



Cultural Studies in Business Project

Erasmus+

K2 Strategic Partnership in the field of Higher Education

**Multiplier Event
in Split**

02 May 2019

**University of Split
Faculty of Economics, Business and Tourism**





Draft Programme

Thursday – 02 May
Annex Building, CTK
Room

Multiplier Event - "Cross Cultural Studies in Business: a European analysis"

9:30-10:00

Participant Registration

10:00-10:10

Welcome speech by Prof. Maja Fredotovic, the Dean of Faculty of Economics, Business and Tourism

10:10-10:30

Presentation of CSB project
Dr. Dario Miocevic, project leader

10:30-11:00

Presentation of the intellectual output #1 of the project: Croatian perspective
Ms. Antonija Kvasina, project team member

11:00-11:30

Roundtable discussion: *Do we need cultural studies in business?*
Dr. Dario Miocevic, project leader
Dr. Ivana Bilic, project team member
Dr. Pasko Burnac, project team member

Q & A session with participants

11:30-12:00

Coffee Break

12:00-14:00

CULTURAL STUDIES IN BUSINESS: RESEARCH AND LEARNING PERSPECTIVES
Dr. Dario Miocevic, Why culture matters in international business





Dr. Ivana Bilic, Crisis communication: Does culture matter?
Dr. Pasko Burnac, Alternative Economic Concepts

14:00-15:00

Lunch with participants and informal networking (*buffet lunch will be served just in front of the large auditorium in the main building*)

