

GAME 2025 CONFERENCE AGENDA

NP BRIJUNI, CROATIA
3-5 JULY, 2025

Thursday, July 3, 2025 – HALL SALINE

6:00 pm to 7:00 pm	Conference registration at the Conference Desk
6:00 pm to 7:00 pm	Poster Presentation Session
7:00 pm	Welcome drink

Friday, July 4, 2025 – HALL SALINE

9:30 am to 10:15 am	Registration and reception
10:15 am to 10:30 am	Opening ceremony
10:30 am to 12:00 pm	<p>Session 1 <i>Session chair:</i> <i>Lorena Dadić Fruk</i></p> <ol style="list-style-type: none"> AI in Management Decision-Making: Benefits, Challenges, and Future Perspectives Damir Vasilj, University of Mostar, Bosna and Herzegovina Ivan Torbica, University of Mostar, Bosna and Herzegovina Identifying Strategic Growth Paths through Relatedness, Opportunity Gain, and Regional Complementarities: the Case of Lithuania* Giedre Dzemydaite, Vilnius University, Lithuania Laurynas Narusevicius, Vilnius University, Lithuania Rima Rubcinskaite, Vilnius University, Lithuania Greening Sports Tourism - Mobility Management Scenarios Hrvoje Grofelnik, University of Rijeka, Croatia

	<p>4. The impact of leadership styles on the motivation and creativity of employees in non-profit organizations Lorena Dadić Fruk, University of Rijeka, Croatia Helga Maškarin Ribarić, University of Rijeka, Croatia Ivana Licul, University of Rijeka, Croatia</p> <p>5. The Financial Challenges of ESG Implementation: Examining Costs estimations for SMEs in the Slovak Republic Igor Turuk, Slovak University of Technology in Bratislava, Slovakia Julius Golej, Slovak University of Technology in Bratislava, Slovakia Daniela Spirkova, Slovak University of Technology in Bratislava, Slovakia</p> <p>6. Sustainable Height of Tax Evasion in the EU and Its Impacts on the Circular Economy René Vagaský, University of Presov, Slovakia Miroslav Gombár, University of Presov, Slovakia</p>
12:00 pm to 12:15 pm	Coffee Break
12:15 pm to 2:00 pm	<p>Session 2 <i>Session chair:</i> <i>Laetitia Pozniak</i></p> <p>1. The future of mining in the light of corporate decarbonization on the example of Polish companies Anna Sikora, University of Economics in Katowice, Poland</p> <p>2. War-related going-concern threats in financial statements of Ukrainian Companies Listed on the Warsaw Stock Exchange Kamil Gomulski, University of Economics in Katowice, Poland</p> <p>3. The Integrity Sub-Index of the Global Pension Index of Slovakia Petra Medved'ová, Matej Bel University, Slovakia</p>

	<p>4. Does Green Creativity Matter in How Much Green Training Impact Green Competencies Konstantinos Piperidis, University of the Witwatersrand, South Africa Helen Duh, University of the Witwatersrand, South Africa</p> <p>5. Customer Perceptions of Digitalization in Banking and Insurance Laetitia Pozniak, University of Mons, Belgium Mélanie Croquet, University of Mons, Belgium Dimitri Laroutis, ESC Amiens, France</p> <p>6. Hybridization of Management Practices: Good Public Governance in the Private Sector (The Case of the Bulgarian Stock Exchange - Sofia AD) Vania Hadjieva, New Bulgarian University, Bulgaria</p>
2:00 pm to 2:45 pm	Lunch break (on your own)
2:45 pm to 3:45 pm	<p>Session 3 <i>Session chair:</i> <i>Ivan Jajić</i></p> <p>1. Empowering Women in Aviation: Putting Gender on the International Policy Agenda* Ferhan Sengur, Eskisehir Technical University, Turkey</p> <p>2. Bibliometric and Text Mining Analysis of Metaverse, Augmented Reality, and Virtual Reality Research Trends Ivan Jajić, University of Zagreb, Croatia Ljubica Milanović, University of Zagreb, Croatia Božidar Jaković, University of Zagreb, Croatia</p> <p>3. Smart Water, Smarter Homes: User Perception of IoT Efficiency in Household Water Metering* Tamara Ćurlin, University of Zagreb, Croatia Josip Tadić, University of Zagreb, Croatia</p>

	<p>4. Learning from Others: Means to Augment Skills Developed Through Learning BY Doing in the Context of Women Entrepreneurship</p> <p>Ramesh Dangol, Youngstown State University, USA</p>
4:00 pm to 7:30 pm	<p>Joint Brijuni National Park sightseeing train tour (incl. in conference fee)</p>

Saturday, July 5, 2025 – ONLINE

	<p>Session 4</p> <p><i>Session chair:</i></p> <p><i>Filipe Sousa</i></p>
9:00 am to 10:30 am	<ol style="list-style-type: none"> 1. Redefining Strategy Through the Lens of Inter-organizational Collaboration* Filipe Sousa, University of Madeira, Portugal 2. Ethics as the core of effective leadership -An analysis of the leadership role as a socio-economic phenomenon* Anna-Vanadis Faix, Alma Mater Europaea ECH, Germany 3. Networking and Innovation Capacity in the Croatian Public Sector* Jasmina Mašović, Institute of Public Finance, Croatia Matea Cvjetković, Institute of Public Finance, Croatia Vjekoslav Bratić, Institute of Public Finance, Croatia 4. Mind the Implementation Gap: A Case Study of ERP Theory vs. Practice in Microsoft Dynamics 365 F&O* Ana-Marija Stjepić, University of Zagreb, Croatia Lovro Ibriks, University of Zagreb, Croatia

	<p>5. Technological Capability, Competitive Contexts and Firm Performance in Technology-based Startups Yihsing Yang, National Taichung University of Education, Taiwan Cheng-Hsin Chiang, Feng Chia University, Taiwan</p> <p>6. Learning Foreign Investors' Trading Strategies Using Artificial Neural Networks Aekkachai Nittayagasetwat, NIDA Business School, Thailand Jiroj Bur, Thammasat University, Thailand</p>
<p>9:00 am to 10:30 am</p>	<p>Session 5 <i>Session chair:</i> <i>Mladen Turuk</i></p> <p>1. Factors Affecting Cash Demand in South Africa* Randheer Ramsoomer, University of Johannesburg, South Africa A Drotskie, University of Johannesburg, South Africa Hermann Azemtsa Donfack, University of Johannesburg, South Africa</p> <p>2. The Dynamics of Financial Inclusion and Economic Growth in Nigeria: Insights from Liquidity Management and Credit Allocation* Olusola Enitan Olowofela, University of Johannesburg, South Africa Hermann Azemtsa Donfack, University of Johannesburg, South Africa Celestin Wafo Soh, University of Johannesburg, South Africa</p> <p>3. Bibliometric analysis of studies on Digital footprint* Eda Yasa Ozelturkay, Cag University, Turkey</p> <p>4. Challenges and Prospects of Women's Entrepreneurship in the Republic of Croatia Mladen Turuk, University of Zagreb, Croatia</p>

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	<p>Kristina Matić, University of Zagreb, Croatia</p> <p>5. Professional Managers in Family Businesses: Navigating Challenges and Unlocking Growth Potential Ivan Turčić, University of Zagreb, Croatia Ivana Mijačević, University of Zagreb, Croatia</p> <p>6. The Influence of Marketing on Increasing Consumer Consumption Rositsa Nakova, New Bulgarian University, Bulgaria</p>
10:30 am to 11:00 am	Board Meeting and Conference Closure

Conference Venue:

Hotel Istra-Neptun, Brijuni Islands
Brijuni, 52100, Pula
Hall Saline

Online:

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

Organizer:



Under the auspices of:



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