerging Economies: A Comparative Analysis with Evidence from Albania
Alba Skendaj, University of Tirana, Albania
Bruna Nicka, University of Tirana, Albania
8. The Role of Entrepreneurship Orientation on Firm Growth: A Systematic Literature Review

Malvina Prenga, University of Tirana, Albania

**Session 02 –
Management, Organizations & Human Capital**

Google Meet link:

<https://meet.google.com/eww-jeuw-nuc>

Session chair:

Mladen Turuk, University of Zagreb, Croatia

**3:00 pm to 5:00 pm
CET**

1. Styles of Leading in Healthcare Organizations in Republic Of Croatia
Željko Mateljak, University of Split, Croatia
Mirela Kljajić Dervić, University of Bihać, Bosnia & Herzegovina
2. The Paradox of Boundary Work: When Encouraging Boundaries Becomes Boundaryless
Amanda Main, University of Central Florida, United States of America
3. Spirituality and Core Professional Values in the Workplace: Analysis of Employee Perceptions
Dragos Daniel Dendrino, Bucharest University of Economic Studies, Romania
Mugurel Petre Podaru, Bucharest University of Economic Studies, Romania
Razvan Catalin Dobrea, Bucharest University of Economic Studies, Romania
4. Is Public Service Motivation a Mediator or a Moderator in the Relationships between High-performance Work Systems, Engagement and Innovative Behavior?
Miguel Carlos Sánchez Pérez, University of Zaragoza, Spain
Lorenzo Revuelto Taboada, University of Valencia, Spain

Alicia Mas Tur, University of Valencia, Spain

5. Embracing Humanity in the Age of AI – People and Culture linked to Purpose in the ‘New Organization’

Amitabh Shekhar Sinha Akhauri, GlobalNxt University, Malaysia

6. Comparative Analysis of PRINCE2 7 and PRINCE2 6 Methodologies

Miroslav Reiter, Bratislava University of Economics and Management, Slovakia

7. Methodological Design for the Validation of an AI-Driven Decision-Making Quality Model in Marketing Effectiveness Research

Julija Nekrošienė, Vilnius TECH University, Lithuania

Ilona Skačkauskienė, Vilnius TECH University, Lithuania

Session 03 –

Digital Transformation, AI & Data-Driven Governance

Google Meet link:

<https://meet.google.com/rno-bmma-ivn>

Session chair:

Tamara Ćurlin, University of Zagreb, Croatia

1. Global Dynamics of the Digital Economy: From Exponential Investment to Regional Revenue Saturation (2017–2027)

László Arany, University of Debrecen, Hungary

Péter András Popovics, University of Debrecen, Hungary

2. Determinants of User Satisfaction in Mandatory vs. Voluntary Information Systems: A Systematic Review focusing on mandatory e-invoicing systems for SMEs

**5:15 pm to 7:00 pm
CET**

Nicoleta Lupu, National University of Science and Technology
Politehnica Bucharest, Romania

Irina Severin, National University of Science and Technology
Politehnica Bucharest Romania

3. Digital Financial Resilience: Prudential Supervision, Cyber Risk
Governance, and Accountability

Zhanna Dryha, Zhytomyr Polytechnic State University, Ukraine

Oleksandr Levchenko, State Higher Educational Institution
“Banking University”, Ukraine

Liubomyr Kochubei, Kyiv National University named after
Taras Shevchenko, Ukraine

4. External Drivers and the Design of Business Model Innovation in
Fragile Digital Economies: Evidence from Iraqi E-Commerce

Sarkawt Ahmed, Tomas Bata University in Zlín, Czech Republic

Veronika Večeřová, Tomas Bata University in Zlín, Czech
Republic

5. Charting Sustainable Digital Transformation: Definitions,
Measurement Methods and Evidence Across Sectors

Tea Mijač, University of Split, Croatia

Mario Jadrić, University of Split, Croatia

Maja Ćukušić, University of Split, Croatia

6. What High-Performing Hotel Websites Do Differently: A Case
Study of Direct Booking Success

Tamara Ćurlin, University of Zagreb, Croatia

Jasmina Pivar, University of Zagreb, Croatia

Marino Stanković, University of Dubrovnik, Croatia

7. Measuring Synergy Effects in Integrated Marketing
Communication: Conceptualization and Experimental Design

Veronika Goldmanová, Silesian University in Opava, Czech
Republic

5:15 pm to 7:00 pm
CET

**Session 04 –
Sustainability, Public Policy & Socio-Economic Development**

Google Meet link:

<https://meet.google.com/eww-jeuw-nuc>

Session chair:

Sujinda Chemsripong, Naresuan University, Thailand

1. The Role of Multilateral Trade of ASEAN-India Free Trade Agreement (AIFTA): Evidence of Trade Diversion
Sujinda Chemsripong, Naresuan University, Thailand
Butsamawan Chanthasing, Naresuan University, Thailand
2. Simplification of Regulations for Small Banks in Europe and The United States
Konrad Szelag, University of Warsaw, Poland
3. Micromobility as a Catalyst for Transport Transformation from a Students' Perspective
Patrik Richnák, Bratislava University of Economics and Business, Slovak Republic
Nikol Valachovičová, Bratislava University of Economics and Business, Slovak Republic
4. Correlation Analysis as a Way for Solving a Multicollinearity Problem: A Case Study of District Towns of the Slovak Republic
Roman Vavrek, VSB - Technical University of Ostrava, Czechia
Jiří Bečica, VSB - Technical University of Ostrava, Czechia
5. Removal of Carton Waste for Greener Luminaires Manufacturing Industry
Laura-Maria Scutaru, National University of Science and Technology POLITEHNICA Bucharest, Romania
Irina Severin, National University of Science and Technology POLITEHNICA Bucharest, Romania
6. Harmonizing Horizons: A Systematic Literature Review on Integrating Social Life Cycle Assessment (S-LCA) and Life Cycle Costing (LCC)
Souha Zejli, University Abdelmalek Essaâdi, Morocco

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Rabia Cherrate, University Abdelmalek Essaâdi, Morocco
Abdelhamid Nechad, University Abdelmalek Essaâdi, Morocco
Ahmed Maghni, University Abdelmalek Essaâdi, Morocco

7. Approaches to Measuring the Effectiveness of Risk Management in Companies
Ekaterina Dudkina, Financial University under the Government of the Russian Federation, Russia

Friday, May 15, 2026 – Akademis Academia, Ulica Marka Marojice 2b, Dubrovnik, Croatia

8:30 am to 9:00 am CET	Conference Registration at the Conference Desk Ground Floor
9:00 am to 9:15 am CET	Opening ceremony Ground Floor
9:15 am to 9:30 am CET	Keynote speech Ground Floor 1. From Natural Resource to Entrepreneurial Value - Entrepreneurship in the Service of Sustainable Tourism on Croatian Islands Hrvoje Grofelnik , University of Rijeka, Croatia
9:30 am to 11:00 am CET	Session 1 - Digital Markets, Consumer Behaviour & Platform Economy Ground Floor <i>Session chair:</i> <i>Jade Field, University of Johannesburg, South Africa</i>

	<ol style="list-style-type: none"> 1. Algorithms, Impulses, and Unhealthy Bites: Examining TikTok's Food Content and Consumer Decision-Making Jade Field, University of Johannesburg, South Africa 2. Digital Transformation and Relationship Quality in Automotive Retail: Testing Commitment-Trust Theory in Hybrid Service Environments Jade Field, University of Johannesburg, South Africa Ilse Struweg, University of Johannesburg, South Africa Isolde Ward, University of Johannesburg, South Africa 3. Blurred Boundaries between Generations: A Discursive Reinterpretation of Financial Behaviour Anna Warchlewska, Poznań University of Economics and Business, Poland 4. E-commerce Barriers in Slovakia During Accelerated Digitization and Post-COVID Recovery Zuzana Dzilská, Bratislava University of Economics and Business, Faculty of Business Management, Slovakia František Pollák, Bratislava University of Economics and Business, Slovakia 5. Factors Affecting South African Consumers' Preference for International Airlines Helen Inseng Duh, University of the Witwatersrand, South Africa 6. Why and When Does Perceived Job Insecurity Impact Knowledge Hiding: Examining the Direct, Mediated, and Moderated Effect of Job Involvement, Co-worker Incivility, and Supervisor Incivility Adewale Adekiya, University of the Witwatersrand, South Africa Emmanuel Nkomo, University of the Witwatersrand, South Africa
<p>9:30 am to 11:00 am CET</p>	<p style="text-align: center;">Session 2 - Entrepreneurship, Innovation Ecosystems & Gender Perspectives</p>

Classroom XY4

Session chair:

Mark Peterson, University of Arizona, United States of America

1. Theoretical Connections Between Hybrid Entrepreneurship and Entrepreneurship Through Acquisition (ETA)
Mark Peterson, University of Arizona, United States of America
Carlos Alsua, University of Arizona, United States of America
Bob Griffin, University of Arizona, United States of America
Kristin Kronenberg, University of Arizona, United States of America
2. Excellence as Care: Commons-Led Assessment Design in an Enterprise-in-Healthcare Course
Suneel Kunamaneni, University of Manchester, United Kingdom
Rob Phillips, University of Manchester, United Kingdom
Jonathan Styles, University of Manchester, United Kingdom
Daniela Fazio Vargas, University of Manchester, United Kingdom
3. Competence Development for Sustainable Transformation in Entrepreneurial Ecosystems: A Pre–Post Evaluation Study
Ivana Ninčević Pašalić, University of Split, Croatia
Ljiljana Najev Čačija, University of Split, Croatia
Maja Ćukušić, University of Split, Croatia
4. Culture and Social Value Creation: Why Individualism Disadvantages Missionary and Communitarian Founders
Andrea S. Gubik, University of Miskolc, Hungary
Dániel Kehl, University of Pécs, Hungary
Zsófia Vörös, University of Pécs, Hungary
5. Leadership Succession in Albanian Family Firms: Intergenerational Differences, Leadership Style and Innovation
Iva Veshi, University of Tirana, Albania

	<p>6. Challenges of Female Entrepreneurship in the Face of Gender Stereotypes in Emerging MENA Economies: Evidence from Morocco Hind Bouzekraoui, Cadi Ayyad University, Morocco</p>
<p>11:00 am to 11:30 am CET</p>	<p>Coffee Break</p>
<p>11:30 am to 1:00 pm CET</p>	<p>Session 3 – Sustainability, Industrial Systems & Strategic Management Ground Floor</p> <p><i>Session chair:</i> <i>Ferhan Şengür, Eskisehir Technical University, Turkey</i></p> <ol style="list-style-type: none"> 1. Competing on Sustainability: Strategic Management of SAF in the Aviation Industry Ferhan Şengür, Eskisehir Technical University, Turkey 2. Searching for Lighthouses in Dark Times: The Case of Cultural and Creative Industries as A Bridging Agency in Rural Germany Laima Gerlitz, Hochschule Wismar University of Applied Sciences: Technology, Business and Design, Germany Christopher Meyer, Hochschule Wismar University of Applied Sciences: Technology, Business and Design, Germany Monika Klein, Hochschule Wismar University of Applied Sciences: Technology, Business and Design, Germany 3. Portfolio Procurement under Demand Uncertainty: Forward, Option, and Spot Market Integration Pyung-Hoi Koo, Pukyong National University, South Korea Nurul Anastasya Talaba, Pukyong National University, South Korea 4. From Electrochemical Metrics to Business KPIs: Performance Measurement in Supercapacitor Energy Systems Nihan Kosku Perkgoz, Eskisehir Technical University, Turkey

5. Development of Development - The Power of Empty Organisational Units

Zvezdan Horvat, The Adizes Institute Worldwide, United States of America

6. Social Capital as Asset and Liability: Spatial Configurations Shaping SME Resilience during Crisis

Ash Sadeghi, University of Leicester, United Kingdom

Taimaz Larimian, Loughborough University, United Kingdom

Session 4 –

Finance, Banking & Economic Behaviour

Classroom XY4

Session chair:

Łukasz Szewczyk, University of Economics in Katowice, Poland

1. The Efficiency of Resolution Mechanism in a Banking Sector in Poland: Selected Measures

Łukasz Szewczyk, University of Economics in Katowice, Poland

2. How Do Banks Create Liquidity? Theoretical Approach

Paweł Dobrosz, University of Economics in Katowice, Poland

3. Present Bias and Household Saving Behavior: Empirical Evidence from North Macedonia

Kajdafa Ademi, University of Tetova, North Macedonia

Edrina Emimi, University of Tetova, North Macedonia

Hatibe Deari Zeqiri, University of Tetova, North Macedonia

Shiret Elezi, University of Tetova, North Macedonia

4. Financial rationality and ESG delegation: a structural disconnect between values and investment decisions

Margot Heyman, University of Mons, Belgium

Laetitia Pozniak, University of Mons, Belgium

**11:30 am to 1:00 pm
 CET**

	<p>5. Tax Evasion and the Impact on Economic Growth in the Western Balkan Countries Shiret Elezi, University of Tetova, North Macedonia Elsana Aqifi, University of Tetova, North Macedonia</p> <p>6. Impact of the Weather-Related Events on the Investors' Behaviour: Event Study of the European Stock Markets Bartłomiej Lisicki, University of Economics in Katowice, Poland</p>
<p>1:00 pm to 2:00 pm CET</p>	<p>Official conference lunch break (incl. in conference fee)</p>
<p>2:00 pm to 4:00 pm CET</p>	<p>Session 5 – Public Policy, Society, Governance & Institutional Change Ground Floor</p> <p><i>Session chair:</i> <i>Helen Inseng Duh, University of the Witwatersrand, South Africa</i></p> <p>1. China's Gateway to Latin America: Chancay Port Multipurpose Terminal and Central Bi-Ocean Railway Corridor Chien Wen Yu, Bridgewater State University, United States of America</p> <p>2. The Organizational Practices and the Generational Differences in Women's Return to the Work After Childbirth Kamilla Baša, J. Selye University, Slovakia Renáta Machová, J. Selye University, Slovakia</p> <p>3. Examining Gender Differences in the Perceived Importance and Organizational Benefits of Workplace Diversity Kristína Kozová, Alexander Dubček University of Trenčín, Slovakia Adriana Grenčíková, Alexander Dubček University of Trenčín, Slovakia</p>

Jozef Habánik, Alexander Dubček University of Trenčín, Slovakia

4. Crisis Communication in the Context of New Threats: The Perspective of Students at a Slovak University

Matej Húževka, Alexander Dubček University of Trenčín, Slovakia

Martin Šrámka, Alexander Dubček University of Trenčín, Slovakia

5. The Effect of Digital Leadership in Businesses on the Digital Maturity Levels of Employees: A Study on Konya Organized Industrial Zone

Ebru Özer, Necmettin Erbakan University, Turkey

Metin Yıldırım, Necmettin Erbakan University, Turkey

6. Interlinkages Between Energy Consumption, Economic Growth, Corruption, and CO₂ Emissions: Evidence from Kosovo

Nagip Skenderi, University of Prishtina, Kosovo

Sylë Krasniqi, University of Prishtina, Kosovo

2:00 pm to 4:00 pm
CET

**Session 6 –
Digital Transformation, Artificial Intelligence & Intelligent
Systems
Classroom XY4**

Session chair:

Ricardo Reier Forradellas, Catholic University of Ávila, Spain

1. Determinants of Artificial Intelligence Adoption in European Enterprises

Dana Hrušovská, Bratislava University of Economics and Business, Slovakia

2. Playing for Circularity: AI-Driven Simulation and Decision-Making Tools for Sustainable Textile Systems

	<p>Ricardo Reier Forradellas, Catholic University of Ávila, Spain</p> <p>3. AI-Driven Marketing and Ethical Governance: The Future of Global Management Ivan Torbica, University of Mostar, Bosnia and Herzegovina Damir Vasilj, University of Mostar, Bosnia and Herzegovina Franjo Takač, University of Mostar, Bosnia and Herzegovina</p> <p>4. AI as Co-Founder in the Early-Stage Entrepreneurial Process Sara Bensal, International University of Agadir, Morocco Mohamed Binkkour, Ibn Zohr University, Morocco</p>
<p>5:30 pm to 7:00 pm CET</p>	<p>Sightseeing walking tour – Old town Dubrovnik (incl. in conference fee)</p> <p>Meeting point:</p> <p><i>Tourist Information Centre Pile, Brsalje 5 at 5:20 PM CET</i></p>

Conference Venue:
*Akademis Academia, Ulica Marka
 Marojice 2b, Dubrovnik, Croatia
 Ground floor & Classroom XY4 (4th floor)*

Online:
*Via Google Meet.
 Sessions O1 & O3 -
<https://meet.google.com/rno-bmma-ivn>
 Sessions O2 & O4 -
<https://meet.google.com/eww-jeuw-nuc>*

Saturday, May 16, 2026 – Dubrovnik, Croatia

<p>10:00 am to 2:00 pm CET</p>	<p>Optional excursion to Lokrum or the surrounding area We recommend Ston on Pelješac Peninsula (on your own)</p>
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Organizer:



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Ministry of Regional Development
and EU Funds



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