



Faculty of Economics and Tourism
"Dr. Mijo Mirković"

The 12th International
Scientific Conference
**"BEYOND BORDERS:
ECONOMICS AND TOURISM
IN THE DIGITAL ERA –
FET 2026"**
15-16 October 2026
Pula, Istria, Croatia, EU

Conference programme



Faculty of Economics and
Tourism "Dr. Mijo Mirković"

PROGRAMME OF THE 12th International Conference FET2026 *"BEYOND BORDERS: ECONOMICS AND TOURISM IN THE DIGITAL ERA– FET 2026"*

15.10.2026. | 9:00–11:30

OPENING SESSION

Venue: Faculty of Economics and Tourism "Dr. Mijo Mirković" – FET, Ulica Petra Preradovića 1, 52100 Pula

TIME	PROGRAMME	LOCATION
9:00–9:30	Registration of conference participants	Atrium of the "FET" building
9:30–10:00	Greetings and opening remarks	"Pula" auditorium
10:00–11:00	Keynote speeches followed by short Q&A session	"Pula" auditorium
11:00–11:30	Coffee break	Atrium of the "FET" building



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15.10.2026. | 11:30–13:00

SESSION: Tourism Transformation in the Digital Era

ROOM: 302

Session chair: Aljoša Vitasović

PAPER TITLE	AUTHORS	AFFILIATION
EXPLORING THE PLETHORA OF OPPORTUNITIES: THE ARTIFICIAL INTELLIGENCE–TOURISMS NEXUS	Ronny Baierl, Professorship of Key Qualifications	Faculty of Business Administration, Dresden University of Applied Sciences
DIGITAL TRANSFORMATION BEYOND BORDERS: COMPETITIVENESS, LEADERSHIP, AND SKILLS FOR SUSTAINABLE TOURISM AND REGIONAL DEVELOPMENT	Wolfram Irsa	Department Management and Business, University of Applied Sciences FH Joanneum, Graz, Austria
IDENTIFICATION AND SYSTEMATIZATION OF DIGITAL TRANSFORMATIONS IN SPORTS TOURISM	Alessandro Manzin; Jasmina Gržinić	Sveučilište u Rijeci; FET
THE ROLE OF DIGITAL TOOLS IN UPGRADING VISITOR EXPERIENCE	Maja Vujičić i Marina Hrelja	Faculty of Economics and Business, University of Rijeka, Rijeka
DIGITAL TRANSFORMATION AND TOURIST TRAVEL PLANNING AMONG GENERATION Z: EVIDENCE FROM POLAND	Łapko Aleksandra, Roma Strulak-Wójcikiewicz	Faculty of Economics and Transport Engineering, Maritime University of Szczecin, Szczecin, Poland
DIGITAL TOURISM PLATFORMS AND DOMESTIC TOURISM DEMAND IN SAUDI ARABIA: THE MEDIATING ROLE OF PERCEIVED TRAVEL-COST REDUCTION <u>(online presentation)</u>	Sana Naseem	Finance Department, College of Business, Al Yamamah University, Riyadh, Saudi Arabia



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15.10.2026. | 11:30–13:00

SESSION: European Integration, Western Balkans and International Trade

ROOM: 303

Session chair: Ines Kersan-Škabić

PAPER TITLE	AUTHORS	AFFILIATION
BRIDGING THE GAP: WESTERN BALKAN COUNTRIES ON THE ROAD TO THE EUROPEAN UNION	Radovan Kovačević	University of Belgrade Faculty of Economics and Business
THE BRUSSELS EFFECT IN THE CANDIDATE COUNTRIES: THE CASE OF EUDR REGULATORY SPILLOVERS IN SERBIA	Radovan Kastratović	Faculty of Economics and Business, University of Belgrade, Belgrade
ASSESING THE IMPORTANCE OF DIGITAL AND SUSTAINABLE TRADE FACILITATION MEASURES FOR WESTERN BALKANS COUNTRIES TRADE	Katerina Toshevska-Trpchevska, Elena Makrevska Disoska, Viktor Stojkoski, Predrag Bjelić	Department of International Trade, Faculty of Economics – Skopje, Ss. Cyril and Methodius University in Skopje; Department of International Economic Relations, Faculty of Economics and Business, University of Belgrade, Serbia
INSTITUTIONAL INTEGRATION LADDERS AND BILATERAL TRADE FLOW DYNAMICS: NEW EVIDENCE FROM THE WESTERN BALKANS AND THE EUROPEAN SINGLE MARKET	Mile Bošnjak, Ivan Novak, Davor Vlajčić	Faculty of Economics & Business, University of Zagreb, Zagreb, Croatia
COMPETITION POLICY ALIGNMENT IN THE WESTERN BALKANS ON THE ROAD TO EU MEMBERSHIP	Ines Kersan-Škabić	FET



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WHAT DRIVES NON-TARIFF MEASURES? A COUNT-DATA ANALYSIS OF NTM INCIDENCE ACROSS COUNTRIES	Vinko Zaninović, Igor Cvečić, Marko Tomljanović	Faculty of Economics and Business, University of Rijeka, Rijeka
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15.10.2026. | 11:30–13:00

SESSION: Green Growth, Sustainability and the Blue Economy

ROOM: 202

Session chair: Kristina Afrić Rakitovac

PAPER TITLE	AUTHORS	AFFILIATION
SUSTAINABLE DEVELOPMENT IN CATHOLIC SOCIAL DOCTRINE: IMPLICATIONS OF THE TEACHINGS OF RECENT POPES FOR PUBLIC POLICY AND EU POLICIES	Ing. Josef Bič, Ph.D.	Department of International Economic Relations, Prague University of Economics and Business, Prague
CZECH TRADE IN LOW-CARBON TECHNOLOGY PRODUCTS UNDER NON-TARIFF MEASURES	Tereza De Castro, Kateryna Shymanska	Department of International Economic Relations, Prague University of Economics and Business, Prague
FROM DIGITAL VISIBILITY TO STRATEGIC RESILIENCE: SMART PORTS, BLUE ECONOMY GOVERNANCE AND BORDERLESS MARITIME FLOWS	Klavdij Logožar	Faculty of Economics and Business, University of Maribor
BEYOND ECONOMIC GROWTH: DOES ENVIRONMENTAL QUALITY MAKE EUROPEANS HAPPIER? EVIDENCE FROM NUTS-2 REGIONS	Nika Stipetić-Kalinić, Ana Marija Filipas	Faculty of Economics and Business, University of Rijeka, Rijeka
CBAM AND GREEN GROWTH IN THE EU NEIGHBOURHOOD: CHALLENGES AND OPPORTUNITIES FOR EMERGING ECONOMIES	Violeta Šugar, Sergej Gričar, Štefan Bojnec i Nemanja Lojanica	FET; Faculty of Business and Management Sciences, University of Novo Mesto; Faculty of Management, University of Primorska; Faculty of Economics and Business, University of Kragujevac
BLUE ECONOMY ECONOMIC INDICATORS IN THE EU IN THE 21st CENTURY <u>(online presentation)</u>	Davorin Balaž, Davor Mance, Ana Pedić	Sveučilište u Rijeci



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15.10.2026. | 11:30–13:00

SESSION: Artificial Intelligence and the Future of Organizations

ROOM: 203

Session chair: Sabina Lacmanović

PAPER TITLE	AUTHORS	AFFILIATION
THE ROLE OF ACCOUNTABILITY STRUCTURES AND MECHANISMS IN EFFECTIVE ARTIFICIAL INTELLIGENCE GOVERNANCE	Sabina Lacmanović	FET
LEANER BY DESIGN, SMARTER BY ALGORITHM: MAPPING THE CONVERGENCE OF LEAN AND AI IN THE LITERATURE	Matea Šipura; Anamarija Zron; Lara Jelenc	Faculty of Economics and Business, University of Rijeka, Rijeka, Croatia
THE SHOEBOX AND THE ARTIFICIAL FURROWED BROW: INFORMATION RETRIEVAL, REASONING, AND MEANING IN AGENTIC AI SYSTEMS	Johannes Miklós, Martin Setnicka	Department of Information Technology & Business Informatics, FERNFH – Distance-Learning University of Applied Sciences, Wiener Neustadt, Austria
WHO IS AT RISK? AUTOMATION, ARTIFICIAL INTELLIGENCE, AND WORKER VULNERABILITY IN SLOVENIA <u>(online presentation)</u>	Suzana Laporšek et al.	Faculty of Management, University of Primorska, Koper, Slovenia



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15.10.2026. | 11:30–13:00

SESSION: Academic Entrepreneurship and Innovation

ROOM: 403

Session chair: Martin Setnicka

PAPER TITLE	AUTHORS	AFFILIATION
DESIGNING STARTUP CULTURE IN THE DIGITAL ERA: A PRACTICAL MODEL FOR INFORMATION TECHNOLOGY FOCUSED UNIVERSITIES	Dragana Gutschner, Martin Setnicka	Department of Information Technology & Business Informatics, The Distance-Learning University of Applied Sciences, Wiener Neustadt, Austria
FROM ACADEMIC CONNECTIONS TO MARKET ACCESS: UNIVERSITY SUPPORT AND THE STRUCTURE OF COMMERCIALISATION GAPS IN ACADEMIC SPIN-OFFS	Andrzej Poszewiecki & Wojciech Bizon	Faculty of Economics, University of Gdańsk, Sopot, Poland
BEYOND INVISIBLE BORDERS IN ACADEMIA: GENDER EQUALITY PLANNING, INTERNATIONAL MOBILITY AND INNOVATION CAPACITY	Štefan Bojnec, Patricia Blatnik	Faculty of Management, University of Primorska, Koper, Slovenia
AI-DRIVEN ENTREPRENEURIAL EDUCATION AND STARTUP INTENTIONS OF GENZ: THROUGH DIGITAL SELF-EFFICACY AND INNOVATIVE MINDSET	Mohit Taneja, Shruti Bansal	Department of Humanities and Social Sciences, Thapar Institute of Engineering and Technology



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15.10.2026. | 11:30–13:00

SESSION: Languages for Specific Purposes and Innovative Language Education

ROOM: 402

Session chair: Moira Kostić Bobanović

PAPER TITLE	AUTHORS	AFFILIATION
REDEFINING LANGUAGE FOR SPECIFIC PURPOSES (LSP) PEDAGOGY FOR GENERATION Z: AI TOOL INTEGRATION, LEARNER AUTONOMY, AND HYBRID LEARNING DYNAMICS IN A SLOVENIAN UNIVERSITY CONTEXT	Tilen Smajla	University of Maribor
STUDYING BUSINESS TERMINOLOGY IN A LITERARY CONTEXT	Dubravka Celinšek	Department of Foreign Business Languages, Faculty of Management, University of Primorska, Koper
LANGUAGE FOR SPECIFIC PURPOSES IN TOURISM: THE CASE OF JAPANESE IN THE CROATIAN CONTEXT	Dora Bračun	Department of Asian Studies, Juraj Dobrila University of Pula, Pula, Croatia

13:00–14:00 *Light lunch*



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15.10. 2026. | 14:00–15:30

SESSION: Sustainable Tourism and Destination Development

ROOM: 302

Session chair: Morena Paulišić

PAPER TITLE	AUTHORS	AFFILIATION
TOURISM AS A FACTOR IN THE TRANSFORMATION AND LOCAL DEVELOPMENT OF SERBIA'S BORDER MUNICIPALITIES WITH BULGARIA	Marko Sedlak, Nemanja Josifov i Miroslav Mešanović	Faculty of Geography, University of Belgrade
HIKING TOURISM AS A DRIVER OF RURAL REGENERATION: EVIDENCE FROM A KARPATI-BALKAN MOUNTAIN CHAIN	Martina Arsić, Aleksandra Vujko	Faculty of Tourism and Management, Singidunum University, Belgrade, Serbia
URBAN TOURISM RESILIENCE AND POLICY RESPONSES IN EUROPEAN CITIES: A COMPARATIVE QUALITATIVE POLICY ANALYSIS	Mieta Bobanović Dasko, Jasmina Gržinić & Nevena Čurčić	Juraj Dobrila University of Pula; University of Novi Sad
SUSTAINABLE PLANNING AND MANAGEMENT OF THE HISTORIC URBAN LANDSCAPE: A STUDY OF PULA'S UNESCO WORLD HERITAGE POTENTIAL	Nataša Urošević, Kristina Afrić Rakitovac i Matteo Legović	Faculty of Economics and Tourism "Dr. Mijo Mirković", Juraj Dobrila University of Pula; Faculty of Tourism Studies-Turistica, University of Primorska
IMPACT OF CARBON FOOTPRINT ON NATIONAL PARK TOURISM, SCOPING REVIEW <u>(online presentation)</u>	Héctor Vilches Ayala, Alejandro Vega Muñoz, Guido Salazar Sepúlveda	Universidad de Extremadura, Facultad de Ciencias Económicas y Empresariales, Cáceres, Universidad Central, Facultad de Ingeniería/Facultad de Gobierno Santiago, Chile, Universidad



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		Católica de la Santísima Concepción, Departamento Ingeniería Industrial, Concepción, Chile
BEYOND BORDERS: MEDICAL TOURISM AND CROSS-BORDER MOBILITY IN SOUTHEASTERN EUROPE <u>(online presentation)</u>	Răzvan Tiberiu Radu, Alina Constina Radu, Mihaela- Carmen Muntean, Ludmila- Daniela Manea, Iulian Adrian Șorcaru	Faculty of Economics and Business Administration, „Dunărea de Jos” University, Galati, Romania



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15.10. 2026. | 14:00–15:30

SESSION: Tourism, Hospitality and Entrepreneurship

ROOM: 303 Session chair: Vanessa Guerra-Lombardi

PAPER TITLE	AUTHORS	AFFILIATION
INITIAL INSIGHTS INTO DARK TOURISM CONSUMPTION TRENDS AT EUROPE'S MOST VISITED URBAN DESTINATIONS	Sanja Dolenec	FET
TRANSFORMATION OF TOURISM – THE PATH TO THE CREATIVE ECONOMY	Velibor Zolak	Faculty of Culture and Tourism, University Donja Gorica, Podgorica
TOURISM AND ENTREPRENEURSHIP DYNAMICS IN CROATIA	Roberta Kontošić, Sergej Gričar i Štefan Bojnec	FET; Faculty of Business and Management Sciences, University of Novo mesto; Faculty of Management, University of Primorska, Koper
A MULTIDIMENSIONAL STRUCTURAL MODEL OF SERVICE QUALITY IN THE HOTEL INDUSTRY: THE INTEGRATIVE ROLE OF INTERNAL MARKETING, CORPORATE CULTURE AND INTERNAL COMMUNICATION	Fani Kerum i Dijana Vuković	Doctorate Paneuropean Studies, Eisenstadt, Austria; University North, Varaždin
THE FINANCIALIZATION OF THE ACCOMMODATION SECTOR: LINKING OWNERSHIP STRUCTURES TO EMPLOYEE PERCEPTIONS	Gabriel González-Díaz; Vanessa Guerra-Lombardi i Raúl Hernández-Martín	University of La Laguna



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15.10. 2026. | 14:00–15:30

SESSION: Marketing, Consumer Behaviour and Digital Engagement

ROOM: 202

Session chair: Erik Ružić

PAPER TITLE	AUTHORS	AFFILIATION
THE IMPORTANCE OF MOBILE MARKETING IN CONTEMPORARY SOCIETY AND ITS IMPACT ON CONSUMER BEHAVIOR AND SATISFACTION	Marta Borić Cvenić, Snježana Barić Šelmić, Marina Geić, Blanka Gigić-Karl	The Academy of Arts and Culture, University of J. J. Strossmayer in Osijek, Faculty of Tourism and Rural Development
DRIVERS OF DOG OWNERS' ADOPTION OF ECO-FRIENDLY PRACTICE PRODUCTS: THE ROLE OF ATTITUDES AND CONSUMPTION MOTIVES	Erik Ružić, Dragan Benazić, Andrea Butković	FET
THE OVERLAP BETWEEN PERSONAL AND BUSINESS ICT USE AS A FACTOR OF CYBERSECURITY IN THE HOSPITALITY INDUSTRY <u>(online presentation)</u>	Janez Mekinc, Ajda Šulc, Ljubica Pilepić Stifanich i Blaž Markelj	University of Primorska; University of Maribor; University of Rijeka
THE USE OF NOVEL DATA SOURCES IN TOURISM STATISTICS: THE CROATIAN CASE	Andrea Mervar	The Institute of Economics, Zagreb
FROM PERSONALIZATION TO PREDICTION: ARTIFICIAL INTELLIGENCE AND THE TRANSFORMATION OF MUNICIPAL URBAN MARKETING <u>(online presentation)</u>	Alina Constina Radu, Răzvan Tiberiu Radu, Adrian Micu, Alexandru Căpăţină, Gianita Bleoju	Faculty of Economics and Business Administration, „Dunărea de Jos” University, Galati, Romania



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15.10. 2026. | 14:00–15:30

SESSION: Regional Resilience, Labour Markets and Economic Transformation

ROOM: 203

Session chair: Danijel Petrović

PAPER TITLE	AUTHORS	AFFILIATION
BARRIERS AND PATHWAYS FOR UKRAINIAN REFUGEES' LABOUR MARKET INTEGRATION IN THE CZECH REPUBLIC	Kateryna Shymanska, Artem Budnyk	Prague University of Economics and Business
COMPARISON OF IMMIGRATION POLICIES AND THE INTEGRATION OF NORTH KOREAN MIGRANTS: THE CASE OF THE REPUBLIC OF KOREA AND THE PEOPLE'S REPUBLIC OF CHINA	Lilly Dvořáková, Cristina Procházková Ilinitchi	Prague University of Economics and Business
FRAGMENTATION THRESHOLDS AND MONETARY TRANSMISSION IN THE EURO AREA	Mile Bošnjak, Ivan Novak, Vlatka Bilas, Gordana Kordić	Faculty of Economics & Business, University of Zagreb
TECHNICAL EFFICIENCY OF CROATIAN SMEs: EVIDENCE FROM DEA ANALYSIS	Danijel Petrović	UNIPU
FOREIGN DIRECT INVESTMENT AND TECHNOLOGICAL READINESS IN TIMES OF GLOBAL SHOCK	Ukë Morina, Ujkan Q. Bajra i Bashkim Mustafa	University of Prishtina; South East European University; University of Applied Sciences, Ferizaj



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15.10. 2026. | 14:00–15:30

SESSION: Organizations, Finance and Innovation

ROOM: 403

Session chair: Ana Novak

PAPER TITLE	AUTHORS	AFFILIATION
MSME FINANCING IN THE DIGITAL ERA: REGULATORY DYNAMICS, CURRENT SOURCES, ALTERNATIVE DIGITAL INSTRUMENTS, AND THE PATH TO FINANCIAL RESILIENCE	Ana Novak, Ivana Đunđek i Marina Klačmer Čalopa	University of Zagreb Faculty of Organization and Informatics, Varaždin
WORKER PARTICIPATION IN RISK ASSESSMENTS AS A TOOL FOR PARTICIPATORY LEADERSHIP AND ORGANIZATIONAL RESILIENCE: AN EMPIRICAL ANALYSIS	Maja Lešić i Ana Rački Marinković	Initium Abstergo d.o.o.; Zaštita inženjering konzalting d.o.o.; University of Applied Sciences in Security and Safety
CAPITAL MARKET DEVELOPMENT AS A COMPLEMENTARY FINANCING MECHANISM FOR INFRASTRUCTURE INVESTMENT AND GREEN ECONOMIC GROWTH IN EMERGING MARKETS (online presentation)	David Aboagye Danquah i Kunofiwa Tsurai	University of South Africa, Pretoria, South Africa
ENHANCING NATIONAL COMPETITIVENESS THROUGH EFFECTIVE INNOVATION MANAGEMENT (online presentation)	Rozana Veselica Celić	Sveučilište Jurja Dobrile u Puli

NOTE FOR ONLINE PRESENTERS



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All participants presenting online will receive a link to access their session via a separate email. Please join the session using the provided link at the scheduled session start time.



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15.10.2026. |

AFTER-CONFERENCE ACTIVITIES

TIME	PROGRAMME	LOCATION
15:30–17:00	Free time	
17:00–18:45	Guided tour in Pula centre	Start in front of conference venue building
19:00	Gala dinner	Address TBD

16.10.2026.

INFORMAL NETWORKING & INDIVIDUAL MEETINGS