



Cultural Studies in Business Project

Erasmus+

K2 Strategic Partnership in the field of Higher Education

**Multiplier Event
in Split**

12 February 2021

**"Cross Cultural Studies in Business: a European analysis" –
Presentation – Management – Journal of Contemporary
Management Issues – Special issue: IMPLICATIONS OF
CULTURE FOR BUSINESS STUDIES IN EUROPE**

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



Programme

**Friday – 12
February
ZOOM** **Multiplier Event -"Cross Cultural Studies in Business: a European analysis" –
Presentation – Management – Journal of Contemporary Management Issues –
Special issue: IMPLICATIONS OF CULTURE FOR BUSINESS STUDIES IN EUROPE**

9:30 - 10:00 **Participant Registration**

10:00 - 10:10 *Welcome speech by Prof. Snjezana Pivac, the Vice 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 #3 of the project: Management – Journal of
Contemporary Management Issues – Special issue: IMPLICATIONS OF CULTURE FOR
BUSINESS STUDIES IN EUROPE**
*Dr. Niksa Alfirevic, Journal Editor; Faculty of Economics, Business and Tourism,
University of Split*
*Dr. Ivana Bilic, Guest Editor, Faculty of Economics, Business and Tourism, University of
Split*
Dr. Ljubisha Petrusevski, Guest Editor, Euro College, North Macedonia

11:00 - 12:00 **Paper presentation by authors - PART 1 (approximately 10 minutes per paper)**
1# ECONOMICS OF UNIQUENESS IN CROATIAN HISTORIC TOWNS: LOOKING FOR NEW
URBAN MODELS, **N. Urošević & D. Grubišić**
2# THE RELEVANCE OF EU EXTERNAL CULTURAL SYNERGIES: THE EXTERNAL ACTION
STRATEGY AND INSTITUTIONAL INTERCULTURAL ATTITUDES, **Lj. Simic**
3# CITY BRAND IMAGE FORMATION BY URBAN HERITAGE INITIATIVE, **M. Černikovaite
& Z. Karazijien**
4# AN INTEGRATION OF CUSTOMER VALUE AND CUSTOMER RELATIONSHIP IN URBAN
CENTRES AND PERIPHERIES: RESEARCH IMPLICATIONS FOR BUSINESS PRACTICE AND
BUSINESS STUDIES, **R. Smaliukiene & S. Bekesiene & G. Lipciute**
5# PROPOSAL OF A NEW RESEARCH CONSTRUCT IN FEMALE ENTREPRENEURSHIP, **M.
Vadnjal & J. Vadnjal & A. Bernik Dermol**

12:00 - 12:30 **Authors Q & A session with participants**

12:30 - 13:00 **Coffee Break**



- 13:00 - 14:00 **Paper presentation by authors - PART 2 (approximately 10 minutes per paper)**
- 6# PERCEIVED JUSTICE AT WORKPLACE AND ORGANIZATIONAL COMMITMENT, *E. Zhilla & A. Mućaj & B. Hoti*
- 7# ETHICS AND ECONOMICS IN THE WORLD OF GLOBALIZED FINANCE, *U. Triulzi*
- 8# HOW IMPORTANT IS CULTURE? ANALYSIS OF THE MOST RECENT DATA ON ITALIAN EDUCATIONAL OFFER AND ITS IMPACT ON EMPLOYMENT AND EMPLOYABILITY, *R. Gurashi & A. Grippo*
- 9# AN INTERDISCIPLINARY LEARNING APPROACH TO ECOLOGICAL BUSINESS: USING EXAMPLES OF BEST PRACTICE, *M. Valentukevićienė & V. Valatka*
- 10# MANAGING SUBSTITUTIVE AND COMPLEMENTARY TECHNOLOGIES IN CULTURAL INSTITUTIONS: MARKET/MISSION PERSPECTIVES, *A. Modlinski and L. Moreira Pinto*
- 14:00 - 14:30 **Authors Q & A session with participants**
- 14:30 - 15:00 **Wrapping up – Prof. Maria Cristina Marchetti, Project General Coordinator, La Sapienza University of Rome and Erika Gerardini, Project Manager for JUMP Association**
- 15:00 - 16:00 **Lunch with participants and informal networking in Croatia, Split**

MEETING DETAILS

Topic: CSB Project - Multiplier Event of the University of Split. - "Cross Cultural Studies in Business: a European analysis"

Time: Feb 12, 2021 09:30 AM Rome

Join Zoom Meeting

<https://us02web.zoom.us/j/83412812064?pwd=ZTJrU3hLS1RVMDZSa0xtK1Z0Y0RIUT09>

Meeting ID: 834 1281 2064

Passcode: 456279

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